

# The role of the international organization for migration (IOM) in combating human trafficking in Indonesia: Insights from social media and broader theoretical perspectives



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**Abstract** The issue of human trafficking in Indonesia experiences a lot of problems such as forced labor, sexual exploitation, and child trafficking. Hence, Indonesia needs to cooperate with other parties to combat the issue, including international organizations like IOM. This study aims to examine the discourse regarding human trafficking in Indonesia by the official Twitter account of @IOMIndonesia, focusing on its role in raising awareness about human trafficking. In addition to analyzing social media data, this manuscript also conducts an important literature review on human trafficking eradication in Indonesia, providing a comprehensive understanding of this issue. This study utilizes Institutional Liberalism theory and the concept of human trafficking to investigate the issue and the roles of IOM. This study also employed a qualitative research methodology, especially Q-DAS, and NVivo 12 Plus software to visualize data from the IOMIndonesia Twitter account, ranging from July 2015 to March 2023. The findings of this study indicate that the account of @IOMIndonesia experienced a significant increase in the amount of posts submitted in the year 2016, mainly due to an increase in reported incidents. Furthermore, @IOMIndonesia account received the greatest proportion of mentions, particularly from accounts such as @unmigration, @IOMAsiapacific, and @stateprm, who were engaged in discussions on the Asia Regional Migration Program. Furthermore, IOM Indonesia is actively advocating for migration and safeguarding the rights of migrants in the Asia Pacific region. They employ hashtags such as #IOMAsiaPacific, #Indonesia, #migration, and #covid19 to enhance public awareness and combat the issue of human trafficking.

**Keywords:** migration, social media analysis, international cooperation, institutional liberalism theory

## 1. Introduction

In the modern era of globalization and technological advancement, security threats, such as civil war, regional conflict, state hostility, and nuclear proliferation, have gone beyond conventional limits (Dolhan et al., 2021). Human trafficking is now seen as a major and undetected security threat to communities around the world (Huong & Vu, 2023; Mishra & Sharma, 2022). Furthermore, human trafficking is also claimed to be criminal activity that has a significant effect on individuals who are abused, their families, society, and the government (Magesa & Kitula, 2020). Victims of human trafficking are vulnerable to individuals suffering from economic difficulties (poverty), a lack of education, and limited employment, which places individuals at risk of exploitation (Yuliani et al., 2022). Manipulating someone through physical intimidation, deception, or coercion is a characteristic of this crime (Putri, 2019).

Trafficking in human beings is a problem that is both cross-border and transnational, thus posing a complex obstacle to law enforcement organizations globally (Raby et al., 2023). As globalization increases, human trafficking is increasing today as a result of advances in communication, information, and transportation technologies, as well as significant economic disparities between countries (Rochadi et al., 2022). The highly intricate networks of traffickers operate smoothly across national boundaries, employing modern technology to recruit, transport, and exploit their victims. This situation creates significant challenges for both national and international law enforcement agencies in fulfilling their responsibilities (Antonopoulos et al., 2020).

The victims of human trafficking are trafficked across countries such as Malaysia, Singapore, Brunei, Taiwan, Japan, Hong Kong, and the Middle East, where women and children constitute a vulnerable group (Yuliantini et al., 2022). One of them is Indonesia, and few people are victims of trafficking in various countries (Sibuea, 2018). Indonesian migrant workers, especially Indonesians in the labor force (TKI), often face difficult situations characterized by debt bonds, dangerous work environments, and various forms of exploitation in the countries of destinations where they migrate (Yusriza, 2020). It has



become a major focus in the discussion of global security, which covers relations between countries and territories (Oktaviani & Rivai, 2024).

According to the U.S. Governmental Security Department, Homeland Security, human trafficking frequently involves violence and coercion with the aim of exploitation for economic gain for perpetrators (U.S. Department of Homeland Security, 2022). According to the UNODC (United Nations Office on Drugs and Crime), human trafficking is a profitable business that ranks second after drugs and better than the arms business does (UNODC, 2023). Moreover, according to the International Labor Organization (ILO), the data show that the annual revenues generated by the human trafficking industry amount to approximately US \$33.9 billion. It is estimated that traffickers have trafficked approximately 1.4 million victims for sexual exploitation (Alessandra et al., 2022).

Therefore, international cooperation is vital in the fight against human trafficking because it is a transnational crime that requires a coordinated response (Abiodun, 2020). However, there are practical difficulties in achieving this objective, which require an effective international response (Islam et al., 2024). Cooperation between countries of origin and destinations is essential to provide a more effective and coordinated response in combating human trafficking and protecting the rights of those vulnerable to exploitation (Bakker et al., 2020). The Indonesian government, together with international organizations and NGOs, continues to work to address this issue through legal frameworks, law enforcement efforts, and awareness campaigns (Dwi, 2021).

The International Organization for Migration (IOM) is an intergovernmental organization under the coordination of the United Nations (Canton, 2021). IOM is a leading organization dedicated to promoting human and orderly migration that benefits all (Andayani & Pahlawan, 2017). IOM is a leading organization that helps governments enhance international cooperation on migration issues, such as helping foreign and domestic refugees find solutions to migration problems and providing humanitarian assistance to migrants in need (IOM Indonesia, 2022). IOM Indonesia works at the national and regional levels through close partnerships with governments and non-governmental organizations (Oktavian et al., 2018).

Human trafficking in the form of slavery has been rife for thousands of years worldwide. Since the era of colonization, human trafficking has occurred in regions such as Southeast Asia (Khairi, 2021). However, IOM Indonesia has been assisting the Indonesian government in preventing and combatting human trafficking since 2005 through the "3P approach" (prevention, protection, and prosecution) (Mutaqin, 2021). Over the last few decades, IOM has grown rapidly, with enormous budgets, employees, member states, field offices, and even social media. One example is the creation of the official Twitter account (X) @IOMIndonesia, which helps spread migration, humanitarian, aid, or even human trafficking issues.

Several researchers have conducted thorough research on human trafficking in Indonesia, leading to a wide variety of academic investigations. For example, research on human trafficking in North Sulawesi, Indonesia, highlights internal variables such as a lack of information and the ability to comprehend and resist the deceptive tactics, traps, and persuasions employed by traffickers. The main causes include poverty, the attractiveness of luxurious lifestyles, weak law enforcement, sectoral selfishness, and incomplete development, all of which are external influences (Umbase & Sumilat, 2019).

Research that discusses child sex tourism in Surabaya reveals that child sex tourism leads to human trafficking and requires collaboration between NGOs and government agencies for effective intervention (Bah et al., 2022). The article titled "Tech Tools for Anticipating Human Trafficking in Archipelago State" states that the Indonesian government lacks serious efforts to address human trafficking instances in the country (Nulhaqim et al., 2021).

Furthermore, the article titled "Intergovernmental Cooperation Mechanisms in Combating Transnational Human Trafficking within ASEAN" explains the human trafficking that takes place at the border of Indonesia and the territory of Johor Malaysia. This paper states that human trafficking is essentially the source of poverty and that the difficulty of employment leads to opportunities that are exploited by people or organizations that are not responsible for maximizing outcomes (Priyono & Sudiro, 2020). As the study entitled "Trafficking and Prostitution of Indonesian Women in Malaysia: Insights from the Victims" explains, economic motives are considered to be the main driving force for Indonesia's trafficking of women into forced prostitution in Malaysia. In this article, the Malaysian government has made several efforts to demonstrate its commitment to combat human trafficking and to ensure the safety and well-being of those who are at risk of exploitation (Rahman et al., 2023).

