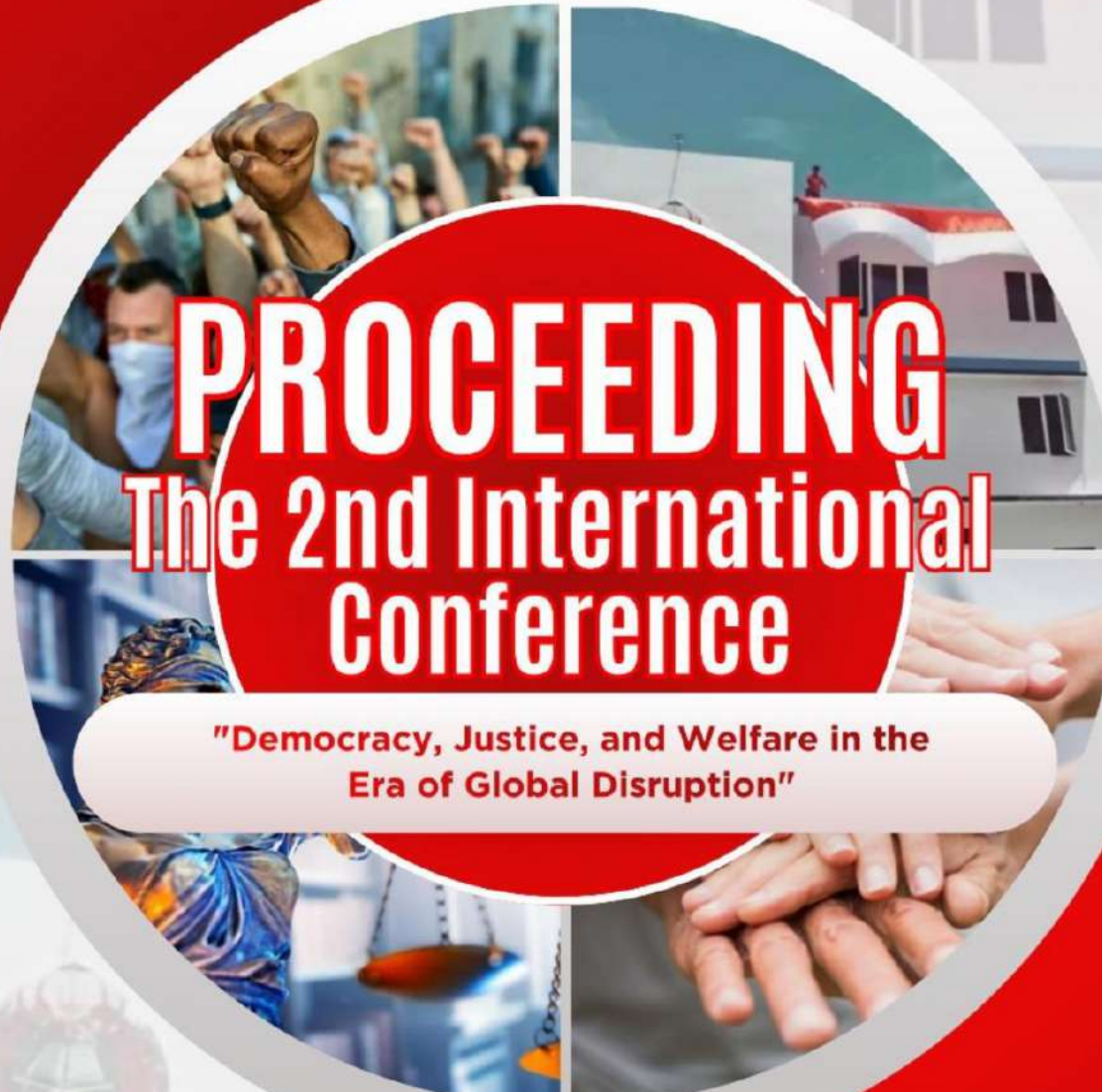




ISBN: 978-81-989016-1-3

Faculty of Social Sciences and Government
Universitas Al Asyariah Mandar



PROCEEDING

The 2nd International Conference

**"Democracy, Justice, and Welfare in the
Era of Global Disruption"**

Editors:

Muhammad Syaeba
Hamdan
Ahmad Al Yakin
Kamila Zarychta
Romanowska
Subathra Chelladurai
Ahmad Saleh



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FOREWORD

Praise be to the presence of God Almighty for holding the 2nd International Conference, which has produced a collection of scientific works in the form of these proceedings. This proceeding book contains various research results and scientific studies from academics, researchers, and education practitioners from various institutions, both national and international, that contribute to the development of science, technology, and art.

This conference was held to become a forum for the exchange of ideas, research results, and best practices in the fields of education, social sciences, and humanities, especially in facing the challenges of the digital era and globalization. Through this forum, it is hoped that cross-disciplinary collaboration and partnerships will be established between educational institutions, the government, and the community in order to create innovations that are relevant to the needs of the times.

The themes raised in this book are very diverse, covering important topics such as the application of artificial intelligence in governance, civic education based on local social issues, to the influence of social media on adolescent behavior. The diversity of these topics shows the spirit of researchers in making a real contribution to sustainable development in various fields of life.

We would like to express our gratitude to all organizing committees, institutional partners, reviewers, speakers, and conference participants who have provided full support so that this activity can be carried out properly. We also give high appreciation to the authors who have shared the results of their research and thoughts to enrich scientific treasures in the field of education and social humanities.

Hopefully, this proceeding book can be a source of inspiration and useful reference for academics, students, practitioners, and policymakers in an effort to realize competitive, innovative, and characterful education and society.

West Sulawesi, November 16th, 2025
Authors

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IMPLEMENTATION OF CIVIC EDUCATION BASED ON LOCAL SOCIAL ISSUES IN SHAPING DEMOCRATIC CHARACTER OF STUDENTS IN POLEWALI MANDAR REGENCY

Abd. Asis, Andriani & Hasbullah

ABSTRACT

This study examines the implementation of civic education that integrates local social issues as a learning approach to cultivate democratic character among students in Polewali Mandar Regency. The learning model utilizes social problems in the surrounding environment as a contextual basis to enhance awareness, tolerance, active participation, and social responsibility – core democratic values. A qualitative approach employing observation, interviews, and document analysis was applied to explore the learning process and its impact on students' character development. The findings indicate that civic education based on local social issues effectively nurtures social sensitivity and student involvement in addressing real community problems, supporting holistic democratic character formation. The study recommends strengthening the integration of local social issues into the civic education curriculum and providing teacher training as strategies to maximize the development of students' democratic character.

