



# **SOCIAL COMMUNICATION STRATEGY THROUGH SPILL MARKET ACTIVITIES TO ACHIEVE NATIONAL SECURITY IN CIMAHI CITY**

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Abstract – National security is the basic need of every citizen besides welfare. One of the ways to achieve national security is to increase the deterrence power of the community in dealing with every problem in their environment. Therefore, 15th/Kujang II Infantry Brigade strives to embody those purposes with social communication strategy through spilled market activity. Social communication development is one of several methods of Territorial Management of the Indonesian Armed Forces in the form of communication activity that is carried out effectively and sustainably. This social communication strategy is applied as a medium for socialization, as a medium for equalization of vision, mission and interpretation of media for coordination, integration, synchronization and simplification as well as a means to improve, maintain and strengthen the unity of the Indonesia Armed Forces and society in order to achieve main tasks of Indonesia Armed Forces. Yet in implementing territorial management through that social communication development, this endeavor is still not in accordance with the expected goals. Therefore, in order this spilled market activity does not seem like a common market in general, this study was conducted to analyze the social communication strategy of the 15 th /Kujang II Infrantry Brigade also the constraints in its progress through spilled market activity to embody national security in Cimahi City. In order to achieve that purpose, this research is conducted with qualitative method, depth-interview technique, passive observation and document review. This research found that social communication strategy that was conducted by 15 th /Kujang II Infantry Brigade is by educating society about social problems that occur in the society and their role in problem solving in the community. 15 th /Kujang II Infrantry Brigade also conducting territorial guidance to the whole community that the community also plays a role in realizing national security through awareness, as it is their role as an



early detection and early prevention in a society, as a form of deterrence for threats. While the constraints encountered in fostering social communication are mechanical disturbances, factors of interest, motivation and prejudice by the public of what is intended by 15 th /Kujang II Infantry Brigade.

Keywords : National Security, Territorial Management, Social Communication, Strategy, Indonesia Armed Forces

## INTRODUCTION

The ongoing era of globalization has driven changes in the strategic context so quickly. The impacts include the development of threats in the regional and global scope that occur so quickly and have implications for national security. National security is a fundamental factor in supporting the smooth process of developing a nation and ensuring the life of a country. Thus, it is important for the components of the nation to observe the development of situations that threaten the peace and stability of the nation and state.

Rothschild 1, in his journal on security, he argues that,

“.. security was seen throughout the period as a condition both of individuals and of states.”<sup>2</sup>

It means that the security perspective looks at the overall condition of the individual and the state, in this case the state's defense condition is included in it. The implementation of the Indonesian state defense function is directed at realizing national security stability that is conducive to regional and global stability. The defense and security of the Indonesian State in its realization cannot be separated from the roles and functions of the TNI-Polri. As a unitary or unilateral state, the implementation of national security in the Unitary State of the Republic of Indonesia is the absolute

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<sup>1</sup>Emma Rothschild. "What is Security?", *Deadlus*, Vol. 124, No. 3. 1995. pp. 53-98.

<sup>2</sup>Drazen Smiljanic. "Sustainability and National Security". *Croatian Defense Academy*. February 2016. p. 3



authority of the Central Government, so that the implementation of security stability is the responsibility of the government and its apparatus up to the regional level.

The TNI carries out its main duties in the context of upholding national sovereignty, maintaining the territorial integrity of the Unitary State of the Republic of Indonesia and protecting the safety of the nation from any threats both from within and from abroad. The main task of the TNI is to uphold state sovereignty, to maintain the territorial integrity of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia, and to protect the entire nation and the entire homeland of Indonesia from threats and disturbances to the integrity of the nation and state <sup>3</sup>.

In carrying out its main tasks, the TNI organizes the organization into combat units and non-combat units. In addition to carrying out combat tasks with the characteristics of the Indonesian archipelago, the TNI defense concept is divided into regional units, including carrying out the task of Empowering the Defense Area. The implementation of these tasks is carried out through territorial development. In the context of implementing the Universal Defense System doctrine, territorial apparatus is needed to prepare the territories of Indonesia, to fight with the combined forces of the people and the army during a universal people's war when the country is attacked by external forces in various forms.<sup>4</sup>

In order to support this, the TNI Commander has ordered the implementation of the Unity of the TNI with the People in the context of realizing national security which must be carried out by the State apparatus, namely the TNI and Polri in accordance with the duties in their respective fields.

