



## Social Media and Its Influencers: A Study of Indonesian State-Defending Strategy in the 21<sup>st</sup> Century

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## **SOCIAL MEDIA AND ITS INFLUENCERS: A STUDY OF INDONESIAN STATE-DEFENDING STRATEGY IN THE 21<sup>ST</sup> CENTURY**

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### **Abstract**

Globalization can be seen in almost every aspect of people's lives, especially in the influence of advances in information and communication technology, including the Internet, the emergence of various social media platforms, and the rise of social media influencers in society. With the active role of social media influencers and social media penetration among Indonesian people, the Indonesian government can take advantage of this phenomenon to strengthen strategic programs called State-Defending Program. The development of the state-defending program by the MoD to enhance national defense and character needs to adapt to technological developments. Social media can answer this challenge. By optimizing the functions of social media and influencers in supporting defense governance and state defense, the MoD, as the leading sector, needs to put forward new communication strategies and methods to expand the spectrum of influence for state-defending for all levels of society in Indonesia. Finally, this study aims to analyze the development of the state-defending program and its challenges, as well as the state-defending development strategy implemented by the Ministry of Defense through social media engagement.

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## **Introduction**

Globalization is a common term in the 21<sup>st</sup> century. Globalization is a process of interaction and integration between people, companies, and governments from different countries (Erwin, 2017). In line with Giddens (1990), globalization could be identified as a process of intensifying social relations worldwide that connects one local community with other local communities from various parts of the world. Globalization is driven by several factors, the most important of which is the development of information and communication technology, of which the internet is one of its tangible forms (Kacowicz, 1998, p. 6).

Currently, globalization can be seen in almost every aspect of people's lives, starting from social, economic, political, and information technology (Baylis et al., 2020), as stated by Inukonda (2020) that we live in an era of "fragmentation" where globalization is only one component of the interactions that take place in every cross-country community which then leads to what is known as denationalization. The existence of direct interaction between each cross-country community that causes denationalization certainly creates ambiguity regarding the meaning, nature, and future of a country, which in turn makes challenges for countries to





maintain their sovereignty, including Indonesia. As part of the international community, Indonesia certainly cannot escape the influence of the rapid currents of globalization, especially in the impact of advances in information and communication technology, one of which is the internet.

Based on the data from Statista, we are social, and data report for 2022 reveals that the rapid growth of internet users in Indonesia has placed Indonesia as the 4th largest country in the world with a total of 204.7 million users (around 73.7% of the total population). , with an average usage of over 8 hours per day. This number has increased by 1% (equivalent to 2.1 million users) from 2021 (Kemp, 2022; Statista, 2022; wearesocial.com, 2022). The use of social media dominates the activities of internet users in Indonesia. In 2022 alone, around 191.4 million users are surfing social media. This figure represents an increase of 12.6%, or the equivalent of 21 million users, from the previous year (Kemp, 2022).

Social media can interpret various events sharply and influence people's behavior and action patterns (Laksono, 2018). In other words, social media has intense penetration and influence in constructing public opinions and views regarding a social reality. However, the massive penetration of social media in society and its role in building public opinion on a phenomenon can potentially change social, political, and even security and defense values in state governance (Laksono, 2018).

Populix's survey of ± 1,000 respondents shows that Indonesians most often use three social media: Youtube, which ranks first, followed by Instagram, Tiktok, Facebook, and Twitter (Populix, 2022, p. 4). The rise of social media users is no longer just a facility for the needs of personal existence. Still, it can use to form and lead public opinion, persuade other users, and even create a character.

The social function and the building of strong branding from social media platforms are then widely used by public figures to promote personal image in society. These public figures capture followers or subscribers from their activities displayed through social media to strengthen their influence or virtual socio-economic presence in the community. Not infrequently, the social media content they display on specific platforms can be monetized, thus encouraging the emergence of a new type of work, social media influencer.

