



Protection of Children's Rights Related to the Phenomenon of Endorse Against Children on Social Media Instagram

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Abstract. In the ever-growing digital era, the term Endorse has become increasingly popular, especially in the world of social media. Endorse is a way to promote the products of an online store in collaboration with people who have many followers on Instagram, these people are celebrities, influencers or even ordinary users to promote certain products to their followers. In order to cooperate and actively participate in the protection of children's rights in relation to the phenomenon of children being endorsed on social media platforms like Instagram, it is advised that the government pay attention to and fully implement Law Number 35 of 2014 concerning Amendments to Law Number 23 of 2002 Concerning Child Protection. To determine the key phenomena of participation in problem solving, this journal used a qualitative research method with a descriptive approach to collect data through participant observation. Today, the protection of children's rights as endorsers is frequently disregarded and pays little attention to the principles of children's rights. For instance, when children receive product endorsements, parents are frequently uninvolved, resulting in a lack of parental consent, which obviously violates the Child Protection Law. One of the factors causing the phenomenon of endorsing children on social media Instagram is increasingly widespread because it is easy to get money from endorse results Children are frequently exploited for profit through endorsement services on Instagram social media because the principles of children's rights outlined in the Child Protection Law have not been followed in the protection of children's rights up until this point.

Keywords: Children's rights, Victims, Protection.

1 Introduction

Today, technological developments have a significant impact on the lives of the global community. One of them is information technology in the form of the internet. The internet was originally only developed for military, research and educational purposes, but it seems that along with its development the internet is also needed to facilitate things that are still conventional. The massive development of the internet has formed a new culture in social life and gave birth to a new law known as cyber law or also often referred to as cyber law. Considering that the scope of cyber is

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so broad and almost touches all aspects of life, this cyber law relies on several legal disciplines such as Criminal Law, IPR, civil law, international civil law and international law.

The internet is creating a new culture that is globally shaping a new way of life. The era of disruption is slowly starting to develop and run in Indonesia. What started as conventional is now all online. Starting from online-based government systems, online-based education systems, online buying and selling processes, and various aspects are now based online with the aim of facilitating access, ensuring transparency, and of course simplifying the administrative system. The presence of the internet provides many benefits to society. One of the benefits of the internet is that it makes it easier for individuals to develop their social relationships through social media and even promote various products. The promotion process carried out through social media is often referred to as endorsement services. This endorsement service is carried out by an influencer who has engagement with his followers so that he has the ability to cause someone to want to buy the product promoted by him.

In the ever-growing digital era, the term Endorse has become increasingly popular, especially in the world of social media. Endorsement is one way for business actors to advertise their goods by using the services of others, usually artists or certain figures who are considered important or influential. On social media, there are many artists who use a product in a photo post by writing a description promoting the product along with the name of the online business actor or called an online shop. In other words, the meaning of endorse is a certain type of promotion that utilizes a celebrity or a professional to say good things about a brand, product or service. From the side of the product or brand owner, of course, he will benefit from using the name of a famous person promote his product/brand.

Nowadays, social media users don't just consist of adults; the endorse fad has specifically targeted kids with large Instagram followings, such as famous kids. Unfortunately, the issue is that kids can waste a lot of time watching different contents from influencers who are widely regarded as being idolized individuals. Children's attitudes and behavior can be influenced by commercial content from these influencers. Some marketing tactics employ children as a form of influencer marketing when they are aimed at children. It's crucial to realize that a child's mental, physical, and emotional health may suffer as a result of constant photography, though. This phenomenon is a special concern that needs to be addressed, so this journal's identification of issues is how the protection is carried out.

2 Methodology

In order to investigate and understand the significance that various individuals or groups of individuals attach to social or humanitarian issues, this journal uses descriptive qualitative research methods. Creswell continued by stating that this qualitative research process requires a lot of work, including participant data collection, inductive analysis of data from specific themes to general themes, and data interpretation. Using qualitative data and describing it in a descriptive way is a research method known as "descriptive qualitative." Examining phenomena, events, or social conditions frequently employs this type of qualitative descriptive research.

3 Result and Discussion

3.1 Protection of Children's Rights as Endorsements (Child Influencers)

When choosing the type of electronic entertainment they want to watch, children today have a wide variety of options. One illustration is social media, such as Youtube, which serves as both a video upload platform and a substitute for television for these people. The types of advertisements range from those that are displayed before the video starts to those that are more covert and masked within the video's actual content. Influencers' integrated product promotions in the video content serve as a platform for businesses to advertise their own goods. Many businesses have incorporated influencers into their business strategies due to their reach and authority, which in this case are frequently children.

Influencers are people who are skilled at persuading or altering the behavior of others. Influencers are compensated by companies who ask them to advertise and describe a good or service via social media content associated with their line of work. The goal is to influence viewers and supporters to take out their wallets and buy the product. Influencers have the opportunity to grow both personally and professionally. However, it must be made clear to whom these benefits belong and who should have the power to determine whether a child should play the role when it comes to child influencers. The child is voluntarily acting in their capacity as a child influencer or.

More specific arrangements must be made in relation to the development of talents and interests, per the Minister of Manpower's Decree No. KEP.115/MEN/VII/2004 on the Protection of Children Engaged in Work to Develop Talents and Interests. A child is permitted to work under the terms of the decree as long as they can pursue their interests and talents and the following requirements are met:

1. Children typically start doing the work at a young age.
2. The work is of interest to children
3. Children are interested in the work.
4. The project encourages creativity and fits into the world of the kid.