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<sup>3</sup>TNI Law Number 34 of 2004 concerning the Indonesian National Armed Forces article 7 paragraph 1

<sup>4</sup>Jerry Indrawan. "Change of Indonesian Defense Paradigm from Territorial Defense to Maritime Defense: A Proposal", *Defense Journal*. Vol. 5, No. 2, August 2015. Pg. 96



One of the goals of territorial development is to maintain security in the community, to understand the slightest conflicts that arise in the community so that they can be responded to quickly in accordance with the national identity approach. So that social conflicts do not hinder the process of national development. For example, the phenomenon that occurred in the Nduga region of Papua, the shooting carried out by the KKB in Papua against workers building the Trans Papua road, resulting in 31 deaths.<sup>5</sup>

Seeing this phenomenon, there is one example of a security problem that needs to be resolved by government officials, which includes the TNI and Polri. These problems can be carried out by early prevention and early detection by the security apparatus, namely the TNI and Polri.

National defense is an action to eliminate or at least minimize all threats that come from abroad and from within the country, in any form that has the potential to threaten, endanger the sovereignty, safety and existence of the nation and state. <sup>6</sup>The implementation of defense is essentially a universal effort whose implementation is the right and obligation of every citizen <sup>7</sup>. This implies that the main element that determines whether or not the defense of the Unitary State of the Republic of Indonesia is strong lies in the element of citizens. If the awareness of citizens is high on the importance of sovereignty, then the national defense will be stronger where this awareness can contribute to building and fostering the capability, deterrence of the state and nation, as well as overcoming any threats.

Empowerment of the Defense Area on land has so far been implemented through Territorial Development (Binter) activities in order to support the main tasks of the

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<sup>5</sup>Indra Komara. December 4, 2018. *What Triggered the KKB to Kill 31 Trans Papuan Workers?*. Detik news. Accessed at: <https://news.detik.com/berita/d-4330646/apa-pemicu-kkb-kill-31-pekerja-trans-papua> (accessed on 02/02/2020)

<sup>6</sup>Jerry Indrawan, "Empowerment-Based Leadership in Technology Transfer: An Effort to Improve the Quality of Indonesian Defense Human Resources", *Defense Journal*, Vol. 5, No. 1, 2015, p. 67

<sup>7</sup>Law Number 3 of 2002 concerning National Defense in article 2



Indonesian Army. Binter is an effort to manage defense in the region through an approach or method of coaching from aspects of social communication, regional resilience and TNI service. Binter as a land-based defense strategy developed to anticipate territorial problems consisting of elements of geography, demography and social conditions. In the TNI AD Doctrine, Kartika Eka Paksi, it is stated that Territorial Guidance is one of the main functions of the Indonesian Army, so that every ranks of the Indonesian Army in any situation and condition must carry out Binter to support their main tasks. This was carried out in order to prepare formidable Space, Tools and Fighting Conditions as well as the realization of the Unity of the TNI - the People in implementing the Universal State Defense System on land.

The territorial development function carries out the planning, development, deployment, and control of the potential of the defense area with all its aspects to become a force as a formidable space, tool and fighting condition for the benefit of national defense on land<sup>9</sup>. So that all units within the Indonesian National Army and the Army carry out Territorial Guidance, both for the Territorial Command Unit (Satkowil) and the Non-Regional Command Unit (Satnonkowil).

The 15th Infantry Brigade/Kujang II as a Regional Non-Command Unit also carries out territorial development activities around the Command Headquarters environment and its dormitory environment through several activities. Many of the activities carried out include the Pasar Tumpah which is located around the Brigif 15/Kujang II field.

