Promotion of Prostitution Services on Social Media

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ABSTRACT

If in the past, promotion of sexual services was done face to face – on the streets or brothels – but now it has turned to social media. Data shows that online prostitution continues to increase because it can be accessed easily on social media. Social media, with its more open communication, is considered adequate for the promotion of commercial sex services. The purpose of this study is to get an overview of the interaction and communication with regards to online promotion of prostitutions on social media. Netnography is the research method chosen. The results of the study concluded that in the interaction regarding prostitution on social media and communication between fellow perpetrators is very open and vulgar. Commercial sex workers and pimps are the main promoters of the services offered. The message conveyed includes the services offered, ways of payment, and rules of the game accompanied by terms and conditions that are commonly used among actors. The use of the hashtag (#) by service providers helps facilitate the promotion and search for customers. In addition to the timelines used by actors, social media commentary, and the direct message (DM) feature are also used for communication purposes. Furthermore, if there has been an agreement between the actors, an extension of the private communication is continued through instant messaging such as talking about time, location of the service, payment and sharing of testimonials from previous customers.

Keywords: *Communication, cyber, interaction, online prostitution, social media.*

INTRODUCTION

Information and communication technology (ICT) have changed the way humans communicate and they are no longer limited by space and time. Communication can not only be done directly or face to face, but through technology intermediaries. Internet-mediated communication also forms a network between users. It does not matter whether users know each other in the real world or not, but the presence of social media provides a medium for users to connect in a technological mechanism (Garcia-Morales et al., 2018).

The use of the Internet has significantly contributed to the prostitution business. Hughes (2000) says that the growth and expansion of the sex industry are closely related to the development of internet technology. The internet as a medium of communication would exist without the sex industry, but the Internet industry would not grow and develop at the current rate without the sex industry. In 1998, US $ 1 billion, or about 69% of total content sales on the Internet, was adult content (Moore, 1999 as cited in Juditha, 2021).

In the past, the promotion of prostitution was done face to face, offering themselves on the roadside or in brothels. Now with information technology, it is easier for prostitutes, pimps, and service users to offer, negotiate, and exchange information online without prior

physical meetings. Some internet-connected media are used in the promotion of prostitution to display information such as photos, age, body posture, prices and telephone numbers/device addresses that service users can use to contact prostitutes or pimps directly (Schrimshaw et al., 2016). Farley (2014) mentions that prostitution is now a business advertised through the Internet. This expands the reach of pimps to a broader market than potential sex buyers.

Social media is the most widely used media for prostitution promotion activities. Noning (2010, in as cited in Juditha, 2021) suggests that pimps and prostitutes use social media to carry out this practice. Facebook, Twitter, and Instagram, platforms which were initially used for friendships, are now used for marketing services as well as conducting sex transactions. These prostitutes also consider the use of social media to be very useful in promoting the business of prostitution (Arsanti, 2017), while Johnson and Matthews (2018) said that the number of online prostitutions continues to increase through social media, inversely proportional to conventional prostitution, which tends to decrease.

The shift in the change of the prostitution business from conventional to modern (online) is inseparable from changes in social systems in modern society due to the rise of the use of new media. Jack and Akujobi (2017) states that technology such as the Internet that is used can shape the culture in society and become part of the social activities of the community. In the case of online prostitution, there has also been a social change in society that has shifted values held by the community Suprapto (2009, as cited in Ralie, 2019) acknowledged that there was a social shift due to environmental factors because anyone could resort to prostitution to earn an income as it is considered to be capable in fulfilling the necessities of life.

It shows that online prostitution can also be considered a promising business trend because it is more simple, secure, and confidential. By creating an account on social media, a person can sell himself without feeling embarrassed and generate higher profits (Nugraheni, 2016). The open and vulgar communication practiced by prostitutes on social media is a form of cultural change that is growing and is gradually becoming commonplace.

This phenomenon also illustrates that information and communication technology is a 'double-edged sword.' One side provides benefits for its users, and on the other hand too, technology is used for deviant purposes like promoting sexual services. A survey conducted by Kominfo (2019) revealed that they received 431,065 complaints related to harmful content, in which 244,738 of them were pornographic in nature.