Keywords: Civic Education, Local Social Issues, Democratic Character, Polewali Mandar Regency

A. INTRODUCTION

Civic education plays a crucial role in shaping learners into citizens who are aware of their rights and obligations, possess democratic attitudes, and are capable of actively participating in social and political life. This form of education extends beyond imparting knowledge about political and legal systems; it also instills democratic values such as tolerance, respect for human rights, social responsibility, critical thinking, and communication skills that are essential in modern democratic societies (Sholichah et al., 2024). In the face of increasingly complex social dynamics, civic education models must adapt to the socio-cultural contexts of learners in order to effectively and relevantly foster democratic character.

One approach considered effective is the integration of local social issues as the foundational basis of civic education, positioning real community problems as the learning context. This approach enables students to analyze issues within their immediate environment, making the learning process more contextual, practical, and meaningful. Local social issues thus serve not only as educational content but also as instruments for cultivating democratic attitudes and skills such as tolerance for diversity, active participation in decision-making, and collective social responsibility (Lestiyawati et al., 2024; Firman et al., 2024).

Polewali Mandar Regency, with its rich and diverse socio-cultural heritage, faces a variety of complex social challenges ranging from economic difficulties and

cultural diversity to occasional social conflicts. This context provides a strategic opportunity for applying civic education grounded in relevant and contextual local social issues. Through learning activities that address actual social issues in Polewali Mandar, students can understand democracy and citizenship not only theoretically but also through tangible practice in their communities.

Moreover, civic education that is based on local social issues reflects the principle of citizenship education aimed at developing students' social and political participation capacities. This participatory and contextual approach is particularly vital in facilitating democratic attitudes, especially in regions characterized by distinctive social dynamics such as Polewali Mandar (Narimo, Zubaedi & Muhibbin, 2019). The involvement of communities and learners' social environments in the learning process offers significant added value, transforming civic education into an activity that extends beyond the classroom and sustainably permeates daily social life.

Several empirical studies support the effectiveness of this approach. For example, Lestiyawati et al. (2024) demonstrate that civic education integrating local social issues through project-based learning and social case discussions fosters democratic attitudes, including tolerance, critical thinking, and a sense of social responsibility. Similarly, research by Sholichah et al. (2024) confirms that incorporating social sciences in civic education deepens students' understanding of citizens' rights and duties and encourages active participation in social and political life.

In Indonesia's pluralistic and multicultural context, democratic character education is imperative for enabling young generations to coexist harmoniously and contribute to the strengthening of democracy. Polewali Mandar, a region characterized by strong local wisdom and high cultural diversity, requires learning models that are not only universal but also contextual and sensitive to local socio-cultural conditions. A local social issues-based approach allows students to connect democratic concepts with real-life experiences, thereby enhancing the effective internalization of democratic values (Firman et al., 2024).

Furthermore, civic education based on local social issues enables students to directly experience democratic practices through activities such as group discussions, collective decision-making, and local social problem-solving. This approach strengthens their civic competencies—including communication, conflict resolution, and collaboration—which form the foundation of mature democratic character (Robert, Hasanah & Indrawati, 2020). As such, the learning process not only transfers knowledge but also shapes attitudes and skills necessary for democratic living.

Challenges in implementing this learning model include varying teacher readiness to apply local social issues-based pedagogy and differences in students' comprehension of the social contexts addressed. Therefore, teacher training becomes a fundamental requirement to ensure successful implementation. In addition, the availability of adequate school facilities and resources is essential in optimizing civic education practice (Firman et al., 2024; Hasibuan, 2024).

This study employs a qualitative methodological approach utilizing observation, interviews, and document analysis to explore the implementation process of civic education grounded in local social issues and its effects on developing democratic character among students in Polewali Mandar Regency. This approach aims to provide an in-depth understanding of social interactions, teaching methods, and attitudinal changes occurring throughout the learning process.

The strong linkage between civic education and local context aligns with democratic education paradigms that emphasize active learner participation, open dialogue, and respect for diverse perspectives. This approach facilitates a shift from passive learning to an interactive and constructive process, positioning students not merely as objects but as active subjects shaping their own experiences and understanding (Robert, Hasanah & Indrawati, 2020).

Moreover, the local social issues-based civic education model exemplifies the principle of community-based citizenship education, which encourages community involvement as a crucial stakeholder in civic learning. Through community engagement, education becomes more relevant and sustainable while strengthening the relationship between schools and society (Narimo, Zubaedi & Muhibbin, 2019). This also opens avenues for collaboration that yield more practical and impactful educational programs.

Given the theoretical relevance and practical implications, this study aims to make a significant contribution to the development of civic education models that are responsive to local social issues and that

reinforce democratic character formation among students in Polewali Mandar. The findings are intended to serve as a reference for curriculum development, teacher training, and citizenship education policies that emphasize local socio-cultural contexts as the foundation for effective democratic learning.

B. METHOD

This study employs a descriptive qualitative approach aimed at gaining a deep understanding of the implementation process of civic education based on local social issues and its impact on shaping students' democratic character. The qualitative approach was chosen because the research focuses on exploring complex social phenomena within the contextual learning environment.

Research Location and Subjects The research was conducted in several secondary schools in Polewali Mandar Regency that implement a civic education model grounded in local social issues. The subjects of this study include Civic Education teachers and students directly involved in the learning process.

Data Collection Techniques: Data were gathered using multiple techniques, including:

1. Participatory observation of classroom learning processes.
2. In-depth interviews with teachers and students.
3. Document analysis, which involved reviewing learning materials, syllabi, lesson plans (RPP), and student work related to the research topics.

