

**EFEKTIVITAS PERAN *NATION CENTER ON SEXUAL EXPLOITATION*  
(NCOSE) DALAM MENANGANI EKSPLOITASI SEKSUAL TERHADAP  
ANAK DI INDUSTRI PORNOGRAFI GLOBAL: STUDI KASUS PADA  
PORNHUB**

*Disusun dan diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Sarjana Ilmu Sosial (S.Sos) Strata-1*



**PROGRAM STUDI HUBUNGAN INTERNASIONAL  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
UNIVERSITAS MUHAMMADIYAH MALANG**

**2024**

**EFEKTIVITAS PERAN NATION CENTER ON SEXUAL  
EXPLOITATION (NCOSE) DALAM MENANGANI EKSPLOITASI  
SEKSUAL TERHADAP ANAK DI INDUSTRI PORNOGRAFI  
GLOBAL: STUDI KASUS PADA PORNHUB**

Diajukan Oleh :

**JANITA MAGRIB**

202010360311378

Telah disetujui

Pada hari / tanggal, *Jumat / 5 Juli 2024*

Pembimbing



**Hamdan Nafiatur Rosyida, M.Si.**



**Najamuddin Khairur Rijal, M.Hub.Int.**

Ketua Program Studi  
Hubungan Internasional



**Prof. Gonda Yumitro. M.A., Ph.D.**

# SKRIPSI

Dipersiapkan dan disusun oleh :

**Janita Magrib**  
**202010360311378**

Telah dipertahankan di depan Dewan Penguji Skripsi  
dan dinyatakan  
LULUS

Sebagai salah satu persyaratan untuk memperoleh gelar  
Sarjana ( S-1 ) Hubungan Internasional  
Pada hari Jumat, 28 Juni 2024  
Di hadapan Dewan Penguji

Dewan Penguji :

1. **Haryo Prasodjo, M.A.**
2. **Najamuddin Khairur Rijal, M.Hub.Int.**
3. **Hamdan Nafiatur Rosyida, M.Si.**

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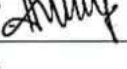
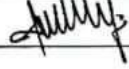

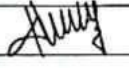
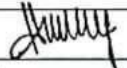
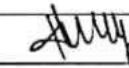

  
**Najamuddin Khairur Rijal, M.Hub.Int.**

### BERITA ACARA BIMBINGAN SKRIPSI

Nama : Janita Magrib  
NIM : 202010360311378  
Program Studi : Hubungan Internasional  
Fakultas : Ilmu Sosial dan Politik  
Judul Skripsi : Efektivitas Peran Nation Center on Sexual Exploitation (NCOSE) dalam Menangani Eksploitasi Seksual Terhadap Anak di Industri Pornografi Global: Studi Kasus Pada Pornhub

Pembimbing : Hamdan Nafiatur Rosyida, M.Si

#### Kronologi Bimbingan:

Tanggal	Paraf Pembimbing	Keterangan
10 Maret 2023		Pengajuan Judul
15 April 2023		ACC BAB I
8 September 2023		Seminar Proposal
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7 Juni 2024		ACC Ujian Skripsi

Malang, 7 Juni 2024

Menyetujui,  
Pembimbing I



Hamdan Nafiatur Rosyida, M.Si





UNIVERSITAS MUHAMMADIYAH MALANG  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Jurusan : Ilmu Kesejahteraan Sosial \* Ilmu Pemerintahan \* Ilmu Komunikasi \* Sosiologi \* Hubungan Internasional  
Jl. Raya Tlogomas No. 246 Telp. (0341) 460948, 464318-19 Fax. (0341) 460782 Malang 65144 Pes. 132

**SURAT PERNYATAAN**

Yang bertandatangan di bawah ini :

Nama : Janita Magrib  
NIM : 202010360311378  
Program Studi : Hubungan Internasional  
Fakultas : Ilmu Sosial dan Ilmu Politik  
UNIVERSITAS MUHAMMADIYAH MALANG

