



# MEDIA, INFLUENCER, AND BUZZER: PSYWAR IN INDONESIA DYNAMIC NATIONAL SECURITY

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## ABSTRACT

In the current 21st century, many new actors appear in the digital world. Once dominated by television media, the world is now starting to appear on social media, affecting people's social life. Actors such as influencers to buzzers currently have strategic roles, so they sometimes have the power to control the development of information in the digital world. With the advantage of having large followers and groups, influencers and buzzers are now an activity for providing information dissemination services on social media. However, sometimes the information disseminated only sees the interests of a group of people, so it can cause horizontal conflicts in society and threaten the stability of national security. This study uses a qualitative analysis technique. The research uses government data and existing research. Further analysis will be carried out regarding the relationship between media actors' development and national security dynamics. It is hoped that this research will provide benefits to see the development of media, influence, and Buzzer so that the state government can make balanced rules to minimize the emergence of conflicts in the future.

**Keywords:** *Media, Influencer, Buzzer, Propaganda, National security.*

## 1. INTRODUCTION

The 21st century has entered the digital world, where information wars in the form of propaganda will more often carry out through the media by bringing the interests of a group. For example, what has been done in Qatar by creating a media called Al Jazeera. This media is packed with news in Arabic and English. This media was created to broadcast news with a Middle Eastern perspective narrative where at that time, the news that emerged was dominated by the perspective of the western media [1]. Al Jazeera is a middle eastern media with a funding base from the Qatar government budget. This, of course, makes the media not be separated from the country's interests [2]. This media has become one of the best propaganda and diplomacy tools that have existed to date.

The propaganda played through the media in the international world can also be seen in the latest event, the Russian War against Ukraine. All western media try to carry out adverse narrative reporting related to the actions carried out by Russia. Meanwhile, the media belonging to Russia and its allies still provide broadcasts showing Russia's viewpoint. For example, the war was not an invasion but a special operation that did not target

civilians. This shows that the current war does not only rely on weapons but also attempts to win people's hearts through information media propaganda.

Media has changed from time to time. Media which at first was only through writing, or newspapers, then developed with the existence of Radio and Television, now appears the existence of New Media [3]. The emergence of social media platforms whose content is felt to compete with entertainment and information on television. Social media platforms such as Youtube, Instagram, Tiktok, Twitter, and Meta have become a balancing medium that allows users to share information [4]. This will bring new service-giving actors to participate in this propaganda war.

Influencers to Busser are new actors in today's digital world of information. An influencer has the power to influence the decisions of others because of his authority, knowledge, position, or relationship with his audience [5]. Unlike the case with influencers, buzzers are more directed at leading opinions and manipulating information in the community. A social media buzzer is a group whose job is to gather the masses to carry out a movement.

Although Article 28 of the Indonesian constitution states that freedom of expression is guaranteed, this right is not only an individual human right. Human rights must also be viewed as communal-social, and the State must play an active role in regulating them. This thinking is also generally agreed upon by international countries. For example, the Netherlands in Article 142 paragraph (1) of the Dutch Criminal Code, Canada in Article 181 of the Canadian Criminal Code, China in Article 291 of the PRC Criminal Code, Germany in Article 109 d paragraph (1) of the German Criminal Code, France in Article 322-14 and Article 411-10 The French Criminal Code, the United Arab Emirates on the United Arab Emirates Cybercrime Law, the Philippines on the Philippines Anti-Fake News Act, and others.

## 2. LITERATURE REVIEW

### 2.1. Propaganda Theory in Media

Along with the development of time, the notion of propaganda began to lead to political things. During the First World War, the word propaganda began to define politics rather than religious indoctrination, reflecting the shift in societal power from the Church to the State. As stated by Leonard Doob, author of the classic book *Propaganda: Its Psychology and Technique* (1940), "In America, the word propaganda has an unpleasant smell Propaganda has associations with war and evil practices" In its loosest sense, propaganda is often interpreted as information - both true and false - that serve a specific purpose. If the information contains the truth, it is often one-sided and fails to provide a comprehensive picture [6].