Data Analysis Techniques The collected data were analyzed qualitatively following the Miles and

Huberman model, which encompasses the following stages:

1. Data reduction
2. Data display
3. Drawing conclusions

Data Validity The methodology adheres to established qualitative research practices in civic education, emphasizing the local social context as a central aspect of democratic character education.

If desired, the learning model can also be further developed using systematic instructional design frameworks such as ADDIE (Analysis, Design, Development, Implementation, and Evaluation) or VCT (Visual, Concrete, and Textual) to support structured planning and evaluation of the teaching implementation.

C. RESULTS AND DISCUSSION

1. Results

This study provides an in-depth examination of how the implementation of civic education based on local social issues effectively cultivates democratic character among students in Polewali Mandar Regency. The analysis draws upon data collected through participatory observation, in-depth interviews with teachers and students, and document studies of learning materials and related school activities.

Enhancement of Democratic Awareness and Attitudes key finding of this study is the significant increase in students' social awareness regarding issues in their surroundings. Classroom observations and interviews revealed that students progressively developed the ability to identify local social problems, such as disparities in educational access, intercultural

conflicts, and environmental issues impacting community well-being. This heightened awareness fostered reflective and critical attitudes, forming the foundational elements of democratic character.

Emergent democratic values included tolerance for differences, respect for others' rights, and willingness to engage in collective discussions and decision-making processes. Through learning activities that integrate local social issues as case studies, students learned to appreciate diverse perspectives and cultural backgrounds. Their openness to difference, negotiation skills, and collaboration in seeking shared solutions were observable in both classroom interactions and extracurricular activities (Sakban et al., 2025).

Qualitative narratives from students further indicated enhanced social empathy and a deepened sense of community responsibility. These students not only comprehended the theoretical importance of democracy but also developed emotional and moral attachments to resolving social problems. This demonstrates a transformative internalization of democratic values, impacting cognitive, affective, and psychomotor domains of student character.

Active Student Engagement in the Learning Process The learning methodology, emphasizing local social issues, significantly supported active engagement. Discussion-based group learning, field investigation of social issues, and project-based tasks addressing local challenges enabled students to actively and collaboratively participate. Observations showed students enthusiastically generating ideas, critically questioning various perspectives, and intensively cooperating to find practical solutions.

Teachers played vital roles as facilitators and mediators by linking learning content with current and relevant local issues, fostering a democratic and dialogic classroom atmosphere. This approach enhanced students' critical thinking and communication skills, which are essential for fostering an active and constructive democratic character.

Additionally, students' involvement in social projects related to local issues strengthened learning beyond the classroom. Engaging with local communities through programs such as collective work (gotong royong), community discussions, and social campaigns provided direct democratic practice, promoted social solidarity, and cultivated respect for the roles of various social actors in problem-solving.

Behavioral and Attitudinal Changes in Daily Life
The implementation of civic education based on local social issues correlated with positive changes in student attitudes and behaviors both at school and in the wider community. Interviews with teachers and parents indicated that participating students showed increased social maturity and democratic awareness. They demonstrated greater politeness in expressing opinions, higher tolerance for differences, and stronger communal cooperation in various contexts.

One teacher noted that students adapted more easily to shared democratic values, which contributed to a reduction in conflicts among students from diverse ethnic and religious backgrounds. This behavioral change was corroborated by students reporting positive experiences in discussions and collaborative work with peers regardless of background differences.

These changes indicate that local social issue-based learning not only builds conceptual understanding but also successfully promotes internalization of democratic values and ethics in everyday actions. This provides concrete evidence that a contextual and participatory learning approach effectively fosters holistic democratic character development.

Challenges in Model Implementation Despite positive outcomes, the study identified several challenges that may hinder optimal implementation of civic education based on local social issues:

- a. Teacher Preparedness: There was notable variation in teachers' understanding and readiness to implement this learning model. Some teachers struggled to concretely link learning materials to local social issues or lacked the facilitation skills needed to manage participatory discussions and social projects.
- b. Student Readiness: Some students had difficulties grasping complex social contexts, particularly when issues involved multidisciplinary understanding or sensitive social norms. This requires diversified, adaptive teaching strategies to ensure inclusive learning.
- c. Resource Constraints: Limited learning facilities, restricted curricular time, and variable managerial support presented obstacles to successfully conducting intensive fieldwork and social projects. Many schools lacked adequate infrastructure to support these activities fully.
- d. Insufficient Training: Several teachers reported insufficient training and professional development for managing holistic and

sustainable civic education based on local social issues, which impacted program continuity and effectiveness.

Strategies to Strengthen Implementation To address these challenges, the research identifies several strategies:

- a. Intensive Teacher Training: Expand and reinforce in-service training focused on participatory, contextual teaching methods and in-depth local social issues. Training should include facilitation of discussions, social project management, and contextual observation and analysis techniques.
- b. Curriculum and Academic Calendar Adjustments: Enable schools and education authorities to revise curricula and schedules to allocate sufficient time for project work, field explorations, and discussions, ensuring deep and meaningful learning processes.
- c. Strengthening School-Community Collaboration: Promote active cooperation between schools, local leaders, community organizations, and social groups to enhance learning relevance and impact. Community involvement provides authentic perspectives, resources, and social capital, enriching the student learning experience.
- d. Provision of Supportive Resources: Ensure availability of teaching materials, instructional media, and facilities supporting fieldwork and community-based learning, making the program engaging and effective for students.

Contributions and Implications of Findings This study makes important contributions to civic education theory and practice by demonstrating that integrating

local social issues serves as a powerful medium for democratic character formation. This learning model enables students to become active agents who critically engage with and address real social problems rather than passive recipients of knowledge.

The findings strengthen the argument that civic education must be contextually adapted by leveraging local socio-cultural resources as authentic and relevant learning sources. Such models simultaneously enhance democratic attitudes, social skills, and collective responsibility.

Practically, the study recommends the design and implementation of comprehensive teacher training programs, the development of localized learning materials, and the management of community-engaged activities within schools. These efforts are vital for improving the quality of civic education and reinforcing democratic character among youth in Polewali Mandar, offering replicable best practices for other regions with similar socio-cultural contexts.