Around the Brigif 15/Kujang II field there are activities that are used by the community to carry out buying and selling, entertainment, sports facilities as well as activities in the form of art and exhibitions. By utilizing the large field located at the

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<sup>8</sup>Ari Ganjar. "Role and Function of TNI AD Territorial Development in Local Government Assistance: Studies in Lebak Regency", *Journal of Government Science*. Vol. 3, No. 1, April 2017. Pg. 66

<sup>9</sup>TNI AD Territorial Guidance Master Manual 2006 p. 22



15/Kujang II Infantry Brigade Command Headquarters, the community can carry out their economic activities by selling their wares.

This is carried out in order to participate in helping the surrounding community in improving their welfare. In addition, this activity is intended to be part of territorial activities in the context of realizing the Unity of the TNI and the People and creating security in the Cimahi city environment. So that the existence of the 15th/Kujang II Infantry Brigade can provide benefits to the community around the City of Cimahi.

However, in reality there are still security issues that occur in several areas in Indonesia which do not rule out the possibility of happening in the city of Cimahi. From these problems, the activities carried out by Brigif 15/Kujang II by implementing the Tumpah Market are expected to provide benefits to the surrounding environment by forming communities that act as early prevention and early detection from the community.

The Spill Market which was held at the 15th Infantry Brigade/Kujang II looks the same as the Traditional and Modern Markets. The difference that can be seen is that this place is in a military environment (TNI AD) so that the arrangement is more orderly, neat and clean and the time is not every day but only on Sundays or certain holidays. Researchers see that Social Communication Development which should be applied in every Territorial Development activity does not yet have the right strategy to get a good effect on national security in the Cimahi City area.

Flowing from these problems, it is so important to conduct research related to the social communication strategy carried out by the 15th Infantry Brigade/Kujang II in the Pasar Spill activity in order to realize national security in Cimahi City as well as various obstacles and obstacles in the strategy of fostering social communication.

## RESEARCH METHODS



This study uses a qualitative method, through a phenomenological approach with an analysis focus on the social communication strategy carried out by the 15th Infantry Brigade/Kujang II in the Pasar Spill activity in order to realize national security in Cimahi City as well as various obstacles and obstacles in the strategy of fostering social communication.

In data analysis, this study uses several relevant theories/concepts and supports the variables studied and the results of previous studies that are relevant to the research. These include national security theory, strategy theory, social communication theory, and the concept of TNI AD social development.

Security is a basic need for every human being. According to Hans J. Morgenthau, realism views the state as an object of security. Meanwhile the threat arises from military and economic competition between world countries. They adhere to the values of international law, although sometimes they support the creation of one power with the aim of punishing or disciplining states that have acted in ways that harm the interests and security of their nation.

Realists do not believe in peace treaties or truces that have occurred so far because they assume that war tends to be eternal and argue that it cannot be abolished or controlled through law or moral persuasion. On the other hand, they believed that fear and caution of severe punishment would stop statesmen from acting aggressively.

While the minimum ability of countries to protect and maintain their physical, political and cultural identities from interference from other countries. From that review, the leaders of a country can derive a specific policy towards other countries in the form of cooperation or conflict.

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<sup>10</sup>Hans J. Morgenthau. *Politics Among Nations: the Struggle for Power and Peace*. (New York: Alfred A. Knopf, 1973) p. 540-541



Buzan divides the security sector into five fields, namely: 11military, political, environmental, economic and social fields. According to him, security cannot be understood in a narrow sense, namely only from the point of view of the State. with the assumption that if the people are prosperous, then security will be created. Security also needs to be seen from the community's point of view. Security exists when people are free from poverty and free from fear, not by establishing stability through coercion and certain security arrangements that tend to limit people's freedom.

National security is a very important condition carried out by the State in order to make the life of the nation and state run well. Security is a need that every human being wants to have, therefore security is very important for everyone's life.

In essence, national security is all efforts in a fast, gradual and integrated manner by empowering all national powers to create security stability through a national security system. The function of implementing national security is to build, maintain and develop a comprehensive, integrated and directed national security system in order to realize the entire national jurisdiction as a national security unit.

