THE INFLUENCE OF COMMUNICATION AND INFORMATICS COMMUNICATION STRATEGIES THROUGH INSTAGRAM, PLATFORM X AND TIKTOK ON COUNTERING THE SPREAD OF ONLINE HATE SPEECH

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ABSTRACT

Hate speech has a negative effect on everyone. Social media such as Instagram, X, and TikTok play a role in opening up space in expressing opinions in the digital world. Technological developments certainly make the role of the Ministry of Communication and Information of the Republic of Indonesia (Kominfo) even more persistent to prevent and overcome the spread of online hate speech that can damage the order of people's lives. The research method carried out is Exploratory Data Analysis (EDA) and literature review, namely identifying, evaluating and interpreting to see effective communication strategies for Kominfo to increase public literacy that can suppress widespread hate speech. The comparative data used is data on hate speech reports in 2023 and 2024.

KEYWORDS *Kominfo, Instagram, X, TikTok, Hate Speech*

INTRODUCTION

If we look at the surrounding environment, the way of communication has transformed tremendously. Conventional communication has shifted towards virtual communication that cannot be separated from electronic devices that are enhanced with the internet network (Briandana & Dwityas, 2020; Jiang et al., 2023; Juharyanto et al., 2020; Kovalenko & Sarkisova, 2022; Ręk & Osiejuk, 2010). Tens to hundreds of pieces of information every minute spread to the various platforms received by users, who will respond differently to that data.

A set of information in data in the form of letters, words, sentences, numbers, symbols and others when in the hands of well-established literacy users will certainly be dealt with wisely, but what about information that turns out to be

not in accordance with the facts and accepted by individuals with limited literacy? Of course, it can be a catastrophe.

The old and young generations have known digital media and social media. The 2024 We Are Social and Meltwater report states that 5.04 billion people have used social media. This shows that 61.46 percent of the world's population is a social media user. Meanwhile, data from datareportal.com states that Indonesia will be home to 139.0 million social media users in January 2024, equivalent to 49.9 percent of its total population.

The number of social media users in Indonesia certainly has a positive and negative impact that cannot be stopped. In an article written by Nurul Fatmawati (2021), The Positive and Negative Influence of Social Media on Society published on the djkn.kemenkeu.go.id page, it is explained as follows: The positive impact of social media is that it makes it easier for each individual to interact with many people, expands associations, distance and time are no longer a problem, it is easier to express yourself, information dissemination can take place quickly, and the cost is cheaper. While the negative impact of social media is to keep people close to them, face-to-face interaction tends to decrease, making people addicted to the internet, causing conflicts, privacy issues, and being vulnerable to the bad influence of others.

One of the most common problems on social media is online hate speech. It is so easy for hate speech to be transmitted in the form of text on social media. But the meaning of hate speech must also be clearly defined. Do not let constructive criticism be interpreted as hate speech, and vice versa (Castaño-Pulgarín et al., 2021; Dreißigacker et al., 2024; Garland et al., 2022; Nave & Lane, 2023; Paschalides et al., 2020).

One of the concepts that can explain online hate speech is social deviation. This term encompasses all behaviors, from minor norm violations to unlawful acts against others, and considers with full awareness that online hate as an act of communication deviates because it violates cultural standards, rules, or norms of social interaction in the context of social groups (Anjum & Katarya, 2024; Gangurde et al., 2022; Silva et al., 2016).

Research by the Monash University team with the Alliance of Independent Journalists (AJI) in 2024 found that from September 2023 to January 2024, hate speech appeared in X as much as 51.2 percent. Hate speech on Facebook was 45.15 percent and Instagram 3.34 percent. This online hate speech is suspected to have increased two days after the presidential candidate debate on January 7, 2024, which was themed Defense, Security, International Relations, and Geopolitics.

There were two important events that sparked conversations on social media, namely the Israeli invasion of Gaza and the arrival of Rohingya refugees, so the researcher then added two search categories, namely Jews and Rohingya. As a result, as many as 26.9 percent or 182,118 out of a total of 678,106 texts contained hate speech. This research groups hate speech into six categories, namely attacks on identity, insults, threats or incitement, profanity, sexual or vulgarity, and others.

Kominfo (Ministry of Communication and Informatics), which is in charge of organizing affairs in the field of communication and informatics in order to assist

the President in organizing the country's government, of course, must have an optimal strategy to prevent and handle the problem of online hate speech.

