



LAPORAN HASIL PENELITIAN

Strategic Messaging for Democratic Values: Indonesia Case Study - Interim Report on Preliminary Findings

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Jakarta

2021



SURAT PERNYATAAN DAN VALIDASI

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Judul Penelitian:

“Strategic Messaging for Democratic Values: Indonesia Case Study - Interim Report on Preliminary Findings”

Telah disahkan dan disetujui oleh Dewan Pembina Penelitian (DPP) Universitas Paramadina, pada:

Hari/Tanggal : Kamis/ 18 November 2021

Dana Penelitian : Rp. 1.500.000,00

Yang mensahkan dan menyetujui:

1. Dewan Peneliti I :
2. Dewan Peneliti II
3. Direktur LPPM

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CHAPTER I: INTRODUCTION

1.1 Background

Indonesia, as the country with the largest Muslim population in the world, faces unique challenges in promoting inclusive and tolerant democratic values. Democracy in Indonesia requires not only a strong political structure but also a political culture that values freedom of expression, political participation, and respect for human rights. Strategic messaging is crucial in this context to ensure that democratic values are embedded and accepted by the broader society. This research focuses on analyzing effective communication strategies for disseminating democratic values in Indonesia.

1.2 Problem Formulation

This research aims to answer key questions related to the dissemination of democratic values in Indonesia. The main questions to be addressed are:

1. What are the effective communication strategies for spreading democratic values in Indonesia?
2. What are the main challenges in implementing these communication strategies?
3. How does the public respond to democratic messages delivered through various media?

1.3 Research Objectives

The primary objective of this research is to identify and analyze effective communication strategies for spreading democratic values in Indonesia. Additionally, this research aims to understand the challenges faced in this process and evaluate the public's response to democratic messages.

1.4 Research Benefits

This research is expected to provide both practical and theoretical contributions. Practically, the results of this research can be used by policymakers, NGOs, and civil society organizations to formulate more effective communication strategies for spreading democratic values. Theoretically, this research can add to the literature on political communication and democracy in Indonesia, offering new insights into strategic communication studies.

CHAPTER II: LITERATURE REVIEW

2.1 The Concept of Democracy

Democracy is a system of government where political power is held by the people. This concept involves key elements such as freedom of speech, the right to vote and be elected, and active citizen participation in the political process (Dahl, 1989). Democracy also requires respect for human rights and the rule of law (Diamond, 1999).

2.2 Strategic Communication

Strategic communication refers to the process of delivering messages planned to achieve specific effects. In a political context, strategic communication is used to build an image, garner support, and influence public opinion (Hallahan et al., 2007). Key elements of strategic communication include message planning, media selection, and evaluation of communication effectiveness.

2.3 Democracy in Indonesia

Indonesia has undergone a long journey in building democracy since the 1998 reform. Despite significant progress, Indonesia still faces various challenges such as corruption, intolerance, and low political participation (Mietzner, 2015). Therefore, it is essential to understand how communication strategies can be used to address these challenges and strengthen democratic values.

2.4 The Role of Media in Democracy

The media plays a crucial role in the democratization process. The media not only functions as a conveyor of information but also as a platform for public discussion and a tool for government oversight (McQuail, 2010). In the Indonesian context, social media has increasingly played a role in disseminating information and influencing public opinion (Lim, 2012).

CHAPTER III: RESEARCH METHODS

3.1 Research Design

This research employs a qualitative design with a case study approach. A case study is chosen because it allows for an in-depth analysis of a specific phenomenon within a particular context (Yin, 2018). In this case, the context is the communication strategy in the dissemination of democratic values in Indonesia.

3.2 Data Sources

Primary data in this research is obtained through in-depth interviews with various stakeholders involved in the dissemination of democratic values in Indonesia, including policymakers, NGO activists, academics, and journalists. Secondary data is obtained from relevant literature, previous research reports, and media analysis.

3.3 Data Collection Techniques

Data collection techniques used in this research include in-depth interviews, participatory observation, and document analysis. In-depth interviews are conducted to explore the views and experiences of the informants regarding effective communication strategies. Participatory observation is conducted to understand the context and dynamics of democratic message dissemination. Document analysis is performed on articles, reports, and related publications.

3.4 Data Analysis

Data analysis is conducted using thematic analysis techniques. The collected data is processed and categorized based on themes relevant to the research objectives. Thematic analysis allows for the identification of patterns and relationships among themes, providing in-depth insights into the phenomenon being studied (Braun & Clarke, 2006).

CHAPTER IV: DISCUSSION

4.1 Communication Strategies for Spreading Democratic Values

Based on preliminary findings, effective communication strategies for spreading democratic values in Indonesia involve several key elements. First, messages must be delivered in a simple and easily understood manner by the general public. Second, the use of social media as an information dissemination platform has proven very effective, given the high internet penetration rate in Indonesia. Third, collaboration between the government, NGOs, and mass media is crucial to strengthen democratic messages.

4.2 Challenges in Spreading Democratic Values

The main challenges in spreading democratic values in Indonesia include the low level of political literacy among the public, the prevalence of misinformation and hoaxes, and resistance from groups with certain interests. Low political literacy makes it difficult for the public to understand and appreciate democratic values. Misinformation and hoaxes spread through social media can erode public trust in democratic institutions. Additionally, resistance from certain groups that feel threatened by democracy also poses significant obstacles.

4.3 Public Response to Democratic Messages

Public response to democratic messages varies depending on the context and the way the message is delivered. Preliminary findings indicate that the public tends to be more responsive to messages delivered through social media compared to traditional media. Additionally, messages delivered by credible and respected figures are more readily accepted by the public.

However, resistance remains, particularly among groups with interests that conflict with democratic values.

CHAPTER V: CONCLUSION

5.1 Conclusion

This research indicates that effective communication strategies for spreading democratic values in Indonesia involve the use of simple messages, leveraging social media, and fostering collaboration between the government, NGOs, and mass media. The main challenges in spreading democratic values include low political literacy, the prevalence of misinformation, and resistance from certain groups. Public response to democratic messages varies depending on the media and the credibility of the message deliverer.

5.2 Recommendations

To enhance the effectiveness of spreading democratic values, efforts to increase public political literacy through education and outreach programs are needed. Additionally, stricter regulations are required to address misinformation and hoaxes on social media. Collaboration among various stakeholders should be strengthened to ensure that democratic messages are widely accepted by the public.

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