



4th Asia Pacific Conference on Contemporary Research (APCCR- 2018),
Bali, Indonesia

ISBN :978-0-6481172-9-2

Asia Pacific Institute of Advanced Research (APIAR)

www.apiar.org.au

NATIONAL LEADERSHIP: A MODEL OF CYBER CONFLICT RESOLUTION

Ade Engkus Kusnadi^a, Agus Syihabudin^b, Prima Roza^c, Yedi Purwanto^d

^{abcd}Institut Teknologi Bandung, Bandung, Indonesia.

Corresponding Email: ade.engkuskusnadi@gmail.com

Abstract

The development of information and communication technology has led to a new order of the society, including the emergence of social problems. One of the problems that has arisen from the use of information and communication technology tools is potential conflicts in the virtual world or cyberconflict. Indications of this are evident with the spread of slanted or fake news, hoaxes, and other form of violations of law or other normative rules in the cyberspace. As a preventative and curative measure, the government has actually issued legal products in the form of Law. RI. No. 11 Year 2008 About Information and Electronic Transactions (ITE). The effectiveness of the implementation of this Law needs to be supported by all communities and elements of government so that the democratization process can run normatively. Thus, the role of an effective national leadership is expected to be able to minimize the potential occurrence and impact of cyberconflict. The theme of this research is the issue of conflict in the Indonesian cyber world seen from the study of democratization, ethics of communication, and effectiveness of national leadership. The results of this study are expected to develop a model of conflict resolution in the form of national leadership that can realize impose and cultivate the culture of ethical and normative communication in the virtual world hence democratization can be realized. The purpose of this study is to identify conflicts in the Indonesian cyber world and create a resolution model that can reduce and solve the problems faced by the Indonesian society as Internet users and therefore they can get advantage from the rapid development of the information and communication technology.

Keywords: Cyberconflict, Conflict Resolution, National Leadership, Ethical Communication, Democratization.

1. Introduction

Communication is fundamental in human life. Communication needs must be balanced with adequate information. The rapid development of information and communication flows has brought changes and impacts to people, especially in Indonesia. There are several such impacts, one of which is communication disturbance in the context of language, especially semantic disorder. It is said by Cherry (Blake, 2005, p. 13) that "This kind of disorder occurs due to misinterpreting the message". This often happens, especially in the process of communication through the media (including digital media that utilize internet facilities). Furthermore, Blake (2005, p. 14) mentions that:

"Some sources of semantic disorder can be described as follows: 1). Words are too difficult, the problem is too difficult for the recipient to understand; 2). The difference in giving a denotative meaning to the words used between the sender and the recipient of the message i.e., the message recipient thinks that the word refers to something different

from that intended by the sender; 3). Differences connotative meanings of words between the sender and the receiver, i.e. a difference of meaning associated with words used; 4). Sentence patterns that confuse message recipients; 5). A message sequence pattern that confuses the recipient; 6). Cultural differences between the sender and the recipient, ie, intonation, eye movement, hands, or other body parts. "

Based on the above explanation, it can be seen that communication by using media means (especially social media), very susceptible to cause semantic disorder. This means there is an error in interpreting the message between the sender and the recipient of the message, especially when talking about the context of Indonesia that has pluralism. Taking into account the enormous risks that must be faced, it is necessary presumably prepared efforts to "bridge" the communication process in order to run effectively.

Based on data obtained from a market research institute e-Marketer in 2014 ago, the number of internet users in Indonesia reached 83.7 million people, or almost equal to half of the population of Indonesia. This makes Indonesia ranked 6th as the country with the largest number of internet users in the world. The enormous intensity of internet use has had a significant impact on social change in society, including the potential for conflict. According to Rivai (2004, p. 157), in language, "conflict can be interpreted by difference; disagreements and disagreements ". Communication conflicts that occur through information and communication media is better known as cyber conflict.

The dominant cyber conflict among people today is more likely to spread false or hoax, tapping, and meaningful truths in the context of diverse societies.

2. Methodology

This research examines the relevance of national leadership elements in the resolution process to the cyber conflict that is currently engulfing Indonesia. This research uses qualitative approach. With regard to the concept of qualitative research methods, Sugiyono (2013, p. 9) mentions that:

"Qualitative research method is a method based on post positivism philosophy, used to examine the condition of natural objects, (as opposed to experiments) in which researchers are as a key instrument. Data collected by triangulation (combined), data analysis is inductive, and the results further emphasize the significance rather than generalization. "

This research is done naturally based on the phenomenon of cyber conflict that occurs today and its relation to the effectiveness factor of national leadership.

This research is also in line with Applied Peace Linguistics (APL), using language analysis: constructive communication. The results of this study are expected to provide a solution to the problem of cyber conflict.

The method used for data collection is through literature study and secondary data. The data in this regard concerns the potential of internet users in Indonesian society and the neutrality of the media in the delivery of information.

