

**TRANSNATIONAL ADVOCACY NETWORK STRATEGIES OF #METOO
MOVEMENT IN INFLUENCING THE POLICY CHANGE REGARDING THE
ISSUE OF SEXUAL HARASSMENT IN SOUTH KOREA**

Zurayda Enggar Kusuma

(Universitas Muhammadiyah Yogyakarta)

Email: Enggarzurayda@yahoo.com

ABSTRACT

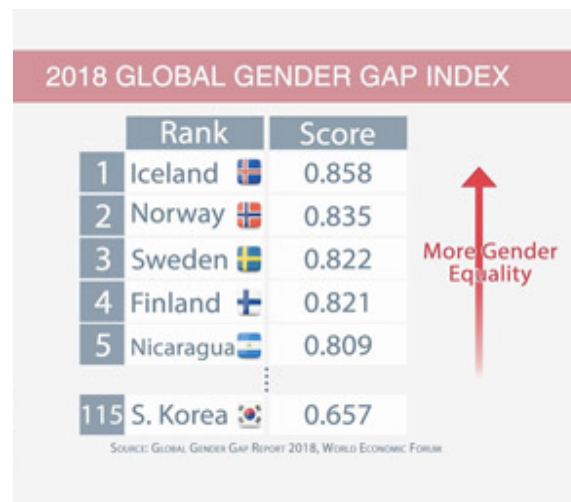
#MeToo movement that was initially started in the United States, now has widely spread to countries over the world, including South Korea. This movement has regained its popularity after Hollywood actress, Alyssa Milano, made a tweet to encourage women who ever been experienced sexual harassment to reply her tweet by attaching the hashtag “#MeToo”. This hashtag is a form of solidarity for victims of sexual harassment to share their personal stories. It gave the victims the power to express, to communicate, to expose the magnitude of this problem. Although at the beginning this flow of information almost became a breeze through South Korea, however, Seo Ji Hyeon's confession has marked the turning point of #MeToo Movement in January 29th, 2018. Furthermore, #MeToo has grown into a new hope in South Korea to eliminate sexual harassment. By using the theory of Transnational Advocacy Network by Margaret Keck and Kathryn Sikkink, this paper seeks to explain the advocacy strategies launched by #MeToo movement including Information Politics, Symbolic Politics, Leverage Politics, and Accountability Politics, which ultimately succeeded in holding the government accountable to provide more protection to victims of sexual harassment by releasing new policy.

Keywords: #MeToo Movement, Sexual Harassment, Transnational Advocacy Network, South Korea

Background

Hearing the name of South Korea frequently lead people to illustrate a country which located in East Asia that is identified with a great number of development ranging from the economy, technology, to the current issue related to its expansion of Hallyu wave over the world. Some products invented by this country have also been globally known, such as Samsung, Hyundai, LG, and even skincare products like Innisfree, Some by Me, Klairs, and many others. Besides, South Korea's fascinating modern atmosphere combined with its dense traditional culture has attracted millions of people to make it a tourist destination. However, behind all the glitter of the beautiful stories about South Korea, it still holds a problem regarding the issue of gender equality. In 2018, based on the data from the World Economic Forum, South Korea gender disparity index ranked 115 out of 149 countries with the gender gap index was 0.657 (Kim S. H., 2018).

Figure 1.1: 2018 Global Gender Gap Index



Source: Global Gender Gap Report 2018, World Economic Forum

The gender disparity index ranking was calculated by the country's reproductive health, empowerment, and labor market participation. The figure above shows that although South Korea leads in the sector of technology and economy, there is still a huge gap between men and women. This situation is contrary to developed countries such as Iceland, Norway, and Sweden, whose gender gap index is directly proportional to the country's progress in various sectors.

One of the reasons of the low South Korea's disparity index is because it still adheres to a very strong patriarchy system. It constructed a system of gender roles that place the position of men is far above women. It grants men the superiority to take control of women. Countries that adhere to a patriarchy system tend always to put men first and give second priority to women, which often leads to the negative impact where women are placed as objects of male sexuality. Women under patriarchal hegemony were not given equal rights to men; thus they often suffered from sexual harassment. Men in high position who commit acts of sexual harassment caused the victims to become powerless to fight and were unable to complain or request assistance.