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Malang, 7 Juni 2024

Yang Menyatakan,

  
METERAI  
TEMPEL  
NIM: D7ALX161063603  
Janita Magrib

## ABSTRAK

**Janita Magrib, 2024, 202010360311378, Universitas Muhammadiyah Malang, Fakultas Ilmu Sosial dan Ilmu Politik, Program Studi Hubungan Internasional, Efektivitas Peran Nation Center on Sexual Exploitation (NCOSE) dalam Menangani Eksploitasi Seksual Terhadap Anak di Industri Pornografi Global: Studi Kasus Pada Pornhub, Dosen Pembimbing I: Hamdan Nafiatur Rosyida, M.Si.**

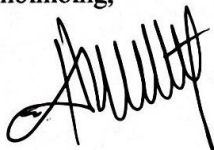
Penelitian ini bertujuan untuk menganalisis efektivitas peran NCOSE (*Nation Center on Sexual Exploitation*) dalam menangani eksploitasi seksual anak yang terjadi pada Pornhub sebagai salah satu situs pornografi global. Penelitian ini menggunakan konsep Efektivitas INGO dan Child Sexual Exploitation (CSE). Metode penelitian menggunakan penelitian deskriptif kualitatif, dengan teknik pengumpulan data melalui studi literatur yaitu melalui dokumen, buku, jurnal-jurnal terdahulu, laporan, dan sumber resmi lainnya. Hasil penelitian menunjukkan bahwa peran yang dilakukan NCOSE efektif untuk menangani eksploitasi seksual terhadap anak yang dilakukan Pornhub. NCOSE berperan sebagai katalisator untuk membantu para korban membawa kasusnya ke pengadilan, NCOSE memobilisasi gerakan global untuk melakukan kampanye #*Traffickinghub*, dan memobilisasi anggota untuk melakukan penelitian terhadap situs Pornhub. NCOSE juga membentuk *Cooperate Advocacy* dan *International Center On Sexual Exploitation*. Efektivitas peran NCOSE ditunjukkan dengan adanya penghapusan 11 juta video non-konsensual pada Pornhub, dan pengesahan Undang-Undang EARN IT. NCOSE secara sustainability melalui peranannya menjalankan beberapa program tersebut hingga beberapa tahun ke depan dan menerapkan programnya tidak hanya terbatas pada Pornhub tetapi juga situs pornografi lain. NCOSE membangun empowerment dengan menjadikan banyak perusahaan periklanan dan pembayaran berhenti beriklan melalui situs Pornhub. NCOSE efektif melakukan proses kemitraan dan penyebaran proyek untuk mengikutsertakan multi-aktor dengan membentuk koalisi di berbagai negara serta PBB dan menetapkan Hari Internasional PBB Untuk Pencegahan Eksploitasi dan Pelecehan Seksual Anak.

**Kata Kunci: Efektivitas, Eksploitasi Seksual Anak, NCOSE, Pornhub**

Malang, 7 Juni 2024

Menyetujui,

Pembimbing,



Hamdan Nafiatur Rosyida, M.Si

Peneliti,



Janita Magrib

## ABSTRACT

*Janita Magrib, 2024, 202010360311378, University of Muhammadiyah Malang, Faculty of Social and Political Science, International Relation Study Program, Efektivitas Peran Nation Center on Sexual Exploitation (NCOSE) dalam Menangani Eksploitasi Seksual Terhadap Anak di Industri Pornografi Global: Studi Kasus Pada Pornhub, Advisor I: Hamdan Nafiatur Rosyida, M.Si*