The fact that the promotion of prostitution activities is easily accessed through social media and networks and increasingly wide-ranging is inversely proportional to what is shared by eastern societies, including Indonesia. Prostitution is considered contrary to moral values in religion and decency and has existed since ancient times and is said to be a disease of society (Wongso, 2016). The reality of online postings shows that more and more actors do not feel ashamed to sell sex services accompanied by photos and videos with minimal clothing on social media.

In this condition, ambiguity occurs between what is embraced by the people of Indonesia with the existing reality. Based on the above background, the formulation of this research is how cyber communication had developed in the interaction of prostitution services on social media. The purpose of this study is to get an overview of cyber communication in online prostitution interactions on social media.

LITERATURE REVIEW

Online Prostitution

Previous research on online prostitution was conducted by Lubis (2018) with the title "Prostitution through Twitter (Study of Virtual Ethnography of Online Prostitution in Social Media)". This study uses a virtual ethnographic method and aims to describe the construction of self-service seller identity in online prostitution culture, communication that occurs, the use of entrenched language, and service experience. The study discussed the process of establishing self-identity as a service provider in the online prostitution business, namely trusted, high class, and independent. The communication contained in the online prostitution business is divided into three, namely one-way, interactional, and multi-directional. The term that civilises the online prostitution business had divided into two, namely in the context of business communication and the context of daily communication. The seller of services in the online prostitution business experienced a change in the pattern of using Twitter along with a change in motives for using Twitter, namely the motive for social interaction and self-existence before becoming a seller of services and materialistic motives after working in the online prostitution business.

Another study entitled: "Sex Work and Social Media: Policy, Identity, and Privacy in Networked Publics and Counterpublics" by Nelson (2019) concluded that using the online practices of sex workers as a focal point, this project examines how the public/private dichotomy is governed and complicated within Social Networking Sites (SNS). It concentrates in particular on Facebook and FetLife, arguing that the former functions as a normative public and the latter as a counterpublic due, in part, to the differing regulations each site implements regarding sex work. The project centers on a qualitative study of the rhetorical strategies online sex workers use to self-identify and self-advocate, as well as the tactics they employ to maintain privacy and avoid the phenomenon of "context collapse."

Juditha (2021) conducted a research entitled "The Communication Network of Online Prostitution in Twitter". This study aims to obtain an overview of online prostitution communication networks on Twitter. The results show that intact communication networks were formed between actors, irrespective of the limited number. Twitter accounts are used to promote commercial sex services by each actor through their timeline. At the group level, some actors have a unique position to help service marketing by retweeting messages and functioning as pimps. As for ego-centered networks, most actors stand-alone without being associated with others in promoting commercial sex services.

`Farley, Franzblau and Kennedy (2014) also conducted a study entitled "Online Prostitution and Trafficking". Almost the same as previous research, this study states that the use of the Internet is beneficial for the spread of prostitution ads locally, regionally, and internationally, which began with the development of social networking sites, discussion forums, message boards, and online chat, examples of 'sex buyers,' pimps, and internet sex traffickers, and online classifieds sites. The results also reveal that there is empirical evidence of the psychological and physical losses from human trafficking for prostitution, which is a multinational and growing sex trade business industry. Therefore, a public campaign and boycott of online traders and the development of online alternatives for the sex trafficking industry are needed.

Internet and Prostitution Activities is a study conducted by Abdullah and Hidayat (2018). This study discusses the use of communication technology in prostitution activities and the optimisation of internet technology for prostitution providers and users. Data was

collected based on qualitative research methods and carried out in Bandung and Banjarmasin. The results show that the use of the internet makes prostitution activities easier for transactions, cheap, practical, and efficient in terms of time and energy, optimised by the lower classes as a promotional tool. In contrast, for the upper classes, the Internet is also used for booking airline tickets, hotels, and transfer payments for prostitution services.

Undeniably, research on online prostitution businesses have been conducted but they mostly discuss the use of social media as a medium for running a prostitution business. There has never been a study that explicitly addresses online communication focussing on the interaction process of prostitution businesses on social media.

Cyber/ Online Communication
This research discusses the problem of communication in the cyber world. Cyber communication is a term used to describe the rapid development of communication that has occurred in recent years as a result of the development of the Internet and smart electronic gadgets (Techphobia, 2022). Computer-Mediated Communication (CMC) is one aspect that arises due to the development of new media because of the existence of cyberspace that brings together individuals and/or groups in virtual areas of communication. Computers, mobile phones, or other connected devices are not just a media that mediates the process of message distribution and circulation, but as a medium like aspect and environments in face-to-face communication. It is just that communication that occurs in the cyber media depends more on the text, both the text in the real sense as well as symbols, icons, or other markers that represent the purpose of the message (Nasrullah, 2016).