Another article titled "Development of a Restitution Model in Optimizing Legal Protection for Victims of Human Trafficking in Indonesia" investigates the efficacy of implementing restitution sanctions on traffickers through judicial rulings in Indonesia. This initiative aims to bolster legal safeguards for victims of trafficking in the country (Angkasa et al., 2023). A study entitled "Legal Protection for Women Victims of Trafficking in Indonesia in an International Human Rights Perspective" explains, according to Act No. 21 of 2007 on the Elimination of Criminal Prosecutions of Human Trafficking, that women who are victims of human trafficking in Indonesia are legally protected, according to the study's findings. However, enforcement measures, such as more precise and comprehensive government regulations, do not completely support the execution of protection against women victims (Yuliantini & Mangku, 2020).

Finally, Nugrahaningsih, Hardi & Lutfie (2020) used institutional liberalism theory as an analytical tool. One of the nongovernmental organizations in Indonesia that assists with incidents of human trafficking in Sambas District, West Kalimantan Province, is IOM. The study's findings demonstrate how IOM performs its duties by collaborating with local governments on socialization projects and integrating them both horizontally and vertically.

According to the above publications, no comprehensive research has linked the information provided in the literature on human trafficking cases in Indonesia and the influence of IOM's presence on social media, especially its Twitter posts. Therefore, the authors, in addition to the literature search, also researched the topic using the official Twitter account @IOMIndonesia, which serves as an ongoing space for discussion on human trafficking in Indonesia. Therefore, taking both factors into consideration is essential to discuss this topic. Therefore, the main takeaway of this paper is: What is the role of IOM in combating human trafficking in Indonesia taking into account important research on the topic and also Twitter campaigns (X)?

## 2. Materials and Methods

The method used in this research utilized a qualitative approach that analyzes data via qualitative data analysis software (Q-DAS) through the NVivo 12 Plus application. Qualitative research is conducted to investigate and determine what occurs, why, and how (Salahudin et al., 2023). NVivo 12 Plus analytics is used to facilitate the description and synchronization of data that have been processed (Pratama et al., 2022).

The study aims to analyze posts on social media Twitter (X), referring to the phenomenon investigated related to human trafficking on the official account @IOMIndonesia (<https://x.com/IOMIndonesia>), which was taken starting in July 2015 and was limited to March 2023. The author limits the duration of this study because the cases that the author focuses on are those that occurred from July 2015–March 2023. Thus, the expected results remain focused and not expanded. Q-DAS is used to make comparisons with data obtained from the Twitter account @IOMIndonesia.

Using Twitter account data sources, this study aims to understand the role of the @IOMIndonesia Twitter account in the urgency of human trafficking cases in Indonesia. This study uses descriptive analysis to describe the results of the previously processed analysis. Descriptive analysis is a technique that describes an event or phenomenon that occurs at the time of research and poses a real problem. The stages of data analysis in this study are as follows:

### 2.1. Literature analysis

To conduct a comprehensive literature review, the author selected articles from reputable journals accessed through databases such as Scopus and Google Scholar, as well as supported by books and trusted official websites as an initial step to understand the context of human trafficking. The keywords used in the search include "human trafficking in Indonesia", "IOM", "Twitter campaigns", and "Institutional Liberalism".

The criteria for selecting articles include:

- a. Relevance to the subject of human trafficking, particularly in Indonesia.
- b. Studies examining the use of social media as a tool for advocacy and its role in shaping public opinion.
- c. Connection to Institutional Liberalism theory to provide a theoretical framework.
- d. Priority is given to literature published in the last ten years to ensure the relevance of the data to the current research context. Although the literature published in the last ten years is prioritized to ensure that the data is relevant to the current research context, there are several references outside this scope. To understand the issue of human trafficking and the role of international organizations, these references provide foundational theories, key concepts, and historical insights.

In the literature analysis, several key points were considered, such as:

- a. Basic concepts and definitions of human trafficking.
- b. Theoretical approaches to international cooperation in combating trafficking.
- c. The effectiveness of social media campaigns, especially Twitter, in raising public awareness and driving policy changes.

This literature analysis also helps to identify gaps in current research, particularly concerning the impact of social media campaigns on policy changes in Indonesia.

### 2.2. Data collection

Data are collected that refer to the phenomenon being studied, namely, the role of social media Twitter in the case of human trafficking. Official @IOMIndonesia accounts using the N-Capture extension on Google Chrome with the keyword "human trafficking", where the data are captured as an upload timeline by quarter, mention, and hashtag.

### 2.3. Filtering data

Filtering the incoming data from the @IOMIndonesia Twitter account. The data filtering phase is the second phase in which the existing data are analyzed in the form of a timeline of quarters, mentions, hastags, and word clouds. After the filtered data are collected through the account @IOMIndonesia, the data are imported into the NVivo 12 Plus application.

### 2.4. Coding data



Analyzed via a specific indicator called the node to analyze its relationship with the theory used. The subjects used in the study included social media, such as information media, participatory media, narrative media, and coordinating media. Data analysis via NVivo 12 Plus uses three types of analysis: word cloud, crosstab, and account activation. Data processing is carried out via automatic encoding and manual encryption to filter and filter data so that data are obtained that posts about human trafficking are discussed. Once the data are encoded, the results are transferred in the form of images or tables.

### 2.5. Data presentation

Data that have been analyzed are narrated and associated with theory and developed into perfect data, where the theories used are the theory of institutional liberalism and the concept of human trafficking. Other data supporting the came from online media, journal literature, and books.

## 3. Results and Discussion

### 3.1. Theoretical Framework

To comprehend the complexity and representation of human trafficking, particularly through social media platforms such as Twitter (X), this research employs the theory of Institutional Liberalism, given that IOM provides a forum for nations to collaborate and plan responses to shared problems, such as human trafficking. This study also used the concept of human trafficking as a guide for analyzing the content of the Twitter account (X) @IOMIndonesia.

#### 3.1.1. Liberalism Institutional theory

Institutional liberalism is a theory in international relations that became the subject of debate in the 1970s on the validity of liberal institutionalism as a theoretical alternative to realism. Robert Keohane and Joseph Nye state that the emergence of this pushback is a type of persuasion or resistance to the idea that nations should continuously engage in cooperative efforts to increase international institutional stability and effectiveness (Aisyah et al., 2021; Anggraeni et al., 2023).

George Sorensen, in his critique of institutional liberalism, asserts that international organizations uphold the principle of impartiality in assessing national policies. Sorensen stated that these organizations not only assist in enhancing teamwork and reducing conflict but also play a role in developing international norms and regulations. Institutional liberalization is based on the idea that when strong and effective institutions are in place, nations find it easier to cooperate and work together in the face of mutual benefit, which leads to stability and progress in the international system (Sørensen, 2001).

The institutional liberalization movement highlights the importance of international organizations such as IOM in assisting nations in coordinating their efforts to address shared challenges such as human trafficking, migration, and other issues pertaining to human dignity. By providing a forum for discussion and negotiation, they assist nations in reaching mutually beneficial agreements. With this platform, countries may cooperate, share information, and learn from each other to develop solutions that benefit all concerned parties. This process helps ensure that the work that is done is honest and beneficial, increasing the effectiveness of international teamwork in resolving various issues such as human trafficking and related issues of human rights.