Strategy is defined as a plan for the distribution and use of military and material forces in certain areas to achieve certain goals 12and is also in accordance with a series of grand plans that describe how an agency should operate to achieve its goals . 13Meanwhile, according to Lykke,

“ Strategy is a coherent expression of a process that identifies the ends, ways, and means designed to achieve a certain goal. Mathematically, we might express this as “Strategy = Ends + Ways + Means.” Ends are the objectives or desired outcomes of a given strategy. The term end-state is synonymous with ends. An end or ends comprises the goal of the strategy. Ways are actions. They are the methods and process executed to

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<sup>11</sup>Barry Buzan, Ole Waever & Jaap De Wilde. *Security: A New Framework for Analysis*. (London: Rienner Publisher, 1998)

<sup>12</sup>Fandy Tjiptono. *Marketing strategy*. Edition 3. (Yogyakarta: Andi, 2008) p. 3

<sup>13</sup>Nurahmi Hayani . *Marketing Management for Economic Education*. ( Pekanbaru: Suska Press , 2012 ) p. 86





achieve the ends. More simply, they answer the question, How are you going to get to the end-state? Means are the resources required to execute the way”<sup>14</sup>

It means that an action or activity carried out by a person or organization to achieve the goals or objectives that have been set in a desired way and by using the means determined by the organization. That it is necessary to use a Strategy in order to implement Social Communication in order to achieve the expected goals through the means and using the specified means. An effective and efficient social communication strategy will be able to have good results in realizing national security.

According to Salusu 15, strategy has general determinants consisting of the components discussed, namely:

Goals and objectives (organization goals and organizational objectives )

Environment

Internal ability

Competition

Strategy maker

Communication

These components are the basis for formulating a social communication strategy between the TNI AD and the community through spilled market activities.

One theory that supports the strategy of fostering social communication is the theory of social communication. Social communication is the ability of an individual to influence other people both personally and in groups to conform to the desired rules or things that are expected.

Social communication is part of the form of communication that generally occurs in society. Social communication in the process does not only involve the human

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<sup>14</sup>Lykke Friis. *When Europe Negotiates: From Europe Agreements to Eastern Enlargement*. (Copenhagen: Institute of Political Science University of Copenhagen, 1996)

<sup>15</sup>Salusu, J. *Strategic Decision Making for Public Organizations and Non-Profit Organizations*. (Jakarta: PT Grasindo, 1996)



element but also media and technology that can support interactions between two or more people.

Social communication is a social unit consisting of two or more individuals who have held quite intensive and regular social interactions, so that between individuals there is already a division of tasks, structures, and certain norms<sup>16</sup>.

The 2011 Master Manual on Territorial Development emphasizes that social communication development is the development of a communication activity that is carried out continuously effectively and efficiently to improve or perfect social communication so that it can be used as a medium of socialization, media for equalizing vision, mission and interpretation of coordination media. , integration, synchronization and simplification as well as a means to improve, maintain and strengthen the unity of the TNI-People in order to support the achievement of the main tasks of the TNI AD.<sup>17</sup>

#### DISCUSSION

Social Communication Strategy by 15th Infantry Brigade/ Kujang II through Spill Market Activities to Realize National Security in Cimahi City

Departing from the theory, this social communication strategy is structured based on the objectives, resources and methods used in realizing effective social communication in spilled market activities.

The purpose of realizing social communication through spilled market activities in Cimahi City is to create public understanding of National Defense which can increase the community's deterrence. This will be realized in early detection and early prevention by all components of the nation. In addition, this activity is also to increase public understanding and participation in order to support every state policy in continuing national development.

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<sup>16</sup>Phil Susanto. Astrid. S. *Social Communication in Indonesia*. ( Bandung: Binacipta, 1985) p. 9

<sup>17</sup> Master Manual on Territorial Development 2011



The purpose ( ends ) of social communication is to ensure that the participants of Pasar Tumpah, namely traders, buyers and other people who are present in the activity, understand the message they will receive, namely matters relating to security, national defense and state defense or other matters. Furthermore, if they already understand, then their acceptance must be fostered ( to establish the acceptance ) through activities that are carried out continuously (which is the nature of social communication). In the end, social communication activities are motivated to achieve economic development. Overall it will have the effect of creating the unity of the TNI and the People.