Manovich (as cited in Ruud, 2022) presents four key characteristics of new media: numerical representation, modularity, automation, and variability. These four characteristics of new media outlined by Manovich are clearly seen in the realm of cyber communication, facilitated by the Internet, which creates media through numerical coding and modularity allowing for automation and variability. Another characteristic found in literature for new media, and perhaps a key piece of cyber communication today, is the notion of interactivity. The definition of interactivity can often depend on the context in which you view it.

Computer Mediated Communication (CMC) is a form of communication activities through the use of computer media with internet networks. Wong, 2007 as cited in Arianto and Bafiarti (2020) describes Computer Mediated Communication as a process of human communication via computers, involving people, situated in particular contexts, engaging in processes to shape media for a variety of purposes. As a style of communication between two or more individual people through a technological medium such as the internet or connected network software. In the case of communication mediated by technology, the technology referred to here is not like the general understanding of technology. For a long time, communication that occured between people had been mediated by technology, television, and telephones. In CMC, technology is more specific and technically the technology is designed, created, and used to enable the exchange of data and information (Herring, 2005). Cantoni and Tardini (2006) define CMC as an interaction between individuals that occurs through a computer.

Communication and information technology connected to the Internet has contributed to changes in the way humans communicate including no more space and boundaries in communication, once part of ICT in social media. In the case of online prostitution, social media is used massively and complexly because it is not limited by space

and time. Social media is used as a medium for self-promotion both by individuals and through networks.

Social media also has a characteristic of interactivity among users. In the phenomenon of online prostitution, the interaction between perpetrators (CSWs, pimps, and users) through social media also occurs. The interaction, according to Rogers (1996), is when two or more people exchange messages through a computer-based communication system, with each message determined in part by a previous message in sequence, actors tend to move closer together (or vice versa) on the topic of their communication. Interaction of communication in the practice of online prostitution is done by prostitutes and pimps who promote themselves through social media, which are then responded to by users who will use these sex services.

At present, the utilisation of social media can no longer be separate from people's lives, especially with the increasing number of social media features and instant messaging apps provided such as Facebook, Twitter, Instagram, Path, Line, and WhatsApp (Scrimshaw et al., 2016). Boyd, Casteel, Thakor and Johnson (2011) describe social media as a collection of software that allows individuals and communities to gather, share, communicate, and in some instances, collaborate, or play with each other. Social media has the power of User Generated Content (UGC) where content is produced by users, not by editors such as in mass media institutions. Social media has characteristics namely: networks, information, archives, interactions, social simulations, and content. It allows individuals to communicate and interact with each other without being limited by geographical conditions, space, and even time (Hermawansyah & Pratama, 2021)

According to Bruns and Moe (2014), on social media, the communication patterns that occur have three layers, namely the micro, intermediate, and macro levels. At the micro-level, interpersonal communication occurs, which is a personal communication between one account to another using the "@" sign followed by the user account name (@mention) so that it will provide information that there is an incoming message for the account to be mentioned. Users who receive messages can reply to these messages by using the @reply facility so that two-way communication occurs.

Communication through follower networks is the most basic communication from social media included at the intermediate level. According to Bruns and Moe (2014), communication at this level occurs in follower networks that provide the ability for users to follow each other to get updated information from users who have followed. Exchanging information based on hashtag (#) occurs at the macro level. The information available on the social media timeline is so numerous that it requires a way to filter the information according to user needs. The use of hashtags is beneficial in reducing the amount of irrelevant information.

Prostitution, as defined by Bloch (1926, as cited in Soerjono, 1997), is a form of genital relations outside of marriage with a particular pattern, namely to anyone openly and almost always with payment for either a partnership or other sexual activities that provide the satisfaction desired by the concerned. Prostitution can also be interpreted as a job that is surrendering or selling services to the public to perform sexual acts by getting rewards by what is previously promised. Someone who sells sexual services is called CSW, which is an extension of Commercial Sex Workers (Siregar et al., 2016).