This research became highly relevant to studies that use the theory of institutional liberalism. The IOM is the leading international agency on migration issues and serves as an important platform for countries to cooperate in preventing and combating human trafficking. The strategies used by IOM and other parties to protect vulnerable groups, improve policies, and increase public awareness provide deeper insight into how effective international cooperation is.

#### 3.1.2. Human trafficking concept

Human trafficking is the illicit trade of human beings for commercial purposes, such as sexual exploitation, prostitution, or other activities that violate human rights. This is a contemporary form of slavery. Several studies state that trafficking originates from the word "traffic," which refers to trade. Phrase used to describe someone who is dishonest or dishonest, such as "Trafficker," which is essentially a trader (Bambar, 2022).

The United Nations defines human trafficking as the recruitment, delivery, transfer, shelter, or reception of a person, by threat, or use of force, or other forms of coercion, kidnapping, fraud, deception, abuse of power or vulnerable positions, giving or receiving payments or benefits for obtaining permission from a person who has authority over another person for the purpose of exploitation (Hepburn & Simon, 2013). In the context of human trafficking, exploitation can take many different forms, such as sexual trade, forced labor, organ trafficking, slave domestic workers, child exploitation, trade for forced marriage, and exploitation for organized criminals (Arifin et al., 2021; Rahmanto & Ferrario, 2021).

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Any form of human trafficking involves serious violations of human rights and can cause profound physical, emotional and psychological trauma to victims. Preventing and combating human trafficking requires international cooperation, strong law enforcement, and support and rehabilitation for victims. In a study written by Novianti, 2014 explaining a quote from Harkristuti Harkrisnowo, human trafficking is carried out in a variety of very diverse modes. Some of them are as follows:

1. Delivery of TKI abroad without official documents. Some even forge official documents under the pretext of legal activities, such as cultural missions.
2. Placement of work in the country for sexual exploitation
3. Maintenance of a limited marriage as a means of legalizing sexual relations with financial compensation, such as contracting marriage between a foreign worker and an Indonesian woman.

This theoretical framework offers a thorough method for comprehending the intricate depictions of human trafficking on social media, particularly Twitter (X). The IOM fight against human trafficking was eventually explained by the idea of institutional liberalism and the concept of human trafficking. Through international collaboration and policy congruence, nations may exchange data, assets, and tactics to combat human trafficking via social media.

This approach demonstrates how the media shapes public perceptions of human trafficking. This study demonstrates how crucial it is to comprehend how institutional liberalism's global commitment to advocacy and awareness campaigns aids national laws and policies in the fight against human trafficking. As a result, the author further explores how the discourse on human trafficking is addressed by the official Twitter account (X) @IOMIndonesia in response to the problem of human trafficking by drawing on the idea of institutional liberalism and the notion of human trafficking.

### 3.2. Data related to Twitter (X)

This section presents the results of the author's examination of how the Twitter account @IOMIndonesia amplifies the issue of human trafficking through its posts. The results, which are visually presented in Figure 1, depict a comparative analysis of the information posted between 2015 and 2023, organized by quarters. In total, 188 postings were made on the Twitter account @IOMIndonesia in 2016, which was the largest proportion of content for that year.

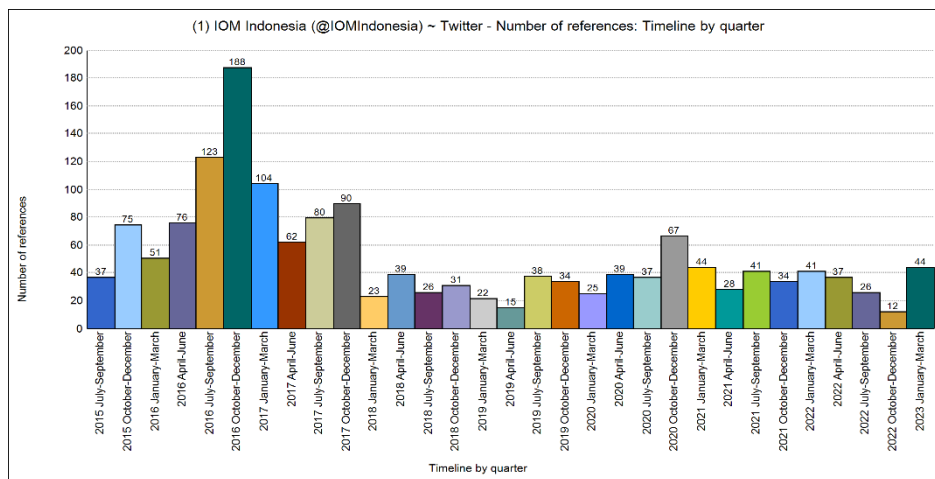


Figure 1 Timeline by Quarter. Source: Twitter (X), processed by NVivo 12 Plus.

Figure 2 illustrates the timeline of mentions on Twitter (X) to explain the dynamics of the human trafficking issue in Indonesia. The pie chart depicts the accounts that are cited most frequently by @IOMIndonesia, highlighting the interconnected network of organizations and actors active in resolving this crucial matter. The pie chart indicates that the account @unmigration is cited the most, accounting for 10.69% of the referrals. It is followed by @iomasiapacific at 8.91% and @stateprm at 8.40%. Other notable references include @unindonesia (6.62%), @iomindonesia itself (6.52%), and @eu\_echo (4.83%). The distribution highlights the collective endeavors and diverse range of entities, including governmental bodies, international organizations, NGOs, and regional partners, that are collaborating to combat human trafficking in Indonesia.



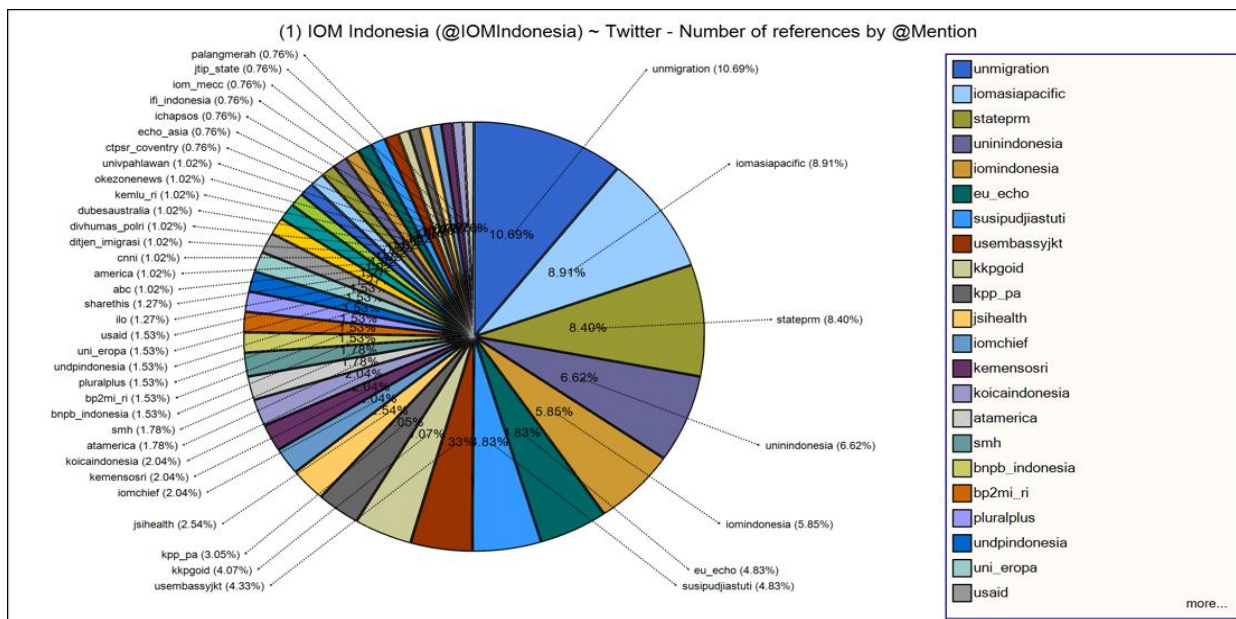


Figure 2 Number of references @mention. Source: Twitter (X), processed by NVivo 12 Plus.

