Pornography Manifestation in Internet Media
(Content Analysis on Popular Local Porn Websites in Indonesia)

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Abstract

Pornografi yang semula hanya berupa tulisan saat ini berkembang dalam berbagai macam manifestasi seperti gambar, cerita pendek, video , film, lagu dan sebagainya. Bahkan pornografi di internet bukan lagi hanya pekerjaan orang iseng tetapi menjadi komoditi bisnis di dunia maya. Inilah yang menjadi penyebab menjamurnya situs porno di Internet. Pada sisi lain pornografi di internet juga dicap sebagai penyulut adanya kejahatan seksual, penyimpangan seksual dan bisnis seksual. Namun hingga saat ini belum ada fakta ilmiah yang mencoba untuk menggali tentang pornografi di internet. Oleh karena itu maka penelitian ini mencoba mengambil satu rumusan masalah yaitu : "Bagaimana manifestasi pornografi di internet dalam bentuk situs web site ? " Metode yang digunakan dalam penelitian ini adalah metode content analysis, yaitu jenis metode yang menguraikan kecenderungan suatu fenomena melalui bantuan unit analisis dan kategorisasi. Hasil penelitian menunjukkan bahwa situs yang digunkan lebih banyak menggunakan situs blog agar tidak terkena pemblokiran oleh pihak pemerintah. Visualisasi yang dimunculkan adalah gambar foto serta file 3gp. Secara keseluruhan jenis hardcore lebih banyak dipapangkan di internet. Fakta lain menunjukkan uptoditas materi pornografi tersebut bersiklus mingguan. Secara sifat maka pornografi yang terjadi bersifat vulgar dan sedikit sekali yang bersifat erotisme. Dari kesimpulan yang ada maka penutupan situs porno adalah hal yang sulit dilakukan mengingat jumlah situs yang banyak disertai dengan beralihnya pengelola situs porno ke domain websites publik sehingga sulit bagi aparat untuk menutupnya. Oleh karenanya keaktifan pribadi dan kesadaranlah yang mampu untuk menggerakkan agar pornografi tidak meluas di internet.

Keywords : pornography, internet

Introduction

The word pornography is derived from *porne* and *graphein*. *Porne* means prostitute. Graphein means to write, draw, writing or picture. Thus, pornography is a writing or picture that intended to arouse sexual desire from the people who see or read it. This matter developes not only in a writing and picture form, but also through the other media, like movies, dances, song, etc. This time, pornography media reach the online media that is global - Internet, even the internet has been accused as the heaven of pornography, whereas this media have little risk in censor and stalwart. The spreading process of pornography became more facilitated with internet. Pornography in internet not only developed as a personal need, but also became a commodity that sold commercially and done professionally. Online prostitution occurred in many faces with using the existing technology.

In Indonesia, there're a condition where quite high number of interested people on pornography via internet. We can mention one mailing list, "nonaman***" in YahooGroups.com that addressed to interested people on pornography, its member reached more than 9.000 members.

That number is far from the mailing-list that specially discussed about interpretation technology like "genetika" (*gerakan nasional telematika*) whose member is only 2.000 people. The number of interested people that quite significant turn out to be a certain market share for a group of people to have business in local porn sites (www.bethanygraha.org/pubs/newsmain.asp/id=81&curpage=5). Some local porn sites begin rapidly increase. We can mention the free website, such as: sanggrahan.org, indonona.com, and centrin.net. There are websites that professionally maintained and for the interested people, they have to be a customer by paying the monthly cost, using BCA amount. Those sites are: xxxindone***.com, exotica***.com, and sentr***.com. the monthly cost is about IDR 50,000 up to 200,000 per month.

With seeing the interested people that quite high, there're some of the interested people don't experienced pornography addiction. Pornography addiction in internet can influence various negative impacts. From the financial side, these peoples will spend a lot of time to access pornographic materials that will be increase the internet access cost. They also can spend their money in subscribing the commercial pornography. For the people who access it in the office or school, pornography caused the decreasing of their concentration and productivity. For the individual development, pornography caused the negative impact such as: became a sexual desire slave, lazy to work hard, lie a lot, and always imagine, lose a future orientation.