In a previous study conducted by Ekky Dwi Pratama and Aprida Sihombing (2018), it was said that Kominfo made a communication strategy in which there was a literacy program to the community as a preventive measure taken by the government to deal with the phenomenon of online hate speech. The results of the study show that the steps taken by Kominfo in the communication strategy to overcome online hate speech include the following 4 things, namely: 1) the selection of communicators; 2) selecting and setting target targets; 3) compiling and conveying messages; and 4) carefully choose the media.

The author sees that there is still a gap with previous research, which has not been comprehensively examined regarding the technical and concrete steps that have been taken by Kominfo in tackling online hate speech. Departing from this problem, the author wants to analyze what Kominfo programs are in implementing communication strategies to deal with the phenomenon of online hate speech, and which Kominfo program is optimal for tackling online hate speech.

The author will focus on the social media variables Instagram, platform X and TikTok owned by Kominfo to analyze, which media is more effective for Kominfo to tackle online hate speech in Indonesia. Therefore, the author took the title of the study, namely: "The Influence of Communication and Informatics Communication Strategies through Instagram, Platform X, and TikTok on Countering the Spread of Online Hate Speech."

RESEARCH METHOD

The research method uses Exploratory Data Analysis (EDA). Exploratory data analysis is the initial analysis process of data that aims to understand the characteristics, structure, and important components of the dataset. EDA is an important first step in any data analysis (revou.co). EDA involves using graphs and visualizations to explore and analyze data sets. The goal is to explore, investigate, and learn, not to confirm statistical hypotheses (jmp.com).

There are four different ways to Analyze Exploration Data: non-graphical multivariates, graphical multivariates, non-graphical univariates, and univariate graphs. EDA is primarily to ensure that the data used does not contain any anomalies or outliers, which allows scientists to work with a more reliable and precise set of data. In this section, we will examine some images and graphs that measure the official Kominfo account on Instagram, X, and TikTok through the number of uploads, likes, replies, reposts, etc. Doing so will make it easier to identify links and patterns between Kominfo's Instagram, X, and TikTok social media and the number of hate speech reports on Kominfo's official website (Daniel Pyeong Kang Kim et al, 2021).

After researching the analytical data of Kominfo's official accounts on Instagram, X (Twitter), and TikTok, then adopted the literature review research method, which is to identify, evaluate, and interpret all relevant research results related to certain research questions, certain topics, or phenomena of concern. The framework of the research method is described as follows:
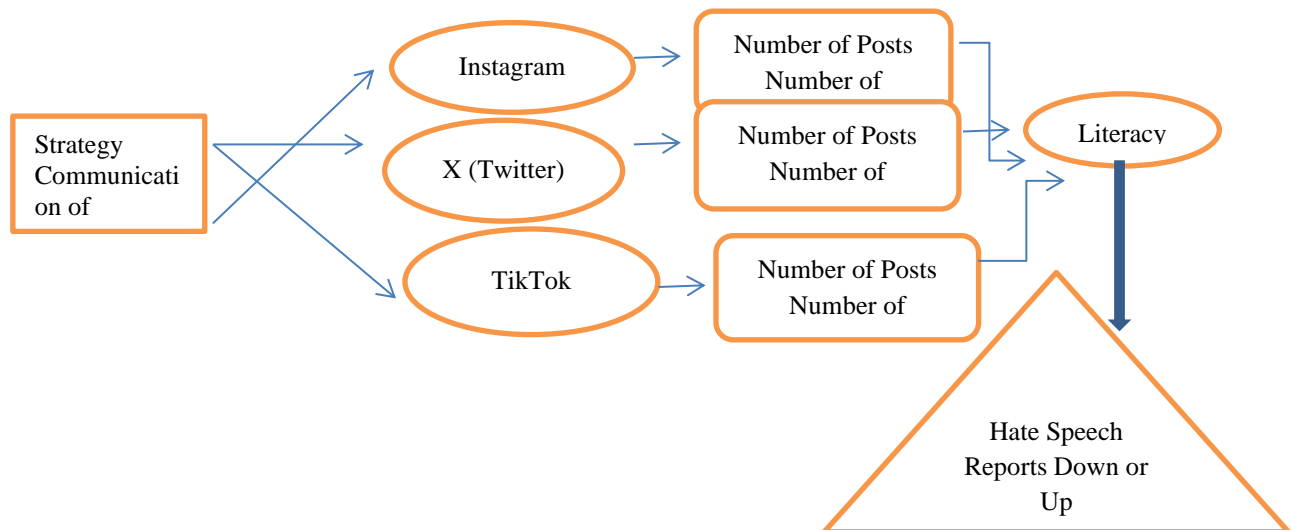
Figure 1. Framework of The Research