It is also supported by Figure 3 below, which indicates that there are several hashtags mentioned by @IOMIndonesia. #IOMAsiaPasific has the highest percentage by number (14.70%), followed by #Indonesia (7.81%) and #migration (6.58%).

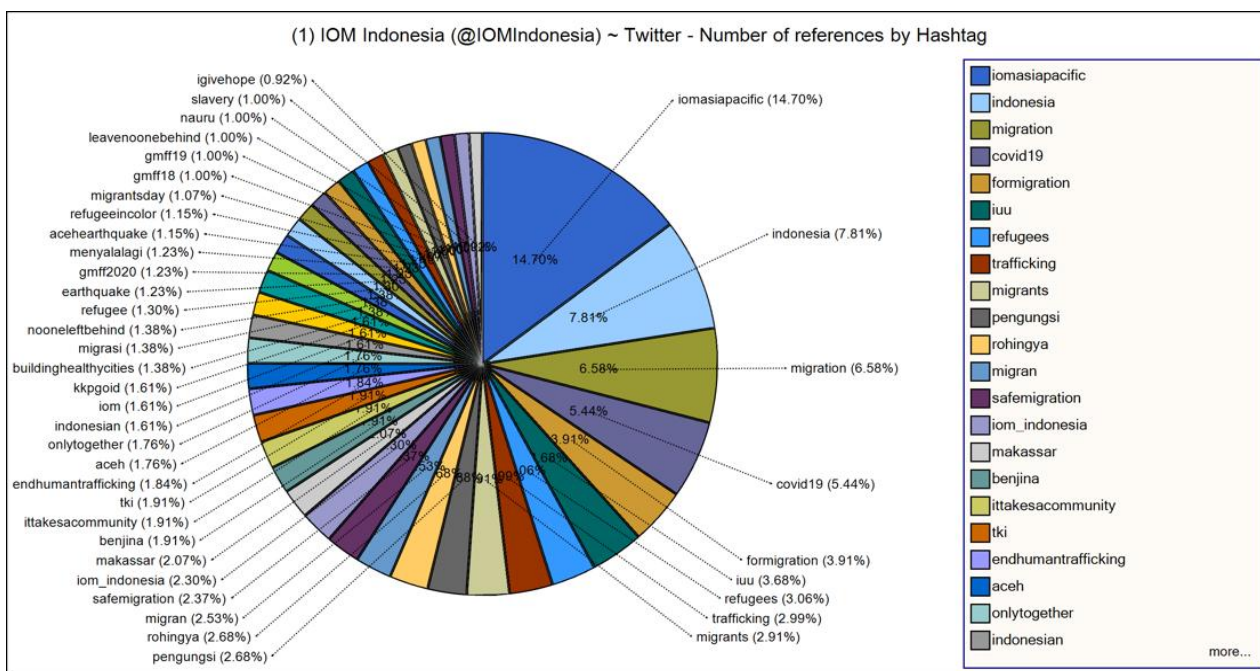


Figure 3 Number of references. Source: Twitter (X), processed by NVivo 12 Plus.

In Figure 4, the author uses a word cloud analysis to visually depict the words that appear most frequently in the information posted on the Twitter account associated with the human trafficking situation. This analytical methodology is an effective means for discerning and comprehending the main ideas and subjects addressed in these studies. A word cloud is a visual representation that highlights the importance of certain words by adjusting their size according to how often they are used. It provides a quick overview of the main terms that dominate the conversation. The frequent occurrence of terms such as highlights their importance in the current discourse on human trafficking.





**Figure 4** Narratives spread on social media through the Word Cloud. *Source:* Twitter (X), processed by NVivo 12 Plus.

### 3.3. Discussion

#### 3.3.1. Timeline by quarter

##### 3.3.1.1. Timeline by quarter analysis (July 2015–March 2016)

Human trafficking is a serious violation that still affects all people across the globe, and it occurs due to a lack of awareness from the public regarding the issue. Overall, it can be seen from Figure 1 that 2016 accounted for the highest portion of the total content posted on Twitter account @IOMIndonesia. First and foremost, a post on the Twitter account @IOMIndonesia started at 37 contents in July September 2015. However, the content spread rose to 75 posts from October to December 2015. One of the issues that occurred in December 2015 was the existence of two teenagers aged 15 and 16 years who reportedly fell into the prostitution employed in bars. The alleged case began with a job offer as a restaurant waiter in Batam through Facebook by a bar owner in Teluk Bakau, Batu Besar, Nongsa, Batam, Riau Islands (Okezone, 2015). This case shows that human trafficking is a type of fraud that includes recruitment, transportation, and exploitation.

##### 3.3.1.2. Timeline by quarter analysis (July 2016–November 2016)

The trend then decreased from January to March 2016. Moreover, from October to December 2016, the trend rose again and reached the highest point, reaching 188 posts talking about human trafficking. Before reaching the highest point of trend, with many posts reaching 188 content in October to December 2016, from July to September 2016, @IOMIndonesia accounted for 123 posts with the second highest order. Specifically, on July 26, 2016, @IOMIndonesia posted about one of the Indonesian citizens, Ima Matul Maisaroh, who was a survivor of human trafficking in the United States. In December 2015, the US President Barack Obama claimed Ima and her fellow Indonesian victim of human trafficking, Shandra Woworuntu, to the US Advisory Council on Human Trafficking (The Jakarta Post, 2016). Then, @IOMIndonesia conveyed a message through a post on Twitter that showed the Trafficked Victims Database 2005--2015 that 84% of human trafficking occurs across the country, whereas 16% is domestic labor exploitation.

In 2016, the @IOMIndonesia twitter account quoted news from (The Jakarta Post, 2016) regarding Retno Marsudi's statement as the Indonesian Ministry of Foreign Affairs regarding human trafficking; the news excerpt highlighted the importance of institutional cooperation to prevent, combat, and protect victims of human trafficking. Six government agencies have banded together to form an anti-trafficking coalition in response to the increasing trend of Indonesians becoming victims of trafficking abroad, with 266 cases detected throughout 2016 aimed at preventing and handling Indonesian citizens who are indicated to be involved in trafficking abroad. Interagency cooperation is a form of institutional liberalism that emphasizes the importance of interstate and institutional cooperation in the fight against human trafficking.

A post on the @IOMIndonesia account on August 25, 2016, stated that 1,677 prospective migrant workers from the NTT became victims of human trafficking (Bere, 2016). East Nusa Tenggara (NTT) is one of the provinces identified with the highest number of human trafficking cases in Indonesia. The president of Indonesia stated that the NTT province was an emergency area for human trafficking that needed special handling (Susanti et al., 2020). In recent years, from 2014--2018, the number of human trafficking cases in NTT Province has continued to increase. According to the NTT Regional Police (Polda), from data collected from 2015 to mid-2016, there were 1,667 prospective female workers (TKW) from NTT who departed and became victims of human trafficking. Prospective migrant workers are sent by several human trafficking syndicates to work in several regions, such as Medan and Malaysia (Goma, 2020).

