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International Seminar Political Parties and Democracy
"The Political Parties Role in Promoting The World Peace and Justice"

The Influence of Social Media on Public Policy and Geopolitics-Geostrategy of the State

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Abstract

The government has just passed the Job Creation Law No. 11 of 2020. Some fundamental changes are in the Post, Telecommunications and Broadcasting sectors. This sector is very strategic when Indonesia enters the industrial revolution 4.0. especially for public policy. This law also requires quality internet services that can be enjoyed by Netizens in the digital era. From a geopolitical perspective, digital sovereignty is very vital. In conventional times, open military and non-military wars focus on the struggle for natural resources in the fields of energy, mining and territory. In the digital era, geopolitics has shifted to the struggle for Big Data and cyber warfare. Like South Korea with the advancement of ICT, taking advantage of the momentum of digitalization as soft diplomacy, foreign policy with creative industries. Intended for cultural propaganda, attitudes to state policies.

Keywords: *Industrial Revolution 4.0, Social Media, Geopolitics and Geostrategy Policy i*

I. Introduction

Digitization makes the countries of the world without barriers and boundaries. Almost all aspects of ideological, political, economic, socio-cultural, defense and security life including geography, demography and natural resources are internet-based and can be controlled through information technology (Pranoto, 2020). Therefore, managing new spaces in the 4.0 era is absolutely necessary for the state, especially in the context of protecting the national identity of the younger generation. National identity that can be eroded due to the deterritoriality of the internet.

The fourth Industrial Revolution 4.0 was first introduced at the World Economic Forum in Davos, Switzerland 20 January 2016. The revolution refers to changes in the industrial environment where artificial intelligence maximizes automation and connectivity. The theme of the 2016 Davos Forum is "Mastering the Fourth Industry". The fourth Industrial Revolution is the industrial revolution created, with the convergence of ICT. Where in this era, the emphasis of new products on artificial intelligence, Internet of Things, mobile, 3D printers, unmanned vehicles, Nanotechnology and Biotechnology.

These technological innovations can revolutionize the way people live, such as the governance systems of industry, society and government. With the Fourth Industrial Revolution, humanity entered a new world, one that would change the way of life. The scale, scope and complexity of this change is wholly different from what humanity has experienced before. When the fourth Industrial Revolution reaches its maturity, it is hoped that fundamental changes will occur in the operations of the public sector.

Today's digitalization has a very big influence on the production of content in the media, including the way of distribution to the business model of a media. Digital disruption not only affects the media industry, but also forces policy makers to change paradigms and expand business models. Digitalization is like two sides facing each other. It can provide benefits for the media industry, and on the contrary, it can harm industries that are not ready to anticipate and change.

This paper discusses how in the digital era which no longer recognizes territorial boundaries, geopolitical and geostrategic issues receive special attention to encourage the values of actuality and national identity to become central issues in the public. The use of the internet that continues to increase over time with an increasing frequency of use shows a shift in people's behavior in obtaining information. The internet has become an inseparable part of everyday life. In the modern era, humans in their activities are almost inseparable from the use of internet technology. Its nature provides convenience and replaces many functions.

Data from the Association of Indonesian Internet Service Providers-APJII, internet users in Indonesia in early 2021, reached 202.6 million people. This number increased to 15 percent compared to last year. If you look at this figure, it can be seen that internet penetration in Indonesia has reached above 70 percent. In 2020 there was an increase in internet users to 21 million people, at the beginning of this year it rose to 25.5 million. (Kemkominfo.2020).

This is contained in a recent report released by content management service HootSuite, and social media marketing agency We Are Social in a report titled "Digital 2021". HootSuite reports that internet users aged 16 to 64 are known to own several different electronic devices, including mobile phones (both smartphones and non-smartphones), laptops/PCs, tablets, smartwatches, and so on. Of these various types of devices, smartphones are the most popular. Indonesian internet users (aged 16 to 64 years) who own a mobile phone are 98.3 percent. Mobile phones also appear to be a favorite device for internet users to access the internet. It is recorded that 96.4 percent or

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195.3 million Indonesians access the internet through their mobile phones. Still in the same report, Indonesian internet users spend an average of 8 hours 52 minutes surfing the internet. (tekno.kompas.com.2021)