Conventional and online prostitution has a similar definition of selling sex services. The difference is online prostitution uses internet-connected media to facilitate communication and the promotion and sale of sex services (Farley et al., 2014). In advance of the Internet utilisation, the practice of prostitution is carried out either directly by offering oneself on the roadside or in brothels. Fifty years ago, pimps forced Commercial Sex Workers (CSWs) to market themselves in the streets openly or they were also advertised to a relatively limited market. In this case, sex buyers evaluated the physical appearance of sex workers and made choices on the street corner (Dowty, 2011). The development of information technology has become a place of exploitation of the sex business to offer prostitution services to men throughout the world (Blevins & Holt, 2009).

Furthermore, websites on the Internet also provide contact information specifically involved in the activities of prostitution (sexual acts) to be carried out, female pornography that will sell for sex, price codes, and testimonials or reviews from buyers who have used such services (Castle, 2008). Technology, smartphones, and other digital devices make it possible to run businesses, advertise, and increase the income of women who engage in sex business activities (Boyd et al., 2011).

Based on the explanation of scientific concepts and theories above, the framework of this research can describe as follows:
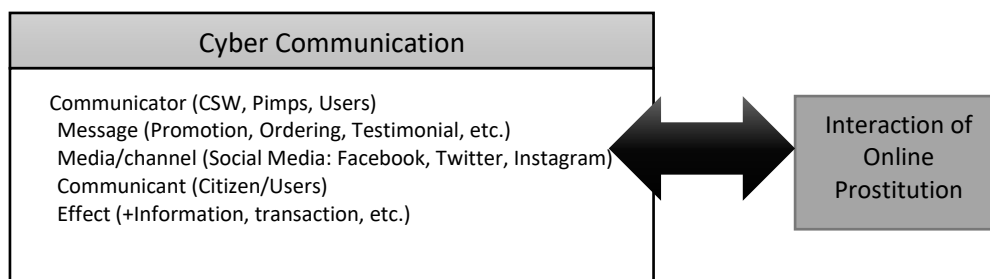

Figure 1: Research Framework

The framework of this research can explain that the phenomenon of online prostitution is increasingly happening and offers many conveniences. The online prostitution system is not much different from the online shopping system. Communication in interactions between the perpetrators ensues, there are messages exchanged through various channels and the effects of these communications shown in the context of online prostitution interactions.

METHODOLOGY

Net-ethnography is the choice of method used in this research. It is an adaptation of ethnography that observes the way people interact and work together in everyday life. Net-ethnography is an online observation method to see the interaction and communication of the actors involved in online prostitution business activities (Beckmann & Langer, 2005). According to Baym (1995, as cited in Jones, 2012), qualitative online research such as net-ethnography is very important in shaping the understanding of the Internet: the impact of the Internet on culture, and the influence of culture on the Internet. While Ferris (2010) suggested that in net-ethnography (web-ethnography or virtual ethnography), using the Internet to collect data using the same method.

The subjects of this research are the perpetrators of online prostitution (CSWs, pimps, and users). The subject of this research is focused on humans and interactions in social media (Facebook, Twitter, and Instagram) in conducting online prostitution interactions such as uploading self-status (self-promotion), providing feedback, giving comments, discussions, and even creating their own content. A total of 10 social media accounts were analysed (three Twitter accounts, four Facebook accounts, and three Instagram accounts).

Data collection techniques in this study are observations by the select perpetrators and select environment research related to online prostitution. The ideal research environment selection criteria are personal accounts that carry out prostitution activities with specific hashtags (#) that are often used by online prostitution actors. Observations had been made through these social media platforms: Facebook, Twitter, and Instagram.

The data analysis technique was done by identifying, coding, and grouping data that was obtained from observations and interviews then identified according to research needs. Kozinet (2010) said to get the final results of the study, the data collected Is analysed and interpreted based on research needs by comparing the findings of the overall research data with the theory used as an indicator at the beginning of the study.

In qualitative research, triangulation is a technique used to examine data that utilizes other outside sources of the data that is obtained in the study for later comparison with the data. Triangulation is done to check the validity of the data that has been obtained. In triangulation techniques, there are four kinds of data validation testing sources i.e. utilization used, the use of methods, investigators, and the use of theory. In this study, we used source triangulation to test the validity of the data, where source triangulation is a comparison between information obtained through time and different tools in qualitative research (Patton, 2009, as cited in Moleong, 2014).