For the general society, Internet became a taboo matter, negative, and full of pornography contents. That matter can be proven by various interpretation about pornography on Internet by the mass media in general, but only a few that cover Internet from the educational side. Pornography news became a matter that can be sold in mass media, beside the criminal of course. We can mention, such as cyber-sex or porn sites. Those matters exactly became an attention of mass media in general, than the matters like education or business in Internet.

Until now, there's no standard formulation about the definition of pornography. But, it isn't meant that national law system doesn't recognize pornography details. Pornography details grouped as a criminal act which is breaking morality (*zedelijkheid*), which is becoming a matter related with sexuality. According to Wirjono Prodjodikoro, the articles formulation in KUHP didn't mention the word "pornography" directly (*letterlijk*). But, in the next development, the law experts use this pornography details term to differ it with the crime and violation as a "Criminal Act about Pornography" (www.lkht.net/artikel_lengkap.phdid=11).

Uncertainty in the definition of pornography in the national law system, bring two effects at once, those are: disadvantage and advantage. This disadvantage occurred because during this time, the KUHP "give" the morality breaking interpretation to the judge. The interpretation delivery to the judge in one side can bring uncertainties in law. But, the advantage value that we can get is that KUHP has given a space in the changing era of information for interpretation, that can be said pornography or not.

According the phenomenon above, this research will try to investigate the message content in the Internet porn category sites that this time always assumed as a pornography source media. The porn category websites are the local websites that popular in the netters groups (the user of Internet). Why is it interesting? Because, all this time, this matter rarely mention the form, content, and pornography visualization itself in the group of society and media. Generally, pornography was only stated and debated in the discourse sections and we didn't see the real image in media or the ones which spread in our society. This can be understood, whereas the eastern culture taboo in society and there's a "shy" in explain vulgarly or in a real way about pornography. Thus, this research analysed how the content, form, and pornography message visualization in the popular local porn websites were.

Research Methodologies

The object from this research is local porn websites that popular in netters groups. The observation focus is in the content, form, and pornography visualization in those websites. This research used content analysis method that is a scientific analysis about the content of communication message which is consist of (1) sign classification, (2) using the criteria as a classification basic, (3) using certain analysis technique as a prediction maker (Setiawan, 1989, p.39).

3. 90% of the man whose age about 13 years old and above it, definitely have opened the porn website.
4. 95% of kid whose age about 12-16 years old, have ever watched porn video that downloaded from porn site.
5. In one internet café, there're always male users that access porn site.
6. 99% of man (adult) access porn sites more than one time.

Analytical Units and Categorizations

NO.	ANALYT...
1.	Website
2.	Accessibility
3.	Pornography cha...
4.	Pornography vis...
5.	Message uptodit...

Population in this research include eight popular porn websites and four popular porn blogs. Those eight popular porn websites have been in illusion world in a long time. Whereas porn blog is a blog that occurred after the establishment of Undang-Undang Informasi dan Transaksi Elektronik (UU ITE).

There are various facts about porn websites that can be revealed in this research which are taken from various sources. Those facts are:

1. Porn sites in Indonesia have the biggest fans in Google.
2. Indonesia is in seventh position of the most about the people who access porn site.

7. The people who access porn websites in Indonesia also come from the female side.
8. The number of porn website every year always increase.
9. The porn website that blocked by the government is the one which is popular, so, there's still many porn sites that undetected.

Generally, the popularity of porn website is not only published in mailing list but also famous through word of mouth; the criteria between netters that like porn sites.

After chosing those porn sites, observation was undertaken on the contents from

each sites that obtained 220 contents. Next, I coded 12 sites with 220 contents that appropriate with the list in analytical unit and category that have established those are: porn websites, accessibility, pornography type, pornography visualization, up-to-date messages, and messages types. After coding was conducted, data reliability test then conducted and then research result will be discussed in the chapters after.