Social Media Influencer is someone with the above average ability to influence others with their thoughts and opinions (Ryan, 2021, p. 241). Simply, an influencer is someone who has built enough image and credibility with their audience to be able to make an impact. Social Media Influencers usually post regularly about a topic on their social media channels and generate many enthusiastic followers who pay attention to their views. Through their profession, social media influencers get a lot of attention from the public and automatically have lots of fans. Many social media influencers, especially in Indonesia, deliver positive content to their followers, although sometimes some intentionally post socially inappropriate content (Mahdia, 2018, p. 173).

Social media influencers are seen as someone who can be trusted and convinces their audience regarding the topics discussed in the content they create. Social media influencers can also design and produce creative, famous, engaging, and entertaining content using language and communication styles that are easily accepted by the public (Mahdia, 2018, pp. 177–178).

With the active role of social media influencers and strong social media penetration among Indonesian people, the Indonesian Government can take advantage of this phenomenon to strengthen strategic programs that impact national defense and security aspects. One of them is the State Defending Program.



State defending is defined as the attitude and behavior of citizens in the context of protecting state sovereignty, territorial integrity, and national safety that is inspired by their love for the Republic of Indonesia to ensure the survival of the Indonesian nation and state from various threats (Presidential Decree No. 115, 2022). To support State Defending Program, the Government of Indonesia issued a State Defense Awareness Fostering Policy accompanied by Master Plan and National Action Plan for State Defending. State Defending Program is carried out in the scope of education, society, and employment. Through the availability of social media platforms that can be capitalized by the Government of Indonesia c.q. The Ministry of Defense (MoD), as a bearer of PBN, this approach can be a new method for implementing the Total People's Defense System (Sishankamrata) in the era of globalization.

Total People's Defense System (Sistem Pertahanan dan Keamanan Rakyat Semesta/Sishankamrata) is traditionally understood as a total Indonesian Defense system, which involves all components of the nation that were prepared early on by the Government and in a total, integrated, directed and continuous manner to uphold state sovereignty, territorial integrity and safety of the entire nation from all threats (Law No. 3 of 2002). Sishankamrata has three characteristics (MoD, 2015):

- A. Characteristics of citizenship: all people contribute to national defense under their respective professions and areas of expertise.
- B. Characteristics of totality: all national resources are deployed in order to support the country's defense.
- C. Regional characteristics: Defense forces are deployed throughout the territory of Indonesia.

However, globalization and the existence of social media can be optimized to support state governance, the "total" should not only be seen from the number of people participating in PBN, but also seen from the means used by the Government to reach all levels of society. Society, through the development of information technology. In other words, optimizing social media to expand public influence and participation in State Defending Program is part of a total strategy in the modern age.

Sishankamrata relies on the military as the main force and the people as the supporting force. This is based on the strategic position of the Indonesian state, which is vulnerable to threats, disturbances, obstacles, and challenges both internally and externally, which does involve not only military power but also people's power which has the character of a strong Indonesian nation (Infomiliter.com, 2022).

The MoD, as the leading sector for State Defending Program, in coordination with relevant ministries/agencies, has carried out various actions of state defense programs at multiple levels. For example, in 2019, the Ministry of Defense and the Indonesian National Armed Forces (TNI) formed around 83,458,360 state defense cadres to create superior Indonesian human resources (MoD, 2019). The MoD has also conducted a National Consultation to Unite Perceptions and Optimization of the National Defense Program in the Context of Building Massive and Continuous Synergy and Synchronization of State Defending Policy Programs. The implementation of State Defending policies should also pay attention to trends among the public, one of which is through social media.

To strengthen the state defense program and utilize information technology facilities, the Ministry of Defense has also built a social media profile related to defending the country (belanegara\_org) on various platforms, such as Instagram, Youtube, and Tiktok. To optimize the use of social media to strengthen State Defending Program, a communication strategy is



deemed necessary to reach the wider community, including the millennial generation, bearing in mind that there is a specificity in the mindset and behavior of millennials (Arif, 2021, p. 2).