Korean Societal Trends reported that the total number of sexual harassment in South Korea in 2016 reached 29,357 cases, including rape, indecent assault, and illegal filming (spy camera). This number indicates that 56.8 incidents per 100,000 people, occurring at a rate of 80.4 per day and 3.4 per hour (Jung E. J., 2018). Come to the worst, sexual harassment also possibly occurs in family environment. National Police Agency of South Korea reported that in 2017 more than 1.16 million cases of family violence and abuse were recorded. This number was increased 74% over 4 years. However the arrest was made in only 13% of cases (Institute, 2019). Again, in 2016, over 7000 Korean women found their compromising videos on adult websites (Yasinta, 2018). The recorded video was then broadcast by irresponsible people on the paid online websites. They were taken from spy cameras that were placed in some public space and even private space such as hotel rooms and toilets. Some perpetrators have been caught but surprising facts shows that the perpetrators of sexual harassment not only come from those who have low levels of education and income, but also from people with high levels of position including state officials, judges, and politician.

Equal Employment Opportunity and Work-Family balance Assistance Act (EEO Act) is one of the policy that has been legislated since 1990s to prevent and reduce the acts of sexual harassment (Han & Jun, 2015). However, the strong patriarchal system in South Korean culture, the fear of the victims, and added with the lack awareness of the society have made the cases of sexual harassment look invisible which is as the result, the EEO Act cannot be implemented properly.

These sexual harassment cases are like a chunk of the iceberg in which only the upper part is seen. Many efforts have been made to promote awareness. However, there are still many parties who do not care and consider things like this are trivial. There is a complexity in a case

of sexual harassment so that it is not easy to report, handle, and process legally. As a result, cases that occurred in reality were more than those that had been reported to the authorities. Most of the victims decided to remain silent for the incident. This situation happens considering that victim-blaming still becomes a trend than victim-helping.

Furthermore, at the end of 2017, a movement titled ‘#MeToo’ was widely discussed on social media. Alyssa Milano, a Hollywood actress, made a tweet to encourage women who ever been experienced sexual harassment to reply with “#MeToo”. This hashtag is a form of solidarity for victims of sexual harassment to share their personal stories. Alyssa’s action was a response to sexual harassment that happened to one of her best friends, Rose McGowan, who was sexually abused by an American Film Producer Harvey Weinstein. Unexpectedly, her tweet went viral and gained much attention from the world (Hosterman, Johnson, Stouffer, & Herring, 2018).

The #MeToo movement addresses women who have experienced sexual harassment in their environment and invited them to bravely speak up and dare to fight it (Evans, 2018). It has brought the issue of sexual harassment back to the surface, and the increasing number of victims reporting on indecent acts committed by men especially in the workplace has made the government take decisive action to protect victims and rise the sentence period of imprisonment by releasing new policy. #MeToo has grown into a new hope in South Korea to eliminate sexual harassment, and it is expected to be resolved with the implementation of the new policy. Therefore, in this thesis, the researcher will elaborate on the advocacy strategies launched by #MeToo movement which ultimately succeeded in holding the government accountable to provide more protection to victims of sexual harassment.

Theoretical Framework

Generally, only government or traditional actors who have the privileges to formulate a policy, in this case, the actors of the advocacy group often have a disruption to enter into a state’s domestic political arena. When relations between civil society and government are not smoothly accessible, this group forms an international network where the actors interact with one another and work together to change the state behavior or international organizations, which came to be known as Transnational Advocacy Network.