Gb A. Framework of thought for the research method The Influence of Communication and Informatics Communication Strategies through Instagram, Platform X, and TikTok on Countering the Spread of Online Hate Speech

The author wants to see what social media is most effective for Kominfo as its communication strategy to overcome online hate speech.

RESULT AND DISCUSSION

The respondent demographics indicate that 5% are female, while 95% are male. In terms of IoT company types, 31% deliver end-to-end IoT solutions, 9% concentrate on IoT hardware, 4% specialize in IoT software development, and 56% operate as IoT system integrators. The majority of these companies are located in the Greater Jakarta area (Jabodetabek), Indonesia's central economic hub. Additional locations include three companies in Bandung, and others in Cilacap, Magetan, Medan, and Pekalongan. In total, nearly 90% of respondents are based in Jabodetabek. Regarding roles, 33% of respondents are founders or owners, 28% serve as Directors, 24% as Managers, and 15% as General Managers or VPs. Most respondents are associated with product development (39%), sales (38%), with the remaining 23% focused on technical sales. Table 1 provides an overview of the respondent profile.

Figure 1 shows Kominfo @kemenkominfo's Instagram analytics data which as of Thursday, August 29, 2024 has 2 million followers. The level of engagement is one of the important things that must be measured, this metric is very useful in

measuring audience interaction with the content uploaded by Kominfo, including likes, comments, saves, shares and the number of impressions.

The analytics data of the three social media platforms will then be interpreted in images or graphs that measure the number of posts, likes, saves, shares, and others. Doing this will make it easier to identify links and patterns between Instagram, X, and TikTok and the success rate of audience literacy and draw a connecting line with the number of hate speech reported by the audience on the Kominfo website.
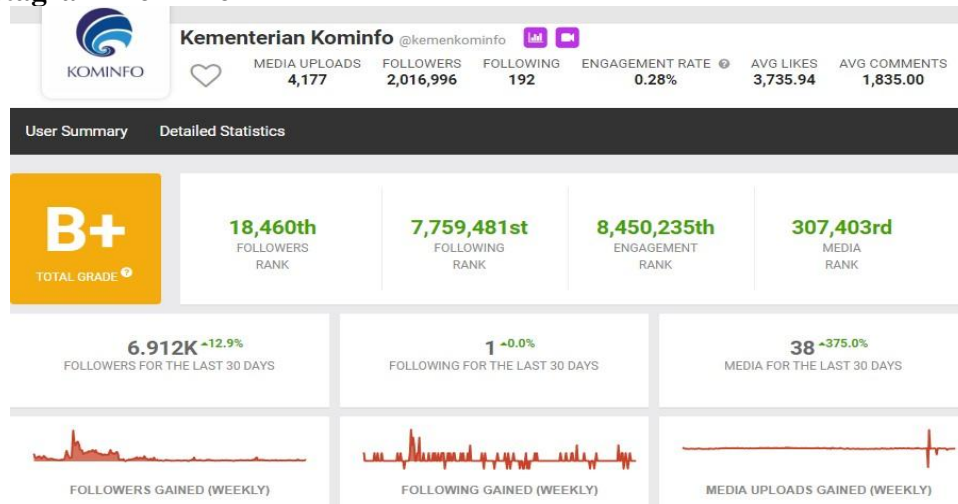
Instagram Kominfo

Figure 2. Kominfo Instagram analytics data (socialblade.com)

The Kominfo Instagram account @kemenkominfo, created since December 2017, has uploaded as many as 4,177 media, has 2,016,996 followers, follows 192 accounts, with an engagement rate of 0.28% where the average likes are 3,735.94 and the average comment is 1,835 responses.