2. Discussion

The findings of this study indicate that the implementation of civic education based on local social issues significantly contributes to the development of democratic character among students in Polewali Mandar Regency. This result is consistent with existing civic education literature, which emphasizes the importance of socially relevant and contextualized learning to foster democratic attitudes, tolerance, and active participation within society (Robert et al., 2020).

Utilizing local social issues as the focus of instruction provides a concrete context that facilitates

students' internalization of democratic values. Through case discussions and active involvement in addressing social problems close to their daily lives, students not only grasp democratic theory but also experience its practical application firsthand. This approach aligns with the principles of contextual problem-based learning, which has been empirically shown to enhance civic competencies such as conflict resolution skills, tolerance of diversity, and a sense of collective social responsibility (Robert et al., 2020).

Furthermore, the results reveal that students' engagement in participatory learning fosters the development of communication skills, critical thinking, and collaboration. These skills serve as essential assets in shaping an active and constructive democratic character within the community. This approach also strengthens social cohesion and respect for diversity, which are foundational to a healthy democracy (Sulianti et al., 2024; Hasibuan, 2024).

Nevertheless, challenges in implementation were identified, including variations in teachers' understanding of locally based social issue learning and students' readiness. These challenges underscore the need for more intensive teacher training and curriculum enhancement to ensure consistent and effective application of this approach. This finding aligns with other research highlighting the critical role of teacher capacity in managing contextualized learning for optimal outcomes (Firman et al., 2024).

Additionally, constraints related to resources and support from schools suggest that greater attention must be paid to educational management and supportive facilities to ensure the sustainability and broader impact

of the program. Expanding the program through project-based social learning involving community participation is also recommended to strengthen collaboration between schools and society. This would help ensure that democratic character development extends beyond the classroom into everyday social life.

In summary, this study reinforces the argument that civic education integrating local social issues constitutes an effective learning model, relevant to the sociocultural needs of the region, and contributes to comprehensive democratic character development among students. This model aligns well with international trends in civic education that emphasize contextual and participatory problem-based learning as key to successful democracy education (Sulianti et al., 2024; Robert et al., 2020).

D. CONCLUSION

This study concludes that the implementation of civic education based on local social issues in Polewali Mandar Regency effectively shapes students' democratic character by fostering tolerance, active participation, and collective responsibility. The participatory and contextual learning model facilitates the holistic internalization of democratic values through direct experience in addressing local social problems.

Nevertheless, the effectiveness of implementation is influenced by variations in teachers' and students' understanding and readiness, as well as limited resource support within schools. Therefore, enhancing teacher capacity through intensive training and providing adequate facilities are crucial keys to the sustainability

and optimization of civic education based on local social issues.

In summary, this research highlights the importance of integrating local social issues into the civic education curriculum as a relevant and contextual strategy for developing students' democratic character. Moreover, community involvement and the development of project-based social learning programs are recommended to broaden the impact of democratic character formation beyond the school environment and into the wider society.

E. ACKNOWLEDGMENTS

The authors express their sincere gratitude to all individuals and institutions who have provided support and contributions during the conduct of this research. Special thanks are extended to the teachers and students in Polewali Mandar Regency who willingly participated as respondents and provided invaluable data for this study.

We would also like to acknowledge the educational institutions where this research was conducted for their facilitation and support throughout the data collection process.

Our appreciation also goes to colleagues who offered constructive feedback, valuable critiques, and encouragement during the preparation of this manuscript.

We hope that the findings of this study will make a meaningful contribution to the development of civic education that is relevant to the local social context and to the formation of democratic character among students.

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FOOD, FEED, AND FOLLOWERS: EVIDENCE SYNTHESIS ON THE IMPACT OF CONTENT, ON ADOLESCENT DIETARY PATTERNS

Alwiyah Nur Syarif, Muliadi Mau, Alem Febri Sonni, & Munawir Amansyah

ABSTRACT

Adolescent social media use is rapidly rising, yet scientific evidence on content exposure, influencer/algorithm roles, and digital nutrition literacy remains fragmented. This study conducted a PRISMA-guided Systematic Literature Review (SLR) to synthesize findings on social media's influence on adolescent and young adult eating behaviors, body image, eating disorders, and lifestyles. Searches on ScienceDirect, Scopus, and Springer (2018–2022) identified 1,649 articles. After stepwise screening, 26 met the inclusion criteria; most excluded studies were irrelevant (e.g., clinical focus, non-adolescent populations, or lacked social media linkage). The synthesis revealed three key patterns: (1) exposure to food/diet content and influencer cues correlates with appearance anxiety and, in some cases, disordered eating; (2) nutrition misinformation is prevalent, while nutrition knowledge and digital literacy offer protection; (3) algorithms amplify exposure to unhealthy foods, especially on visual-first platforms like Instagram, TikTok, and YouTube. Implications include leveraging low-cost,

mobile-first platforms for evidence-based content, strengthening digital nutrition literacy in schools and primary care, co-creating culturally relevant messages with local influencers, and integrating offline approaches to address the digital divide. Though promising, social media interventions require long-term evaluation and controlled trials.

Keywords: Social Media; Adolescents; Nutrition Misinformation; Digital Literacy; Eating Behavior

A. INTRODUCTION

Social media use among adolescents is increasing sharply globally and has become an integral part of their social dynamics. Studies in the Czech Republic show 25.9% of adolescents spend more than two hours per day on social media, while in Ontario, Canada, the proportion of "heavy users" reached 42.9% (You et al., 2023). This increase is associated with both an intensification of interpersonal interactions and a paradoxical increase in mental health problems, including depression (Murata et al., 2020). At the same time, an estimated 2.6-9.1% of adolescents exhibit problematic social media use, signaling a spectrum of behaviors to watch out for (Purboningsih et al., 2023). For many adolescents, digital platforms are perceived as important spaces for social connection and support, strengthening their identity and sense of community (Ürün et al., 2022; SAĞAR & ÖZÇELİK, 2023).

