

CHAPTER V

CONCLUSION

A. 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.

B. Recommendation

Based on the results of the analysis and conclusions from this study, it has been shown that the achievement of the #MeToo Movement in influencing changes in South Korea policy towards the law of sexual harassment has not yet reached the final stage to be said to be successful. Therefore, the researcher provides recommendations related to this study so that further studies discuss how the sustainability of the #MeToo Movement in pursuing the next stage after the bill on sexual harassment law in South Korea has been successfully enacted. This will certainly be interesting to see the final results of the achievement of the #MeToo Movement in influencing changes in international politics through the changing of laws that are driven by the movement.