

Echo Chambers and Symbolic Violence: A Study of Vertical Conflict in the Digital Disinformation Era

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Abstract

The development of social media in Indonesia has fundamentally changed the landscape of public communication, from a limited information space to a massive and emotional participatory arena. This study analyzes how the framing of the issue of the Revision of the Indonesian National Armed Forces Bill (RUU TNI) on social media, particularly the X (Twitter) platform, shapes public opinion and drives collective behavior in the real world. Using a descriptive qualitative approach through content analysis and framing analysis, this study explores the mechanisms of disinformation dissemination, the formation of echo chambers, and the influence of peripheral persuasion on public attitudes. The results show that emotional framing and misinformation dominate digital conversations, reinforcing social polarization and weakening public rationality. This phenomenon shows a close relationship between the construction of digital opinion and the escalation of conflict, as seen in demonstrations against the revision of the TNI's Internal Security Forces () Law in various regions. In the context of national security, these dynamics illustrate non military threats stemming from digital disinformation and low critical literacy among the public. Therefore, an inclusive public communication strategy, strengthening digital literacy, and cross-sector collaboration are needed to build an early warning system for potential social conflicts

501



based on digital media.

Keywords: digital disinformation; echo chamber; public opinion; national security; social conflict

INTRODUCTION

In recent years, the digitization of media and communication has experienced a significant surge that has fundamentally changed the way people receive, process, and respond to information. The gap between the analog and digital eras of information dissemination is not only a matter of technology, but also concerns the speed, reach, and social impact it generates. Whereas in the past conventional media such as newspapers and television acted as information filters, social media now opens up a participatory space where every individual can be both a producer and distributor of information. This change marks the dawn of an era in which information is no longer monopolized by formal institutions, but is widely and rapidly disseminated through digital algorithms that shape the way people think and behave. The development of information technology in Indonesia is one of the main factors driving this change. We Are Social (2025) notes that there are more than 215 million internet users and 143 million active social media users, with a growth of 2.9 million new users every year (Rianto, 2025). This data shows that social media has become an integral part of Indonesian society. Social media is not only used as a means of communication, but also as an arena where public opinion, identity, and ideology meet, clash, and even transform. However, this rapid development also poses a threat to national security, particularly through the spread of divisive narratives, fake news, and destructive disinformation. The high penetration of social media in Indonesia is also accompanied by an increase in public trust in these digital platforms. The "Status of Digital Literacy in Indonesia 2022" survey by the Ministry of Communication and Information Technology (Kemenkominfo) and Katadata Insight Center (KIC) shows that Indonesians tend to have higher trust in social media than other sources of information such as television, print media, online news sites, or government media.

Social media is the primary source for 72.6% of respondents (Unair, 2023). This high level of trust, if not balanced with good digital literacy skills and efforts to eliminate destructive content, can pose a serious threat to national security. This phenomenon can be explained through the Echo Chamber Theory (Sunstein, 2001; Pariser, 2011), which highlights how social media algorithms shape a homogeneous information space. In this kind of digital environment, users tend to be exposed only to views that align with their own beliefs, reinforcing bias and weakening the ability to engage in cross-view dialogue. According to Sunstein (2001), situations where



individuals are "surrounded by echoes of their own views that are constantly repeated" will reinforce their beliefs and isolate them from different ideas. Pariser (2011) adds that digital algorithms silently "filter the world around us, showing us only what we want to see, not what we need to know."

Thus, social media is not just a space for communication, but an arena where perceptions are shaped, information distortions are perpetuated, and social polarization is reinforced. In the Indonesian context, the phenomena of disinformation and digital polarization have repeatedly created social tensions. Political issues such as allegations of President Joko Widodo's fake diploma, religious-based identity conflicts, and separatist narratives such as the Free Papua Movement (OPM) prove that social media can be an effective means of mobilizing public opinion, even without a strong factual basis (Tempo, 2025). Extremist groups also use social media for recruitment, spreading propaganda, and building ideological networks without having to make direct contact (Ghifari, 2017). This shows that the digital space now functions as a tool for ideological warfare that has the potential to threaten national stability. One platform that stands out in this dynamic is social media X, which plays an important role as a public discussion forum due to its real-time and open nature. Many national topics are discussed intensely on this media, ranging from the Constitutional Court's decision on the age limit for presidential and vice-presidential candidates to various social movements using the hashtag "#" that spark widespread discussion and even provoke reactions in the real world. A significant shift from the use of conventional media to social media as a source of information is also evident in social, political, and economic issues (Rohmiyati, 2018). Social media is considered faster, more accessible, and able to reach all levels of society compared to traditional media such as television and newspapers. This situation has transformed society from merely being consumers of information to active producers who help shape public opinion on developing issues.