However, intense exposure to food, body, and lifestyle-related content brings complex consequences. Social media addiction correlates with negative body image, eating disorders, and low self-esteem

(Mohsenpour et al., 2023). Exposure to curated-often unrealistic-images triggers social comparisons, increases body dissatisfaction, and promotes unhealthy eating behaviors (Praet et al., 2024; YILDIZ & Kuyumcu, 2022; Lonergan et al., 2020). Vulnerability is heightened in adolescents with negative body image, including the risk of "emotional eating", especially in those who are overweight or obese (Shriver et al., 2020). At the same time, social media is also increasingly becoming a source of health information, but adolescents' ability to sort out the validity of information is still low (Plaisime et al., 2020).

A key issue raised is how social media exposure-through content, influencers and platform design-affects adolescents' diets, body image and mental health, amidst high levels of misinformation and limited digital health literacy. In general, solutions require a dual approach: strengthening digital-nutrition literacy to enable adolescents to assess content accuracy and bias, and designing theory-based and platform-sensitive health communication interventions to counterbalance the flow of inaccurate information (Plaisime et al., 2020; Ajzen, 2020; Bhandari et al., 2024).

Theoretical frameworks such as Social Cognitive Theory (SCT) and Theory of Planned Behavior (TPB) offer practical guidance. SCT emphasizes observational learning and social reinforcement, explaining how adolescents imitate health behaviors displayed by peers or influencers, while TPB emphasizes attitudes, subjective norms, and behavioral control as determinants of intentions and actions (Sebastian et al., 2021; He et al., 2023; Ajzen, 2020). Interventions tailored to these principles, behavioral modeling by credible role models,

reinforcement of healthy norms, and enhancement of self-efficacy been shown to increase the effectiveness of health communication on social media (Bhandari et al., 2024).

The literature also recommends messages tailored to adolescents' needs, concise/appealing visual presentation, and the inclusion of personal narratives that remain evidence-based to counter the allure of popular content (Plaisime et al., 2020). For vulnerable groups, such as Latinx adolescents with mental health issues, the need for content that is both accurate and culturally relevant is important as reliance on English-language sources does not always meet these needs (DuPont-Reyes et al., 2025; DuPont-Reyes et al., 2024). In crises, interventions that strengthen perceived threat severity and self-efficacy consistent with SCT/TPB predictions may promote more adaptive preventive behavior (Riaz et al., 2023).

Despite the growing body of evidence on the impact of social media on adolescent diet and body image, several gaps remain prominent: the preponderance of cross-sectional designs, the lack of longitudinal studies and controlled trials to test causality, and the limitations of digital literacy, which is rarely measured as an important moderator (Plaisime et al., 2020; Purboningsih et al., 2023). In addition, many studies focus on general platform exposure without mapping differences in characteristics between visual-first platforms versus general networks, and have not consistently assessed the role of algorithms and targeted advertising in amplifying exposure.

This study offers novelty by synthesizing evidence across countries and research designs on three

axes: content exposure mechanisms and the role of influencers, digital literacy as a protective factor, and the influence of algorithms and platform design on exposure intensity. The study objectives are to summarize patterns of social media impact on adolescent eating and health behaviors, identify risk and protective factors, and develop theory-based and platform-sensitive intervention recommendations for adolescent health care and education contexts.

B. RESEARCH METHOD

1. Research Design

This study used a Systematic Literature Review (SLR) approach, which is a systematic review of previously published research. The purpose of this approach is to identify, evaluate, and synthesize scientific findings on the influence of social media on eating behavior, body image, eating disorders, and lifestyles of adolescents and young adults. The entire review process followed PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure transparency, consistency and quality at every stage of screening, selection and reporting of results.

2. Database Selection and Search Strategy

The article search process was conducted on three major academic databases, namely ScienceDirect, Scopus, and Springer. These three databases were selected because they have a broad coverage of scientific literature relevant to the topics of health, digital communication, and adolescent behavior. The search focused on the years 2018 to 2022, using a combination of keywords that reflected associations between social

media, adolescence or young adulthood, eating behavior, body image, eating disorders, and digital literacy. These keywords were used systematically to ensure the search results matched the focus of the review.

3. Inclusion and Exclusion Criteria

Articles included in this review were peer-reviewed, in English, and explicitly examined the relationship between social media and issues such as diet, eating behaviors, and body image among adolescents and young adults, using clear research methods (quantitative, qualitative, or mixed).

During screening, some articles were excluded for lacking focus on the main question—i.e., social media's influence on eating behavior, body image, or lifestyle. Most excluded studies focused on clinical issues, non-adolescent populations, or unrelated topics like dental hygiene, animal supplementation, or nutrition assessment methods. While scientifically sound, they did not align with the study's thematic scope.

Other potentially relevant articles were excluded for not directly linking adolescent eating behavior or lifestyle to social media use. These included studies on dietary shifts during the pandemic or socio-economic influences, which, although useful as contextual references, were not part of the final synthesis but informed the discussion.

4. Screening and Selection Process

The screening process was carried out in stages, starting from the initial search results of 1,649 articles. After the selection stage based on article type and topic suitability, the number of articles selected was reduced to

248. Of these, only 101 articles were in the field of communication and health studies. In the next stage, further selection was made on accessibility and topical relevance, resulting in 26 final articles that met all criteria and were analyzed in this review. The articles that were excluded were generally not thematically relevant to the main research question, e.g. too focused on clinical aspects, did not address adolescents, or did not include a link to social media (See Figure 1).

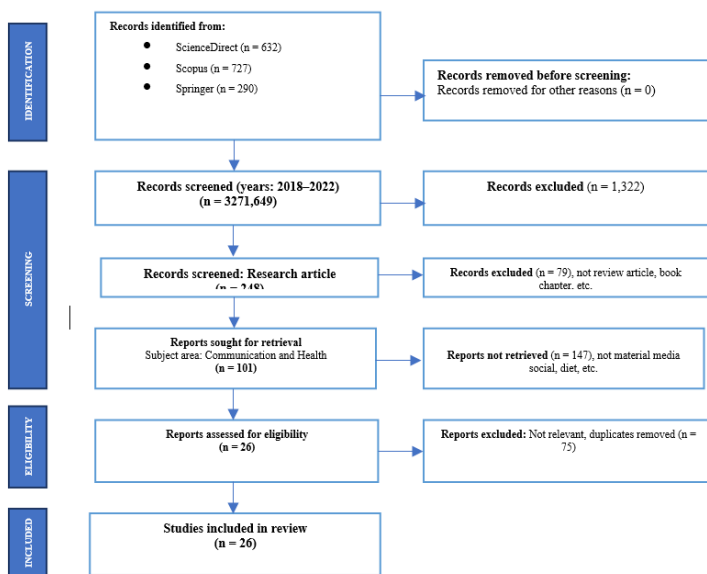


Figure 1. Flow diagram systematic literature review

5. Data Extraction and Analysis

Data from the 26 selected articles were systematically extracted and analyzed based on key recurring themes. The analysis focused on the types of