According to Keck and Sikkink, Transnational Advocacy Network (TAN) is a group of actors that work on an international scale on an issue and is united by shared values (Keck & Sikkink, 1999). It is characterized as voluntary, reciprocal, and horizontal patterns of communication and exchange. In recent years, the emergence of myriad issues ranging from human rights, gender, environment to land miles have derived TAN's actors to carry out various advocacy strategies. The actors including international and domestic NGOs, research and advocacy organizations; local social movements; foundations; the media; churches, trade unions, consumer organizations, intellectuals; parts of regional and international intergovernmental organizations; and parts of the executive and/or parliamentary branches of governments (Keck & Sikkink, 1999). The methods TAN used when conduct the advocacy are often based on ongoing current and specific issues which will attract and grant a huge influence from society on every campaign they made. They actively seek ways to bring up and raise the issues to attract attention from the government, so that the actors are able to involve in the decision making process.

Transnational networks seek influence in the same ways as political groups or social movements. The pressure resulting from this transnational advocacy network movement will be deemed capable of having the power to influence when some of the conditions for changes in policies made by 'targets' can be from countries, international or regional organizations, to the private sector such as corporations, and the conditions in which the network has been able to influence the behavior of the destination country. Nevertheless, since the transnational network is not traditionally strong, they tend to use advocacy means, in other words, they process information, strategies, and ideas to alter or modify state policy.

To carry out this Transnational Advocacy Network, there are four strategies that can be applied to reach the goal of the movement that is Information Politics, Symbolic Politics, Leverage Politics, and Accountability Politics. Information Politics is a strategy to produce information quickly and credibly which is politically useful and can bring significance influence. In symbolic politics, the strategy is conducted by using symbols, events, or stories that can represent the issues. Next, in Leverage Politics, powerful actors are needed to assist the weak group in order to influence the state practices. The last strategy is Accountability Politics where the community or the members of the network pushed the government to be responsible for the issue they have been agreed with.

By using all the four strategies above, the researcher tries to analyze the advocacy process carried out by #MeToo Movement towards victims of sexual harassment in South Korea. In the Information Politics strategy, the activists of #MeToo Movement who are also the victims themselves spread the information to the public, about how terrible sexual crime is, the impact on the victims, and how it can even destroy the victim's future. They provide not only facts but also testimonies as well as the total number of victims. Similar to how this movement boomed in the United States, the activist of #MeToo Movement in South Korea also use social media as a platform to conduct their campaign in the purpose of gaining people awareness concerned about this issue.

In the Symbolic Politics strategy, the activists carry out several symbolic methods such as performing demonstrations or creating a tremendous event to commemorate certain days. One of them is the momentum of International Women's Day in South Korea on March 8, 2018 which was marked by protests against the government against sexual harassment and assault whose was attended by 70,000 women of all ages and from all over the country. This demonstration is expected to drive the government to act quickly in order to protect victims and punish perpetrators of sexual harassment.

In The Leverage Politics strategy, the author examines that #MeToo Movement will try to bring a policy change by using powerful actors. After So Ji Hyeon confessed about her sexual harassment experienced to the public, a number of victims who previously remained silent become bravely speak up. She was not only a victim but also a prosecutor. Her confession has attracted the attention of President Moon Jae In in which made him release a statement that sexual harassment cannot only be resolved through legal action, but the people together also have to change the culture and the attitude.

Then, in the Accountability Politics strategy, the activists could push the government to take responsibility towards the issue happened and urge them to change or amend the regulation to address sexual harassment. The government has a great responsibility to provide protection and security for victims. Later, with the society and the oldest non-profit women's rights activist group in South Korea, Korea's Women Hotline, and the society, together they oversee and monitor the policies in accordance with agreed values.

Research Methodology

The researcher used the type of descriptive qualitative research to examine, analyze, and elaborate on the advocacy strategies of #MeToo Movement in influencing the policy change regarding the issue of sexual harassment in South Korea which later will be resulted in new policy that released by the government. The data and information were from secondary data obtained through library research. The materials were found from textbooks, journals, scientific writings also various data from online sources such as articles, e-news, e-book, and other relevant sources to this research.