More than just a communication tool, social media has now transformed into a public discourse space in digital democracy. The phenomenon of virality and social media algorithms play an important role in strengthening echo chambers and confirmation bias in the formation of public opinion (GCF Global). Emotional content that emphasizes fear, anger, or sympathy is easier to spread and go viral because it encourages user engagement. Algorithms then reinforce this cycle by displaying similar content based on previous interactions, narrowing perspectives and reinforcing existing beliefs. The massive dissemination of content on social media, which transcends space and time, has given rise to various social responses. Some people respond by participating in online discussions, while others express their tensions in the real world through



demonstrations and even conflicts. The issue of the Indonesian National Armed Forces Bill (TNI Bill) is a concrete example of how digital debates can escalate into vertical conflicts. Initially an administrative regulatory issue, this topic then attracted widespread attention after undergoing emotional framing and opinion intervention on social media, giving rise to misinformation, provocation, and escalation into the real public sphere.

Strategically, this phenomenon is closely related to National Security Theory. Threats to the state in the modern era are no longer purely military in nature, but also include non-military dimensions such as politics, economics, social issues, and information that indirectly affect national stability (Santoso, 2025). Thus, national security is now multidimensional and involves aspects of information security and digital sovereignty. Disinformation, ideological propaganda, and manipulation of public opinion on social media are forms of non-military threats that can erode public trust in the state and weaken social cohesion.

Overview Of Connectivism

Constructivism in social science views social reality as not being objective and fixed, but rather shaped through interaction, communication, and the exchange of meaning between individuals and groups (Berger & Luckmann, 1966). In this perspective, the social world is a socially constructed reality, in which language, symbols, and narratives play a central role in shaping public perceptions of an issue. Social reality is not merely a reflection of the material world, but a product of a continuous discursive process that takes place in social spaces, including digital spaces.

In the context of political communication and national security, the constructivist approach emphasizes that threats, conflicts, and social solidarity do not arise naturally, but are constructed through discourse and representation (Wendt, 1999). For example, issues such as "militarism" or "threats to democracy" in debates on the revision of the TNI Law on social media are not based solely on objective facts, but are shaped and interpreted through repeated narratives, symbols, and collective emotions built by media users. In other words, public perceptions of defense policy are the result of social interaction and symbolic construction in the digital space. The constructivist approach is also in line with framing theory (Goffman, 1974; Entman, 1993), which explains how reality is interpreted through certain frames of meaning. On social media, emotional framing and misinformation work as mechanisms for constructing new realities, where users not only receive information but also play a role in reproducing and reinforcing certain meanings. This process shapes what is called the digital social construction of reality—that is, when public opinion, perceptions of threats, and the legitimacy of collective



actions are constructed through symbolic interactions and digital algorithms. In the context of disinformation and echo chambers, constructivism provides a theoretical basis for understanding how homogeneous and biased opinions are formed. When algorithms match individuals with content that aligns with their views, a "confirmed" social reality is formed that is closed to differing views. This reinforces confirmation bias and weakens the public's ability to think critically. Thus, the digital space becomes an arena for the construction of reality that is laden with ideology and emotion, rather than an arena for balanced rational dialogue (Sunstein, 2001; Pariser, 2011). In this study, constructivism is used to explain how digital discourse surrounding the revision of the TNI Law is socially constructed to shape perceptions of threat, fear, and public polarization. This construction not only affects opinion, but also collective behavior in the real world, such as demonstrations and symbolic resistance against the state. Thus, constructivism provides an analytical framework that allows researchers to understand the relationship between digital meaning production, social emotions, and non-military threats to national security.