Instagram's engagement rate on socialblade.com page only refers to the last 16 posts of the Kominfo Instagram account, and does not reflect the level of engagement since the Instagram account was created. The Engagement Rate formula according to dibimbing.id website page is

Engagement Rate = (Likes + Comment) ÷ Followers x 100

It's just that for the likes and comment parameters, it requires access to internal data on the Instagram admin user @kemenkominfo, so a simpler way is taken, namely by comparing the number of posts with the addition of the number of new followers. The author then pulls open data from phlanx.com to get the engagement rate of @kemenkominfo Instagram account with his audience. It is known that the engagement rate of Instagram accounts @kemenkominfo 0.03%.
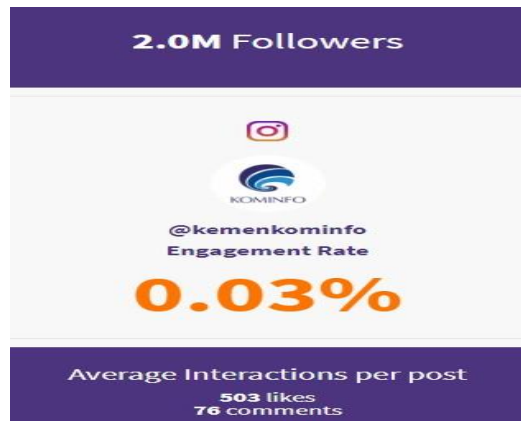
Figure 3. Instagram Engagement Rate @kemenkominfo

The following is table 1, illustrating the number of posts and the addition of followers on @kemenkominfo's Instagram account during the period January to August 2024.

Table 1. Number of posts and followers on Instagram account @kemenkominfo (Socialblade.com)

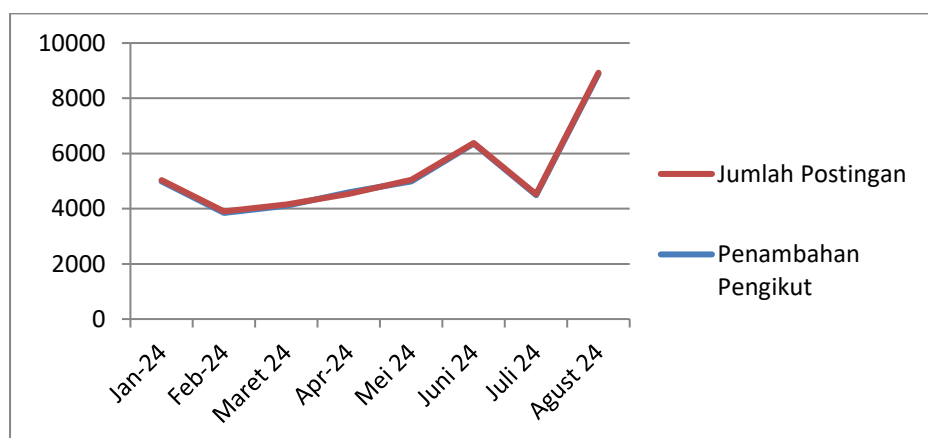| Moon	Follower Addition	Number of Posts
Jan	4,991 accounts	43 Media
Feb	3,846 accounts	55 Media
Mar	4,110 accounts	43 Media
Apr	4,592 accounts	-53 Media
May	4,984 accounts	57 Media
June	6,359 accounts	23 Media
July	4,494 accounts	26 Media
Agst	8,885 accounts	40 Media

Figure 4. Number of posts and followers on Instagram account @kemenkominfo (Socialblade.com)

The number of followers is directly proportional to the number of posts on @Kemenkominfo Instagram account during the period January 2024 to August 2024. It is known from analytics data that if the number of posts increases, then the

number of new followers of the Instagram account @kemenkominfo also increases, on the other hand, if the number of posts decreases, the number of new followers of the @kemenkominfo Instagram account also decreases.
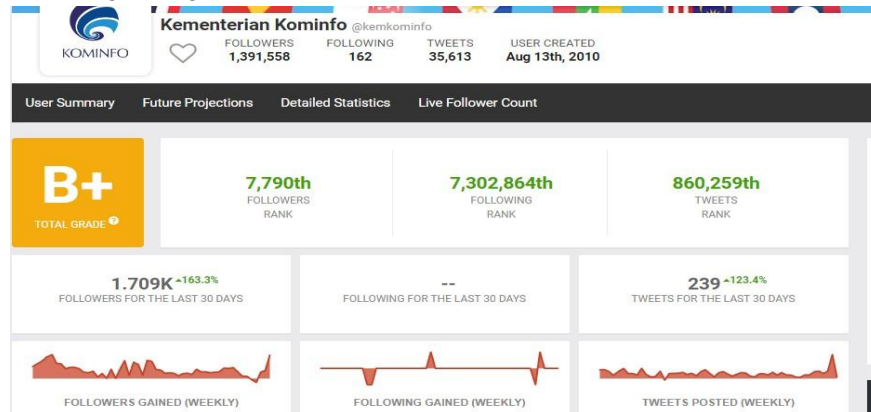
Platform X Kominfo

