



Sexual Harassment Committed by PT C*pella Sw*stika Karya to Miss Universe 2023 Finalists

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ABSTRACT

This research is about sexual harassment that occurs in the workplace at the Miss Universe Indonesia finalist event in 2023. By using qualitative research methods which are used in research using methods that focus on in-depth observation, so that it can produce a more comprehensive study of a phenomenon. This research describes the forms of sexual harassment that occurred at the 2023 Miss Universe Indonesia finalist event, the factors that caused this sexual harassment and the actions taken by victims of sexual harassment.

Keywords : feministc criminology, seksual harsassment,gender

ABSTRAK

Penelitian ini mengenai pelecehan seksual yang terjadi di dalam tempat kerja pada ajang finalis Miss Universe Indonesia pada tahun 2023. Dengan menggunakan metode penelitian kualitatif yang penggunaannya dalam penelitian menggunakan metode yang fokus pada pengamatan yang mendalam, sehingga dapat menghasilkan kajian suatu fenomena yang lebih komprehensif. Penelitian ini menggambarkan bentuk pelecehan seksual yang terjadi pada ajang finalis Miss Universe Indonesia tahun 2023, faktor-faktor terjadinya pelecehan seksual tersebut dan tindakan yang dilakukan korban pelecehan seksual.

Kata kunci : kriminologi feminis, pelecehan seksual, jenis kelamin

INTRODUCTION

The Miss Universe beauty pageant has long captured the world's attention, showcasing the charm and grace of women from various nations. Indonesia, with its breathtaking natural beauty and cultural diversity, has always been an eagerly

anticipated participant in this global event. In 2023, Miss Universe Indonesia (MUID) brings significant changes to the dynamics of the Indonesian beauty pageant scene, with shifts in licensing and participant selection processes.

Since its inception in 1952, Miss Universe has stood as one of the oldest and most prestigious international beauty contests. Each year, thousands of women from around the world compete for the coveted title of Miss Universe. This competition is not merely about physical beauty; it also emphasizes intelligence, courage, and dedication to making a positive difference in the world. Miss Universe contestants are expected to possess special talents, strong leadership qualities, and excellent communication skills to inspire others.

Miss Universe Indonesia 2023, organized by PT C*PELLA Sw*STIKA Karya (CKS), introduces significant innovations in Indonesia's beauty pageant landscape. With the new license holder, the competition has undergone restructuring in terms of organization and participant selection. One of the most notable innovations is the use of online auditions known as "From Screen to Stage." This approach allows for broader participation from talented women all across Indonesia. Through these online auditions, approximately 30 finalists are selected to advance to the final round.

These steps reflect a positive response to technological advancements and the need for inclusivity in beauty pageants. Online auditions enable women from various regions in Indonesia, even those in remote areas, to have an equal opportunity to participate. This aligns with the spirit of diversity and equality increasingly valued worldwide.

Moreover, PT C*PELLA Sw*STIKA Karya's success in acquiring the licenses for Miss Universe Indonesia and Malaysia showcases international organizations' trust in Indonesia's capability to manage globally standardized beauty pageants. This reflects Indonesia's success in building a positive international image and enhancing tourism appeal.

Additionally, the presence of Poppy C*PELLA as the license holder adds a new dimension to Indonesia's beauty industry. As a former successful dangdut singer and now the licensee of Miss Universe, she brings a unique combination of artistic talent and business acumen. Her presence also serves as an inspiration to many young Indonesian women, demonstrating that success can be achieved through hard work, talent, and a clear vision.

It is essential to note that Miss Universe Indonesia 2023 is not only about contestants competing on stage but also about the social impact that this competition

can create. The finalists of Miss Universe Indonesia have the opportunity to advocate for various social issues such as education, environment, and public health. They can use their platform to raise awareness in society and inspire others to contribute to solving these issues.

Furthermore, the presence of Miss Universe Indonesia 2023 on the international stage has a positive impact on introducing Indonesia's rich cultural heritage to the world. Contestants can showcase traditional costumes representing the ethnic and cultural diversity of Indonesia. This is an opportunity to introduce local crafts, traditional motifs, and the natural beauty of Indonesia to a global audience. Through their appearances, they can promote Indonesian tourism and build a positive image of the country.

Not only that, the presence of Miss Universe Indonesia 2023 also provides business and promotional opportunities for various stakeholders, including fashion designers, jewelry designers, and local brands. Collaborations with Miss Universe Indonesia contestants in creating special costumes and accessories for the event can enhance the visibility and popularity of local products. This is a valuable business opportunity to increase sales and gain brand recognition nationally and internationally.

Additionally, the presence of Miss Universe Indonesia 2023 has a strong inspirational effect on Indonesia's younger generation. Seeing talented, intelligent, and confident finalists proudly competing on the international stage can motivate many young people to pursue their dreams, invest in education, and develop their talents.

In conclusion, Miss Universe Indonesia 2023 is more than just a beauty pageant. It is an empowering platform for women, promoting cultural diversity, building a positive image of Indonesia, supporting local businesses, raising social awareness, and inspiring the younger generation. Through innovative approaches in participant selection and event management, PT C*PELLA Sw*STIKA Karya has created an event that strengthens Indonesia's position in the international beauty pageant scene. With the various positive impacts generated, Miss Universe Indonesia 2023 serves as an example of successful adaptation to change, leveraging technology, and promoting positive values in society. May this success continue to inspire many to contribute to creating a better world through beauty, intelligence, and compassion.