From this We are social data, it can be seen that Indonesia is listed as the 6th largest country in the world as an internet user.
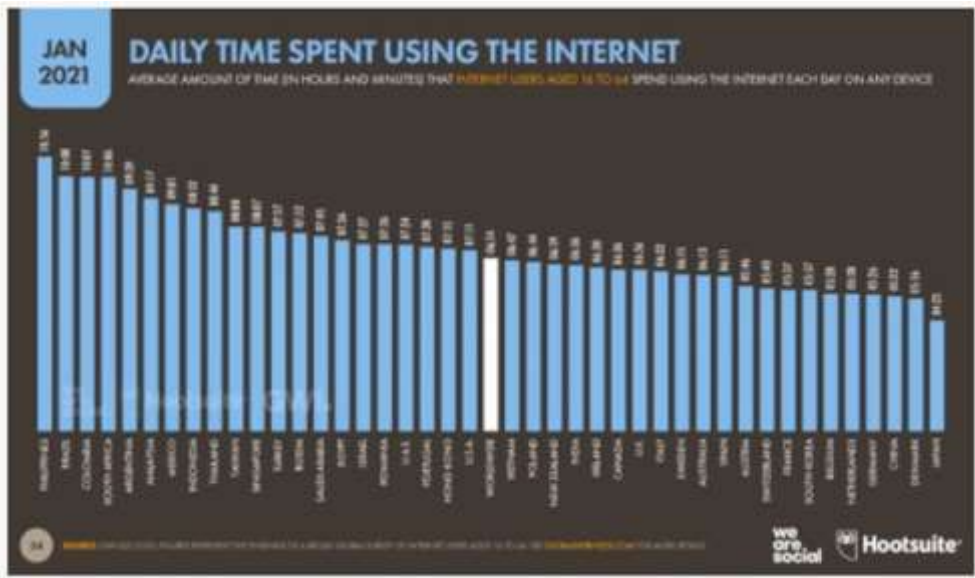
Source :We are Sosial.com Digital 2021

As discussed earlier, the shift in audience behavior in choosing content and devices used to watch shows has been dramatically disrupted due to digitalization. A survey conducted in 2021 shows that Indonesia is ranked the eighth highest in the world as a daily internet user. Where the first place is filled by the Philippines, followed by Brazil, Colombia, South Africa, Argentina, Malaysia and Mexico. Meanwhile, internet speed in Indonesia is inversely proportional to its position, as shown in the image below.

Of the average daily internet usage in Indonesia which reaches 8.5 hours per day, most of it is used to use social media applications, both on Youtube, Instagram, Facebook and Tik-Tok.

Source: Hootsuite 2021

Geopolitical and geostrategic changes in the digital era must be able to read the developments and the will of the times. The real non-military war is taking place in the air with the target being the young generation of a nation. Countries that master information and prepare infrastructure capabilities will be the winners. South Korea is one of the countries that has succeeded in playing its role in the global contest. South Korea is able to cultivate a sense of love for the homeland among its young citizens, as well as campaigning for the image of the country as a modern country that many young people dream of in various parts of the world through K-Pop culture. The world is really glorifying South Korean cultural exports.

The most popular internet activity by Indonesian internet users is social media. The number of active social media users in Indonesia grew by around 10 percent. They come from Generation Z and millennials who dominate the use of social media. Most of them are active in conversations on social media via gadgets or smartphone devices.

Hootsuite also displays data on how social media users continue to increase over time as seen below.

Source :We are Sosial.com Digital 2021

Reading the data above, it can be seen that Indonesian people spend almost 8 hours a day using the internet for social media. The most accessed platforms are Facebook and Youtube.

In just a matter of years, Korean popular culture entered the world including East Asia, Southeast Asia, Europe and America. The Korean wave ranges from television dramas, movies, popular K-Pop music, Boy-Bands, fashion, tourism to food. Currently, there are many YouTubers and influencers from South Korea who are interested in the younger generation of Indonesia. They bring vlogs about street food – Korean Street Food, on their personal channels on Youtube. A mukbang event attended by the younger generation of Indonesia about traditional and modern Korean food. The method of delivery is simple and evocative, making it easier for Korean cultural invasions to be accepted abroad, including Indonesia. It's no wonder that traditional Korean food is also enjoyed by young Indonesians, such as Kimchi, Teoboki, Ramyeon and others.