Figure 5. Analytical data of Platform X Kominfo (socialblade.com)

The X Kominfo @kemkominfo account, created in August 2010, has uploaded 35,613 tweets, has 1,391,558 followers, followed 162 accounts. The number of followers in the last month, July 2024, increased by 1,709 accounts, with the number of tweets/uploads in the last 30 days being 239.
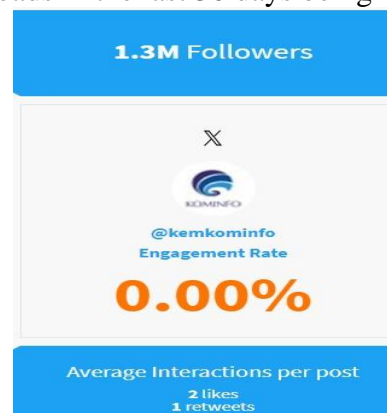

Figure 6. Data Engagement Rate X Cominfo (Flance.com)

Figure 6 shows the analytics data of the Kominfo X platform @kemenkominfo which as of Thursday, August 29, 2024 has 1.3 million followers. Content engagement will be measured based on the number of likes, comments, shares (retwit), and number of impressions. It is known that on average, each Kominfo post on Platform X only gets 2 likes and 1 *retweets* , so the engagement rate is 0.00%.

The following table 2 illustrates the number of posts and the addition of followers on account X @kemkominfo during the period January to August 2024.

Table 2. Number of posts and followers added to X @kemkominfo account (Socialblade.com)

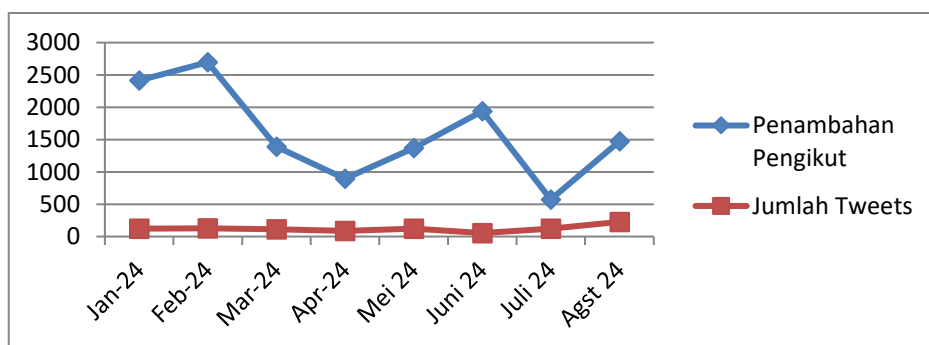| Moon	Follower Addition	Number of Tweets
Jan	2,417 accounts	120
Feb	2,696 accounts	125
Mar	1,390 accounts	112
Apr	894 accounts	89
May	1,370 accounts	120
June	1,939 accounts	54
July	573 accounts	122
Agst	1,473 accounts	227

Figure 7. Number of Tweets and followers added to X @kemkominfo account (Socialblade.com)
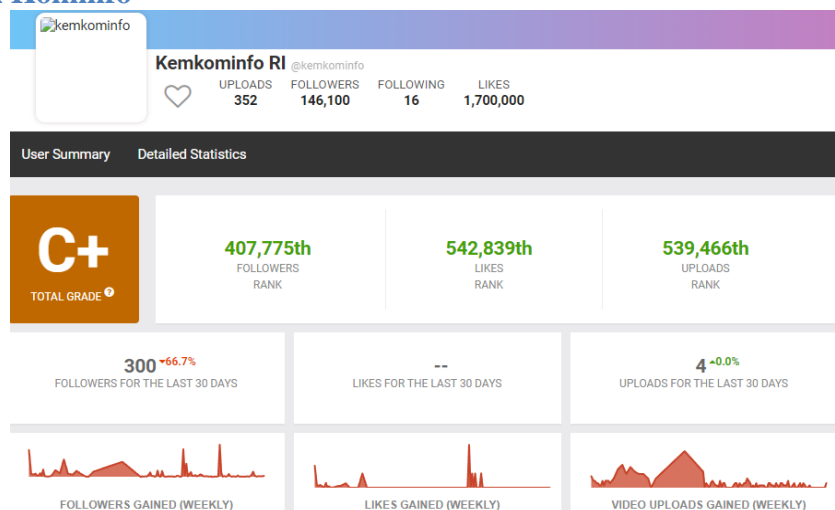
TikTok Kominfo