Accessibility

Accessibility is a loading speed to display all web sites' load thoroughly, measured in seconds. In this analytical unit, 19 e-learning websites investigated gave such data:

Table 1. Accessibility

Accessibility analysis unit result showed that 78.95% of e-learning websites investigated has accessibility of less than 5 seconds, meanwhile which accessibility in one website is in range of 5 – 10 seconds, and 3 websites has accessibility more than 10 seconds. Website accessibility will ease users in getting information, and will also ease users to use it in optimum. Generally, websites accessed more than 10 seconds will be left by its users. And one more thing, porn websites accessibility is faster than that for general websites. Despite of its photograph

contents, animation and short strips both in 3gp and wmf, almost all porn websites can be accessed easily. Meanwhile, porn websites with 5 – 10 seconds access is lalatx.com. This website was included in a website with complete information and facilities such as images, photograph, 3gp and wmv files.

Pornography Type

In this unit, pornography type was investigated, which include *hardcore pornography* – which related with sexual activities or *sexual intercourse* or doing activities directed to sexual activities: with people

in the same sex, with children, with violence, with dead people and with animals. The second category is *softcore pornography,* which is pornography activity other than *hardcore pornography,* such as erotic dances or moves, lip kissing and kissing sensual parts in adults. Conducted observations were by investigating pornography availability in a website by examining the existing links on each website. Total links compiled were 220 links, which gave such facts:

Table 2. Main Menu Features

No.	Categorizati
1	Hardcore
2	Softcore
	Total

It seems that all porn websites in the form of web and blog are more exposing *hardcore* in their pornography type in every link. This might because the website and blog developer think that their porn websites will be more interesting if they more exposing photographs and video in hardcore form, which resulted in sexual intercourse. If this is psychologically related with users' condition, a sexual intercourse can be understood as an interesting way to observed, seen and felt, even more for young internet users and them who not yet married; such experience is searched and wants to be fulfilled. That's why, unsurprisingly, almost all porn websites show pornography in mostly hardcore form. This must

commodities for porn websites and porn blogs they owned. Below is one example of softcore type in a website which shows women from sexual point of view. Generally, exposed theme shows whole body form or in women's erotic body parts. Sometimes, in a websites, women genitals are more exposed vulgarly.

Pornography Visualization

This unit analyzed how pornography was displayed through data and information saved in websites and blog which are displayed for internet users' consumption. Analysis result showed such facts:

Table 3. Pornography Visualization.

No.	Categorizatic
1	Video
2	Photography
3	Stories (texts)
	Total

be an alarm, because nowadays so many teenagers and youngsters already know how to get information and data from internet. They have high possibilities to be trapped into porn websites (because of their curiosity), so there will always chance for them to do improper sexual behavior.

If we observe this shown hardcore type, Indonesian pornography websites and blog mostly show heterosexual sexual activities, and normal sexual behavior. Compared with foreign porn websites, Indonesian original pornography websites still considered accepted norms in sexual world. Thoroughly, both in hardcore and softcore form in pornography websites and pornography blogs, they still showing women as object and not sexual equality of men and women. According to this fact, it can be concluded that website owner or website developer generally are men, which making sex and women as

Pornography visualization in websites and blogs are more exposing photography and videos, meanwhile stories have the third position of them all. Different from porn websites from abroad, generally they also insert porn animation and cartoons. Visualization in photography form is more abundant, because photography form is easier to be uploaded and downloaded by internet users. Besides, material collection is easier to get in photography form than in video form. Available photographs collected not from candid cameras, but stolen pictures from one's camera or one's cellular phone with camera; which means photographs was taken from the camera or cellular phone's owners. That's why, it can be concluded that besides pornography crime committed by websites and blog owners, and they also committed a crime by distributing other people's personal photographs. Generally

this can happen because the photograph owners were not realized that their digital photograph saved in their cellular phones, even though erased, they can be restored.

For video display in websites and blogs, they generally use .3gp as file extensions. This file extension is used because it has small load or byte. .3gp files also easy to get from cellular phone which owners accidentally unrealized that their personal sexual activities were recorded by other people and then distributed. From this phenomenon, free-sex lifestyle seems to spread into teenagers' life, because its performers generally were they who are not come of age socially and financially. That's why; society needs to be aware with this condition, so many 3gp

foreign porn websites which more using wmf and AVI file extensions with better picture quality. This was possible, because foreign porn websites are real porn movies, rather than self-recorded personal sexual behaviors. This means that foreign societies further understood that recording personal activities in cellular phone's camera is prone to distribution by unreliable people. Meanwhile for pornography materials in story form are more dominated by blogs.