These requirements stipulate that the child's work must be in his or her best interests. The child shouldn't be required to do the job at all, let alone have to have a skill or perform an activity that is unusual for young children. However, no one has the right to make a child work against their will, and if it is, it must be done in a way that fosters their creative growth and development within the confines of their natural environment.

According to the Ministerial Decree, a child's interests and skill development must come first when they are involved in a profession. This can be accomplished using the subsequent techniques:

1. Children are respected and heard
2. In treating children, care is taken to ensure their complete physical, mental, intellectual, and social development.
3. Children are still educated, treated equally, and free from coercion.

It is basically forbidden for work that a child is assigned to restrict any of his or her inalienable rights, including the chance to grow and learn. Children who work must still have the chance to mature and flourish in the same ways as other kids. The employment should be suspected of being exploitative if it results in a child losing these opportunities and does not prioritize the child's best interests.

The definition of exploitation is the act of using something unfairly or maliciously for one's own gain. In more detail, Article 66 of Law No. 35 of 2014 on the Amendment to Law No. 23 of 2002 on Child Protection (Child Protection Law) defines economic exploitation of children as "actions with or without the consent of the child who is a victim, which includes but is not limited to prostitution, forced labor or service, slavery or practices that are similar to slavery, oppression, extortion, physical, sexual, reproductive or-gan utilizat-ion, and other forms of exploitation." In the event that

Every child in the custody of parents, guardians, or other parties responsible for their care has a right to protection from economic and social exploitation, as stated in Article 13 of Law No. 23/2002 on Child Protection. Parents, guardians, and caregivers should receive harsh punishment if they violate these rules, according to the second paragraph.

The Child Protection Law, which establishes roles for local governments and other state institutions, including the Indonesian Child Protection Commission, an independent national commission established by the government and in charge of child protection in Indonesia, outlines the obligation and responsibility to provide particular protection for economically exploited children. These particular safeguards are in question:

1. Early intervention, medical, psychological, and social care rehabilitation, as well as disease and other health problem prevention
2. During treatment and recovery, assistance with psychological needs is provided
3. Giving social assistance to kids from low-income families
4. supplying defense and support throughout every legal procedure.

Child influencer work can be categorized as the worst type of child labor if it is determined to be coercive and/or furthermore poses a threat to the health and safety of the child being employed. This is in line with the concerns expressed regarding previous regulations. that when acting in the capacity of a child influencer, it is essential to be knowledgeable of the circumstances that constitute child labor or other types of exploitation.

Parents or guardians, along with the federal, state, and organizations like the Child Protection Commission, are a major part of enforcing these boundaries. Parents should be the ones with the most knowledge about their children's interests and talents in addition to having a duty to protect children's rights from interference with their development as people. Ironically, though, they also stand to benefit the most from child influencers' efforts. It's actually common for the child's parents to serve as the point of contact and decide how much of their child's work is directed in each direction as a child influencer.

2.2 Factors causing the phenomenon of endorsement of children on social media Instagram is increasingly widespread

Nowadays, children are often utilized for profit by those closest to them, such as their parents or other parties. The utilization of children's energy by taking away their playing time and not paying attention to their endurance is often referred to as economic exploitation. Economic exploitation of children is divided into several forms, namely:

1. Human Trafficking
2. Slavery
3. Child Prostitution
4. Child Labor or Child Workers
5. Street Kids

The phenomenon of endorsement of children on Instagram social media is increasingly common, among others, due to several factors, including:

1. Lack of Parental Awareness in Supervising Children

Many minors migrate to find work with an instant process without seeing the dangers that threaten them by becoming an endorser of a product whose benefits are unknown, which makes children trapped in a prohibited business.

2. Quite Promising Income:

An influencer can earn a lot from the value of the contact offered by the brand owner.

3. Can be recognized by the public through the products offered

With the content/product offered by the child as an endorse, it can be more interesting and hopes to go viral and be recognized by the wider community.

Children should have assurances for their future and protection from anything that might impede their development because they are the nation's future leaders and are expected to raise the value of the Indonesian state in the eyes of the international community. In Article 2 of Law Number 35 of 2014, which amends Law Number 23 of 2002 regarding child protection, the government clearly explains this. Four guiding principles—non-discrimination, child's best interests, child's right to life, survival, and development, and respect for child's opinion—are said to ensure the continuity of child protection, according to the article. Additionally, the rules

2.3 Conclusion

1. The Child Protection Law, which establishes roles for local governments and other state institutions, including the Indonesian Child Protection Commission, an independent national commission established by the government and in charge of child protection in Indonesia, outlines the duty and responsibility to provide special protection for economically exploited children.
2. Children should be guaranteed for their future and protected from anything that might impede their development because they are the nation's future leaders and are expected to raise the standard of the value of the Indonesian state in the eyes of the world. A clear explanation from the government is provided in this regard by Article 2 of Law Number 35 of 2014 Concerning the Amend-ment to Law Number 23 of 2002 Concerning Child Protection.

3 Recommendation

In order to cooperate and actively participate in the protection of children's rights in relation to the phenomenon of children being endors-ed on social media platforms like Instagram, it is advised that the government pay attention to and fully implement Law Number 35 of 2014 concerning Amendments to Law Number 23 of 2002 Concerning Child Protection.

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