Figure 8. Data analitik TikTok Kominfo @kemkominfo (socialblade.com)

The Kominfo TikTok account @kemkominfo, has uploaded as many as 352 media, has 146,100 followers, follows 16 accounts, where the average likes are 1.7 million. Kominfo's TikTok engagement rate on the socialblade.com page, presented in figure 6, is 3.3%.

Figure   9. TikTok Engagement Rate @kemkominfo

The following is table 3, illustrating the number of posts and the addition of followers on TikTok @kemkominfo account during the period January to August 2024.

Table 3. Number of posts and followers added on TikTok account @kemkominfo (Socialblade.com)

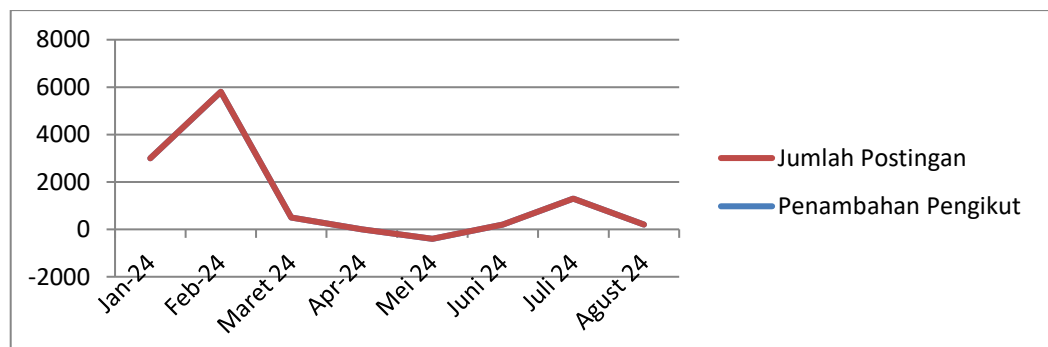| Moon	Follower Addition	Number of Posts
Jan	3,000 accounts	4 Media
Feb	5,800 accounts	6 Media
Mar	500 accounts	4 Media
Apr	0 accounts	3 Media
May	-400 accounts	3 Media
June	200 accounts	1 Media
July	1,300 accounts	0 Media
Agst	200 accounts	4 Media

Figure 10. Number of posts and followers added on TikTok account @kemkominfo (Socialblade.com)

Website Kominfo

The analytical data of the official Kominfo website, which is kominfo.go.id obtained from open data on the pro.similarweb.com page, shows the data as shown in figure 11. The data shows the most widely used social media traffic.

Data shows that Kominfo's most visited social media is Twitter/platform X at 22.14%, followed by Instagram at 9.12% and TikTok is included in other charts, which is in the range of 6.8%.
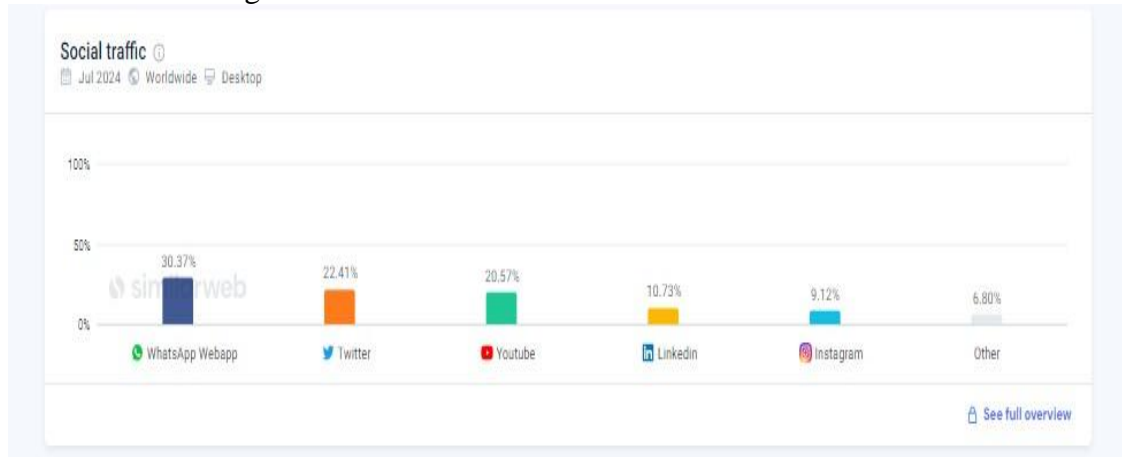