Constructivism and Echo Chamber Theory

Within the framework of constructivism, digital media is viewed as an arena where individuals interact with each other, share narratives, and construct meaning together. However, social media algorithms create new dynamics in this construction process. Sunstein (2001) explains that echo chambers are formed when individuals are only exposed to information that aligns with their own views, while opposing information is filtered out or ignored. Pariser (2011) refers to this phenomenon as a filter bubble, which is an information bubble formed by algorithms that prioritize user preferences.

The echo chamber phenomenon reinforces one of the main principles of constructivism, namely that reality is subjective and fragmented. In the digital space, "truth" becomes the result of social construction within homogeneous groups that reinforce each other's beliefs. As a result, differences in opinion become more pronounced and communication between groups becomes polarized. This process not only affects the formation of public opinion, but also the emergence of perceptions of social and political threats that can have implications for national security, especially when military, ideological, or religious issues are used as commodities for disinformation.

Constructivism and Symbolic Violence Theory

Meanwhile, Pierre Bourdieu's (1991) theory of Symbolic Violence complements the



constructivist view by emphasizing that the construction of meaning is never neutral, but rather laden with power relations. Power works not only through physical coercion, but also through symbolic domination—that is, the ability to determine the meanings, language, and categories of thought that are considered valid in society. In the digital context, symbolic violence manifests

itself through discourse domination, media framing, and political language that subtly but effectively shape public perception. Through the lens of constructivism, symbolic violence can be understood as a form of hegemonic meaning construction, in which dominant groups (e.g., the state, political elites, or digital influencers) shape social reality in ways that benefit their position. Narratives about "national stability," "foreign ideological threats," or "loyalty to the state" become symbols used to justify certain actions, including restrictions on digital freedom. In this context, digital discourse is not merely a space for communication, but also an arena for the battle of meanings that directly impacts perceptions of national security.

Conceptual Integration: Construction of Reality, Information Isolation, and Symbolic Domination

These two theories can be integrated to explain the complex processes between social construction, information isolation, and symbolic power in vertical conflicts in the digital space. • Constructivism explains how reality is constructed through social interaction and discourse.

- Echo Chamber explains how digital spaces filter these interactions, creating information segregation and reinforcing homogeneous views.
- Symbolic Violence explains how the meanings that are formed are used to maintain or assert social and political dominance.

In the context of national security, the integration of these three theories enables analysis of how public opinion about military institutions, state policies, or ideological issues can be formed, controlled, and manipulated through digital mechanisms. Thus, the constructivist approach expanded by echo chamber theory and symbolic violence provides a comprehensive framework for understanding the transformation of social conflict in the era of digital- —from a mere exchange of information to a battle of meaning and symbolic power that affects national stability.

RESEARCH METHODS

This study uses a descriptive qualitative approach with content analysis and social media framing analysis methods to understand how social issues and public policy can develop in the



digital space and have implications for collective action by society in the real world. This approach was chosen because the phenomenon of information dissemination on social media is a complex social reality that is dynamic and rich in symbolic meaning. Qualitative content analysis allows researchers to systematically interpret the social context and meaning of messages that emerge from digital texts and interactions (Krippendorff, 2013).

1. Research Focus and Design

This study focuses on analyzing how the issue of the TNI Bill developed on social media, leading to strong public sentiment and ultimately demonstrations in several regions. This study does not assess the substance of the bill or the institutions involved, but rather focuses on the mechanisms of information dissemination, public opinion formation, and the potential for disinformation on social media. This study also seeks to explain how public perceptions formed in the digital space can influence collective behavior in the real world, such as demonstrations or destructive actions resulting from information bias.