In the current era of the 21st century, propaganda can be spread through any means, especially in the media, which has the power to disseminate information quickly and widely [7]. The countries of the world today use the media as the most effective and efficient propaganda tool. For example, in the Arab world, where the media often act as a "propaganda" weapon of the state machine, the demand for international media is increasing [8]. One of the countries with effective media use is Qatar, with its Al-Jazeera. The country understands how to use media in today's modern world. One of them is the use of Al-Jazeera to report on the Arab Spring events, which several Middle Eastern countries consider to be very provocative and do not show good relations as friends. That is why regional countries hate Al-Jazeera, which is the national media of the State of Qatar.

Several other countries have also used the media as a propaganda tool to deal with the war on international opinion. One example of this use is what has been done by China. This has led America to think that some Chinese-owned media are propaganda media from the

communist party. These media include Yicai Global, Jiefang Daily, Xinmin Evening News, Social Sciences in China Press, Beijing Review, and Economic Daily. Apart from this case, there is also Channel One Russia, a national news media currently providing an intense view of the Russian perspective regarding the Russia-Ukraine conflict. Apart from that, there are also media blocking contests from eastern and western countries, such as the blocking of the TNT and Russia Today Youtube channels by the American government to the freezing of shares owned by Google. Finally, there is CNN, which has a skeptical view from the international community as the holder of the role of America's diplomacy and propaganda tool. This shows how the opinion war game in the international world has played at the propaganda level in the media. In addition, it also shows how the media is the best tool of propaganda to provide views from the national interest or counterattack from the perspective of other foreign media.

### 2.2. Conflict Media and National Security

International media sources such as the BBC, CNN, al-Arabiya, and al-Jazeera have a global reach and thus have an "agenda-setting effect." As Steven Livingston explains, this effect revolves around the ideological component of political disagreement and, more specifically, how critical actors in conflict seek to manipulate public perceptions of such disagreement. That is, actors in any conflict will seek to minimize or exaggerate the conflict, depending on their relative position of power. Weak actors will want to "socialize" the conflict, i.e., enlist allies in their struggle against a greater power and increase perceptions of suffering. Actors in dominant positions seek to "privatize" conflict and limit attention or awareness of the conflict. Those who are weak will try to attract media coverage of the conflict, while those in power will try to minimize the extent of the problem [9]. The media can be good actors or bad actors in reporting a case.

### 2.3. The Role of Influencers and Buzzers on Social Media

The propaganda opinion war game in the digital world is currently more modern and structured. Apart from television media which has played at the level of interest referring to the ownership of the media, currently on world social media, certain people offer services to launch an interest [10]. The actor is often known as an influencer and Buzzer. Influencers are celebrities with high popularity and relatively large followers on social media [11]. Followers of these influencers, on average, have high loyalty, so they sometimes follow the messages conveyed. In addition to influencers, there are buzzers more directed at social media communication activities

that aim to revitalize the conversation and convey opinions or issues repeatedly, paid or voluntarily. The role of the Buzzer can be performed by anyone on social media [12]. In the current situation of political communication in Indonesia, the buzzer phenomenon is often colored by anonymous, fake, and even robotic social media accounts.

### 3. METHODOLOGY

This study used the descriptive qualitative method that begins with assumptions and interpretive/theoretical frameworks that inform the study of research problems addressing the meaning individuals or groups ascribe to a social or human problem. Qualitative researchers use an emerging qualitative approach to inquiry to study this problem, collecting data in natural settings sensitive to the people and places under established patterns or themes. The final written report or presentation includes participants' voices, the researcher's reflexivity, a complex description and interpretation of the problem, and its contribution to the literature or a call for change [13]. Based on the above discussion, this research is interested in knowing whether the media, influencer, and Buzzer: psywar in Indonesia dynamic national security. In pursuing this, the research questions are concerned.

RQ1: How to map the dynamics of Indonesia's digital media?

RQ2: How do buzzers work in social media propaganda in Indonesia?

### 4. RESULT AND DISCUSSIONS

#### 4.1. Media And Vulnerability of National Security in the realm of media propaganda in Indonesia

The use and control of opinion on social media through influencers and buzzers have proven to be essential and can affect public trust and government performance. Various empirical evidence of this can also be found in various election cases in various countries, such as the successful use of Facebook in the campaign to raise Support for Barack Obama in the 2008 election in the US [14]. In addition, the role of television media in America cannot be separated from the general election campaign there [15].