In addition to NTT, quoted from the 2016 *Republika* news, the former Head of Public Relations of the Metro Jaya Regional Police, West Java, has always dominated trafficking cases recorded in the last five years (2012--2016) by the West Java Regional Police to handle 158 trafficking cases handled by the police and as many as 16 cases that occurred in 2016 (Ilham, 2016). Apart from NTT and West Java Provinces, Sambas is among the districts in West Kalimantan Province, one of the Indonesian regions where there has been an ongoing increase in the occurrence of human trafficking between 2016 and 2019 (Nugrahaningsih et al., 2020). One news outlet stated that Sambas is an easy target for human trafficking due to high poverty rates and low levels of education. According to data from 2011, 2014, 2015 and 2016 from Subdirector III of the Directorate of General Criminal Crime, Sambas had 'represented' West Kalimantan as the province with the highest number of human trafficking cases after West Java Province (Sutan, 2016). In August 2016, 12 minors from Sambas Regency were reported to be victims of human trafficking in Jakarta (Antarakalbar, 2016).

Throughout 2016 to mid-2019, the Ministry of Social Affairs of the Republic of Indonesia noted that the number of human trafficking victims in Indonesia reached 4,026 cases and tended to increase every year, although in the last two years, it has decreased, with the following details: 1377 cases in 2016, 1,838 cases in 2017, 1,079 cases in 2018 and 732 cases in 2019 (Akurat.co). According to data from the International Organization of Migration (IOM), each country's report of human trafficking cases each year has increased, with new cases reported; for example, in 2016, 5.9 out of every 1000 adults were victims of modern slavery, and 4.4 out of every 1000 children were victims (Rochadi et al., 2022).

According to the U.S. State Department's annual report, in 2016, 20 million people were victims of human trafficking, and Indonesia placed it in the second tier of cases, which proved that in that year, the number of human trafficking cases in Indonesia was very high (Triyono, 2023). In October to December, which presented the highest number of posts in 2016, one of the contents posted by @IOMIndonesia was quoted (The Jakarta Post, 2015), which reported that Southeast Asian countries launched funds to share the cost of hosting human trafficking victims, resulting in a regional migrant crisis. Southeast Asian countries agreed to enhance intelligence sharing among law enforcement agencies. The regional bloc agreement reflects the principles of institutional liberalism by demonstrating the commitment of countries to work together to address the issue of human trafficking collectively.

On November 18, 2016, @IOMIndonesia posted content in which the IOM conducted human trafficking socialization to educate the Ambonese people about victims who were suspected to be rescued from foreign ships. In 2015, IOM Indonesia, together with the Ministry of Marine Affairs and Fisheries and Task Force 115, provided direct assistance to 1,342 fishermen identified as trafficking victims in Benjina, Ambon, and Pontianak. As a first step in providing assistance, IOM Indonesia conducts victim identification screening to understand whether the individual is a victim of trafficking and, more importantly, to ensure the assistance needed for the individual (IOM Indonesia, 2021). From 7 April 2015 to 31 January 2016, IOM-Indonesia managed to identify 656 victims in Benjina and 472 victims in Ambon (Yusriza, 2020).

### 3.3.1.3. *Timeline of quarter analysis (2017)*

From January to March 2017, @IOMIndonesia's official account experienced a decrease in content, with a total of 104 posts about human trafficking. One of the contents shared on January 13, 2017, was quoting news that Bareskrim collaborated with Malaysia in rescuing 4 Indonesian victims from Indramayu entangled in human trafficking cases who were used as sex workers in Sibu, Malaysia, from October–November 2016 (Arnaz, 2017). This quote strongly strengthens the issue of human trafficking in 2016, with serious cases being the main cause of content in October to December 2016, which experienced the highest percentage.

According to the U.S. Embassy & Consulates' 2016 annual trafficking report in Indonesia, many Indonesians are exploited into forced labor abroad. The government estimates that approximately 1.9 million of the 4.5 million Indonesians working abroad are women who are undocumented or have exceeded the residency permit limit. Indonesian citizens who are forced to work are mostly domestic workers, factory workers, commercial sex workers, and illegal fishing (Kedutaan Besar dan Konsulat di Indonesia, 2016). In addition to illegal, unreported, and unregulated fishing activities, human trafficking in the fishing industry is also one of the threats to the security and sovereignty of Indonesia's maritime territory (Kurniaty & Kurniawan, 2020).

Since March 2015, IOM Indonesia has collaborated with the Ministry of Marine Affairs and Fisheries (MMAF), who began identifying and assisting hundreds of victims of trafficking among foreign fishermen freed from conditions of virtual slavery aboard vessels confined to ports in eastern Indonesia following a blanket moratorium on the renewal of their operating licenses. According to interviews, over 1,100 trafficking victims revealed widespread and systematic human rights abuses in the industry and endemic criminality ranging from document forgery to murder, flourishing within a regulatory environment in need of a significant overhaul (IOM, 2017). It was subsequently reported through content shared by the official account of @IOMIndonesia on January 24, 2017, regarding the release of IOM Indonesia's report on human trafficking with forced labor and fisheries crimes in the Indonesian Fisheries Industry entitled "Report on Human Trafficking, Forced Labor and Fisheries Crime in the Indonesian Fishing Industry" on the basis of IOM's innovative address of Human Rights violations in the fisheries sector (IOM Indonesia, 2021).



On April 6, 2017, @IOMIndonesia shared content on the government's efforts to prevent human trafficking by launching the SOP Book (Standard Operating Procedure) for human trafficking through collaboration between the coordinating Ministry of Women Empowerment and Child Protection (MoWECP) of the Republic of Indonesia and the IOM as a form of protection for migrant workers (Indonesian workers) from leaving the country illegal. From the efforts made by the government, there was a reduction in content shared by @IOMIndonesia on the issue of human trafficking (half of the previous rate) to 62 posts in April–June 2017.

From October to December 2017, there was another increase in the number of posts divided by a total of 90 content items. One of the contents shared on October 4, 2017, was @IOMIndonesia, which stated that Indonesia was urged to ratify the ASEAN convention against trafficking in persons. On October 17, 2017, Indonesia ratified the ASEAN Convention Against Trafficking in Persons by presenting the Plenary Meeting of the House of Representatives of the Republic of Indonesia, which has agreed and ratified the Draft Law (RUU) on the Ratification of the ASEAN Convention Against Trafficking in Persons, especially Women and Children (ASEAN Convention against Trafficking in Persons, especially Women and Children/ACTIP), be Law (UU).

Retno Marsudi affirmed that the Bill on the Ratification of ACTIP is the basis for Indonesian law, which enables Indonesian law enforces more comprehensive cross-border cooperation in combating trafficking crimes in Southeast Asia under the framework of ASEAN cooperation (Sekretariat Nasional ASEAN, 2017). In Southeast Asia, Indonesia is a source country as well as a destination and transit country for trafficking. In addition, Indonesia is also the country in the region with the highest number of migrant workers, with approximately 4.5 million people, 70% of whom are women (Djarmika et al., 2024).