Based on the review above, the development of State-Defending Program by the MoD to strengthen national defense and build national character needs to adapt to technological developments and public communication facilities in the era of globalization. Social media can answer this challenge. By optimizing the functions of social media and influencers in supporting defense governance and State-Defending Program, the MoD, as the leading sector, needs to put forward new communication strategies and methods to broaden the spectrum of State-Defending Program reach for all levels of society in Indonesia.

## Method

The research method used in this study is qualitative. According to Saldana (as cited in Sugiyono, 2018, p. 6), qualitative research is an umbrella of various research methods in social sciences. The data and information obtained (in the form of interviews, documents, notes, photos, videos, experiences, and data obtained from internet sources) were then analyzed non-quantitatively. Qualitative research methods are usually used to obtain in-depth data and information related to an issue or research problem raised (Sugiyono, 2018, p. 6). Furthermore, Denzin and Lincoln (as cited in Moleong, 2016, p. 5) explain that qualitative research is research with a natural background that aims to translate phenomena or cases that occur in social life with various methods such as interviews, library research, and observation. Meanwhile, according to Creswell (2016) qualitative research begins with assumptions and a theoretical framework that forms a study of the problems to be investigated to overcome social issues.

Based on the explanation above, it can be concluded that the qualitative research method is a research method that is intended to solve problems in social life by gathering information through interviews, library research, and observation. Thus, in this study, the types of data used are primary data (results of interviews) and secondary data (library research).

## Social Media as a New Media: The Emergence of Social Media Influencer in Society

New media creates digitalization, convergence, interactivity, and network development in creating and delivering messages. This ability to create interactivity allows new media users to choose what information to consume. This ability is the main concept in understanding new media (Flew & Smith, 2018, pp. 11–22).

New media is a designation to explain the convergence between digital communication technologies connected to the network. New media can channel information from information sources to information recipients (Efendi et al., 2017, p. 13). Furthermore, McQuail (as cited by (Efendi et al., 2017)) explained that there are two main elements in new media: digitalization and convergence. The internet is a form of existence from these two main elements, where the internet elaborates several media functions simultaneously, such as audio, video, photos, and text.

Some experts agree that the term new media is a designation to describe media characteristics that differ from existing media. Mass media such as radio, magazines, newspapers, and television as old media. In contrast, the internet and its accompanying features (including social media) are referred to as new media (Watie, 2011, pp. 70–71).



According to Ardianto, as quoted by Watie (2011, p. 71) social media is referred to as social networking, not online mass media, because social media has the power to shape and lead public opinion that develops in society. Internet, anyone can use new media for various purposes. One form of new media that is popular among the public is social media.

Social media is a term that is familiar to hear in the 21st century. In simple terms, social media is a communication tool in a network (online) that allows people to create, share, interact, collaborate and exchange multi-media information with others in a virtual community (Nepal et al., 2015, pp. 3–4). Furthermore, Kaplan and Haenlein (as quoted by Sobaci (2016, p. 4) explain that the definition of social media is an internet-based technology/tool/concept that allows the creation and sharing of content created by users. This content can be in the form of conversations (individually and in groups), connectivity, promotion, and content sharing between one user and another. Referring to this context, social media has several characteristics (Sobaci, 2016, p. 4), including:

- a. Participation: social media encourages contributions and feedback from all elements involved.
- b. Openness: most types of social media are open to comments, sharing information, feedback, and expressing users' opinions.
- c. Conversation/interaction: This distinguishes between social media and conventional media, where traditional media broadcast only disseminates information in one direction. At the same time, social media is a two-way communication tool.
- d. Community: social media allows users to quickly form communities based on shared interests, such as political interests, common talents, etc.
- e. Connectedness: social media thrives on connectedness through links and makes it possible to combine one platform with another.