If we look at the digital television media that flies in Indonesia, we can map their ownership. There are at least eight prominent private digital television media owners in Indonesia. Television media is often a reference source of information and influences information reporting in Indonesia.

**Table 1.** List of Leading Television Media in Indonesia and Their Owners

No	Owner	Holding Company	Digital Media TV
1	Chairul Tanjung	CT CORP	Trans TV Trans 7 CNN TV
2	Hary Tanoesoedibjo	Global Mediacom	RCTI MNC Global TV iNews TV
3	Eddy Sariaatmadja	EMTEK	SCTV Indosiar O-Channel
4	James Riady	Lippo Group	News One TV
5	Jakob Oetama	Kompas Gramedia Group	Kompas TV
6	Aburizal Bakrie	Bakrie Group	TV One ANTV
7	Surya Paloh	Media Group	Metro TV
8	Agus Lasmono Sudwikatmono	Indika Group	NET TV
9	Budi Hartono dan Michael Hartono	Djarum Group	Mola TV
10	Mochtar Riady	Lippo Group	Berita Satu TV
11	Peter Sondakh	Rajawali Corpora	RTV

And the possibility of cooperation in politics between media owners has not been added due to several factors.

- a. The direction of the political views of media owners. This can be seen from the owner's background in viewing and ownership of domestic political relations in Indonesia. As an example:
  - Hary Tanoesoedibjo is the general chairman of the Perindo Party and the current government coalition party.
  - Aburizal Bakrie is the Golkar party advisor's chairman, currently the 2019-2024 government coalition party.

- Surya Paloh is the general chairman of the Nasdem party, the government coalition party for 2019-2024.
- b. Family relations between media owners, such as the Marriage of children of the television media owner. This happened between the daughter of the owner from Globalmediacom, Jessica Tanoesoedibjo, and the son of the owner from EMTEK, Jonathan Natakusuma. This has united the two major media in Indonesia. In addition, there is also Agus Lasmono Sudwikatmono, the owner of the Indika Group and the nephew of the second President of Indonesia, Suharto.
- c. The relation of political views to
- Chairul Tanjung's children or extended family, namely Putri Tanjung, whose daughter is currently appointed as a particular staff member of the President of the era of President Joko Widodo.
  - Hari Tanoesoedibjo's daughter, Angela Tanoesoedibjo, serves as Vice Minister of tourism and creative economy.

This analysis is needed to see the dynamics of television media in Indonesia. Especially about seeing the cause and effect of the impact that will occur if an issue occurs that can divide the nation. An example of a case still remembered today is the partiality of television media to the presidential and vice presidential pairs in 2014 and 2019.

**Table 2.** Television Media's Allegiance to the Indonesian Presidential General Election

Television Station	Owner	of Support	
		2014	2019
TV One and ANTV	Abu Rizal Bakrie	Prabowo	Jokowi
Metro TV	Surya Paloh	Jokowi	Jokowi
MNC TV, RCTI, and Global TV	Hary Tanoesoedibjo	Prabowo	Jokowi
Kompas TV	Jakob Oetama	Jokowi	Prabowo
Trans TV and Trans 7	Chairul Tanjung	Prabowo	Jokowi

The case had created divisions among the lower classes, and they criticized each other. Giving narratives and opinions that lead to this can lead to the nation's division. Even the reductions and negative narratives can carry over for a long time. This can be seen from the narrative of mocking each other, which is still happening

today. Twitter tweets such as Kadrun, Cebong, to kampret can still be found today.

The news's focus on television will directly have a relationship with the news in other media. As is known, Digital media platforms are growing and not only focusing on television alone. Currently, various platforms have emerged that have functions resembling television. The internet has become a tool to enter a world without boundaries. Internet media continues to grow, making the dissemination of information can be done through it. For example, many Indonesian businessmen have developed digital news media. With no space and time limits, digital news media will be able to spread more quickly in the community, especially with people's habits of sharing information through the help of chat messaging applications such as Twitter to WhatsApp.

