

Abstract

Gender-based violence is a growing global crisis. In West Java Province, there were 997 cases of violence, with 551 of them being sexual violence. In 2023, Bandung City recorded 136 cases of sexual violence, the highest in the last six years. Victims are often blamed for the violence they experience. Feminist movements and organizations such as Samahita Foundation are active against sexual violence with a focus on victim assistance and anti-violence campaigns. The aim of this research is analyze the communication process at Samahita in dealing with victims of sexual violence, as well as how the communication is carried out with external parties, namely the JaRI Foundation. The formulation of the problem includes how Samahita communicates internally and externally during victim handling. The research method used is qualitative with a case study approach, through interview data collection techniques. The results show that Samahita applies internal communication methods that are adaptive and open, different from the rigid and hierarchical organizational communication model. Externally, Samahita builds informal yet efficient relationships with institutions such as JaRI Foundation and victims, using a responsive and flexible communication approach in handling sexual violence cases.

Keywords: organizational communication, sexual violence, victim assistance