Social media is now necessary for people because they want to share their thoughts. In the past, social gatherings and events allowed people to meet and communicate with one another. But the emergence of the internet in the late 20<sup>th</sup> century offered a modern means of communication. The beginning of the 21<sup>st</sup> century is when various social platforms were launched. Almost every year, new websites are found, and old sites gradually lose popularity. Among the many social media sites, the most popular among the public, especially the people of Indonesia, are Facebook, Youtube, Twitter, TikTok, and Instagram.

The number of social media today is an effective way to disseminate information. Anyone can quickly create an account for personal or business needs through social media by selling online. These can be done without spending even a sen except for the internet quota fee. The convenience offered by social media makes it a communication tool that is excellent for everyone in all corners of the world. You can easily exchange information, be it images, text, or videos, via various social media platforms. This encourages a new phenomenon that might not have been thought of before: social media influencers.

### **What is Social Media Influencer?**

Social media influencers are people or owners of social media accounts who have the ability to influence other people through their social media accounts. The existence of social media influencers has an impact on network citizens, so called netizens, who use social media often times. Through social media influencers, netizens can get the latest information that cannot be found in mainstream media. Usually, they have good personal branding in the real world and cyberspace, so their followers are interested and believe in whatever they say (Ministry of Public Works and Public Housing, 2017).



### Who are the Social Media Influencers?

They can be anyone and are independent of popularity in the real world. On the other hand, famous people in the real world are not necessarily popular on social media because of they don't have accounts or rarely update their social media accounts. On the other hand, the popularity of social media influencers makes brand owners look at them as trusted people (endorsers) to promote their products.

Credibility is a factor that can affect the level of audiences' trust in social media influencers. But that logic doesn't fully apply to social media. Other factors can affect the audience, namely the status of a person's liking for the person he idolizes. It could be that social media influencers lack or even have no credibility but can influence other people because they can touch the emotional aspects of the audience. Social media influencers have now become one of the desirable and promising professions for social media enthusiasts. Several years ago, being an office worker was a proud profession for many years. However, the trend has changed as time goes by in this all-digital era. Careers that we never thought of before have begun to appear, especially jobs related to social media. For example, Chiara Ferragni, who was only a fashion blogger before because many readers liked whatever she wrote, has now become an entrepreneur with the brands The Blonde Salad and Chiara Ferragni Collection and has successfully become a brand ambassador for several international brands.

The presence of social media has changed the way netizens consume the content. Content creators and influencers have emerged to provide quality content for each audience, from lifestyle, and fashion, parenting, etc. Some of them run independently, but some are under particular management. Social Media Influencers that are sufficient to provide a massive impact and have an excellent personal brand include Diana Rikasari with fashion entrepreneur branding, Pinot Ichwandardi with his creativity in sketches using old technology devices to attract the attention of netizens and international media. There is also Kaesang Pangarep with his Vlog, which has lots of followers because of his funny video on likes on his videos if he promotes something, it will automatically become famous and viral, Amrizing (Alexander Thian) who initially diligently made tweets on Twitter and got hundreds of retweets until several well-known brands trusted him to promote products because he ventured into the world of photography and the results were very eye-catching. His collaborative writing skills made him one of the social media influencers that the public likes.

Not all arts workers who have appeared for a long time on television or film can become social media influencers and attract a large number of masses. As we explained earlier, maybe the artist is not diligent in updating his activities or lacks the skills to be a good storyteller. Because the capital of popularity without being accompanied by attractive personal brand packaging will not be adequate as a social media influencer. Like Ringgo Agus Rahman, a film actor initially ventured onto Instagram with his good photos, so he received many offers of cooperation from various products close to the community. With a humorous personality, he is liked by many people. So, whatever he promotes is more interesting than artists who usually only appear in infotainment because of mere gossip. Social media influencers are a new trend that we must understand that they have excellent and effective persuasive power compared to making advertisements on television.