3. Discussion

Media Democratization and Ethics in Communicating

Media is an important and decisive aspect in efforts to achieve democratization of social life. Neutrality as a manifestation of the balance of information, be important for the media when presenting information, including news in it. According to Denis McQuail et al (2014), as well as

Press Law (in Siregar, 2014, p. 257) "journalism and media idealism is to present information that educates and empowers the public so that they can manage themselves."

The following results of research conducted by the Media Regulators and Regulators (PR2MEDIA), Remotivi, and Media Care Community (MPM) in 2004:

Table 1

Factor/ Elements	Results of Media Research (in%)				
	Kompas	Sindo	Kompas.com	Okezone.com	RCTI
Sensationalism	12,5	25,71	13,6	15,46	11,40
Juxtaposition/linkage	10	8,57	8	3,09	10
Partiality	2,5	14,29	0	16,49	12,9
Accuracy of preaching	100	91,43	97,6	88,66	85,7
The balance	80	77,14	64	39,18	50

Source: Siregar, A.E. 2014. *Mengawal Media Democratization: Refusing Concentration, Building Diversity, Building Diversity*. Jakarta: PT. Kompas Media Nusantara.

Based on the table, good results were obtained. However, in the aspect of partisanship that should show small numbers, there are still media that get a relatively large percentage. Instead, the elements of the balance which should show large numbers, media still received a relatively small percentage. Democratization of the media can be understood as a form of freedom that has been through the constitutional arrangements, but the freedom is still "normative" restrictions based on prevailing norms.

In addition to the democratization of the media, another very important thing is the issue of ethics in communication especially when talking about media communication (including social media), there are times when we ignore the ethical issues in it. This is often the initial trigger for conflict between social media users. Realizing the phenomenal use of social media today, Chang (2018, p. 41) mentions that: "Taking wise, appropriate, correct, and responsible attitude and actions is necessary in the use of social media means." This means that social media users must be really selective in giving and receiving information.

Conductive National Leadership as the Resolution

The condition of the community that is not ready with the development of information and communication flow is fast, it is feared to present a new problem that is the emergence of cyber conflict. This issue should get the attention and proper handling of all components of the nation. The government and the people must synergize so that the problem of cyber conflict is not widening and getting worse.

Cyber conflicts are often exacerbated by the attitude and behavior of political elites who neglect aspects of honesty and accountability, including in the delivery of information. This condition is apparent, especially when the general elections, because it is a time that is very susceptible to cyber conflict. This is because the atmosphere of the election is the target of hoax distribution, unaccountable and unbalanced reporting.

This condition indicates the need for national leadership that can support the creation of integration among the community, especially social media users. The necessary leadership characteristics of which are as submitted by K.H. Salahuddin Wahid, a leadership that strengthens the Bhinneka Tunggal Ika principle with the following characteristics:

1. Understand precisely the Bhinneka Tunggal Ika principles in the historical process of Indonesia that has been for a long time;
2. Ability to communicate with both the principle of unity in diversity
3. The tolerant attitude entrenched in itself
4. The courage to act and take responsibility in maintaining the principle of unity in diversity
5. Trustworthiness and integrity
6. Fair attitude
7. Do not have a tendency to commit violent acts.

Based on these characteristics, it seems to have been very relevant to the need for the presence of leadership that can strengthen the principle of Bhinneka Tunggal Ika, considering the plurality of Indonesian society.

The position of the Government as part of the governmental element must seek to control conflict. Regarding the style of conflict control, Gareth Morgan (Rivai, 2004, p. 172) describes it in the following description:

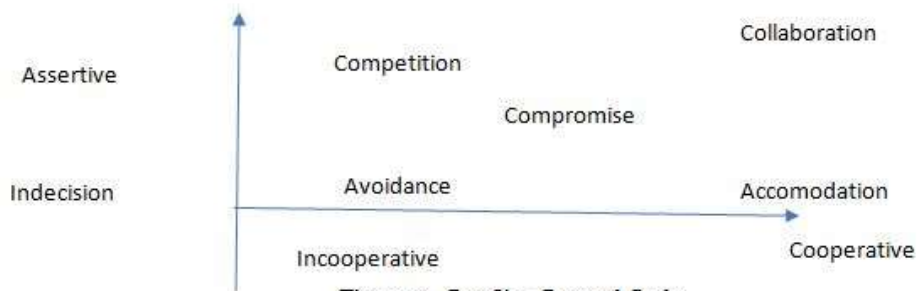
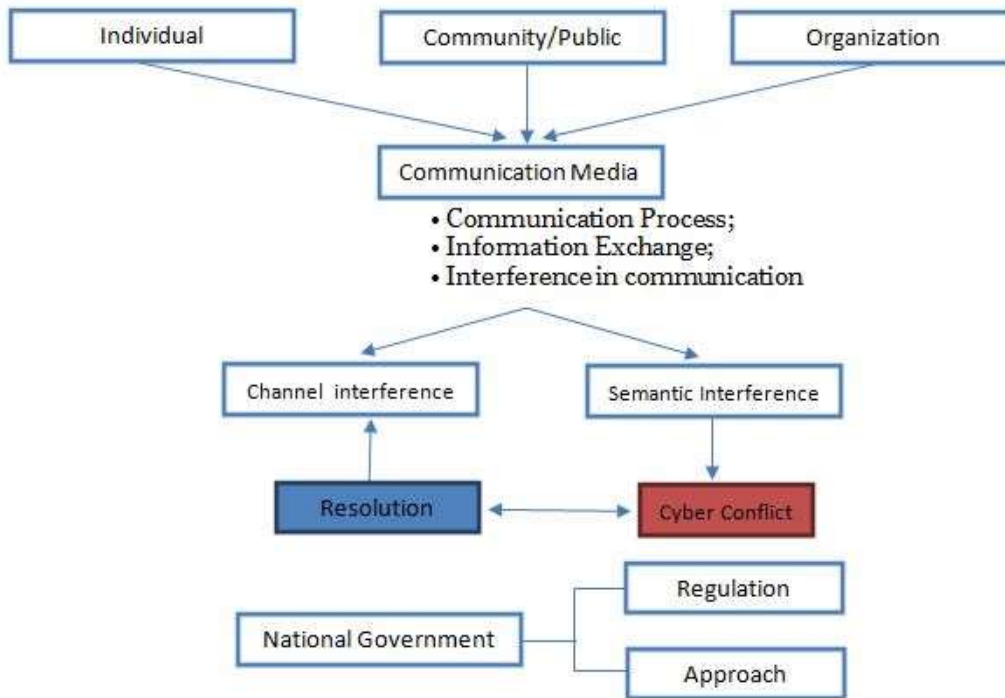