*This research aims to analyse effectiveness of the role of NCOSE (Nation Center on Sexual Exploitation) in dealing with child sexual exploitation that occurs on Pornhub as one of the global pornography sites. This research uses the concepts of INGO Effectiveness and Child Sexual Exploitation (CSE). The research method uses qualitative descriptive research, with data collection techniques through literature studies, namely through documents, books, previous journals, reports and other official sources. The research results show that the role played by NCOSE is effective in dealing with sexual exploitation of children carried out by Pornhub. NCOSE acts as a catalyst to help victims bring their cases to court, NCOSE mobilizes the global movement to carry out the #Traffickinghub campaign, and mobilizes members to conduct research on the Pornhub site. NCOSE also formed the Corporate Advocacy and International Center on Sexual Exploitation. The effectiveness of NCOSE's role was demonstrated by the removal of 11 million non-consensual videos on Pornhub, and the passage of the EARN IT Act. NCOSE will continue through its role in carrying out these programs for the next few years and implementing its programs not only limited to Pornhub but also other pornographic sites. NCOSE built empowerment by getting many advertising and payment companies to stop advertising through Pornhub sites. NCOSE has effectively carried out a partnership process and project deployment to include multi-actors by forming coalitions in various countries and the UN and establishing the UN International Day for the Prevention of Child Sexual Exploitation and Abuse.*

**Keyword:** *Effectiveness, Child Sexual Exploitation, NCOSE, Pornhub*

Malang, 7 June 2024

Approved,

Advisor,



Hamdan Nafiatur Rosyida, M.Si

Researcher,



Janita Magrib



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Melalui sebuah kalimat dari seorang filsuf abad ke-16 yaitu Niccolo Machiavelli yang pernah mengatakan bahwa *“Never was anything great achieved without danger”* menjadikan penulis menyadari bahwa penulisan skripsi ini merupakan sebuah proses perjalanan panjang yang tidak mudah. Dalam penyelesaian studi dan penulisan skripsi ini, penulis memperoleh banyak bantuan dari beberapa pihak yang telah memberikan pengajaran, bimbingan, arahan, doa dan dukungan baik secara langsung maupun tidak langsung. Oleh karena itu, sebagai bentuk apresiasi, penulis ingin mengucapkan terima kasih kepada:

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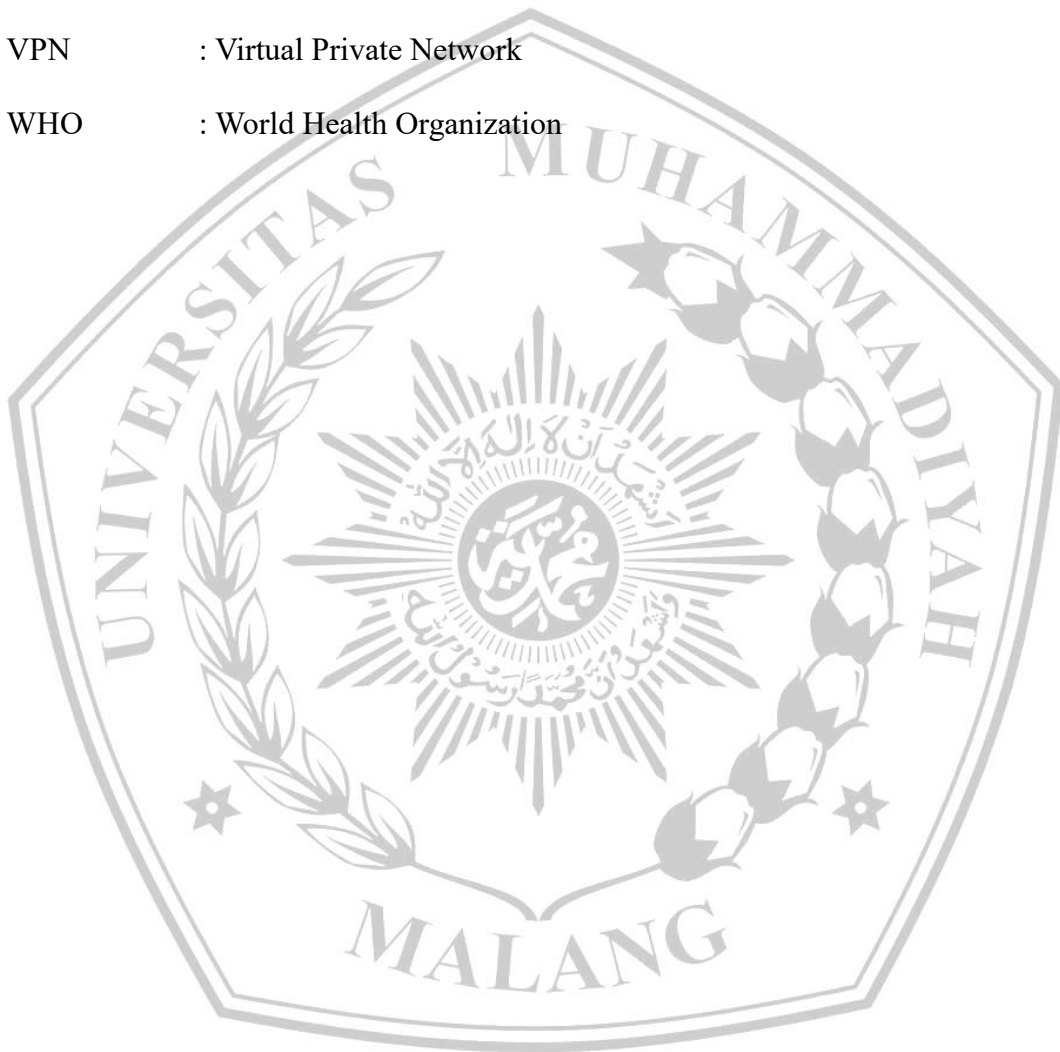
## DAFTAR SINGKATAN