### Social Media and the Government: Bringing the State Back In

The emergence of social media began when the internet started to develop and was used by people to share information and communicate with each other. Initially, social media



platforms could only be used by people with the ability/knowledge of technology. However, according to its development, social media has become more inclusive, allowing ordinary people to participate in operating social media (Taprial & Kanwar, 2012, p. 6). The inclusiveness of social media adoption is no exception in the government sector. From a governmental perspective, social media can be viewed as an expansion of efforts to digitize the bureaucracy as a wave of e-government (Sobaci, 2016, pp. 5–7). The use of social media in the scope of government is also encouraged to increase democracy, community participation, and public knowledge of the openness of government itself, bearing in mind that one of the main issues between government and public relations is trust. In this context, the advent and rapid diffusion of Internet-related applications have been heralded as having the potential for increased democratic engagement and access.

Social Media provides new platforms where communities can be reached easily, and stakeholders can express their preferences on an ongoing basis. Interactions on SM platforms are bidirectional, affording frequent communication and feedback between government representatives and the public. According to Bonson et al. (2012, as cited in Sobaci, 2016, p. 62), the main benefits that social media offer to public sector entities are the enhancement of transparency and citizen participation. These benefits can be obtained by increasing government visibility, sharing data and insights into decision-making processes to become more transparent, engaging, open, and participatory, and offering the possibility to all stakeholders to become involved in collaborative processes. Social media provide opportunities for coproduction, crowd-sourcing solutions, transparency and accountability, and real-time information updates (Sobaci, 2016, p. 62).

The use of social media in the government sector is a continuous cycle (Sobaci, 2016, pp. 9–10). The cycle is as follows; first, social media is used as one of the inputs in policy making. The second is listening to social media users' opinions regarding the problems faced in society. The third is the participation of social media users through public assessment of the actions taken by the government, which allows for dialogue between the government and the public through social media. Fourth is the transformation carried out by the government on the results of dialogue with the community to solve societal problems. Fifth, evaluation through network analysis, surveys, etc., related to policies issued by the government, then become new input for the next cycle. Social media use in the public sector must be understood as part of an inclusive, ongoing paradigm shift towards greater citizen empowerment and participation through government transparency, accountability, and open collaboration. The inclusiveness of using social media can also be seen in Indonesia. Not only the public but now each government institution has its own social media profile, which is often used to share information on government activities. This is intended to carry out the functions of transparency and public accountability to support good governance.

As a manifestation of the development of information technology, social media certainly offers various benefits to its users, one of which is the benefits of social media for Government Public Relations. Government public relations can use social media as a platform to carry out public communication and also to carry out strategic communication. Social media for government is also one of the innovations in governance that maximizes technology and is a solution to problems that exist in society. The government agency highlighted in this study is the Ministry of Defense.

For the Ministry of Defense as an institution in the field of defense and security, social media does not only function as a function of transparency and public accountability. Furthermore, social media can be used to ward off threats, one of which is cybercrime (moreover, cyberwar). IT advancements have implications for a paradigm shift in winning the



war. At first, it was enough with the concept of Command and Control, which in principle, is an internal relationship between commanders and their subordinates in operational tasks. But then communication with other operations units became necessary, so a new concept was born: Command, Control, and Communication. With the increasingly up-to-date communication technology, intelligence information or data is added. Accurate and strategic information is decisive for a country's defense power because the information is an integral part of command and control, which is the key to every operation. Information becomes the basis for making policies or developing strategies to deal with existing threats. Brilliant tactics to attack opponents will not be born without complete, accurate, and fast information. For that, whoever we are, whatever information is received, make sure and understand it well. We don't just read conclusions or recommendations but learn from the information we receive, bearing in mind that threats to the state are no longer related to military power but have a broader spectrum, namely non-military ones. Therefore, understanding the development of information technology is necessary, primarily how to protect the nation..

Remember the Libyan people's uprising to overthrow the absolute power of the Libyan President, Mohammad Gaddafi. The role of the information media was very vital at that time. The pro-Gaddafi government and rebel forces launched information attacks on each other to seek support for the Libyan people and the international world. Facebook, Twitter, and SMS are favorite means of conveying sedition and information to the people of Libya quickly and cheaply.