Figure 11. Kominfo Social Media Traffic (pro.similarweb.com)

Meanwhile, referring to the konten.id website page, the content complained about because it contained hate speech detected by Kominfo from January to August 2024 is presented in the following data:

1. Reports of radicalism content totaled 12 .
2. SARA content report total 1.
3. Reports of content that violates the ITE Law are completely nil.
4. Reports of defamatory content are completely nil.
5. Reports of negative content recommended by sector agencies totaled 415.
6. Report on Content that disturbs the community in total 1.
7. Reports of separatist or harmful organization content are completely nil.
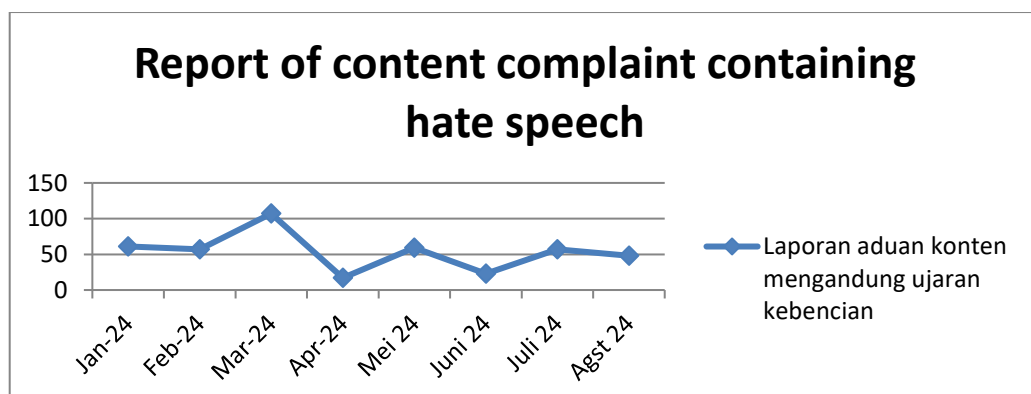

Figure 12. Complaints of hate speech (kominfo.go.id) content

Hate speech (*hate speech*) is an act of communication carried out by an individual or group in the form of provocation, incitement, or insult to other

individuals or groups in various aspects such as race, skin color, gender, disability, sexual orientation, nationality, religion, and others (Sahrul Mauludi, 2019).