**Table 3.** Private Digital media news that is often accessed by Indonesian people (Until May 2022)

No	Digital Media News	Average Traffic Share	Social Traffic
1	kompas.com	10,33%	Youtube: 38,29% WA: 20,51% FB: 17,46% Twitter: 16,43% IG: 2,41% Other: 4,90%
2	detik.com	9,37%	Twitter: 29,00% FB: 28,67% Youtube: 21,47% WA: 15,76% IG: 1,90% Other: 3,21%
3	tribunnews.com	8,06%	Youtube: 40,40% WA: 23,57% Twitter: 18,03% FB: 10,96% IG: 3,69% Other: 3,36%
4	pikiran-rakyat.com	5,84%	Twitter: 68,74% Youtube: 12,81% FB: 7,43% WA: 5,65% IG: 2,17%

			Other: 3,20%
5	suara.com	5,06%	Twitter: 29,11% FB: 22,77% WA: 17,16% Youtube: 14,04% IG: 6,42% Other: 10,50%

Currently, the concern that needs to be anticipated is the use of online news that only thinks about AdSense and viral without thinking about content weight. This, of course, can create conflict in the community if it is not anticipated. Ways such as making controversial titles, disinformation, and hoax news can cause social conflict [16]. Coupled with the ease of sharing website links through social media such as Twitter, WhatsApp and Facebook also add to the dilemma in the information war that exists in society today.

The development of the internet also causes the impact of the development of social media that can support the sharing of information between humans. At least three digital platforms have the same role as television, namely Youtube, Instagram, and Tiktok. These three platforms have high popularity in Indonesia as digital media for sharing images and video-based information. In addition, these three platforms can also be used for live streaming so that account owners can interact with their fans directly. In addition, there are also social media applications such as Twitter which have algorithms with hashtags where the possibility of trading will be significant even without many followers. This further adds to the long list of social media that needs to be watched out for because the contents of the conversations released can cause horizontal and vertical conflicts if not managed properly.

This propaganda war on social media will eventually lead to a post-truth situation. There is no such thing as absolute truth, but the truth will be realized from the victory of the propaganda action of certain groups. This war will eventually have a harmful impact if the State cannot overcome it. One is using the media as intelligence operations to divide a country. There need to be prevention efforts to anticipate conflicts between communities due to propaganda wars on social media.

Currently, influencers and buzzers can be said to be jobs that have selling points. They can work as an individual or as a team working together. The vulnerability of social media propaganda to national security by certain groups, in the end, brought influence and made several countries implement a strict system of access to information into it. An example of one country that applies this is China. In addition, in facing the

challenges of this propaganda war, several countries have also anticipated it by making laws to punish the spread of false information or hoaxes, as in Russia and Indonesia.

Having a different role from Buzzer, Influencers in Indonesia have a good bargaining position even though they do not enter the political realm at once. Loyal fans who continue to follow influencer activities are where certain content can be entered. Not infrequently, the content displayed by influencers will impact conditions in society, both positive and negative.

**Table 4.** Indonesian Influencers with the Most Youtube Subscribers in Indonesia (Until May 2022)

No	Name Youtube	Owner	Subs	AE
1	Ricis Official	Ria Yunita	30.1 M	0.11%
2	AH	Atta Halilintar and Aurel Hermansyah	29.7 M	0.20%
3	Jess No Limit	Tobias Justin	24.7 M	0.09%
4	Rans Entertainment	Raffi Ahmad and Nagita Slavina	23.7 M	0.11%
5	Trans7 Official	PT. Duta Visual Nusantara Tivi Tujuh	22.8 M	
6	Frost Diamond	Canada Widyantara	21.8 M	0.11%
7	Baim Paula	Baim Wong and Paula Verhoeven	20.6 M	0.20%
8	Indosiar Visual Mandiri	PT. Indosiar Visual Mandiri	20.1 M	
9.	Deddy Corbuzier	Deddy Corbuzier	18,7 M	0.43%
10	Gen Halilintar Halilinta	Family	17.9 M	0.03%

Youtube as a means of information propaganda has long been used since 2010, when internet usage began to be widely used. Youtube is a social media tool that is quite popular in Indonesia. At least during 2021, Indonesians have accessed Youtube 9.51 billion times with an average time of 22 minutes and 05 seconds each time accessed. At least the Indonesian people spend 26.4 hours per month accessing Youtube. This makes Youtube the second most frequently accessed application by the

