

The development of 'AIDDA' socialization model (awareness, interest, desire, decision and action) to stop violence against children in Rongga district Bandung region

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Abstrak

Methodologically, this research employed Research and Development methods to implementation of the AIDDA model as an effective legal socialization. It was conducted in five villages involving RT/RW leaders, chiefs of village, and heads of households who were residents within the Pos Pemberdayaan Keluarga (Posdaya) Rongga district, Bandung region. Research findings show that society in Rongga district held similar perspectives of the rights and obligations of children and parents, with prior knowledge related to nurturing social awareness. AIDDA in law socialization is achieved through two phases comprising of direct legal obligations for civilization and indirect through legal socialization. The socialization on violence against children was considered across the geographical location of the research site by provision of a form, which collaborated with the AIDDA method, hence resulting in households with high legal awareness. The presentation of AIDDA model was organized in accordance to the materials, methods, media/source and awareness-value based evaluation. The values on both direct and indirect law socialization were emphasized on awareness of values on respective societies with the assistance of law experts. In this sense, there was a significant positive effect of 38% on the development on AIDDA model in legal socialization towards the quality of socialization in reshaping the society's law awareness.