From the preceding, it appears that radical changes in the field of information warfare. A big country with the will to control a small country is not necessarily going to do it by using its military power directly. He will first make efforts so that small country nations can be brought to a way of thinking and perception that aligns with the interests of big countries. For this reason, the main thing to work on is the thoughts and perceptions of the people by carrying out various disturbing efforts in the political, economic, cultural, and social fields. So he will try to control the mass media in this small country and use it to systematically and continuously influence the thoughts and feelings of the people.

Today is the era of high-speed information. Information technology has developed so that information, whether in the form of news, analysis, or views, reaches us in seconds. Every place in the world seems to be only an inch away from where we sit or stand. People are also connected in an information network. Distance is no longer a problem; wherever they are can always be contacted and will always be able to receive various kinds of information in the form of news, analysis, or someone's views, which is very important to know. We can no longer close our eyes and ears. Today's life is very much influenced by the information we receive. So many media, whether radio, television, internet or social networks provide and provide information to the world community. All of that will enter our brains to influence our thoughts, make us happy, and touch feelings or fear.

The information available is not all good to receive, not all have a noble purpose, and not all are true. This is an information war. All the information is jumbled up, the right people will tell the truth, and the wrong people will tell all the lies. People will make news and analysis according to their interests. For this reason, because of a large amount of information available, we need to know the source and essence of information. The source of information is crucial for us to know so that we can judge whether the source is trustworthy, a neutral source, or a source with interests.



## **Social Media as a Part of State-Defending Strategy: Connecting a Not-So-Old Views of State Defending Program into the 21<sup>st</sup> Century Trends**

Conceptually, national defense and its general understanding is carried out by a government apparatus of a country, with a constitutional basis, to carry out and achieve national interests. Therefore, all available resources can be utilized to maintain sovereignty, independence, unity, territorial integrity, democracy, and other national interests in facing all kinds of threats and challenges to the country (Chiş-Manolache & Chiş, 2019, p. 109).

National defense is a concept that evolves continuously. Traditionally, national defense is understood as actions adopted by a country to ensure security, territorial integrity, the safety of the population from all forms of threats, and safeguarding national interests in an increasingly competitive international level (Chiş-Manolache & Chiş, 2019, p. 109; Victoria, 2018, p. 1). In addition, state defending can also be inclusive through fulfilling citizens' rights and obligations, which are carried out consciously by every citizen (Chiş-Manolache & Chiş, 2019, p. 109).

As for Indonesia's national defense, as outlined in Law Number 3 of 2002 concerning National Defence, are all efforts to defend state sovereignty, the territorial integrity of the Unitary Republic of Indonesia, and the safety of the entire nation from threats and disturbances to the integrity of the nation and state. National defense is carried out in times of war and times of peace. According to Supriyatno (2014, p. 25), defense is carried out during peacetime by managing or fostering the potential of national resources as a national strength. The intended development of potential is prepared for war and in the context of maintaining territorial sovereignty, deterrence strategies, building national security and participating in maintaining regional and international peace and stability. One way to develop people's potential is through the state-defending program.

State defending is an attitude and action of citizens based on a sense of love for the motherland, awareness of nation and state, belief in Pancasila as the state ideology, and an attitude of willingness to sacrifice to face all threats, challenges, obstacles, and disturbances both external and internal. Capable of endangering the survival of the nation, territorial integrity, national jurisdiction, and the noble values of Pancasila and the 1945 Constitution (Widodo, 2011, p. 19). In Indonesian society itself, there are still misperceptions of what state-defending means. The militarization of civilians through the state-defending program has also spread in the society.

The real meaning of state-defending is opportunities for all citizens to contribute to national defense activities according to their respective potentials, abilities and fields. Defending the country itself has been stated in the 1945 Constitution every citizen has the right and obligation to participate in efforts to state-defending. This means that every citizen has the right and responsibility to participate in state-defending regardless of gender, ethnicity, race, profession, age, or social status.