FINDINGS AND INTERPRETATIONS

The use of the computer to communicate or Computer-Mediated Communication (CMC) is a milestone in the changing era of communication from conventional (face-to-face) to the cyber world. Cyber communication is an integration of various communication technology equipment and computer networks that can connect users interactively throughout the world. Cyber communication also occurs in online prostitution interactions. The perpetrators of both commercial sex workers (PSK), pimps, and sex service users use social media to communicate. Research on Facebook, Twitter, and Instagram show that these three social media are used by service providers to promote commercial sex services.

Fig. 2 shows that service providers (CSWs) are not ashamed to show their pictures wearing underwear, although some close their eyes with specific icons so that their faces do not appear round. Some semi-nude videos showing breasts are also uploaded in the timeline, while those who open their genitals will be censored or covered with icons. The names that are used vary, for example as Aurelia, Vina, Alea Nova, Herlin, Suci Febriani and Chacha. Pimps also do the same thing by promoting their prostitutes to be ordered by guests. Some of them also include telephone numbers and instant messaging in the bio account that enable direct contact.

The information/messages of commercial sex services that are uploaded on social media are generally divided into three parts, namely: 1) Services offered; 2) How to pay for services; and 3) Terms of service usage rules. The three pieces of information are acronyms that are commonly used among online prostitution actors.
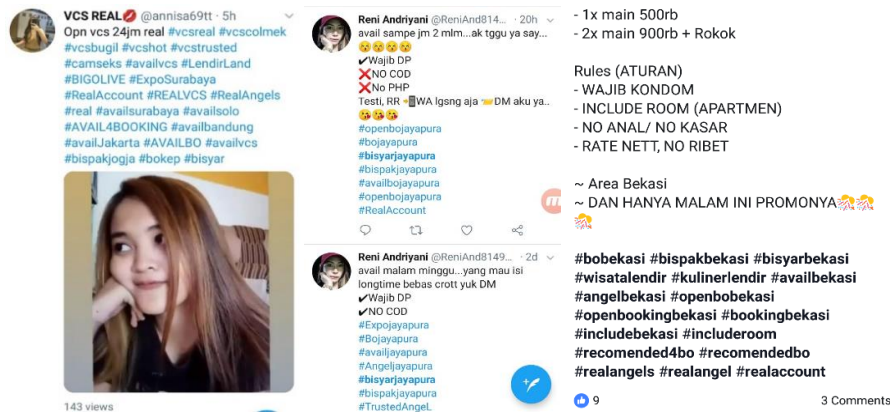
Figure 3: Information or messages (services offered, the payment, terms, and conditions)
of providers of commercial sex services on social media
(Source: www.facebook.com, www.Twitter.com & www.instagram.com)

Some sex service providers display terms of use of the service in their accounts and uploads, but some do not. Those who do not display will send these conditions to the customers' inbox if they are serious about engaging their services.

Social media is a media or channel that is widely used by online prostitution in their communication activities. The results of this study indicate that Facebook, Twitter, and Instagram are used to create commercial sex service provider accounts, both as a self-marketing destination and as a beginning channel for communication. In addition to the timeline used by the perpetrators, they also use the comment room and direct messages (DM) through the inbox as communication facilities. Furthermore, if an agreement has been made, there is also direct communication through instant messaging such as WhatsApp, Line, and Telegram.

The recipient of the message of online prostitution can be serious about ordering commercial sex services through social media, or it could be just a fad. This can be seen in conversation/communication interactions both in the comments and inbox spaces between providers and service users. Communication in the comments room generally asks for prices and asks for contact numbers, whereas communication through DM is much more specialised (private) such as meeting time agreements, planned on-site meetings (hotels/apartments), or payments to testimonials from service users.

Figure 4: Timeline, comment room and direct message/social media inbox used in online prostitution
communication (Source: www.facebook.com, www.Twitter.com & www.instagram.com)

The effect of this cyber communication is also clear that starting from promotions, service offerings accompanied by photographs in minimal clothing, videos to obscene text contents make potential service users to make further transactions or to just get information. The use of hashtags (#) or hash marks by commercial sex service providers on social media also makes it easier for prospective service users to search for and order services. The most common hashtags used in online prostitution interactions include #BO (Booking Out), #bispak (can use), #bisyar (can pay), #angel, #OpenVcs, #RealVcs, #openbo, #ladiesnight, #bispakhot, #RealAngel, #OpenVcs, #RealVcs, #Avail, #OpenBooking, #cewekBO, and #angelAVAILBO.