content that adolescents consume on social media, including food, diet, and body; the role of influencers and algorithms in shaping information exposure; the spread of nutrition-related misinformation; and the role of digital literacy and social media-based interventions in shaping healthy behaviors. Narrative and descriptive analysis techniques were used to understand consistent patterns of findings, identify research gaps, and develop policy and intervention recommendations relevant to adolescents in the digital era.

C. RESULTS AND DISCUSSION

Table 1
Journal Quality and Research Methods by Publication
Year

Criteria Study	Publish Year					Total	%
	2018-2022	2023	2024	2025			
Rating (Scimago)							
Q1	8	3	5	7	23	88.46	
Q3	1	1	-	-	2	76.92	
Q4	1	-	-	-	1	38.46	
Research Method							
Quali	6	1	1	-	8	30.76	
Quanti	3	2	7	4	16	61.53	
Conceptual	1	1	-	-	2	76.92	

Table 1 shows that most of the 26 studies were published in Q1 journals (23 articles; $\approx 88.5\%$), with the rest in Q3 (2) and Q4 (1). Publication years ranged from 2018 to 2025, peaking in 2025 (7 articles). Quantitative methods dominated (16; $\approx 61.5\%$), followed by qualitative (8) and conceptual (2). This reflects a strong evidence

base from reputable journals, with a preference for quantitative research.

Figure 2 shows a graph displaying the number of findings (0-8 scale) of various combinations of boolean keywords. The keywords (social network*) AND ("influence") AND ("influencer" OR "digital communication") AND ("social media" OR "Instagram" OR "TikTok" OR "facebook") yielded the majority of findings at 7 articles.

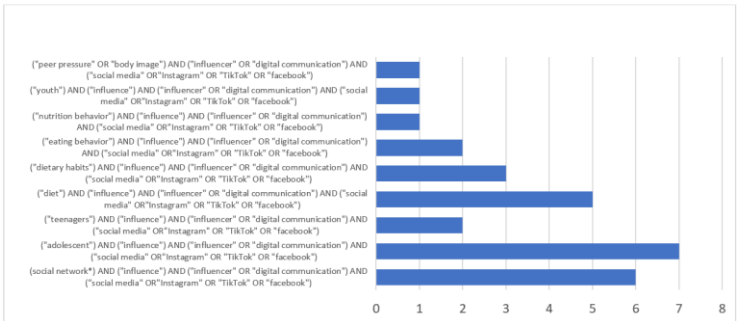


Figure 2. Distribution of Literature Search Results Based on Keyword Combinations

Table 2
Top 5 Journals Most Selected by Authors

Journal Name	Total Article	H-Index	SJR	Main Field	Quartil	Publisher	Country
Nutrients	8	243	1.473	Food Science	Q1	MDPI	Switzerland
JMIR Pediatrics and	2	22	0.775	Biomedical Engi	Q1	JMIR Publications Inc.	Canada

Parenting				neering			
BMC Public Health	2	211	1.359	Public Health, Environmental and Occupational Health	Q1	BioMed Central Ltd	United Kingdom
Journal of Medical Internet Research	2	214	1.992	Health Informatics	Q1	JMIR Publications Inc.	Canada
Public Health Nutrition	2	173	0.987	Public Health, Environmental and Occupational Health	Q1	Cambridge University Press	United Kingdom

Table 2 summarizes five journals with a total of 16 articles, dominated by Nutrients (8 articles), while four other journals-JMIR Pediatrics and Parenting, BMC

Public Health, Journal of Medical Internet Research, and Public Health Nutrition-each contributed 2 articles. All are Q1 quartile, indicating reputable outlets; by metric the highest SJR is Journal of Medical Internet Research (1,992), followed by Nutrients (1,473) and BMC Public Health (1,359). Major fields include Food Science, Biomedical Engineering, Health Informatics, and Public Health/Environmental & Occupational Health.

Figure 3 shows the distribution of 26 articles from 15 countries. The top contributors were Turkey and the US (4 articles each), followed by Australia and Poland (3 articles), and the UK (2 articles).

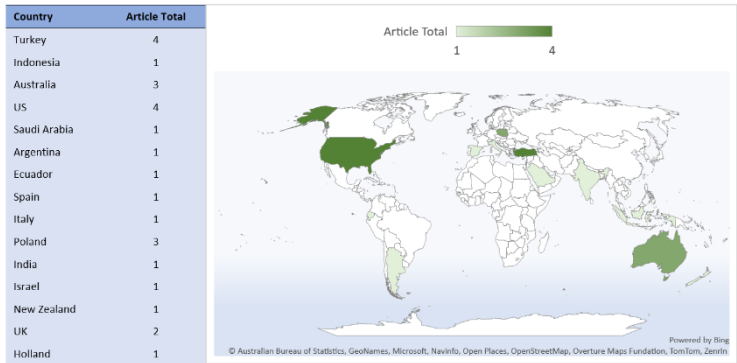


Figure 3. Article Distribution Based on Country of Study

Table 3
Ten Most Cited Articles

Citation Total	Article Title	Authors	Journal Name	Edition
59	Young people's experiences of viewing the fitnesspiration social	Easton et al.	Journal of Medical	Volume 20, Issue