2. Unit of Analysis and Data Sources

The analysis units of this study consist of:

- Social media content on X (Twitter) discussing the TNI Bill during the period of March May 2024, including viral tweets, threads, and comments containing public opinion, misinformation, or emotional framing.
- Online news and mainstream media coverage of demonstrations or public debates related to the issue.
- Secondary documents, such as public conversation analysis reports (Drone Emprit, 2025), digital literacy studies (Ministry of Communication and Information Technology & KIC, 2022), and previous research that discusses media framing and digital polarization in Indonesia. The data sample was selected using purposive sampling, which involves selecting content that has a high interaction rate (likes, retweets, comments) and is relevant to the topic of discussion.

3. Data Collection Techniques Data was collected through three main techniques:

- Online observation (digital observation) of public conversations on social media X related to the TNI Bill.
- Documentation, in the form of collecting screenshots, text posts, and netizen reactions (comments and responses).

Literature study, to strengthen theoretical analysis by referring to theories such as Echo Chamber (Sunstein, 2001; Pariser, 2011), and National Security (Santoso, 2025).

4. Data Analysis Techniques



The analysis was conducted using a thematic content analysis and social media framing approach, following Eriyanto's (2002) model. The stages included:

- Identification of dominant themes, namely topics that most frequently appear in public conversations related to the TNI Bill.
- Framing analysis, to see how issues are framed by social media users: whether they are rational, emotional, or provocative in nature.
- Advanced thematic analysis, linking digital narratives to the theories used:
 - a. Echo Chamber Theory is used to interpret how social media algorithms shape a homogeneous information space, reinforce bias, and close the space for dialogue between different views (Sunstein, 2001; Pariser, 2011).
 - b. National Security Theory is used to understand how digital disinformation and opinion mobilization can transform into non-military threats that disrupt social stability and public trust in state institutions (Santoso, 2025).

With this approach, the study traces the chain of cause and effect from real-world phenomena (policy issues and public opinion) that then spread and become discussions on social media, followed by the formation of echo chambers and disinformation, which then leads to collective action by the community that reflects attitude-behavior consistency.

5. Data Validity and Reliability

The validity of the research is maintained through source triangulation (social media data, news, and policy documents) and theory triangulation by combining perspectives from communication, sociology, and national security. Each finding is verified through cross-source comparison to ensure that the analysis is unbiased and remains proportional.

This study uses a descriptive qualitative approach with content analysis and social media framing analysis methods to understand how the flow of disinformation and polarization of opinion on social media can form an echo chamber that influences the collective behavior of society in the real world. This approach was chosen because the phenomenon of disinformation is a complex social process that cannot be measured solely statistically, but rather needs to be analyzed in terms of its meaning, symbols, and social context.

This study focuses on analyzing social media content (specifically on X/Twitter, TikTok, and Instagram) related to viral social and political issues that triggered mass actions in Indonesia during the period 2023–2024. The main focus is not on the substance of the policies being debated, but on the mechanisms of disinformation dissemination, the formation of echo chambers, and the public's emotional response to digital narratives. Thus, this study analyzes the



dynamics between digital space and community behavior as a form of the relationship between online communication and non-military national security.

DISCUSSION

Mapping Social Media X Framing of the TNI Bill Issue

Based on an analysis of by the Drone Emprit press team regarding social media framing on X, it was found that the most dominant type of framing was emotional framing. This framing puts pressure on the emotional aspects of users by touching on feelings of fear, anger, and anxiety that may not yet be fully proven regarding the impact of the new law. Many tweets describe the possibility of a return to militarism and state violence against civilians if the TNI Law is actually revised. For example, a viral tweet states: "If the TNI Law is passed, we will return to the New Order era. The army will be able to arrest civilians at will. Democracy will officially be dead!" This example of a narrative shows the use of diction that leads to mass fear, reinforcing negative perceptions of the law even though it may not necessarily correspond to the normative reality of the articles regulated in the new TNI Law. This can be seen from the discussion that developed from this tweet, where many people involved in the discussion had never actually read the TNI Law, either the pre-revised version or the draft revision of the TNI Law. Upon further analysis, the use of words such as "New Order," "arbitrarily," and "Democracy is officially dead" are strong indicators of emotional framing used to quickly and massively sway public opinion on social media.