Analysis

Activism of #MeToo Movement and its Strategies to Achieve Policy Change regarding the Issue of Sexual Harassment in South Korea

The emergence of #MeToo movement in South Korea is a form of response from the public to cases of sexual harassment that occurred in the country. Seo Ji Hyon's confession before the public has triggered the pent-up anger felt by victims of sexual harassment who finally have the courage to open their voices over the cases. In this chapter, the #MeToo Movement's activism will be explained through the theory of the Transnational Advocacy Network, where the movement works transnationally by bringing up an issue and including several actors.

In seeking an influence, transnational network using the same way as political groups or other social movements, but because they are not traditionally strong, in case of involving in state's decision-making process, they must use the power of their information, ideas and strategies to change information and the context of values in which the state makes a policy (Keck & Sikkink, 1998). Keck and Sikkink have developed typologies about the types of tactics or strategies used by the network to analyze the advocacy process and are divided into four: Information Politics, Symbolic Politics, Leverage Politics, and Accountability Politics.

A. The Strategies of the South Korean #MeToo Movement based on the Transnational Advocacy Network Theory

The main focus of advocacy is to encourage or to improve public policies or state behavior in accordance with the desires and interests of those who insist on the change (Azizah,

2014). In a campaign carried out by the network, the researcher is able to use only one strategy or all four strategies simultaneously. Furthermore, the researcher will use all the four strategies to explain how the #MeToo Movement's efforts in influencing South Korea policy change in which the movement's efforts will ultimately result in achievement.

1. Information Politics

Along with the development of the era, information becomes increasingly easy and quickly distributed throughout the world. The existence of the internet has made it easier for individuals to share information with others without being obstructed by national boundaries. The existence of #MeToo movement was initiated by the worldwide mobilization of social media, which was also driven by the large contribution of international media in publicizing this matter. The media is an important partner in the information politics network.

The #MeToo search trend globally has also increased and has been mapped by Me Too Rising where access to information related to the development of the #MeToo Movement around the world is easy to get (Buxton, 2018). The development of greater information will certainly create resonance among international political actors and influence state actors to respond to this problem. These non-governmental actors will try to become influential actors in international politics by becoming alternative sources of information (Keck & Sikkink, 1999).

Although at the beginning this flow of information almost became a breeze through South Korea, due to Seo Ji Hyeon's confession, people who previously did not give any attention and were ignorant about the issue of sexual harassment became more aware. Besides, the perpetrator of sexual harassment that happened to Seo Ji Hyeon was someone who occupies important positions in government. Seo Ji Hyeon's confession led to a wave of recognition of the experience of sexual harassment by survivors. The power of #MeToo has encouraged Korean people to talk about sexual harassment, which was previously considered a taboo in this strong patriarchy system country. Through the social media platform such as Twitter, the survivors of sexual harassment finally are able to share their stories in which previously they had not the courage speak out.

MeToo's momentum has led to an increase in national media coverage of sexual harassment. It was even succeeded in becoming the hashtag with the most frequently discussed tweets during 2018, which was also accompanied by other hashtags such as School#MeToo

and #WithYou. This shows that the movement of #MeToo greatly influenced the victims to voice their experiences (Yim, 2018).

Not only Twitter, the popularity of #MeToo has pushed another popular platform of social media named 'The Blind' to add new features related to the issue of sexual harassment in order to help the victims to tell their stories while staying anonymous. The Blind application developer, Kim Sungkyun, revealed the #MeToo message board feature can be used by users who want to speak up about sexual harassment they experienced themselves or witnessed. The addition of this message board was triggered by the rise of complaints of sexual harassment at work (Times, 2018).

Until now, Koreans have been worried about exposing incidents of sexual harassment because the perpetrators are also from those who have important positions in society or people with high social class. As a result, the victims are afraid that if they report the incident, the company will blame them for disturbing the peace.

Based on a survey conducted by Ernst & Young Global, around 61 percent of South Koreans who work in private companies do not want to use company facilities to report to the authorities. They do not believe the company they work for will maintain the confidentiality of their identity. This percentage is higher than the average in the Asia Pacific region, which is only around 37 percent (Primadhyta, 2018).