	media trend: Qualitative study		Internet Research	6, 2018
49	The contribution of social media addiction to adolescent LIFE: Social appearance anxiety	Caner et al.	Current Psychology	Volume 41, Issue 12, 2022
45	Young people's perspectives on and experiences of health-related social media, apps, and wearable health devices	Goodyear et al.	Social Sciences	Volume 7, Issue 8, 2018
28	A social media intervention to improve nutrition knowledge and behaviors of low income, pregnant adolescents and adult women	Vander Wyst et al.	PLOS ONE	Volume 14, Issue 10, 2019
17	Qualitative evaluation of a social media campaign to improve healthy food habits among urban adolescent females in Indonesia	Januraga et al.	Public Health Nutrition	Volume 24, 2021
16	Tweeting for Nutrition: Feasibility and Efficacy Outcomes of a 6-Week Social Media-Based Nutrition Education Intervention for Student-Athletes	Coccia et al.	Journal of Strength and Conditioning Research	Volume 34, Issue 7, 2020
15	A qualitative study exploring what it means to be healthy for young Indigenous Australians	Walker et al.	Health Promotion	Volume 32, Issue

	and the role of social media in influencing health behaviour		Journal of Australia	3, 2021
10	Mindful and Intuitive Eating Imagery on Instagram: A Content Analysis	Hoare et al.	Nutrients	Volume 14, Issue 28, 2022
9	Nutrition-Related Information Shared by Latine Influencers: A YouTube Content Analysis	Laura et al	Health Promotion Practice	Volume 24, Issue 4, 2023
8	Exploring Social Media Preferences for Healthy Weight Management Interventions Among Adolescents of Color: Mixed Methods Study	Sellenne et al.	JMIR Pediatrics and Parenting	Volume 6, 2023

Table 3 shows the top 10 articles by citations (256 in total) along with their titles, authors, journals and editions. The highest-cited article is Easton et al. (2018, JMIR; 59 citations) on the experience of seeing fitspiration trends, followed by Caner et al. (2022, Current Psychology; 49) on social media addiction and appearance anxiety, and Goodyear et al. (2018, Social Sciences; 45 citations) on adolescents' experiences using health media/apps.

Table 4
Social Media Categories Based on Study Focus

Category	Total	Description	Focus of Study
Visual-first platforms (Instagram, TikTok, YouTube, Snapchat, Pinterest)	22	The most frequently analyzed short image/video-based platform.	It appears in fitspiration studies, mindful/intuitive eating, "Daily Health Coach" interventions, used for nutrition content analysis and diet culture, reviewed for athlete nutrition education interventions, discussed in the context of adolescent media literacy, and mentioned in relation to orthorexia in college students.
Networking/general (Facebook)	3	General social network, interaction/community focus.	Mainly child/adolescent food marketing studies and food habit surveys.
Website/portal	2	Social web resources for programs/information sources discussed with social media.	Selected for program/information source (cancer AYA; Indonesia campaign).

Digital health tech (apps & wearables)	2	Health devices/apps discussed with social media.	Adolescents' perspectives on digital health technologies.
Non-specified social media	12	The article does not mention a specific platform by name	Discusses adolescent psychology, lifestyle, advertising, food purchasing, etc.

Table 4 shows that most studies focused on visual-first platforms (Instagram, TikTok, YouTube, Snapchat, Pinterest), as their short-form content facilitates rapid spread of nutrition, body image, and promotional messages—driving both healthy behavior and misinformation. In contrast, general platforms like Facebook are more linked to community and food marketing, reflecting their social networking role. Websites/portals serve as structured references or service platforms, while apps and wearables complement the ecosystem through monitoring and personalization—though they require guidance and digital literacy to prevent bias. This mapping highlights the need for tailored interventions and policies based on media characteristics: leveraging visual platforms for education while strengthening curation, moderation, and media literacy to reduce risks.

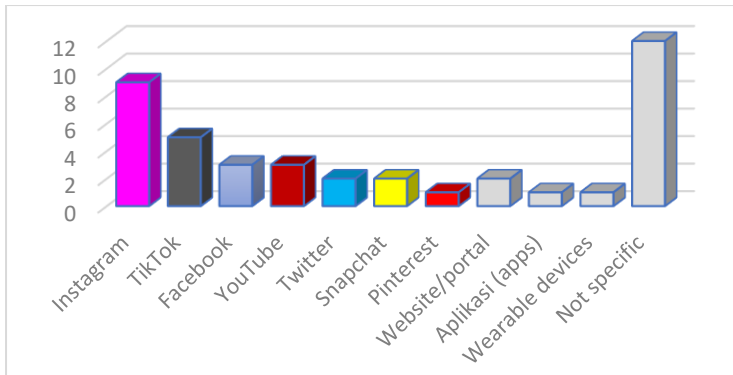


Figure 4. Distribution of Articles Based on the Type of Social Media Discussed

Figure 4 summarizes the distribution of platforms that appear in the corpus of articles reviewed, showing the dominance of Instagram (9 articles) and TikTok (5 articles) as the main visual media for nutrition content, body image, campaigns, and interventions; followed by Facebook and YouTube (3 each), and Twitter and Snapchat (2 each) that appear in the context of educational interventions and youth preferences. Overall, this pattern highlights the need for research and intervention strategies that harness the power of visual platforms for evidence-based messaging, while strengthening digital curation and literacy across platforms.

Table 5
Summary of Study Characteristics by PICO

Criteria	N	%
Population		
Adolescents (≤ 19 , school/high-school)	4	15.4
Young adults / College students (18–25)	6	23.1
General adults (non-students)	2	7.7
Women-only samples (any age)	4	15.4
Content/accounts as unit of analysis (brands, posts, influencers)	5	19.2
Reviews (no primary sample)	5	19.2
Intervention / Study Approach		
Observational exposure/association (social media use vs outcome)	8	30.8
Content analysis / hashtag or post audit	5	19.2
Social media-delivered intervention (education/campaign)	4	15.4
Qualitative perceptions/preferences (interviews/FGDs)	4	15.4
Systematic/narrative review	5	19.2
Comparator		
None / Not applicable (reviews, content analyses, purely qualitative)	15	57.7
Pre-post within-group	3	11.5
Between-group (e.g., high vs low exposure, platform types)	8	30.8
Outcome		

Diet, food choice, or nutrition knowledge/behavior	6	23.1
Body image / eating-disorder risk (incl. orthorexia)	8	30.8
Lifestyle/health behaviors (e.g., sleep, PA, general health)	3	11.5
Feasibility/acceptability/engagement (programs/campaigns)	3	11.5
Content characteristics/quality/accuracy (no direct health outcome)	6	23.1
Total	26	100

This review confirms the dual role of social media: increasing risks (e.g., body dissatisfaction, disordered eating, exposure to unhealthy food ads) while offering cost-effective channels for nutrition education. Three consistent patterns emerged: (1) strong influence of content and influencers on body image and eating; (2) widespread misinformation, counteracted by digital-nutrition literacy; and (3) algorithm-driven amplification of risky content. While the objectives to map exposure, protection, and interventions were achieved, the dominance of cross-sectional designs and varied contexts limit causal claims. Contradictions, such as the "fitspiration" trend promoting activity yet increasing anxiety, highlight the need for longitudinal studies (Easton et al., 2018; Ardesch et al., 2023).