METODE

This research is a normative study aimed at evaluating cases of sexual harassment involving PT C*PELLA Sw*STIKA Karya and Miss Universe finalists from

legal and ethical perspectives. In this study, the researcher analyzes the existing legal framework, ethical norms, and relevant principles of justice concerning sexual harassment. This normative research discusses the legal protections that must be afforded to victims of sexual harassment and the ethical responsibilities that should be upheld by the involved parties, including companies and individuals participating in beauty pageants.

HASIL DAN PEMBAHASAN

Sexual Harassment Committed by PT C*pella Sw*stika Karya to Miss Universe Indonesia.

In the context of the Miss Universe 2023 beauty pageant, PT Capella Swastika Karya announced registrations for participation in the beauty contest.

Despite its grandeur, Miss Universe 2023 became a major concern following reports of alleged sexual harassment cases involving finalists during the body checking session, which included nude photos. Consequently, CEO of Miss Universe Indonesia, Poppy Capella, was also reported for alleged involvement.

A Chief Operating Officer (COO) of Miss Universe Indonesia with the initials ASD, now a suspect in a sexual harassment case, was alleged to have given orders for finalists to undress and be photographed during the body checking session.

Earlier, one of the Miss Universe Indonesia 2023 contestants with the initials N had reported the organizing committee to the Jakarta Metro Police for alleged sexual harassment.

A total of 30 participants were suspected to be victims of sexual harassment that occurred on August 1, 2023. One of the Miss Universe Indonesia finalists stated that the alleged harassment began during the fitting session when participants were instructed to try on dresses for the grand event. However, when the dresses were worn, the event organizer held a different agenda, namely body checking.

The chronology presented by Hengki was consistent with what the victims reported. One of the representative finalists, LN, was invited to the Deddy Cobuzier talk show to describe the incident chronology. LN admitted that the participants were forced to pose nude by an aggressive photographer. Additionally, LN was compelled to remove breast protectors, exposing herself fully.

As a result, on August 12, 2023, the Miss Universe Organization terminated its partnership with PT Capella Swastika Karya and dismissed Poppy Capella as the National Director due to the harassment scandal experienced by several contestants during the Miss Universe Indonesia 2023 quarantine activities. However, the winner

of Miss Universe 2023, Fabienne Nicole, was decided to still represent Indonesia in the Miss Universe 2023 competition in El Salvador in the upcoming November.

The incident of sexual harassment involving PT C*PELLA Sw*STIKA Karya and the Miss Universe Indonesia contestants during the Miss Universe 2023 pageant highlights a grave violation of ethical and legal boundaries. The case unfolded in a shocking manner, revealing a disturbing lack of respect for the dignity and rights of the participants. The allegations, if proven true, not only reflect a severe breach of trust within the beauty pageant industry but also underscore the urgent need for stricter regulations, accountability, and cultural change in such high-profile events.

1. **Exploitation of Power and Trust** The involvement of high-ranking officials, including the Chief Operating Officer (COO) of Miss Universe Indonesia, in ordering finalists to undress for body checking sessions represents a clear abuse of power and trust. These contestants trusted the organizers to provide a safe and respectful environment, but instead, they faced humiliation and exploitation.

2. **Legal and Ethical Violations.** The reported actions constitute both legal and ethical violations. The incident clearly violates Indonesia's laws against sexual violence as outlined in the Sexual Violence Criminal Acts Law (UU TPKS). Furthermore, it contradicts international conventions such as the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), which Indonesia has ratified. This incident highlights the necessity for the strict enforcement of existing laws and international commitments to protect women's rights and dignity.

3. **Impact on Victims:** The emotional and psychological impact on the victims cannot be overstated. The trauma resulting from such experiences can have long-lasting effects on mental health, self-esteem, and overall well-being. It is crucial for the legal system to ensure that the victims receive appropriate support, counseling, and justice.

4. **Corporate Accountability:** PT C*PELLA Sw*STIKA Karya's role in this incident raises questions about corporate accountability. Companies organizing high-profile events have a responsibility to ensure the safety, dignity, and well-being of all participants. Failure to do so not only tarnishes the company's reputation but also reflects a lack of corporate social responsibility.

5. **International Repercussions** The termination of partnership between the Miss Universe Organization and PT C*PELLA Sw*STIKA Karya, as well as the dismissal of Poppy Capella as the National Director, indicate the international repercussions of

such incidents. The beauty pageant industry operates globally, and negative incidents in one country can affect the reputation of the entire industry internationally.

Conclusion

In conclusion, the incident of sexual harassment involving PT C*pella Sw*stika Karya and the Miss Universe Indonesia contestants serves as a stark reminder of the urgent need for comprehensive reforms in the beauty pageant industry. Stricter regulations, thorough background checks for organizers and officials, and enhanced protection mechanisms for participants are imperative. Moreover, raising awareness about consent, respect, and gender equality within society is crucial to prevent such incidents from occurring in the future. Indonesia's commitment to international conventions and its domestic laws must be reinforced through rigorous enforcement, ensuring a safe and respectful environment for all individuals, regardless of their participation in public events.

Sexual harassment cannot be tolerated under any circumstances in Indonesia. Indonesia has ratified the International Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and enacted Law Number 12 of 2022 concerning Sexual Violence Criminal Acts (SVCA).