In addition, satirical framing is also commonly found, especially from accounts that tend to be critical of the government and have a large number of followers. Satire is used as a tool to convey subtle yet sharp criticism, and often spreads widely because it is easily accepted as a form of entertainment and protest. An example is the tweet: "With the new TNI law, soldiers can become Satpol PP (Public Order Agency). Get ready to be told to do push-ups every time you hang out." This content conveys concerns about the expansion of the TNI's role in the civilian sphere through humor. Although the truth of this content cannot be verified, humorous content like this has attracted considerable public attention. Another example of satirical content that has developed is content accompanied by a photo of a snack cake with a camouflage pattern, which has long been synonymous with the TNI. The photo is accompanied by the caption, "The TNI Law has even reached cakes now." Upon further analysis, this content has satirical tendencies, suggesting that the revision of the TNI Law will result in the expansion of the TNI's duties to include food production. However, it should be noted that content like this has received a lot of attention and has become a topic of discussion among the public.



The third type of framing that has spread is misinformation-based framing. In this case, a number of accounts spread narratives that are not entirely accurate, tend to be misleading, and are not based on a correct understanding of the law. An example is the tweet: "The TNI Law gives the army the authority to replace the police at any time without the permission of the House of Representatives." This statement is misleading because it does not reflect the actual wording of the article, which still includes a mechanism for civilian oversight. However, because many social media users do not verify or read official documents directly, this misinformation continues to spread widely and is believed by some of the public. This misinformation-based framing has contributed significantly to the escalation of negative opinions and ultimately led to the mobilization of mass actions in the real world. Another striking example is the circulation of content showing a photo of an announcement prohibiting the carrying of weapons on public transportation, which was then accompanied by the narrative: "It's getting dangerous, soon only the green ones will be allowed to carry weapons." The word "green ones" in this context refers to the TNI institution, which is synonymous with green uniforms. This narrative implicitly conveys the fear that with the revision of the TNI Law, only the military will have control over weapons and power, thus creating the impression that public safety will be threatened, even in open spaces such as public transportation facilities. This kind of framing exploits public fears to build negative opinions about the TNI Law and create the perception that the military will gain absolute power that disregards civil rights.

When compared to mainstream media outlets such as Kompas.com, Tempo.co, and CNN Indonesia, there are significant differences in the style of presentation and the way issues are framed. Mainstream media generally strive to be neutral, presenting information from various perspectives in a balanced manner. Articles published by these media outlets tend to quote legal experts, military observers, and official statements from the government or the House of Representatives, so that readers are presented with more complete, factual information that is certainly not misinformation. The framing used is more descriptive and analytical, in contrast to social media, which emphasizes viral and emotional aspects. For example, news headlines such as "Controversy over the TNI Law: Government Explains Expansion of Functions Beyond National Defense" demonstrate an effort to clarify and educate the public, rather than stir up emotions. This reinforces the argument that social media tends to accelerate polarization, while mainstream media remains a more credible source of reference, even though it does not receive the same level of viral attention.



Construction of Public Attitudes through Peripheral Channels

In the digital age, social media has become one of the main arenas for shaping public opinion, including in responding to national policy issues such as the Indonesian National Armed Forces Bill (RUU TNI). This study shows how social media X dominates the peripheral persuasion channel compared to the central persuasion channel of social media X users in responding to the RUU TNI controversy. Referring to the Elaboration Likelihood Model (Petty & Cacioppo, 1986), this study shows that the public tends to form opinions not through deep processing (cognitive elaboration), but based on superficial cues such as the popularity of posts, account authority, and the emotional tone of messages (Schwarz, and Tesser, 2001).

One strong indication of the dominance of peripheral channels can be seen in how a viral post can widely influence public opinion without any verification of the information. For example, a tweet that read, "It's getting dangerous, soon only the green ones will be allowed to carry weapons," accompanied by an image of a sign prohibiting the carrying of weapons on public transportation, successfully created a frightening narrative that the TNI Bill would create a militaristic state. The term "ijo-ijo" refers to the TNI, which is visually associated with green uniforms. This kind of framing is not only emotional, but also simplistic, avoiding substantive arguments about the content of the revised law and relying on the audience's spontaneous reactions.