State-defending can be done anytime and anywhere. To contribute to carrying out state-defending activities, citizens must have the basic knowledge, attitudes, and skills of state-defending. This ability can be achieved through formal education in schools through citizenship education. It can also be obtained through informal channels in the community, agencies, and organizations/institutions (Widodo, 2011, pp. 20–21). The attitude and behavior of state-defending do not arise by themselves. Therefore, it is necessary to foster awareness of state-defending from an early age which is maintained and developed. The essence of fostering awareness of state defending is an effort to build national character that has a spirit of nationalism and patriotism and has strong national resilience to ensure the upholding of the Republic of Indonesia and the maintenance of the implementation of national



development in achieving national goals (Kemhan RI, 2017, p. 8). In implementing state-defending awareness development, MoD, as the leading sector, has made adjustments to the state-defending awareness development program, one of which is the appointment of state-defending ambassadors by optimizing the role of social media influencers by establishing State-defending ambassador.

State-defending ambassadors have a special duty to implement to the public how to protect the Republic of Indonesia and Pancasila in everyday life. The State-defending Ambassador is also tasked with appearing on posters and seminar forums. For this reason, one of the conditions for participants participating in this state-defending is to have a minimum of 2,000 followers on social media. Apart from that, these state-defending Ambassadors are also expected to hold similar events in the community, starting from the neighborhood, so that they can foster a spirit of defending the country through activities that are aligned with their style. Two of the many state-defending ambassadors appointed are well-known social media influencers among the public. The first is a multi-talented singer, Agnes Monica. Due to her work and achievements in penetrating the international level, singer Agnes Monica was appointed as a state-defending ambassador by the MoD in 2021. The second national defense ambassador is YouTube content creator Atta Halilintar. Not much different from Agnes Monica, Atta Halilintar's work, which was able to penetrate New York's Time Square, received appreciation from the Indonesian government through the appointment of a state-defending ambassador by the MoD.

It doesn't stop there, MoD also takes advantage of the development of social media trends in the young generation, such as the creation of Instagram, YouTube, and Tiktok official accounts, namely [belanegara\\_org](#). MoD regularly invites and engages social media influencers to fill in the content on the [belanegara\\_org](#), which is managed directly by MoD. This aims to attract the public, especially the millennial generation, in the context of fostering awareness of defending the country that can adapt to changing times.

## **Conclusion**

The rapid flow of globalization certainly cannot be avoided by all people worldwide. Globalization has brought various rapid advances, and what is most felt is the advancement of information and communication technology which can now be found in every aspect of life. The internet is the invention that has the most significant impact. The presence of the internet allows everyone around the world to be connected through cyberspace with a platform called social media.

Social media is now necessary for people because they want to share their thoughts. In the past, social gatherings and events allowed people to meet and communicate with one another. But the emergence of the internet in the late 20<sup>th</sup> century offered a modern means of communication. The beginning of the 21<sup>st</sup> century is when various social platforms were launched. Almost every year, new websites are found, and old sites gradually lose popularity. Among the many social media sites, the most popular among the public, especially the people of Indonesia, are Facebook, Youtube, Twitter, TikTok, and Instagram.

Social media is an effective way to disseminate information. Anyone can quickly create an account for personal or business needs through social media by selling online. These can be done without spending even a sen except for the internet quota fee. The convenience offered by social media makes it a communication tool that is excellent for everyone in all corners of the world. You can easily exchange information, be it images, text, or videos, via various social media platforms. This encourages a new phenomenon that might not have



been thought of before: social media influencers who can influence other people because they can touch the emotional aspects of the audience.

The emergence of social media influencers then used as a way to increase state-defending awareness in society by the MoD. In this case, MoD creates state-defending ambassadors from social media influencers and collaborates in creating and promoting state-defense content that is acceptable to the public.

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