#### 3.3.1.4. *Timeline by quarter analysis (2018 - 2023)*

From January 2018 to January 2023, there was a significant decrease in content, with a total of 23 contents distributed in 2018. The graph shows a continued increase until January–March 2023, with a total of 41 contents distributed. This increase in human trafficking-related content is due to public campaigns, such as one of the types of content shared, on March 9, 2023, @IOMIndonesia, which carried out socialization about the introduction of human trafficking modes due to the high number of internet users and increasing cyber activity, which has increased the risk of exploitation experienced by women and children through the media, especially sexual exploitation, such as online fraud, which is a new mode of human trafficking (Harahap, 2024).

Modern technology allows traders to earn instant income through online fraud, also known as online gambling, which employs Indonesians to work in the online scam industry. The digitally intelligent generation Z is the average victim, who comes from an educated but unemployed middle class. As a result, cases of human trafficking in the online fraud industry are increasing and are spreading to Southeast Asian countries (Dedy, 2023).

IOM Indonesia regularly conducts awareness-raising and safe migration campaigns to prevent trafficking among the general public, migrant and prospective migrant workers and with other vulnerable community groups by conducting capacity-building activities and public campaigns with diverse stakeholders, including community leaders, village leaders, religious leaders, and other community members (Gunawan, 2024).

Collaborative efforts between IOM Indonesia, the POLRI (Indonesian National Police), and the INL (Bureau of International Narcotics and Law Enforcement Affairs) to increase the capacity for the investigation and investigation of human trafficking crimes for law enforcement officers in border areas, islands, and Riau Province, as seen in the content distributed on March 27, 2023. According to the IOM data, this province is in second place, where cases of crime of human trafficking (TPPO) are often found in Indonesia. By holding four days of training on TIP investigations and investigations for law enforcers and frontline officers in Batam, Riau Islands Province, this training is part of a program entitled Building Effective Responses Against Trafficking and Smuggling in Indonesia, or BERANTAS, a program funded by the International Law Enforcement and Anti-Narcotics Bureau, United States (Bureau for International Narcotics and Law Enforcement Affairs/INL) (IOM Indonesia, 2023).

The collaboration between IOM Indonesia and security agencies is a form of effort in addressing trafficking in Indonesia, which is relevant to the principles of institutionalism and liberalism (Bachtiar et al., 2021) The correlation between the idea of institutional liberalism and the concept of human trafficking in this research is evident from their collaborative efforts.

Efforts made by countries around the world to address and prevent human trafficking crimes include the United Nation Convention Against Transnational Organized Crime (UNTOC), known as the Palermo Convention, which is an international treaty aimed at addressing the existence of transnational crimes under the United Nations. That is, the International Agreement for the Suppression of White Slave Traffic (1904), the International Convention for the Suppression of White Slave Traffic (1910), the International Convention for the Suppression of Traffic in Women and Children (1921), the International Convention for the Suppression of Traffic in Women of Full Age (1933), the Geneva Convention of 1949 for the Suppression of Traffic in Persons and the Exploitation of Others (1949), the United Nations Protocol to Prevent, Suppress and Punish Trafficking in Persons, and especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime (2000) (2000 UN Anti-Human Trafficking Protocol) (Rahmawati & Kusuma, 2022).

As a comprehensive multinational agreement, this protocol is designed to combat human trafficking at the global level and aims to enhance and expand international cooperation in preventing and eradicating human trafficking, while also strengthening care and assistance efforts for victims. The protocol establishes a framework and rules that define human trafficking, particularly involving women and children (Atmasasmita, 2021). Hence, Indonesia ratified the protocol through Law Number 14 of 2009 on the Ratification of the Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children. This protocol complements the UN Convention against Transnational Organized Crime (Gunawan et al., 2022).

IOM has also developed a variety of information, education, and education (IEC) materials, including comics, in an effort to reach a wider audience across Indonesia. IOM Indonesia is also working with Twitter @IOMIndonesia to develop a digital campaign that advocates safe migration and raises public awareness to stop exploitation and trafficking.

### 3.3.2. Number of references on mention (@) analysis

The graph in Figure 2 shows that some of the accounts mentioned by @IOMIndonesia include @unmigration, with the highest percentage (10.69%). There is one content that mentions @UNMigration on @IOMIndonesia account on May 2, 2018, which posted an invitation for socialization and discussion with Deputy Minister for Women's Rights Protection, Prof. Vennetia Danes, namely, with a post containing the following:

*"Interested in the issue of human #trafficking? Join a screening Thursday afternoon at 1330 @america in Pacific Place Mall of Maizidah #Salas' film 'Impian Negeri Berkabut' & round table discussion with Dpty Minister for Women's Rights Protection Prof. Vennetia Danes @UNmigration".*

*On May 2, 2019, there was content shared by @MariaBielaTHB, which stated:*

*"#trafficking at the sea. Communication and capacity building help authorities detect victims of trafficking. @UNmigration #Indonesia @IOMIndonesia".*

In the shared content, one of the contents from @UNmigration's official account on April 30, 2019, explained that there is a new mobile app developed by @IOMIndonesia that helps authorities detect victims of trafficking in the fisheries sector.

Mobile apps can be valuable tools for detecting victims of human trafficking because of their ease of access, real-time communication, and technology utilization (Andriani & Ilmih, 2024). These apps can help social workers, law enforcement officers, and the general public report and detect cases more quickly. They can also support real-time communication, allowing for effective coordination and response to identified cases. Mobile apps can also provide anonymous reporting options, ensuring safety for those hesitant to report in person, increasing the number of reports and handling of cases. Additionally, apps can increase public education and awareness about signs of human trafficking, making the general public more vigilant and responsive to suspicious situations. However, mobile apps alone are not enough; they must work in conjunction with government policies, law enforcement efforts, and victim support to effectively combat human trafficking. Another content from this account strengthens the percentage of mentions on the @IOMIndonesia account by mentioning @UNmigration on the content spread by the @LiemAndrian twitter account on April 7, 2021.

*"Hi @UNmigration, in your guideline it is mentioned that women & girls represent 72% of detected victims of trafficking. Therefore, I wonder if it is appropriate for all-males panels to talk about human trafficking at an event organized by @IOMIndonesia".*

The disproportionate representation of women and girls as trafficking victims is due to various factors, including sexual exploitation, vulnerability, demand for commercial sexual services, traditional gender roles, child marriage, labor exploitation, and underreporting (Putri & Prasetyo, 2024). Women and girls are often targeted for sexual exploitation, such as forced prostitution or forced marriage, and face limited educational and economic opportunities (Prasetya, 2021). Societal factors such as gender inequality, discrimination, and poverty contribute to their vulnerability (Mustafa et al., 2023). Traffickers exploit the demand for commercial sexual services, maximizing profits (Ismail et al., 2021). Traditional gender roles reinforce the perception of women and girls as more vulnerable and submissive, making them targets for exploitation (Hasan et al., 2022). Child marriage is another common form of trafficking, where young girls are coerced into marriage without their consent (Kakar, 2020). Labor exploitation occurs in sectors such as domestic work, agriculture, and manufacturing (U.S. Department of Homeland Security, 2024). The underreporting of male victims is also a concern due to societal stigma and gender stereotypes (Sidun & Hume, 2019). To address human trafficking, efforts should focus on promoting gender equality, empowering women and girls, and addressing the root causes of vulnerability (Gacinya, 2020). Comprehensive awareness campaigns and training for law enforcement and frontline responders are essential for improving detection and support for all victims, regardless of gender (Rister, 2022).

Furthermore, @IOMAsiapacific accounts constitute the second highest percentage of mentions (8.91%) on @IOMIndonesia accounts. The sentence below is one of the contents distributed on February 13, 2023, and explains sexual exploitation and abuse.