Figure 1. Conflict Control Style

Based on the description above, it can be explained that the conflict management style is very relative and adjust to the situation and the objectives of the control process. This means that leaders must be observant and consistently determine the control objectives based on the situation at hand.

The National Leadership Model in Conflict Resolution



Based on the chart, it can be seen that the communication takes place between individuals, communities and organizations. Models of communication are very popular at this time such as communication through social media. One of the risks that can occur due to this communication model is the emergence of semantic disturbances that can lead to cyber conflict. Cyber conflict can be a threat to the emergence of symptoms of disintegration, so it needs effective conflict resolution efforts. The aspect of national leadership plays a major role in conflict resolution efforts. There are at least two efforts to be made by the government in the context of the national leadership, the regulations and approaches.

Regulations regarding the manufacture of the rule of law on the use of social media within the means of communication, as well as the formation of institutions that will effectively minimize the impact of the misuse of information and communication media. The government has issued laws and regulations in Undang-Undang RI No. 11 Tahun 2008 about Information and Electronic Transaction. Unfortunately, the implementation is not quite effective to solve the existing problems.

Another important note is consistency in enforcing the existing law. In addition, the exemplary aspects become a major factor of the elements of leadership to inform and communicate, so that it can effectively reduce the negative impact of the misuse of information and communication media.

Conclusion

The rapid development of information and communication flows affects the community structure, including both positive and negative impacts. One of the negative impacts of the use of social media as a communications and information today is fast circulation of false rumors or lies (hoax), especially when the hoax was delivered in an organized and affiliated with certain political interests.

One of the risks that arise with the misuse of social media is the occurrence of cyber conflict. Cyber conflict arises as a form of semantic interference, which is simply understood as a condition of not getting messages or information effectively from the sender to the recipient of the message because of many factors that lie behind it. This is a common concern that the symptoms of disintegration of the nation among others arise from cyber conflict.

Therefore, each component of the nation's role in efforts to work together to minimize the impact of cyber conflict is essential. The role of government as part of the national leadership element becomes the decisive factor in the process of resolution of the ongoing cyber conflict. The role in question is the formulation of regulation and consistency in its application. Another thing that is not less important is the exemplary element of leadership in the process of realizing democratization, without the elements of hoax, hate speech and other negative attitudes on the process of dissemination of information and the process of communicating. Thus, the media community in Indonesia is expected to be intelligent, ethical, and responsible for the information obtained or disseminated.



References

- i. Blake, R.H, 2005. *Taksonomi Konsep Komunikasi*. Surabaya : Papyrus.
- ii. Chang, W., 2018. *Etika & Etiket Komunikasi*. Yogyakarta: PT. Kanisius.
- iii. Rivai, V., 2004. *Kepemimpinan dan Perilaku Organisasi*. Jakarta: PT. Raja Grafindo Persada.
- iv. Siagian, S.P., 2003. *Teori&PraktekKepemimpinan*. Jakarta : PT. RinekaCipta.
- v. Siregar, A.E., 2014. *MengawalDemokratisasiMedia :Menolak Konsentrasi, Membangun Keberagaman*. Jakarta, PT:Kompas Media Nusantara.
- vi. Sugiyono, 2013. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: Alfabeta.
- vii. Makalah K. H. Salahuddin Wahid dengan judul, 2017. “*Kepemimpinan Yang Memperkuat Prinsip Bhinneka Tunggal Ika*” disampaikan dalam kegiatan Simposium Nasional di ITB pada 25 Oktober 2017.S.l.:s.n.