Updating message

This analytical unit emphasized in how a website updating delivered message through websites and blogs. From conducted observations, such facts were collected:

Table 4. Updating Message

No.	C
1	Daily
2	Weekly
3	Monthly
	Total

videos were using local language and Indonesian language. If this related with some real cases – in which some high school students doing sexual intercourse and recorded with their cellular phones.

Phenomenon seen from the using of 3gp video other than Indonesian local sexual performer were also displayed some 3gp files from Malaysia, Brunei, Thailand and Philippines. Generally in porn websites and blogs they mentioned as Indonesians, but in fact, they're not.

Other than 3gp file extensions in porn websites and blogs, wmf files also added, which can be played using winamp software, but only some of them can be played. This is the difference between local porn websites and

The table above showed that websites are more often updating their images, photographs and porn stories in weekly interval and not in daily basis, meanwhile message updating for porn blogs are monthly and not weekly. Websites are more often updating their data, because so many users accessed the website, so its developers don't want to make the visitors to leave if they don't update their information, even more for porn websites with advertisements on its pages. Some websites are developed by amateurs who adventuring in the cyberworld with pornography.

Pornography Message

The analytical unit in this subchapter is emphasizing in the available text use in links on a website or blog in verbal form as a part from

website's navigation. There are three categories: vulgar, if the message delivered including pornography aspects. Eroticism category if message used indirectly arouse sexual desire for internet users, and ordinary category with message which not arousing sexual desire. From conducted observations, such facts were collected:

and its links will also contain porn. This which makes a porn website is easy to recognize.

On its display, pornography type is not only from photography or images, but also video which psychologically have a double impact for one's psyche. Pornography impact on the internet also can disturb one's psyche condition which can also lead to a negative sexual behavior. In

Table 5. Message Type

No.	C
1	Vulgar
2	Eroticis
3	Ordinar
	Total

From the data above, it can be concluded that almost 70% texts showed in links as navigational information on websites and blog obviously are using vulgar expression approach. As an example, sentence available in a porn link: *ABG belajar Matematika terus ngentot, Ce ML sampai klimaks* and so on. Meanwhile erotic keywords used were *gadis bugil, mahasiswi bugil, perkosaan, gadis telanjang,* and so on. Meanwhile ordinary words used were *ABG cantik, Tante Cantik, Virna mejeng,* and so on.

Websites which use vulgar words generally are websites which specifically only presents porn videos, meanwhile which use erotic words and ordinary words are blog websites, which more into pornography in photography visualization and story-telling. From this analytical unit, it can be seen that there is not only the website content which contain pornography, but also the use of navigational link or language used as information in porn websites and blog also contain pornography in a vulgar approach. Obviously this showed that in cyberspace, a website will not show itself in another form, which means if the website is a porn website, its content

adults, the low-level impact from a cognitive aspect is able to make one always think about erotic things and has sexual fantasies when one's opening a porn website; and from affective aspect one's sexual desire is aroused and is willing to do a sexual contact just as seen in the porn website; meanwhile conative aspect after opening a porn website, one at least might masturbate while viewing images on the internet if this happen in male internet users (Kurnia, 2002, digitilib, itb).

The impact of porn websites for adults can be settled with pro and cons. It must be admitted that the positive side of porn websites if it's becoming excessive or as a sublimation from sexual activity, which means it can help internet users to distract their attention from the real sexual activities. If pornography is accessed by particular groups with a controlled manner, the possibility to be excessive can be minimalized. But porn websites has more propensities to be more excessive than sex itself. The activity to enjoy sex and the activity to enjoy pornography has difference characteristics. Sexual activities with spouse normally has a pattern which giving resolution (sexual satisfaction), meanwhile

pornography is still in stimulation level and seldom continues to resolution. This which makes addiction: addicted to porn websites than addicted to the real sexual behavior. If someone is very addicted, it will be excessive. In this excessive level, negative impact such as always have to reopen and enjoy porn websites and ignoring other activities will reduce productivity. If this happen in long time, it will continue to an obsessive level.