Employees are hesitant to use the internal bulletin for fear of revenge, which is part of the company's culture in South Korea. That is the reason why the Blind application is the choice for more than a million users. Compared to other encrypted applications like Whisper or Secret, Blind is more convenient to use because the application developers maintain user privacy by encoding data and information. They guarantee the security of the users, however, users must use corporate email for verification.

In its operation, users will be added to their company's board after signing up. This company's board also will be only visible to the employees from the same company, however, it can only be created when over 30 employees of a given company have joined Blind by verifying the company email address (Editor, 2019). Later, application developers will monitor what messages users write and delete if they contain elements of abuse, including statements that allegedly slander or violate someone's privacy.

Blind also facilitates a 'tech lounge' in addition to the individual company board, which enables discussions across companies. Users are able to share their stories freely but inappropriateness is not allowed. When the comments on the becoming too negative or offensive, the developer will send the user a flag. Furthermore, if certain content is frequently

flagged, it will be deleted by the developer. The same goes for the users who are flagged over seven times, their accounts will be banned (Editor, 2019).

2. Symbolic Politics

According to Keck and Sikkink, the symbolic politics strategy is a network struggle through various symbols that can attract attention and provide convincing explanations for success in gathering public support (Keck & Sikkink, 1998). These symbols are very important to support the progress and success of networks where symbols make it easier for many people to recognize and remember a certain event. Moreover, as people and governments begin to pay attention to issues that are framed using symbolic politics strategies, the network will increasingly grow.

Hashtag has become a symbolic strategy for the #MeToo movement where its hashtag has had an effect on increasing claims for cases of sexual harassment. The hashtag has encouraged people especially the survivors to feel supported by the sexual harassment they experienced that they were not alone. They become brave to share their stories related to sexual harassment by using hashtags. The encouragement of survivors who share their stories through hashtags has created solidarity among themselves, which motivated them to take collective action to show the high prevalence of this case.

The extension with a hashtag symbol which has the same term as 'Me Too' is used by the #MeToo Movement and similar mobilizations in various countries. Like, #WoYeShi and #RiceBunny in China, #QuellaVoltaChe in Italy, #YoTambien in Spain, #AnaKaman in Arabic (Adam & Booth, 2018). In France, using the hashtag #BalanceTonPorc, Senegal uses #Nopiwouma, as well as Sweden, Egypt, and others using their creative language (Stone & Vogelstein, 2019). The hashtag has been a support for survivors all over the world to have the courage to reveal the sexual harassment they experienced.

In addition to using hashtags as symbolic politics, the activist #MeToo Movement also seeks to provide support for survivors through a symbolic event that attracts public attention. In the momentum of International Women's Day, which falls on March 8, 2019, a total of more than 70,000 women of various ages and occupations voiced the action in Gwanghwamun Square in downtown Seoul (Park, 2019). Their actions are based on the rampant sexual harassment that occurs, especially the case of hidden cameras that have even

entered private spaces such as hotels and toilets. Through the commemoration of this international women's day, the women held a demonstration by bringing demands to give more punishment to the perpetrators of sexual harassment and protection of victims. On the demonstration boards written various appeals not only the hashtag #MeToo but also other hashtags such as #MyLifeIsNotYourPorn and #WithYou also colored the demonstration.

This is quite interesting to discuss because the commemoration of international women's day in 2018 was one of the biggest that ever happened in South Korea. Since 1920, South Korea has celebrated International Women's Day, but it was only in 1985 that the country officially began hosting activities to support the rights of women (Park, 2019). Later in 2018, #MeToo has become an inherent symbol and is closely related to the struggle of women to fight sexual harassment, and Commemoration of International Women's Day has become a momentum for women to voice their anxiety. The solidarity formed by the demonstrators gives hope that they have the opportunity to get justice by reporting cases of sexual harassment.

3. Leverage Politics

The actors of advocacy often come from weak group, therefore, to expand their influence they need the assistance from powerful actors. The networks must have the ability to persuade and suppress the powerful actors to exert influence far beyond their ability to directly affect state practice (Keck & Sikkink, 1998).