Indonesian people after Whatsapp [17]. Public interest is very reasonable because this platform can combine text, audio, and video; new media also offers two-way communication. One of them is that YouTube can adequately disseminate important information in a more personal or dialogical way in responding to questions from constituents than an ordinary press release. Youtube can also be used to disseminate informative information where psychologically, the human brain is easier to understand videos than textbooks. Coupled with the social dynamics of the Indonesian people, who are less fond of reading and

prefer viewing visual video content, adding to this social media has an exciting appeal.

**Table 5.** Indonesian influencers with the most followers on Instagram (Until May 2022)

No	Account	Owner	Followe r	AE
1	@raffinagita1717	Raffi Ahmad and Nagita Slavina	62.0 M	0.62%
2	@ayutingting92	Ayu Tingting	51.7 M	0.18%
3	@prillylatuconsina96	Prilly Latuconsina	47.7 M	0.41%
4	@jokowi	Joko Widodo	46.7 M	0.51%
5	@princessyahrini	Syahrini	39.1 M	0.17%
6	@ruben_onsu	Ruben Onsu	38.8 M	0.13%
7	@natashawilona12	Natasha Wilona	38.3 M	0.63%
8	@laudyacynthiabel la	Laudya Cynthia Bella	36.3 M	0.09%
9	@gisel_la	Gisella Anastasia	36.0 M	0.16%
10	@lunamaya	Luna Maya	33.9 M	0.31%

Instagram is a social media for sharing photos and short videos. Instagram is the following social media that has high popularity in Indonesia. Until January 2022, it was recorded that 99.15 million Indonesians had an Instagram account, with total access during 2021 of 2.39 billion [18]. Every time you access Instagram, you spend an average of 7 minutes and 59 seconds (Similar Web, 2022). This has made Indonesia the fourth country with the most Instagram account owners after India, America, and Brazil. Instagram is one of the best propaganda tools for spreading activity content to statements of a character. If you look at the existing data, one of the public figures in Indonesia with the most Instagram followers is Raffi Ahmad. This data can be seen where more than half of the accounts in Indonesia have followed Rafi Ahmad's Instagram, making him one of the most influential people because of every content he displays; at least 60.4 million people will see it. Raffi Ahmad is often invited to collaborate with companies and the government to disseminate information.

**Table 6.** Influencers in Indonesia with the most flowers on Tiktok (Update May 2022)

No	Account Name	Owner	Follower	AE
1	riaricis	Ria Yunita	27.2 M	1.38%
2	cahyaniirynn	Mega Dwi Cahyani	18.3 M	0.14%
3	juyyputrii21	Juy Putri	17.4 M	0.96%
4	notnot8	Neng Lidiawaty	16.3 M	0.48%
5	sandys.ss	Sandy Saputra	15.2 M	0.18%
6	saalhaerid	Said Uyad Al-Haerid	13.0 M	0.28%
7	dinda_ans	Dinda Annisa	11.9 M	0.26%
8	jharnabhagwani	Jharna Bhagwani	11.2 M	0.71%
9	dafaatmja	Dafa Atmaja	10.0 M	1.41%
10	realsesvvana	Seses rapunzel	9.4 M	0.11%

Tiktok is one of the social media that is currently popular among young people in Indonesia. By utilizing the video programming language, initially, this social media tried to see the advantages of youtube, where people are attracted to visual video content, and the shortcomings of Instagram, which cannot provide space for users to make it. At the beginning of 2022, there were 92.07 million Tiktok users in Indonesia, whereas, in early 2020, there were only 33 million users of this social media. On average, Indonesians will spend 23.1 hours per month visiting this application [18]. Generally, TikTok users in Indonesia are around 18-24 years old, so sometimes comments on the application tend to be childish and lead to damaging when compared to other applications. Dissemination of inappropriate information to adolescents who are not literate in receiving the information will ultimately bring bad luck because the possibility of brainwashing through digital media is possible.