From the existing research result, there are not only twelve porn websites and blog which obviously exploring pornography in a vulgar approach, by emphasizing in images and videos, and more exposing sexual intercourse visualization, but the website developer also has committed cybercrime. The criminal form is by distributing photos and videos from claimed owners as private activities which are not supposed to be distributed. Generally such cases happened from cellular phone stealing, so the stealer can use the existing photos and videos, or the cellular phone owner sold it – and cellular phone technician can restore deleted data which leads to unreliable distribution. Such carelessness is not profitable at all, even for them. In most cases, this action can involve family convenience and future, social circle, education, proper job opportunities, and law. If someone ever get any profit from this, it must be the pornographers (pornography businessmen group), both to get cheap pornography materials and/or to create and open pornography production market.

In a known fact, victims from pornography photo and video distributions are now only adults, but also teenagers and school-age youth. Mostly kids get cellular phone facility from their parents. The aim is to make them happy and to ease parents to control children activities when they are far from home. Rather than getting the correct information, parents are fooled by their children. Parents can not control where their children supposed to be anymore. They only check where their children are via SMS/texts or direct call. Sometimes children are difficult to detect. With cellular phone too, children can freely chose their friends and social circle. Children are easy to socialize with anyone with

their cellular phone and cannot be controlled by their parents directly. A freedom occurs not only as a self-help behavior, but also free lifestyle which leads to free sexual activities.

Cellular phone use as pornography video media production and distribution is not only happen in big cities, but also almost reaching rural areas. Pornography video and photo distribution which is a crime and a forbidden action has spent lots of money, and the money becomes profit for porn video business people on the internet. For example, porn video of Yahya Zaini-Maria Eva was accessed 19.6 million times by internet users, and if one download needs a thousand rupiahs minimum, internet users have spent at least Rp. 19.6 billion.

According to Antara News source accessed in August 26, 2007, every porn websites on the internet at least displaying 300 to 400 video collections which can be accessed by internet users, both free and commercial videos. What is more concerning, is some background motives to create porn video and photo in teenagers, are only for killing time, affection between couple, hidden cameras, commercial aim, and to commit crime. This phenomenon is getting worse, and pedophilia indication also seen – involving children in porn video-making.

A photograph or image usually distributed by men's bad action, but sometimes it's also from women's own carelessness. Willing to see herself in photograph, a female victim sometimes takes her nude picture. In some cases, such photos distributed after her cellular phone was lost, or after the cellular phone was taken to a cellular phone counter. Sexy photographs also distributed through social network such as Friendster and Facebook. These online websites have photo and video upload features. Even though they forbid the users to kept nude photos, some photos are still uploaded. The worst thing is when such photo is copied by unreliable people and then distributed through porn websites.

From twelve porn websites explained above, it can be known that technically, 11 porn websites has fast access with display loading average time is 3 to 5 seconds, while using

graphic animation design. Meanwhile lalatx.com has the longest access, because its bytes load is very huge, or available bandwidth from the website's server is low which leads to a slow loading accessibility. From this phenomenon, local porn website is developed by people who understand technology and is not a killing time activity. With fast access, more internet users are prone to enjoy the porn websites, both from porn website and blog.

From information updating aspect, porn websites in web form are more in weekly basis, and generally are porn websites which provides .3gp file extensions content, both free and paid downloads. Meanwhile photo and images updating in blog sites has longer interval – in monthly basis. This phenomenon showed that pornography activity in Indonesia is very progressive – it happens a lot in quantity, and conducted as the form of free-sex of exploitation and business form. This indication also realized by "Jangan Bugil Depan Kamera" (JBDK) movement, which stated that there are 500 Indonesian porn videos distributed in public with 90% composition were performed by Indonesian teenagers (http:// janganbugildepankamera.wikidot.com, accessed in December 6, 2009). If JBDK's claim is true, then the possibility is high, that photos and video in 3gp form are accumulated more than that number, and not surprisingly, porn photos and videos' updating is very fast and this supposed to become an attention and awareness, because moral degrading is indirectly occurred in society, related with pornography on the internet. Such moral degrading in a large portion is on the pornographers and the porn actors, both in purpose or not, which triggered internet users to become addicts, as a domino effect towards their manifested behavior in porn websites.