The Korean wave has succeeded in changing world values with Korean cultural diplomacy (Jang, Paik. 2012). South Korean cultural propaganda is becoming easier to distribute through digital platforms. The Korean public broadcaster, PBS, has become one of the important actors in spreading the Korean virus to various countries in the world. PBS in its media convergence strategy, through its new media broadcasts, maps out the power of Korean dramas that can be enjoyed by all ages by selling elements of

sadness, dramaturgy, glamor and competition. Drakor is easily enjoyed by viewers through YouTube, Facebook, telegram to Tik-Tok.

The biggest concern of Cultural propaganda through digital platforms is that Gen-Z and Millennials are the most familiar with gadgets and social media platforms. If you look at population data, the results of the BPS survey in 2020, the total population in Gen Z and millennial age is quite large. Generation Z, represented by the population born in 1997-2012, reached 27.94 percent. Meanwhile, the millennial generation with birth years 1981-1996 totaled 25.87 percent. Overall the potential for Gen Z and Millennials is 53.81 percent. More than half of the total Indonesian population is the biggest potential consumer of foreign culture through the dissemination of information and arts on digital platforms.

The crisis of national identity has overshadowed the growth period of Indonesia's young generation. Will they be able to adapt to an increasingly globalized world without any barriers, without having to lose their identity as children of the nation. Or conversely, they also become agents of change for other countries, without them realizing it, their existence has become an industrial machine tool and a market for cultural diplomacy of other countries. Whether through movies, food or music that is enjoyed every day, every time and spend productive time for activities that are far from productive.

The time spent in front of gadgets, smartphones and computer screens, makes young people lose time for social interactions. The virtual world that they live is at risk of making the younger generation grow up as asocial individuals, without being able to network in a real sense with individuals.

Sourced National Identity from the noble values of Pancasila, as a manifestation of cultural values sourced from every region that develops in the community, gathered into a collective unit.

Rosmawati and Hasanal Mulkan (Kumparan.com) explained the forms of Indonesian national identity, namely: the national language or the language of unity, namely Indonesian. The national flag, namely the Red and White. The National Anthem, namely Indonesia Raya. The symbol of the state, namely Garuda Pancasila. The national motto is Bhineka Tunggal Ika. The basic philosophy of the state, namely Pancasila. The state constitution, namely the 1945 Constitution. The form of the Unitary State of the Republic of Indonesia which is sovereign by the people. Archipelago Conception. Regional culture that has been accepted as national culture.

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Problems faced:

The integration of the nation that was built and the history of the past turned out to be very fragile in the face of changing times. In various parts of the world it has become the disintegration of the nation, which in turn also raises doubts in us "whether Indonesian nationalism is still able to survive". Even though this statement gives a pessimistic feel, it deserves to be pondered deeply so that integration and nationalism can still play a role as the most important element in directing the dynamics of national life, and remain in its direction and purpose. (Kadarisman.2010)

Contents that are scattered without filters, enter into private spaces, are watched by young people without any obstacles, because the world is in their hands. No agency censors the impressions they download, no limits. In the future, it is also necessary to look at how the impact of shows or content without educational content and just joking like pranks made by YouTubers on the development and behavior of the younger generation. Source : BPS 2020

The digital media literacy gap between parents and children today is wide open. Changes and dynamics of technology are not in line with efforts to add insight from parents. As a result, children grow up without the assistance of healthy internet use.

Research methodology

The research was conducted by combining personal perspectives as individuals as well as thoughts and opinions from other people and different groups who have values, views and other reference sources. This perspective is called a paradigm and was introduced by Thomas Kuhn in 1962. Creswell (2018) uses the term worldview for the term paradigm. This research uses a transformative paradigm that reflects a view of research carried out with politics and a political change agenda to deal with the pressures and impacts of unexpected social change.

While the research methodology uses qualitative methods that use methods and stages and procedures that involve data and information. In addition, research is also focused on literature review, literature and case studies.

Discussion

Information warfare is nothing new in the history of the battle between East and West. However, the use of social media takes contemporary power disputes to a new dimension (Bradshaw and Howard 2017). Facebook, Twitter and Google act not only as technology developers and suppliers but also as strategic operators in the competition for information and power. Sanger (2018).

The algorithm competition marks the occurrence of a cyber war that leads to destruction, which combines governments, political parties, civil organizations and technology companies, namely Russia's manipulation of the 2016 US Presidential election. Shane & Mazeti. (2018).