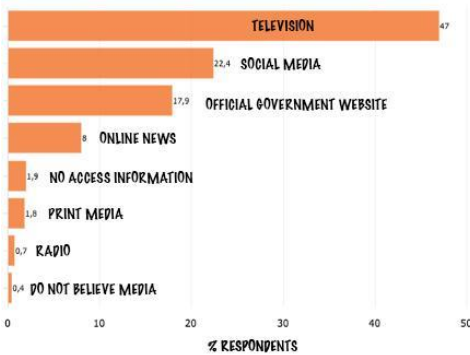
#### 4.2. The Role Of The Influencer And Buzzer In Forming The Public Mindset In Indonesia

Referring to propaganda through the media, not only internationally but in Indonesia itself, the media is the most powerful propaganda tool because it has speed in its spread. This has brought many interested actors to use digital platforms for various purposes, ranging from positive to negative. Even in Indonesia, many companies have developed information marketing agencies through media platforms. One example is Allstars. Id, which manages content creators and social media influencers in Indonesia. With such a broad reach, information may reach the public more quickly.

Until the beginning of 2022, at least 204.7 million have become active internet users, with 191.4 million active social media users. The rapid growth of social media in Indonesia is also supported by data that every day, Indonesian people take no less than 3 hours and 17 minutes to access their social media. Also, as many as 80.1% use the internet to find information [18].

Referring to research from the Edelman Trust Barometer Global Report 2022, it is stated that Indonesia is even the second country where people trust the media. The level of trust of the Indonesian people is known to be 73% [19]. However, the Indonesian people's high level of trust in the media is not supported by the reading literacy of the people. To the results of a survey conducted by the Program for International Student Assessment (PISA) released by the Organization for Economic Co-operation and Development (OECD), the literacy level of the Indonesian people is very low. The results of the 2019 survey of Indonesian people's reading interest ranked 62 out of 70 countries or are in the bottom ten countries. The results of the PISA survey released by the OECD, while

UNESCO stated that the reading interest of the Indonesian people was only 0.001 percent. This means that out of 1,000 Indonesians, only one person likes to read. The results of additional research entitled World's Most Literate Nations Ranked conducted by Central Connecticut State University in March 2016, Indonesia was ranked 60th out of 61 countries regarding reading interest. From the existing data, it can be analyzed that there are concerns that the Indonesian people will be easily provoked by an issue, especially fake news, data disinformation, and hoaxes. This, of course, can endanger national security stability and cause vertical and horizontal conflicts.



**Figure 1.** information trusted by the Indonesian people

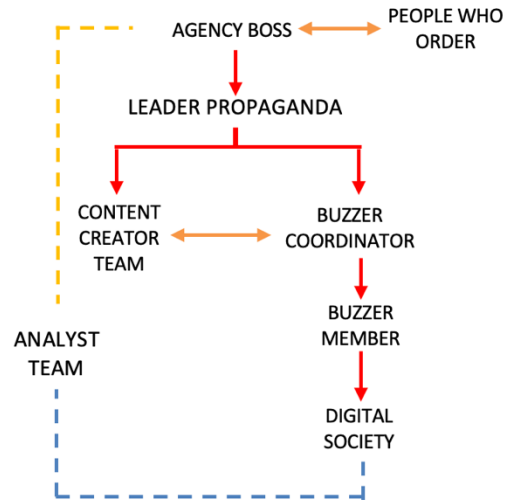
Today's society in Indonesia is one of the most trusted news in the media. This, of course, will bring a pattern of behavior in real life. From the available data, in 2021, most Indonesian people accessed social media as a medium for providing information. However, television is still the media trusted by the people of Indonesia to this day.



**Figure 2.** Sources of Information Most Accessed by Indonesian

Today all over the world, the Buzzer has become a job. Buzzers can be divided into 2, namely individual buzzers and group buzzers. Buzzers are in the form of teams, usually consisting of several existing groups, founded by an institution that aims to play an issue on

social media. In several ways, such as using someone's account, bot account, cyborg account, and a hacked account.



**Figure 3.** Organized buzzer work unit

Outline The virtualization of issues is a priority for this team. After an issue has gone viral, it will be continued with the brainwashing stage by providing realistic and acceptable data and opinions in the community. In addition to fighting using data that has been processed in such a way, the buzzers will also carry out war operations in the comments column of social media. This is one form of content that people will be provoked to follow the issue.