Leverage politics strategy in #MeToo movement can be identified by the networks that successfully attracted the attention of South Korean President Moon Jae In. The large wave of protesters who have protested make President Moon noticed that an alarming issue is happening in South Korea. As his response, in the commemoration of International Women's Day on March 8th, 2018 in downtown Seoul, President Moon Jae In sent a message containing his support for #MeToo movement. #MeToo has led (Yonhap, 2018). Moon reiterated that sexual violence and gender-based discrimination should be eliminated. Therefore, government and society must work together to change the culture and attitudes (Aljazeera, 2018).

The emergence of #MeToo movement has led South Korea to realize that sexual equality and women's rights are totally important and all individuals should be respected. Although South Korea still needs long way to completely eliminate sexual harassment,

however, it has reflected to the structure of sexual discrimination that deeply rooted in their society. The silence of victims and the lack of attention from the government has made the issue of sexual harassment become invincible and not handled well. Nevertheless, Persecutor Seo confession in the beginning of 2018 had led the awareness regarding sexual harassment across the country.

4. Accountability Politics

After a massive demonstration by demonstrators in central Seoul, the government increasingly felt urged to carry out their obligations in protecting victims who ultimately led to the government's promise to release a new system. The actors use political accountability efforts where in this effort, network actors together with supporting actors demand accountability from those in power to be consistent with policies and principles that have been made previously.

The creation of a new legal system by some of these actors will strengthen legitimacy for victims to report and ensure they are protected under the rule of law. The regulation is a material effect on the reported perpetrators because they will automatically get sanctions in the form of fines and other consequences under the legal product. It shows that the #MeToo Movement is able to influence powerful actors in international relations, both state and international organizations materially.

B. South Korea New Policy Concerning the Issue of Sexual Harassment: Equal Employment Opportunity and Work-Family Balance Assistance Act

The Government of South Korea has responded to the #MeToo movement by introducing strict new regulation to eliminate sexual harassment and give more protection to the victim. Government has added several new articles to the Equal Employment Opportunity and Work-Family Balance Assistance Act (EEO Act) which contained tougher penalties and higher fines to the perpetrators. The government declared that this act would be implemented on May 29, 2019 (Jumabhoy, Thomas, Lumsdaine, & Lim, 2019).

In this act, new definition of workplace harassment also clearly stated as the actions of employers or employee that trigger both mental and physical distress or undermine the working environment of another employee by taking the advantages of another coworker

beyond the acceptable scope of workplace (Jumabhoy, Thomas, Lumsdaine, & Lim, 2019). In the new acts, several key features that be amended including sexual harassment training, obligation to investigate, confidentiality, protections for victims and witness of harassment, and further obligations on employers.

First, in sexual harassment training, EEO act will provide a training at least once a year to prevent the sexual harassment and the employers should obey the regulation. Second, in obligation to investigate, an employer who receives the report of sexual harassment should immediately investigate the accusation and also take steps to prevent and protect the victims for further embarrassment. Third, in confidentiality, according to the EEO act, the strict new confidentiality obligations will also address those who receives investigations of any complaints, or those who participated in the report. Fourth, the EEO act will provide the protections for victim and witness of sexual harassment by prohibiting any unfavourable behaviors being taken against victims or complainants. And the last, for further obligations on employers, they must take proper action if the victims of sexual harassment is confirmed. The employer must also take appropriate disciplinary action against the perpetrators to give the victims a chance to be heard before any such action is taken.