CDA	: Communications Decency Act
CSAM	: Child Sexual Abuse Material
CSE	: Child Sexual Exploitation
CSO	: Civil Society Organization
DVD	: Digital Video Disc
EBSCO	: Elton B Stephens Company
ECPAT	: End Child Prostitution and Trafficking
ELEET	: Equipping Law Enforcement to End Trafficking
ESKA	: Eksploitasi Seksual Komersial Anak
ESP	: Electronic Service Provider
ICOSE	: International Center on Sexual Exploitation
IGO	: International Government Organization
IMS	: Infeksi Menular Seksual
INGO	: International Non-Government Organization
LSM	: Lembaga Swadaya Masyarakat
MIM	: Morality in Media
NCMEC	: Nation Center of Missing and Exploited Children
NCOSE	: Nation Center on Sexual Exploitation
NGO	: Non-Government Organization
NIJ	: Nation Institutes of Justice
OSCE	: Organization for Security and Cooperation
OSEC	: Online Sexual Exploitation of Children



- PBB : Perserikatan Bangsa -Bangsa
- PC : Personal Computer
- SEC : Sexual Exploitation of Childern
- UNICEF : United Nation International Childern’s Emergency Fund
- VHS : Video Home System
- VPN : Virtual Private Network
- WHO : World Health Organization



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### HUBUNGAN INTERNASIONAL

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### SURAT KETERANGAN

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Yang bertanda tangan di bawah ini, Ketua Program Studi Hubungan Internasional Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Malang, menerangkan bahwa mahasiswa:

**Nama** : Janita Magrib  
**NIM** : 202010360311378  
**Judul Skripsi** : Efektivitas *Nation Center On Sexual Exploitation* (NCOSE) Dalam Menangani Eksploitasi Seksual Terhadap Anak di Industri Pornografi Global: Studi Kasus Pada *Pornhub*  
**Dosen Pembimbing** : 1. Hamdan Nafiatu Rosyida, M.Si.

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**Kampus I**  
Jl. Bandung 1 Malang, Jawa Timur  
P. +62 341 551 253 (Hunting)  
F. +62 341 460 435

**Kampus II**  
Jl. Bendungan Sutami No. 186 Malang, Jawa Timur  
P. +62 341 551 149 (Hunting)  
F. +62 341 582 060

**Kampus III**  
Jl. Raya Tlogomas No. 246 Malang, Jawa Timur  
P. +62 341 464 318 (Hunting)  
F. +62 341 460 435  
E. webmaster@umm.ac.id