*"Sexual exploitation & abuse (SEA) is a global concern and requires a comprehensive approach between humanitarian workers to prevent & respond to SEA. The IOM has a zero-tolerance policy to SEA."*

Sexual exploitation and abuse (SEA) is a global concern that undermines humanitarian work principles, violates human rights, and inflicts additional harm on vulnerable populations. This is a significant issue because of the vulnerability of affected

populations, the trust and accountability between humanitarian organizations and their communities, and the violation of human rights and dignity (IOM UN Migration, 2024). Survivors of SEA may suffer long-lasting physical, psychological, and emotional trauma, further compounding their challenges in rebuilding their lives (Rachmadhani et al., 2024).

To address SEA consistently in various contexts, a comprehensive approach is needed because of the global nature of humanitarian work. The comprehensive approach includes SEA preventive measures, such as robust training, awareness campaigns, and rigorous policies, as well as effective response mechanisms, such as victim support services, reporting systems, and perpetrator accountability (Irawan & Arsetyo, 2024).

The IOM uses a zero tolerance policy to demonstrate their commitment to meeting the highest standards of ethical behavior. It is vital to build a united front against the SEA by working with and working with humanitarian agencies, government agencies and local communities. By dealing with SEA thoroughly, humanitarian workers can help uphold the principles of human action and enhance the well-being and dignity of everyone in a crisis situation (IOM UN Migration, 2023).

Finally, the @stateprm account was the 3rd most common mention, with 8.40% in the @IOMIndonesia account. The content posted on July 30, 2023, commemorated World Day against Trafficking in Persons. In the content, the IOM offers a link to a YouTube channel where people can watch a documentary film that tells the stories of human trafficking taking place in the online fraud industry.

*"On this year's #WorldDayAgainstTraffickingInPersons, watch through the Screen <https://bit.ly/TTSFilm> to know the story of #TIP in the online scam industry #StopTrafficking #LowonganKerja #AntiTPPO @StatePRM @Kemlu\_ri @IOMAsiaPacific #EndHumanTrafficking".*

### 3.3.3. Number of references on hashtag (#) analysis

The graph above in Figure 3 indicates that several hashtags mentioned by @IOMIndonesia are #IOMAsiaPasific and have the highest percentage by number (14.70%). Through this hashtag, IOM Indonesia is considered to want to strengthen and promote its efforts and programs in the Asia Pacific region, including various initiatives related to migration, migrant protection, handling migration crises, and capacity building for countries in the region. One of the content posts on @IOMIndonesia accounted for on May 31, 2016, reported:

*"1.9 Million Domestic Workers in Asia Pacific Are Exploited"*

The exploitation of domestic workers in the Asia Pacific region, estimated at 1.9 million, is a complex issue influenced by various socioeconomic factors. The informal nature of domestic work, which is often conducted in private households, makes it difficult to regulate and monitor, making workers vulnerable to exploitation. Many countries lack robust legal frameworks to adequately protect domestic workers, leading to issues such as working hours, wages, rest days, and working conditions. Gender inequality in domestic work, particularly among women, can lead to lower wages, limited job security, and a lack of recognition of the value of domestic work.

Migration and vulnerability are also significant issues, as migrant domestic workers may face language barriers, isolation, and dependence on their employers. Low socioeconomic status and limited access to education and economic opportunities can lead individuals to accept exploitative working conditions out of necessity. A lack of awareness and education about labor laws and regulations can make it easier for unscrupulous employers to exploit domestic workers.

Live-in arrangements, where domestic workers live in their employers' homes, blur the lines between personal and professional life, increasing vulnerability to exploitation. Inadequate enforcement of laws can undermine the effectiveness of legal protection, contributing to the persistence of exploitation. To address the exploitation of domestic workers in the Asia Pacific region, comprehensive efforts, including legal reforms, awareness campaigns, advocacy for workers' rights, and international cooperation, are needed.

Other content related to related hashtags was subsequently posted on February 18, 2016:

*"Indonesia police chief creates training programs on 7000 female officers on human trafficking and smuggling #IOMAsiapacific."*

A training program for 7,000 female police officers in Indonesia aims to address human trafficking and smuggling, with a focus on gender-specific aspects and community engagement. This program is part of a broader effort to empower women within the police force and promote gender equality in law enforcement. Female officers are better equipped to handle cases involving female victims, providing a more empathetic and victim-centric approach during investigations and support services. Community engagement is another benefit of the training program, as female officers can be more effective in engaging with communities affected by these crimes. Cultural sensitivity is also enhanced, as female officers can enhance cultural sensitivity during investigations. The training program aims to equip female officers with specialized skills related to the identification, investigation, and prevention of human trafficking and smuggling, leading to more comprehensive and effective responses. A multidisciplinary approach is needed, as human trafficking is a complex issue that requires collaboration with social workers, NGOs, and other relevant stakeholders.

By training a significant number of female officers, the program aims to build the police force's capacity to address the growing challenges of human trafficking and smuggling effectively, including updated knowledge on legal frameworks, investigative techniques, and victim support services. In summary, the creation of this training program reflects a strategic

effort to enhance the ability of law enforcement to combat human trafficking and smuggling, with a focus on gender-specific considerations and community engagement.

Then, @IOMIndonesia also posted content on November 18, 2016, as mentioned in the section (Timeline by Quarter), which mentions the hashtag #IOMAsiapacific:

*"IOM, police, fisheries staff educate #Ambon officials rehuman #trafficking as suspected victims rescued from foreign ships #IOMAsiaPacific."*

Through some content posted through the official account @IOMIndonesia, from the reports of victims of exploitation that occurred in 2016 and then provided education to the public about human trafficking, this is one of the efforts to increase public awareness and obtain support from the government in carrying out missions and programs in the Asia Pacific region related to the issue of human trafficking.

In addition, the hashtag with the second highest percentage is #Indonesia, which is mentioned on @IOMIndonesia, accounting for 7.81%, indicating that IOM Indonesia focuses on discussing and raising awareness about this issue in Indonesia through its official account. Like the content shared on July 30, 2020:

*"On the World Day Against Trafficking in Persons, the @usembassyjkt, @JTIP\_State, and @IOMIndonesia announced the launch of Ampuh, a new three-year project to combat trafficking in persons in #Indonesia. #WDATIP2020"*

Hashtag #migration has the third highest percentage at 6.58%, which indicates that the IOM is an international organization responsible for protecting migrants who will work abroad, which encourages migrants to legalize migrant workers and is responsible for preventing human trafficking by taking into account the rights of migrant workers in coordination with authorities in two countries.

Finally, the hashtag from COVID-19 is also one of the highest percentages, with 5.44%, which shows that during the pandemic, even though many countries experienced lockdowns, human trafficking cases are still an issue that starts with the utilization of technology as the main tool for the recruitment of migrant workers, as explained in the timeline by quarter section.

#### 3.3.4. Narratives spread on twitter (X) through the word cloud

On the basis of the results of the word distribution in Figure 4, the word "IOM" is the word that appears the most. In addition, the words "Indonesia" and "Migrant" are the same size. Indonesia is one of the source countries for migrant workers worldwide. Owing to the lack of domestic employment opportunities, many Indonesians choose to work abroad, such as in Malaysia, Saudi Arabia, Singapore, and Taiwan. The International Organization Migration in Indonesia, in collaboration with the government and nongovernment in Indonesia, aims to improve the management of labor migration in Indonesia through research, policy dialog, capacity building, and public awareness of safe migration, the risk of human trafficking, and financial literacy. This activity aims to help prospective migrant workers make the right decisions, have realistic expectations about labor migration, and better anticipate risks and challenges during the migration process.