Factors that trigger this peripheral route of persuasion include the high virality of posts, which makes the public more influenced by the quantity of interactions than by the quality and truthfulness of the content. Accounts with a large number of followers, such as those belonging to influencers or activists, become the main reference not because of the quality of their arguments, but because of the perception of the influence of these individuals that is ingrained in society. In addition, strong emotional tones in many types of content, including anger, anxiety, and satire, have been proven to spread more quickly and be more effective in gaining public engagement than content with credibility and in-depth analysis. However, this engagement rarely develops into relevant and constructive dialogue on an issue, but is limited to expressive comments, affirmative retweets, or sarcastic humor that actually reinforces polarization.

The lack of in-depth discussion in the comments section also shows the absence of a central persuasion channel. Popular content is not accompanied by analysis or mention of the controversial articles in the bill. Instead, the public is caught up in unclear logic where they support or reject based on fear or anger built up by social media framing, rather than based on analytical arguments. This is certainly dangerous for democracy, because the digital public sphere, which



should be a forum for rational discussion, has instead become a venue for the reproduction of baseless instant opinions, which often trigger the escalation of conflicts in the real world.

Thus, this phenomenon shows that the dynamics of digital communication in the case of the TNI Bill are dominated by peripheral persuasion mechanisms, which accelerate the spread of opinion but hinder the quality of deliberation. This condition reinforces the urgency of digital literacy and critical education in the public sphere so that the public is not only reactive to issues, but is able to assess them deeply and rationally before taking a stance.

Correlation between Negative Attitudes and Collective Behavior

There are indications of a link between the negative framing of the issue of revising the TNI Law in the public sphere and the emergence of collective actions such as demonstrations and protests. Some elements of civil society are concerned that this revision could have an impact on an unbalanced civil-military relationship (Drone Emprit Pers, 2025). This kind of framing, which is spread through various media, including social media, seems to influence public perception of the urgency to convey aspirations through actions in the open space.

From a temporal perspective, it can be explained that the intensity of discussions on social media related to the revision of the TNI Law increased significantly in the days leading up to the demonstrations. Content using certain hashtags went viral around the time of the demonstrations, indicating a pattern of relationship between digital dynamics and mass mobilization in the real world (NU Online, 2025). Although it cannot be directly concluded as a cause-and-effect relationship, this temporal connection provides clues about the potential influence of social media in accelerating the process of spreading issues and building collective opinion.

As one example, in the news article "Demonstrations Against Revision of TNI Law in Bandung and Malang Turn Violent," the demonstrations in Bandung began peacefully but ended in anarchy, resulting in the burning of a privately owned building. This article also includes interviews with several people involved in the action, who explained that they took part because they feared that if the bill was passed, it would lead to the problems that had been reported in the news becoming a reality. This provides an illustration of the connection between an individual's attitude towards an issue and their decision to participate in an action, where one of the factors that caused them to have these concerns was the emergence of content with emotional, satirical, and even hoax tendencies related to the planned revision of the TNI Law.

Theoretically, the framing of issues by social actors plays an important role in facilitating



collective action, especially when the frame successfully identifies a condition as a common problem that needs to be addressed (Snow and Benford, 1988). Furthermore, conflict escalation theory suggests that social tensions can escalate into open conflict when political opportunities are deemed favorable, organizational networks are ready, and mobilization frames successfully unite the interests of various actors (Carlson, 1995). Thus, protest actions are not only a response to a policy, but also a reflection of broader structural dynamics and social mobilization. However, it should be noted that protests are also influenced by various other factors such as the socio political context, local dynamics, and organizational networks, which then become even larger with the framing of issues on social media.

Socio-Political Implications and Threats to Positive Peace and National Security Stability

The impact of disinformation on social stability can be seen in the context of the polemic surrounding the revision of the TNI Law, as reflected in the news report "Demonstrations Against the Revision of the TNI Law in Bandung and Malang Turn Violent" (NU Online, 2025). In the report, mass actions turned violent amid the spread of various unverified narratives about the content and purpose of the revision. It can also be highlighted how the spread of content with emotional, satirical, and even hoax tendencies on social media X has contributed to shaping public opinion reactively, increasing tensions and eroding social stability.