These hashtags have also become more specifically added to the name of the city/regency or region where the service provider is domiciled to make it easier for service users to order according to the desired location such as #openbojakpus, #bisyarjakarta, #bisyarjogja, #bisyarbandung, #bisyarbali, #bisyarsemarang, #bispaksby #bispaksolo, #bosurabaya, #bisyarjayapura, #bisyarbalikpapan, #bopalembang, #bisyaraceh, #bobali, #bisyarlampung, #bomedan, #bobatam, #bisyarpadang, #angelsurabaya, and so on. From the search results of the hashtag search in this study, almost all cities and districts from Sabang to Merauke promote commercial sex services in this manner.
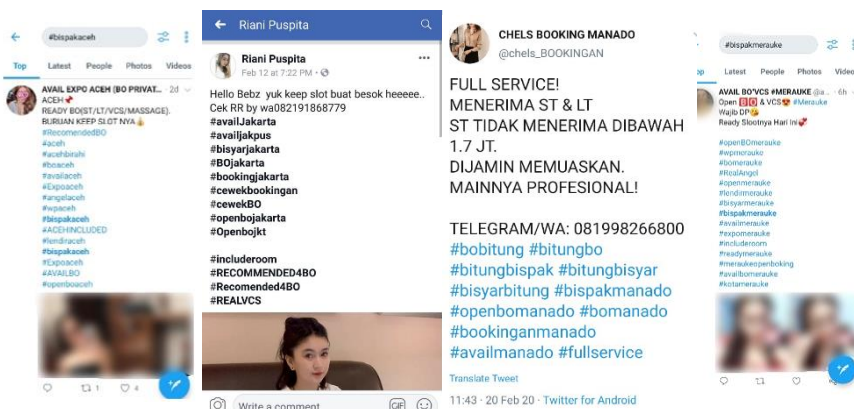

Figure 5: Special hashtag + city name of online prostitution service providers on social media
(Source: www.facebook.com, www.Twitter.com & www.instagram.com)

It can be said that cyber communication between online prostitution actors, both providers (CSWs, pimps) and service users, is built in cyberspace on social media through a variety of texts. This is in line with what was said by Kollock and Smith (1999), that one aspect of cyber communication is the existence of interaction in cyberspace through the medium of text. Text in its various forms, also involving symbols (icons), becomes the medium used by online prostitutes in communicating. Communication of online prostitution interaction also takes place quickly and is multimedia in nature, not only delivered in the form of text, but also photos, audio, or even audio-visual and text forms simultaneously. This is similar to Nasrullah (2016) who said it was one of the characteristics of cyber media.

Another important thing is the information or messages exchanged in online prostitution interactions on social media are considered very important for the perpetrators. Even Castells embedded essential characteristics of information from the presence of information technology as economic raw material. If related to this research, all information on sex services offered through social media is also an economic commodity for perpetrators (Castells, 2009).

On the other hand, the similarity of terms and hashtags used in communicating among online prostitution actors shows that the same networks are formed with each other even though some are not directly related. In interacting on social media, online prostitutes also carry out micro-level communication, which Bruns and Moe (2014) call how to communicate privately between one account to another. It can appear when sex service providers promote their services through social media, which is then responded to by other accounts or potential service users through the comments room so that two-way communication occurs. This also includes private two-way communication via direct message (DM) in the inbox.

Communication at the intermediate level, according to Bruns and Moe (2014), is communication that occurs where a network of followers follows one another between account users, making it easier to get the latest information from the service providers that are followed. However, in the interaction of online prostitution on social media, this communication does not fully occur. It is because the accounts of sex service providers in the three social media studied are set as open to the public so that other people can get information at any time if they need it even if they are not following the account.

In online prostitution interactions on social media, macro-level communication is relatively crucial because a hash-based information exchange (#) occurs. Bruns and Moe (2014) say that the information in the social media timeline is so numerous that it requires a way to filter out the information according to user needs. The use of hashtags is constructive to reduce the amount of irrelevant information. Online prostitution service providers know that by using more than one specific hashtag in each upload on their timeline, it will make it easier for users to search for their services. Including a unique hashtag by using the name of the city where the domicile of sex service providers makes it easier for customers to order these services according to their location.