It is clear that the purpose of social communication in the Tumpah Market has been well established through the creation of the unity of the TNI and the People and another goal is to improve the welfare of the people. People like it with no rejection of its existence even though it has an impact on traffic jams around the market which makes other road users feel disturbed. Garbage that appears everywhere is also disturbing comfort. However, because the goal to improve welfare is the goal, they don't really care much about it specifically. On the other hand, the 15th/Kujang II Infantry Brigade has also prepared personnel to deal with congestion and waste by maximizing soldiers.

From the aspect of objectives, the strategy of fostering social communication by the 15th Infantry Brigade/Kujang II can be carried out well because there is a clear goal, namely to realize the unity of the People's TNI and create national security in the city of Cimahi. Soldiers also believe that the purpose of fostering social communication as a policy of the Army leadership has been felt by both soldiers and the people of Cimahi City.

The means (means ) used in the implementation of the activity are facilities owned by the 15/Kujang II Infantry Brigade. Another encouraging factor is the lack of open space in Cimahi that can be used to carry out public activities such as the Spilled Market



. So that it encourages the community to be able to participate in activities that have been organized by the 15th Infantry Brigade/Kujang II. The facilities in the Brigif 15/Kujang II environment are very complete, both in the form of a field as a place for the Spill Market, sports facilities, namely a running track, gymnasium, swimming pool, volleyball court, tennis court, fishing pool and others. These facilities can support the implementation of the Spill Market activities.

Ways to carry out social communication have been regulated in the existing rules in the Indonesian Army, known as the Technical Instruction Book on social communication which regulates who does what and how the mechanism should be expected by the leadership of the Army. So it can be concluded that the provisions governing the way to carry out social communication already exist, but the strategy is the focus of the problems discussed by the researcher because of the discrepancy between the existing rules and regulations with the reality.

In connection with the method used in achieving the objectives in accordance with the results of the research that has been carried out, the 15th Infantry Brigade/Kujang II uses one way of implementing the social communication strategy, namely through several ways, one of which is by carrying out Pasar Tumpah activities. This Tumpah Market was carried out by Bgif 15/Kujang II in order to win the hearts of the people to be able to accommodate the community to gather in a place with personal awareness without coercion. Furthermore, in Pasar Tumpah, other activities were also carried out that could give the message that Brigif wanted in realizing the Unity of the People's Armed Forces and in realizing national security in the city of Cimahi.

In fact, the Pasar Tumpah activities have been carried out routinely every Sunday, but the dominant task, namely carrying out social communication activities has not been carried out optimally, it is proven that social communication activities without a concept are carried out clearly and do not run regularly.



Strategy is essentially planning ( planning ) and management ( management ) to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows the direction, but must be able to show how the operational tactics are. Likewise with the social communication strategy which is a combination of communication planning in the Tumpah Market with communication management in the Tumpah Market to achieve the goal of realizing national security in Cimahi City.

The communication strategy must be able to show how its operations are practically to be carried out, in the sense of the word that the approach can be different at any time depending on the situation and conditions. The Tumpah market in the 15/Kujang II Infantry Brigade in terms of resources or soldiers who will carry out social communication is very limited because people who have the ability to subsequently can and are able to carry out social communication. This will automatically make social communication not work as a strategy. This is faced by the very few territorial personnel in the Brigade, faced with a very large number of people with various backgrounds and their respective activities.

So it can be concluded that the policy of fostering social communication is an action that leads to the goals proposed by a person, group or government in a certain environment in connection with certain obstacles while looking for opportunities to find goals and realize the desired goals. Likewise with the development of social communication as a policy proposed by the TNI AD leadership as one of the methods in carrying out Binter.

So that this social communication development strategy has an influence in realizing a civilized Indonesian society and understands the situation that occurs in the state environment. With consistency in building relationships with the people, the TNI AD hopes that it will be able to touch and improve the community to be able to participate in building the country. Another secondary impact that can be felt is that the



local government is helped in the context of the community's alertness in dealing with any problems that occur to national security.