This situation shows how social media can function as a space for the production of ideological meaning. In the context of Echo Chamber theory (Sunstein, 2001; Pariser, 2011), social media users who are exposed to similar content tend to reinforce their own views and reject conflicting information. As a result, the digital space becomes an arena where collective emotions, especially anger, fear, and distrust of institutions, develop without filters. Framing issues that emphasize injustice or threats to the people accelerates the process of mobilizing public emotions. In this case, social media X is no longer just a medium of communication, but also an instrument of social mobilization that can turn perceptions into real action, such as demonstrations or symbolic resistance against the state.

From a national security perspective, this phenomenon poses a significant non-military threat. According to Santoso (2025), threats to the state in the modern era come not only from military forces, but also from non-military factors such as social, political, economic, and information factors that can disrupt national stability. Disinformation, ideological propaganda, and polarization of public opinion on social media are forms of threats that can slowly erode public trust in the government and weaken social cohesion. If not managed systematically, the spread of



disinformation can cause vertical tensions between the people and the state, especially when sensitive issues such as militarism, civil supremacy, or defense policy are framed in provocative populist narratives.

Furthermore, the digital echo chamber creates polarization that divides society in its perception of state institutions. This polarization is not merely a difference of opinion, but rather social fragmentation that gives rise to the potential for horizontal conflict between citizens and vertical conflict between the community and state apparatus. In the context of the revision of the TNI Law, for example, some groups consider this policy to be a form of perpetuating military power in the civilian sphere, while others consider it a strategic necessity to strengthen national defense. When these two views are constructed and reinforced through emotional digital narratives, the potential for social conflict becomes even greater. Thus, the dynamics of disinformation and framing on social media cannot be viewed merely as a public communication issue, but have become part of an information-based threat to national security. The state needs to respond through a national digital literacy strategy, cyber public diplomacy, and strengthening information security in order to mitigate the impact of digital polarization and maintain the nation's socio-political integrity.

CONCLUSION AND RECOMMENDATION

Social media plays a major role in shaping public opinion through the framing of social issues that are widely discussed in Indonesia. This cannot be separated from the large number of active social media users in Indonesia. This framing practice, which is often negative and emotional, has the potential to trigger rapid and not always rational changes in attitude, which in turn can encourage the formation of collective behavior that is highly likely to trigger social or vertical conflicts. In this context, the approach of attitude change theory and attitude-behavior consistency has proven to be relevant as an analytical framework for understanding the dynamics of digital conflicts developing in social media spaces. This study makes a significant academic contribution to enriching the study of vertical conflicts and social movements that originate from digital issues in Indonesia, by underlining the importance of the interaction between digital media and expressions of resistance by the community. These findings also emphasize the importance of building awareness of active public participation and two-way communication between the state and society in order to minimize massive attitude changes triggered by content with negative tendencies on social media.

Recommendations that can be drawn from this study include, first, the need to strengthen



digital literacy and critical literacy through educational interventions and ongoing public campaigns related to issues developing in society. This literacy must equip citizens, especially vulnerable groups, with the ability to read, analyze, and evaluate information rationally.

Second, synergy between the government, academics, and digital platform providers needs to be developed to build a big data and machine learning-based early warning system capable of mapping potential conflicts from framing patterns developing on social media.

Third, there is a need for more academic studies focusing on social conflicts and strategies to address them, particularly those based on the dynamics of social media. Given the rapid spread of issues even before their veracity can be verified, social media has become a potential medium for the formation of negative opinions that can trigger conflict. Therefore, strengthening studies that examine the role of social media in accelerating the escalation of conflict is urgently needed. This issue cannot be taken lightly, given the wide reach and influence of social media in society. If not responded to appropriately, the potential for conflict that originates from negative framing or hate speech on social media can escalate into something much bigger. Such studies are expected to provide an empirical basis for the formulation of preventive policies to counteract conflicts, especially those rooted in national issues that are spread and manipulated in the digital space.

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