Utilizing bots can be used for various purposes of propaganda for public opinion. An example of a buzzer function in propaganda is to support a group's interests,

*a. Raise an issue*

Using a buzzer to raise a particular issue is very effective. For example, where there is an issue of particular interest and want to see the response from the general public. Buzzers can raise an issue and keep it at the top rate or viral.

*b. Supporting emerging issues*

In the second point, buzzers can be used to support an issue that has been widely discussed and is currently being fought in the digital world. This method will usually be done by strengthening the content to multiply the data so that the public will be interested and believe in the issues that Buzzer has played.

*c. The creation of disinformation to hoaxes*

Buzzers, at this point, are usually done more often to create noise. The Buzzer can be done on several things

like business trade war, political war, and others. The creation of disinformation issues to hoaxes occurs worldwide, especially on sensitive information. The methods used can be in the form of distributing sensational article titles even though the contents are not described in detail and the provision of information is incomplete. The buzzer content creators sometimes also take advantage of the minimal literacy side of the community. They often only read the article's title without seeing the contents.

*d.* Attacking a person or group

The fourth point is usually made to attack a person or group considered contrary to the interests of a particular group. The methods used are usually in the form of trolling, doxing, or harassment of someone to bring down their popularity. The demonizing enemy is a way to drop the interests of one group on the media so that the interests of other groups are not disturbed.

*e.* Changing issues that are currently viral in a country

Creating new issues is something that buzzers can do. Just like the function of a buzzer to raise an issue, a buzzer can also have a function to dim to change the issue that is currently viral in the community. One of the jobs that Buzzer can do is closing an issue because it can harm a group and replace it with another issue.

*f.* Mass reporting of content or accounts so that the opponent's account is taken down or blocked

One of the functions of the Buzzer is to report an account that is considered an enemy. This serves so that the opponent's account can be taken down by the owner of the social media platform. Accounts that are attacked sometimes have standards such as having a lot of followers or often spreading viral issues quickly.

*g.* Building the image of a figure

The use of buzzers to raise the image has been used on the political agenda in almost every country. Buzzers can be used to increase the popularity of a political actor in society. Various ways can be done, such as using name-calling propaganda techniques, bandwagons, beautiful people, slogans, plain folks, and others. More comments and likes on the accounts of political figures will automatically increase their popularity rate on social media.

In Indonesia, most buzzers are controlled by human resources and bot accounts. Although it has a positive value, the emergence of media actors such as buzzers in Indonesia also has a negative impact, especially in terms of national security and conflict control. The presence of buzzers is increasingly controversial after various media outlets covered the University of Oxford research. The

report *The Global Disinformation Order: 2019 Global Inventory of Organized Social Media Manipulation* said that Indonesia is one of the countries that use buzzers to spread propaganda [20]. This was also exemplified in 2017; a buzzer group called Saracen in Indonesia was revealed. This buzzer group provides buzzer services to disseminate hate speech characteristics.

## 5. CONCLUSION

Seeing the strategic role of actor media is necessary to have the proper legal regulations as a structuring step. Loyal followers who sometimes go out of their way to always follow the content creator's invitation are advantages that need to be appropriately managed so as not to cause conflict. This also applies to influencers who make noise to increase engagement rates or look for AdSense. This strategy will only benefit specific groups and create conflict dilemmas in society.

Looking at the dynamics of national security, the role of the media is very strategic in maintaining national stability. The actor behind the digital world, including influencers and buzzers, is essential in this era. There are positive and negative values in it. These positive values are the use of influencers and buzzers in business advertising marketing. And in Indonesia itself, influencers have been tried by the government to promote its policies.

Apart from the positive value of the presence of digital actors such as influencers and buzzers, there are also possible negative values that arise. This value must continue to be minimized, especially the possible impact on national security. Media content activities, such as those of influencers and buzzers, also sometimes need to be monitored. There need to be legal rules that apply specifically to actors who play in the digital world of social media. This regulation is not meant to limit creativity or democratic values. Still, it is made in such a way as to minimize the emergence of social conflicts that can threaten the stability and security of the country.

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