Algorithms involve a combination of big data, data mining and intelligence targeted at ideological and emotional influences. Modifying public opinion and behavior. Through the development of political bots, it becomes a new force to carry out propaganda even though it is not seen as propaganda. Santini et al. (2018).

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According to The Economist (2017), content dissemination is more effective through bots than humans. The 2016 Incapsula report states, 48.2% of Internet traffic is human activity and 51.8 percent is carried out by bot.Zeifman. (2017).

However, in Indonesia, internet users in the world are ranked sixth, the spread of internet access is not yet fully evenly distributed. Internet penetration in Eastern Indonesia is still weak. Data from the Ministry of Education and Culture shows that 18 percent of primary and secondary schools do not have internet access. Even though Distance Learning due to the Covid-19 Pandemic requires students to study from home online.

Facing this problem, of course the government cannot remain silent. Policy makers need to immediately formulate strategic steps to be implemented as a public policy. Public policy is an important rule of the game, influencing the allocation of economic, political resources, modifying the costs and benefits associated with alternative political strategies. Pierson.(1993). Meanwhile, according to Dye, Public Policy is: everything the government chooses to do or not to do (1972).

One of the policies that can be taken to anticipate soft diplomacy carried out by countries such as South Korea that enter into influencing the culture, attitudes and policies of a country through the development of its creative industries is to develop the State Defense program.

The National Defense action program to encourage love for the homeland and the nation's culture needs to be strengthened in a real form to respond to the swift currents of foreign culture entering the country. One of the concepts promoted in the State Defense program is Loving Domestic Production. Awareness of State Defense is at the same time a social capital for every citizen to face military and non-military threats. In accordance with Law No. 23 of 2019 concerning PSDN for National Defense.

In addition, the state is also starting to have to think about imposing an age limit for social media users. In some developed countries, age restrictions for social media users have begun to be enforced. America, for example, issued the Child Protection Act (COPA) in 1998, with this law, users of social media such as Instagram, Twitter and Facebook are only allowed to be 13 years old and over. Australia also has a similar rule, limiting social media users to those aged 13 and over. This rule is contained in the rules of the Government Institution The Office of the eSafety Commissioner. The agency tasked with overseeing internet security and related industries. The European Union also has rules regarding the prohibition of using social media for children under the age of 13 which are regulated in the General Data Protection Regulation.

China is even more radical by protecting foreign social media such as Facebook, IG, Whatsapps, Twitter and YouTube being blocked in China. Instead, China provides their own platforms for their people, such as We Chat, Baidu as a replacement for Google's search engine and Weibo as a replacement for Facebook and Twitter.

Anticipating content with non-educational content, it is time for the Ministry of Communication and Information, including the Indonesian Broadcasting Commission-KPI, to regulate content content on social media platforms such as Youtube. Strict rules and signs are needed to balance terrestrial broadcasts that are bound by standard rules, according to the function of broadcasting institutions.

The government feels the need to provide proper assistance and socialization regarding the convergence of digital media, which should bring benefits if it is utilized optimally. The digital era offers new innovations such as Artificial Intelligence, Big Data, Smart sensors, Augmented Reality, Cloud Computing, Customer Profiling, all of which are new sources of employment for digitally literate young people, without.

Conclusion

In the end, the ability to read the challenges of the times and adapt to an increasingly globalized world is a certainty that cannot be avoided. The geopolitics and geostrategy of the state in the digital era also underwent very dynamic changes. Being a citizen of the world is also followed by the consequences of freedom and openness that cannot be dammed. However, filters for the nation's children are still needed as a foundation to withstand the invasion of foreign cultures that enter in various ways. Consistency and commitment of policy makers is needed in an urgent time. Indonesia can no longer wait, because change can come in unexpected big waves.

Social media, which may be considered just an entertainment and friendship platform, actually holds tremendous potential like Big Data. All user data stored is recorded by the provider owner and can be used at the discretion of the developer, without the need to ask permission from the owner. Personal data to the movements of social media account owners that are photographed are actually the intelligence's sharpest eyes to analyze. Media analytics applications like Hootsuite are even capable of tracking down to the most private information.

Policy makers need to formulate public policies strategically in this regard, the government and the legislature must think about the impact of allowing foreign platforms to easily enter Indonesia. In addition to foreign exchange brought abroad, by the owner of the provider the real threat is in sight. It's not just an intelligence business that they run, but destroying culture and eroding national identity through the younger generation is a serious threat that needs to be addressed strategically.

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