The words "child", "world", "worker", "society", and the word "government" also dominate in the picture above. As a result of the narrative that dominates the most mentioned word, many children and women are dominant in trafficking cases. Therefore, the IOM collaborates with the Ministry of Women's Empowerment and Child Protection (KPPPA) and the Migrant Workers Protection Agency in Indonesia, considering that many children are easy targets for violence, underage work and human trafficking in Indonesia.

Children and women are particularly vulnerable to trafficking due to various factors. These include poverty, a lack of education, and limited economic opportunities, which increase their susceptibility to exploitation. Women and girls often face systemic discrimination and unequal access to resources, increasing their vulnerability to exploitation. Children are particularly vulnerable to trafficking because of their dependence on adults for care and protection, which can be exploited by traffickers through false promises, coercion, or abduction.

The demand for exploitative labor and services, such as in the sex industry or domestic work, incentivizes traffickers to target vulnerable individuals. Weak legal frameworks, inadequate law enforcement, and corruption create an environment where traffickers can operate with impunity, often preying on the most vulnerable populations. Conflict zones and areas of instability exacerbate vulnerability to trafficking, with women and children being disproportionately affected.

To combat trafficking, a multifaceted approach is needed, including addressing root causes such as poverty, gender inequality, and limited access to education and opportunities. Strengthening legal frameworks, enhancing law enforcement efforts, and providing support services for survivors are also crucial. In the context of institutional liberalism, this multifaceted approach emphasizes that international cooperation and global institutions are essential to solving the problem of human trafficking. To address various aspects of human trafficking, international agencies such as the IOM and the United Nations work with national governments to develop and implement comprehensive strategies.

#### 3.4. Roles of IOMs as international organizations

On the basis of the above data, there is plenty of evidence that IOM, as an international agency focused on migrants, has played an active role in promoting human trafficking as one of the challenges in the field of migration. If formulated in the narrative table, the IOM Indonesia campaign through its official twitter account (X) can be seen in the year division. This division is also based on previously described data types, namely, Timeline by Quarter, references by mention, reference of hastag, and word cloud analysis. For more detailed explanations, see Table 1 below.

**Table 1** IOM Indonesia campaign about human trafficking.

Years Period	Efforts/Campaign	Data Sources
2016	<ol style="list-style-type: none"> <li>1. Interagency cooperation, emphasize on the cooperation between six governments agencies, namely, Foreign Ministry, Law and Human Rights Ministry, Women's Empowerment and Child Protection Ministry, Social Affairs Ministry, National Police, Attorney General's Office and Agency of Placement and Protection of Indonesian Migrant Workers (BNP2TKI).</li> <li>2. Regional bloc agreement, emphasize on the funding among countries to support humanitarian efforts in dealing with human trafficking, and encourage intelligence sharing among law enforcement agencies in Southeast asian countries.</li> </ol>	Timeline by Quarter
	<ol style="list-style-type: none"> <li>3. Mentioning about the exploitation of 1.9 millions domestic workers in Asia Pacific (#IOMAsiaPacific).</li> <li>4. Mentioning about training program for 7,000 female officers on on human trafficking and smuggling, conducted by Indonesian police chief (#IOMAsiaPacific).</li> <li>5. Mentioning about education program to officers in Ambon, initiated by IOM, Police and Ministry of Fisheries of Indonesia (#IOMAsiaPacific).</li> </ol>	References of hashtag
2017	<ol style="list-style-type: none"> <li>1. SOP (Standard of Procedure) Book, guide the collaboration between IOM and Women's Empowerment and Child Protection Ministry in protecting migrant workers.</li> <li>2. Ratifying ASEAN convention, urged Indonesian government to ratify ASEAN convention about Against Trafficking in Persons.</li> </ol>	Timeline by Quarter
2018	<ol style="list-style-type: none"> <li>1. Investigation training, explain about training on investigation for law enforcers and frontline officers in Batam, as a part of a program entitled Building Effective Responses Against Trafficking and Smuggling in Indonesia (BERANTAS).</li> <li>2. Movie screening and discussion, showcase the movie entitled 'Impian Negeri Berkabut' to campaign human trafficking by movie medium (@UNMigration).</li> </ol>	Timeline by Quarter References of mention
2019	Trafficking at sea sectors, emphasize on the communication and capacity building to help authorities in detecting victims of human trafficking (@MariaBielaTHB).	References of mention
2020	Launching of 'AMPUH' program, a three-year program to combat human trafficking conducted by IOM Indonesia, U.S Embassy for Indonesia, and the U.S Office to Monitor and Combat Trafficking in Persons (JTIP) (#Indonesia).	References of hashtag
2021	Women as the dominant victims, mention that 72% victims of human trafficking are women and childrens (@LiemAndrian).	References of mention
2023	<ol style="list-style-type: none"> <li>1. Public campaign about the mode of human trafficking such as cybercrime, online gambling, etc.</li> <li>2. Public campaign about safety migration to prevent trafficking among the general public, migrant and prospective migrant workers.</li> <li>3. Sexual Exploitation and Abuse (SEA), emphasize on global concern &amp; comprehensive approach between humanitarian workers (@IOMAsiaPacific).</li> </ol>	Timeline by Quarter References of mention

From the perspective of the theory of institutional liberalism, the entire Indonesian IOM campaign above shows that international agencies can play an active role in combating human trafficking. By uploading content that covers IOM programmes such as AMPUH, BERANTAS, and SOP book creation, training shows that IOM Indonesia seeks to raise public awareness or knowledge of any effort or initiative that has been undertaken in combating human trafficking. According to the author's analysis, this could provide public insight and discourse on the current human trafficking issue, especially in Indonesia. Public involvement in this discourse can be seen in the content that mentions the account of IOM Indonesia, as done by @MariaBielaTHB and @LiemAndrian above. With active discourse such as this, it can be concluded that IOM Indonesia

effectively succeeded in opening up the space of knowledge and public discussion on human trafficking. Therefore, if analyzed through the institutional theory of liberalism, the IOM succeeded in providing its benefits as one of the international institutions.

#### 4. Final Considerations

On the basis of the findings and analysis above, there are several key points that the author can conclude. The first is that IOM, as an international organization, effectively plays a role in campaigning for the issue of human trafficking in Indonesia. IOM Indonesia, as its main actor, has succeeded in contributing to increasing public awareness of the issue through its various content, including programs and campaigns.

Second, on the basis of the concept of human trafficking, authors can conclude that human trafficking is a type of exploitation that includes eviction, incarceration, repression, severance, or retaliation against an individual through coercion, threats, assaults, seizures, or use of force for the purpose of exploitation. Using the idea of institutional liberalism, the study emphasized the importance of strong work ethics in addressing one particular type of human rights violation in Indonesia. Research that is both comprehensive and in-depth in this context is extremely important for developing effective and comprehensive strategies to combat human trafficking. Therefore, there is a need for future advanced research that reviews the sustainability of this campaign, which is expected to remain consistent so that the public continues to be aware of the latest issues concerning human trafficking, especially in Indonesia.

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#### Ethical Considerations

This study relied solely on publicly available social media data and secondary sources, analyzed in compliance with ethical standards, ensuring data privacy, proper attribution, and academic integrity. No direct interaction with human participants occurred.

#### Conflict of Interest

The authors declare no conflicts of interest.

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