The complete commitment to carry out social communication development at the Tumpah Market is felt to be not optimal. In practice, there is no seriousness in implementing the social communication strategy in the Spill Market. The concept of implementing territorial development which must be carried out with 3 methods, one of which is by using the social communication method, but this has not been seen to be carried out continuously. Thus there is a gap between the concept of strategy that should be adhered to and the real situation.

One theory that supports the strategy of fostering social communication is the theory of social communication. Social communication is the ability of an individual to influence other people both personally and in groups to conform to the desired rules or things that are expected.

The expected targets in carrying out social communication include making people aware of social problems that occur in the community; provide education to the community and community participation in solving problems; implement a system of values, skills and modern attitudes to the community to overcome problems . Besides that, territorial development is also carried out to the entire community that the community also plays a role in realizing national security, namely through awareness of early detection and early prevention as a form of deterrence.

Through the Pasar Tumpah activity that has been carried out by the 15th Infantry Brigade/Kujang II, it is hoped that the public will understand more about what to do with their environment. Society has a new value in dealing with every problem that occurs. The community has a new attitude that can overcome any problems that occur.



Constraints and obstacles to the strategy of fostering social communication by the 15/Kujang II Infantry Brigade through the Pasar Spill activity in order to realize national security in the city of Cimahi

The obstacles that occurred in carrying out the strategy of fostering social communication by the 15th Infantry Brigade/Kujang II through the Pasar Spill activity in order to realize national security in the city of Cimahi were mechanical disturbances, factors of interest, motivation and prejudice by the community towards what was meant by spilled market activities.

Disturbances in social communication development carried out by the 15th Infantry Brigade/Kujang II , namely, disturbances in the course of communication which by their nature can be classified as mechanical disorders and semantic disorders . Mechanical disturbances are disturbances caused by communication channels or physical noise. An example is double noise interference (interference), namely the noise and chaos that occurs in the environment where the Tumpah Market takes place. A market that is certainly crowded with visitors with various needs of the community who are buying and selling activities in it is certainly an obstacle in carrying out social communication to run effectively. It also affects the quality of the message delivered.

Meanwhile, semantic interference is a type of disturbance that is concerned with communication messages whose meaning is damaged. This semantic interference is filtered into the message through the use of language. The more confusion about the meaning of a term or concept contained in the communicator, the more semantic interference in the message. Semantic interference occurs in an interest. In Pasar Tumpah, the message conveyed is of course getting these disturbances.

Interest is a factor that can make a person selective in responding to or living the message. People will only pay attention to stimuli that have to do with interests. Interest not only affects our attention but also determines responsiveness.



The motivational factor encourages a person to do something that is in accordance with his wishes, needs and shortcomings. A person's wants, needs and shortcomings are different from other people, from time to time and from place to place, so that because of his motivation, the intensity is different. The more appropriate the communication with one's motivation, the more likely it is that the communication can be well received by the parties concerned. On the other hand, the communicant will ignore a communication that is not in accordance with his motivation.

Prejudice is one of the toughest obstacles or barriers for a communication activity because people who have no preconceptions are suspicious and oppose communicators who want to launch communication. In prejudice, emotions force us to draw conclusions on the basis of assumptions without using a rational mind. Prejudice can occur not only against a race, as we often hear, but also against religion, political positions, in short a stimulus that in experience has given an unpleasant impression.

#### CONCLUSION

From the results of the research that has been done, it can be concluded that as follows:

social communication development carried out by the 15/Kujang Infantry Brigade at the spill market activity is to make the public aware of social problems that occur in the community; provide education to the community and community participation in solving problems; implement a system of values, skills and modern attitudes to the community to overcome problems . Besides that, territorial development is also carried out to the entire community that the community also plays a role in realizing national security, namely through awareness of early detection and early prevention as a form of deterrence.

The obstacles that occurred in the development of social communication by the 15/Kujang II Infantry Brigade through the Pasar Tumpah activity were mechanical





disturbances, interest factors, motivations and prejudice by the community towards what was meant by spilled market activities.

Based on the conclusions of the study, there are several recommendations that can be put forward, namely: improvements need to be made in several aspects, such as aspects of the law governing social communication activities through the Tumpah Market. Another thing to note is the organizational structure i.

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