Let's dissect Kominfo's Instagram, X, and TikTok analytics data and then compare it with the number of hate speech reports received by Kominfo, according to figure A that has been in the previous research method.
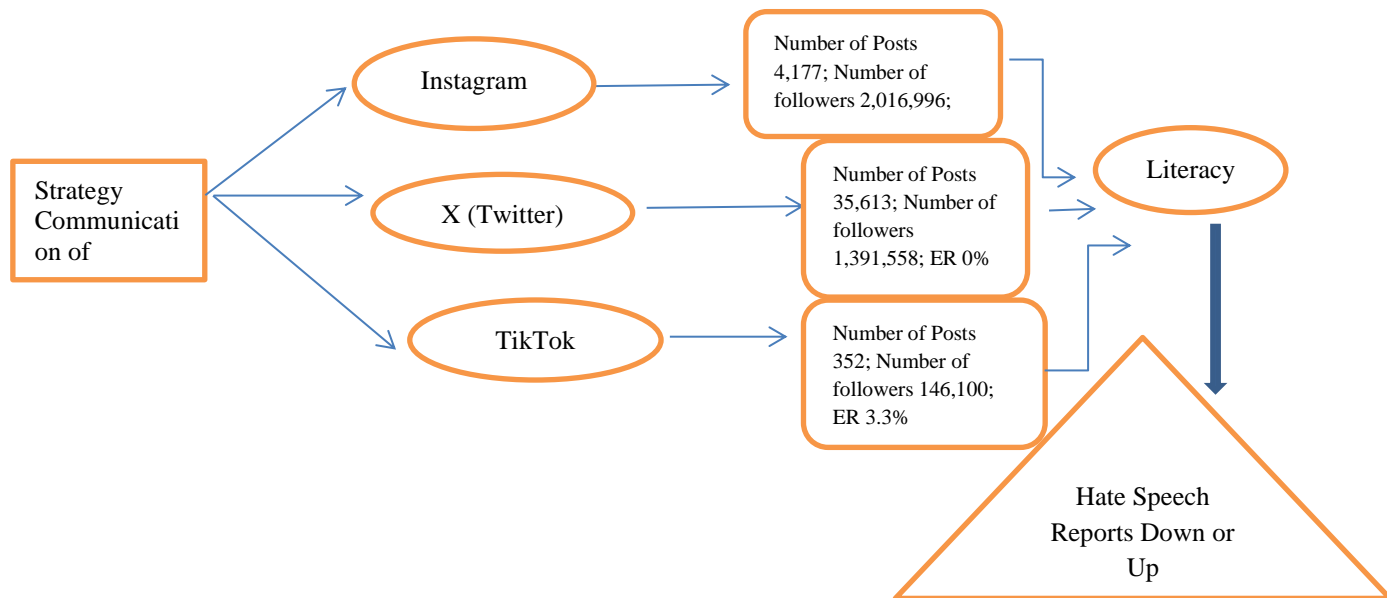

Figure 13. Framework of research

According to Kominfo data, the 2023 hate speech content report is 858 complaints, while the 2024 hate speech content report is 429, meaning that there is a decrease in the number of hate speech content reports.

The most effective Communication Strategy for Communication and Informatics

From the results of the study, it is known that the most effective communication strategy of Kominfo to increase the digital literacy of the audience is Instagram media, seen in terms of followers that reach a wider audience, namely as many as 2,016,966 Instagram accounts or it can be assumed that more than 2 million people are affected by Kominfo. In terms of the level of involvement, it is still low, which is o.33%. The most effective Communication Strategy for Communication and Informatics

According to the niagahoster website, Instagram's engagement rate which is below 1% means that the engagement rate is low. Here are the industry-standard guidelines for measuring engagement rates:

Less than 1% = low engagement rate
Between 1% and 3.5% = average/good engagement rate
Between 3.5% and 6% = high engagement rate
Above 6% = very high engagement rate

A high engagement rate can increase visibility, build trust, and credibility with your audience. This indicates that the uploaded content is valuable and relevant.

Meanwhile, Kominfo's X platform analytics data shows a reach of 1,391,558 accounts even though the media posted more than Instagram is 35,613 tweets, with an engagement rate of 0%. This can be due to various factors, according to data from blog.hubspot.com, the increase in Instagram users is greater than X, which is 45% in 2023, while X, the growth rate is only 30%.

What about the TikTok platform? From the results of the analysis, Kominfo's TikTok only has followers in the range of 146 thousand accounts with 352 media posted. But the level of audience engagement with Kominfo is quite high, at 3.3%. This means that the TikTok audience can be further developed by Kominfo to educate and improve digital literacy.

According to Windarto (2023), digital literacy using social media is a skill that must be mastered to be able to interact in cyberspace. Instilling virtuous ethics in everyone will be very good to prevent criminal acts that will occur in cyberspace. The cultivation of virtuous ethics must begin early in the family environment and continue in the primary, secondary, and higher education environment. Through the teaching of virtuous ethics, one understands whether an action is good or bad and whether it should be done or not. This is to prevent crimes in various areas of life.

CONCLUSION

The use of social media as Kominfo's communication strategy on countering online hate speech has had an impact, which can be seen from the decrease in hate speech content reports from 2023 to 2024 by almost 50%. The suggestion for Kominfo is to be consistent in using social media Instagram, X, and TikTok as a means of communication in increasing digital literacy to prevent online hate speech. From the results of effective social media analysis, Instagram and TikTok can be further worked on to the maximum by uploading posts consistently.

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