Indonesian pornography increase on the internet is very significant compared with 1999 era when internet was booming. Porn photos and videos displayed at the time is only similar with Indonesian faces, but nowadays, available photos and videos generally are truly Indonesians. On this phenomenon, technology role is very large, because of free file storing service provider role,

which let people to keep large files on the internet. Cyberworld community forum and free blog service provider are also become medium for amateur pornography photos and videos in Indonesia.

To anticipate pornography waves on the internet, a strict regulation is needed from the government to close pornography development opportunities on the internet. The closing of porn websites by Department of Communication and Information is an attempt which has to be supported by citizens, especially by practitioners in technology. This attempt, even though difficult, at least will lessen porn website quantitative increase rate in Indonesia. On the other side, UU ITE presence also makes a law establishment for pornography actors on the internet to be punished for the sake of nation's moral and future generation.

Remember that cyberspace is a world without border, so detection of the actors relatively difficult to conduct by law enforcements. The easiest way to prevent pornography activities on the internet is start from ourselves and environment, and some attempts can be done are:

a. Technically, we better not set *peer-to-peer,* because at these times, pornography consumptions were trapped in an immoral activity from internet because of this technical aspect.

b. Applicatively, this is a share task to introduce internet, both for the beginners and novices to use internet in a right way. Introduce positive things from the internet, particularly for children and teenagers to get more useful things from internet.

c. UU ITE need to be supported with regulations under it such as local regulation which then can directly control internet technology use activities in each area. This local regulation need to be established, because small internet cafes are sprouting as bases to access all information, which has large opportunities to be used to send and received pornography. Local regulation

which supports UU ITE can be used as a control of internet use to rural areas.

d. UU ITE establishment and pornography websites blockage. Don't get too secure, after attacked by various terms from various sides, that to handle pornography seem can be done (only) by the existing technology. Even if it's still needed, various softwares can filter pornography contents, they are available on the internet with various qualities and features completion. Even though, it has to be remembered that parents and teachers' roles are becoming more dominant and have a main role, irreplaceable with various existing softwares. Making training program or education so that parents and teachers will not be 'out-of'date' and then able and willing to guide their children or students to use internet, will far better than only making pornography content filter computer program project which effectiveness is still in doubt. Persuasive approach is a good method to reduce such negative content (pornography). For example, by introducing websites which can be children's partners when they using internet.

Conclusion

Some conclusions can be taken from the research:

a. Pornography manifestations in websites and blog generally are hardcore sexual behavior, which is a representation of sexual intercourse, from eroticism to penetration. Pornography coining use vulgar words without moral and manner establishment.

b. From conducted observations, the number and content development of Indonesian porn websites are increasing. The more concerning thing is that content development has involved true Indonesians people and some parts of them are teenagers. This showed a moral degrading in society. The first moral degrading is pornographer or porn website owners increasing number in Indonesia who develop websites or blog. The second one is disturbed and improper sexual activities development which leads to free-sex lifestyle.

c. From technical aspect in front office development, the pornographers are not only killing their time or playing in developing porn websites, but they also have aims to establish porn websites. This indication also supported by easy and fast accessibility in loading every website even in animation form.

d. Besides a conscious term in making porn websites, the pornographers also committed crime by distributing private photos and videos in a vulgar pornography. This fact also showed that such distribution indicates digital data stealing by unreliable people to be uploaded for porn websites and blog contents.

e. The attempt from Department of Communication and Information in blocking porn websites is an action which can lessen local porn websites growth, but in the other side, internet world is a world without border, thus let pornographers to steal opportunities through other facilities to display pornography. The chosen facilities are blog, with huge possibility not to be blocked by government, because a blog is a public facility and a social network.