These results also reaffirm that the use of social media in online prostitution activities is very beneficial for the perpetrators to communicate in their interactions. This shows that the use of social media has its advantages and has particular challenges as well. Social media usage leads to unwanted social media use (Mohammed et al., 2021). Results of research conducted by Ufuophu-Biri and Iwu (2014) concluded that high school students use social media significantly for prostitution. The study also mentioned that there was a significant relationship between students' use of social media and their involvement in prostitution. Likewise, results of research conducted by Irawan et al. (2018) found that covert prostitution is rife and growing among students in the city of Medan. Their ability to use social media has resulted in prostitution networks that are difficult for ordinary people to trace. Prostitution through social media has been well organised and neat, complete with all facilities and practicality, with easiness of internet access.

The ease of communication through social media in interacting is the reason for online prostheses using social media. It is also because social media has the characteristic of a social network that formed in a network that connected between users. It does not matter whether in the real world (offline) the users know each other or not, but the presence of social media provides a medium for users to connect in a technological mechanism (Castells, 2014, as cited in Nasrullah, 2016). In the process of friendship, social media, Facebook, Twitter, and Instagram have little difference. However, on Facebook, someone who wants to be friends with another account owner must first get approval by the account owner, while Twitter and Instagram can directly follow an account if the account is not private.

If related to Computer-Mediated Communication (CMC) theory, the benefits of communicating through CMC in the case of online prostitution also come from a hyper-

personal perspective. Self-presentations can be edited in various aspects, both visual appearance (photos), as well as personality (messages sent about self can think carefully). Therefore, the individual's first impression of forming another person through CMC may be more favourable than when meeting in person. This ultimately encourages the progress of the relationship more quickly and successfully than face-to-face communication. Communicating in a hyper-personal way is possible, although the perceptions that initially drive relationships may have unexpected consequences when people decide to meet.

Cyber communication in the practice of online prostitution is increasingly open and vulgar even though this practice violates the norms, customs and laws in Indonesia. This can have implications for the general public, especially young people who may be affected by this phenomenon. Therefore, sufficient literacy is needed for the community, especially the younger generation in responding to this. Ciurel (2016, as cited in Hassan et al., 2020) said the concept of media literacy is a skill that requires critical abilities users to address and process media messages in new media.

CONCLUSION

This research concludes that social media is used by online prostitutes both as a medium to promote commercial sex services and to communicate in achieving common goals. In the interaction of online prostitution on social media, communication between fellow perpetrators is established. Commercial sex service providers such as commercial sex workers and pimps are communicators in the process of providing services through social media. Information or messages delivered include services offered, methods of payment for services, and terms of service usage rules. This three information are accompanied by terms or acronyms that are commonly used among online prostitution actors such as open BO, open VCS, ST, No DP, COD, RR by DM, No CIM, No CIF, and others. The use of hashtags (#) or hash marks by commercial sex service providers on social media also make it easier for prospective service users to search for and order services. This hashtag has also been added explicitly to the name of the city/regency where the service provider is domiciled making it easier for service users to order according to the desired location.

The results of this study showed that Facebook, Twitter, and Instagram were used to create commercial sex service provider accounts both as a self-marketing destination and also as a primary communication channel. In addition to the timeline used by actors, the comment room and also direct message (DM) / social media inboxes are used as communication facilities. If an agreement has been made, there is direct communication through instant messaging such as WhatsApp, Line, and Telegram.

The recipient of the message or the communicant in this online prostitution interaction is involved in communication with the service provider can be seen in the comments room and inbox. Conversations in the comments room generally ask for prices, requests for contact numbers, and so on. In contrast, communication through DM is much more specialised (private) such as meeting time agreements, planned on-site meetings (hotels/apartments), and payments to testimonials from service users. The effects of communication, namely promotions, service offers accompanied by photos in minimal clothing, videos and obscene text content make potential service users influenced to make further transactions. In this case, the communication that occurs is very open, vulgar, and shameless.

The recommendations of this research are aimed at the government to block accounts that are indicated not only as pornographic, but also online prostitution with 'key hashtags.' It is necessary to limit the ownership of SIM card numbers for cellular phone users by the government, to avoid the use of many cards for criminal activities in the cyber world such as online prostitution. There needs to be an active role from social media platforms to get involved in cybercrime patrols in their respective media. There also needs to be a program from upstream to downstream, which is literacy for the community carried out by the government in collaboration with community institutions, educational institutions, and others about the dangers of online prostitution, especially in schools, considering that many perpetrators are still teenagers.

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