The policy change can be summarized as follows:

Table: The summary of policy change of Equal Employment Opportunity Act and Work-Family Balance Assistance

Policy	Penalty	Remarks
The employer is required to provide preventive education regarding sexual harassment in the workplace at least once per year (Article 13(1))	Administrative fine: KRW 5 million	Administrative fine raised (from KRW 3 million → KRW 5 million)
The employer is required to post or make the content of preventive education on sexual harassment available at all times in a location accessible to all employees so that employees are fully informed (Article 13(3)).	Administrative fine: KRW 5 million	New
Any individual who witnesses or otherwise becomes aware of sexual harassment in the workplace is allowed to report it to the employer (Article 14(1)).		New

Upon receiving a sexual harassment complaint, the employer is required to carry out, without delay, an investigation into the allegations while taking measures to ensure the alleged victim does not experience further humiliation (Article 14(2)).	Administrative fine: KRW 5 million	New
When sexual harassment in the workplace is confirmed, upon the victim's request, the employer is required to take appropriate measures to protect the victim by offering a change of worksites or paid leave, etc. (Article 14(4)).	Administrative fine: KRW 5 million	New
When sexual harassment in the workplace is confirmed, the employer is required to, without delay, take appropriate disciplinary actions or other similar measures against the perpetrator. In which case, the employer is required to give the victim an opportunity to be heard prior to taking such actions or measures against the perpetrator (Article 14(5)).	Administrative fine: KRW 5 million	Partially amended last sentence
Disadvantageous measures against the victim or complainant of sexual harassment include: (1) dismissal or other measures resulting in loss of job or demotion; (2) disciplinary actions or other similar measures; (3) not assigning work or other duties against the victim's will; (4) discriminating against the victim in performance assessments, reviews or excluding victim from incentives, raises, other privileges, etc.; (5) restricting opportunities for education or training; (6) bullying or ostracism; or (7) other such disadvantageous treatment (Article 14(6)).	Imprisonment for up to 3 years or a fine of up to KRW 30 million	Fine raised (from KRW 20 million → KRW 30 million); Added specific examples of disadvantageous measures
Strict confidentiality obligations are imposed on any person who investigated the complaint, received a report or participated in the investigation of the sexual harassment complaint (Article 14(7)).	Administrative fine: KRW 5 million	New
Upon learning of sexual harassment perpetrated by its clients or customers, etc., the employer is required to take appropriate measures to protect the victim by offering relocation or paid leave (Article 14-2(1)).	Administrative fine: KRW 3 million	Administrative fine added (from recommendation → legal requirement)

Conclusion

Social movements have succeeded in utilizing informal communication platforms to advocate and conducted their strategies effectively. Advances in information and communication technology enable a movement and get the information they need. The #MeToo movement began as an exclusive movement focused on victims of sexual harassment and violence from marginal groups in the United States when it was first conceived and founded by Tarana Burke in 2006. However, her struggle began to grow and develop rapidly as a result of Alyssa Milano's tweet in social media twitter in which had the initial aim of dismantling the growing sexual exploitation in the film industry by reporting sexual harassment committed by Harvey Weinstein, which was then followed by millions of social media users in America and around the world.

Alyssa Milano's tweet that went viral has reached countries around the world to jointly campaign against sexual harassment, including South Korea. At first, #MeToo in South Korea was almost not considered, because issues such as sexual harassment were taboo in this male-dominated environment. However, Seo Ji Hyon's acknowledgment before the public has opened the public's view that sexual harassment is an important issue and that the level is already very alarming in South Korea. Seo's confession made other victims have the courage to speak their voices for the sexual harassment they had experienced.

The #MeToo movement has succeeded in bringing significant changes in changing the dynamics of sexual harassment in South Korea in terms of the level of awareness and understanding of the problem. Advocacy steps have been taken by #MeToo to achieve this goal, namely by utilizing social media as an effective platform to spread testimonies of victims of sexual harassment and violence, using the hashtag #MeToo and the narration presented by

testimony of victims to become a unifying symbol. The viral hashtag of #MeToo has also caused a large wave of protesters to protest in downtown Seoul on the commemoration of International Women's Day 2018. This event finally received the full attention of President Moon Jae In, so he gave a statement to re-regulate the law in order to provide more protection against victims of sexual violence and punish perpetrators with appropriate punishment. As a result, the new amendments of law had been made to the Equal Employment Opportunity and Work-Family Balance Assistance Act which would be implemented on May 29, 2019.

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