1. Social Media Exposure Patterns

Adolescents mainly use visual-first platforms (TikTok, Instagram, YouTube), where diet trends dominate timelines, shaping norms around food, bodies, and health (Alatorre et al., 2023). Mixed messages—

"clean eating" vs. unhealthy food ads—foster contradictory behaviors (Gómez et al., 2023). Algorithms reinforce this through engagement loops, amplifying extreme content (Aleid et al., 2024). Thus, interventions should not only reduce harmful exposure but also actively populate feeds with appealing, evidence-based content. Family, peer norms, and parent-child communication moderate these effects (Walker et al., 2021).

2. Diet Content, Influencers, and Body Image

Influencer aesthetics set aspirational standards, increasing appearance anxiety and risk of disordered eating—especially in adolescents with high screen time and aspiration-reality gaps (Caner et al., 2022; Easton et al., 2018). Social comparison with edited content fuels dissatisfaction and unhealthy behaviors (de Diego Díaz Plaza et al., 2022; Jaruga-Sękowska et al., 2025). Some adolescents develop orthorexia tendencies linked to misinformation and addiction; protective factors include body satisfaction and sound nutritional knowledge (Şahin & Sanlier, 2025; Usta Ulutaş & Okan Bakır, 2025). Prevention must stress image literacy and body-diverse role models.

3. Nutrition Misinformation and Digital Literacy

Social media spreads nutrition misinformation—exaggerated claims, biased endorsements—that shape youth decisions (Clark et al., 2023). Digital-nutrition literacy acts as a shield: skills to evaluate sources, detect bias, and verify claims reduce vulnerability (Şahin & Sanlier, 2025). Integrating this literacy into schools and adolescent health services, using viral, case-based

learning, is crucial. It should be paired with promoting fun, active lifestyles to reduce sedentary behaviors (Ardesch et al., 2023).

4. Advertising, Algorithms, and Online Food Environment

Most food ads on social media promote unhealthy products, reinforcing obesogenic environments (Gómez et al., 2023). Algorithms create content bubbles that limit diversity (Aleid et al., 2024). Platform differences matter—visual apps prioritize body/diet content, while general networks like Facebook focus on community/family messaging (Alatorre et al., 2023; Godlewska et al., 2025). Policies should regulate ad targeting, improve transparency, and introduce evidence-based content markers.

5. Social Media-Based Interventions

Social media can support education through short, engaging content, co-created with youth and micro-influencers. Early studies show modest gains in nutrition knowledge and behaviors, but long-term effects remain unclear (Coccia et al., 2020; Ardesch et al., 2023). Interventions should be youth-centered (concise, visual, relevant), gamified, and measured with rigorous methods. Ethical standards—privacy, anti-stigma, and risk mitigation—must be upheld.

6. Synthesis and Research Agenda

This review highlights three key findings: the influence of content/influencers, the protective role of digital-nutrition literacy, and the amplifying role of algorithms (Clark et al., 2023; Caner et al., 2022; Gómez et

al., 2023; Alatorre et al., 2023). Visual-first platforms dominate the landscape (Instagram, TikTok, YouTube), shaping rapid exposure to nutrition and body image messages. Meanwhile, general networks and portals offer curated or family-based content. Apps and wearables can aid tracking but require digital literacy to avoid bias. Tailored strategies are essential: leverage visuals for education, reinforce curation/moderation across platforms.

Figure 4 supports this: Instagram (9 articles) and TikTok (5) lead, followed by Facebook, YouTube (3 each), Twitter, Snapchat (2 each), and Pinterest (1). Apps, wearables, and websites play complementary roles. Some studies (13) did not specify platforms, reflecting an ecosystem-level view. Future research should prioritize longitudinal trials, cross-platform designs, curriculum integration of digital-nutrition literacy, and evaluation of platform-level policies (Usta Ulutaş & Okan Bakır, 2025; Ardesch et al., 2023; Coccia et al., 2020; Alatorre et al., 2023; Clark et al., 2023; Şahin & Sanlier, 2025; Gómez et al., 2023; Aleid et al., 2024).

7. Practical Implications

In schools and communities, interventions should prioritize Instagram and TikTok, integrating evidence-based micro-content, media literacy, and structured reference materials. Apps/wearables can support monitoring with guided interpretation (Clark et al., 2023; Şahin & Sanlier, 2025). In families, open communication and joint content evaluation help adolescents distinguish ads from facts (Walker et al., 2021). Health professionals should promote concise, visual education, screen for risky use, and guide ethical tech use. Policies should

address ad labeling, content curation, and educational content standards (Coccia et al., 2020; Ardesch et al., 2023).

In conclusion, reducing risks while enhancing benefits requires a multilayered strategy: tailoring platform-specific interventions, strengthening literacy, engaging families, supporting health professionals, and shaping platform policies. With these, evidence-based content can thrive in visual spaces, while harmful exposures are mitigated (Clark et al., 2023; Alatorre et al., 2023; Gómez et al., 2023).

D. CONCLUSION AND RECOMMENDATIONS

This study concludes three key points: (1) content and influencers on visual-first platforms (especially Instagram and TikTok) strongly influence adolescents' body image and eating choices; (2) nutrition misinformation is prevalent, while digital-nutrition literacy offers protection; and (3) algorithms amplify exposure to content misaligned with nutrition guidelines. Despite being published in reputable journals, the dominance of cross-sectional designs limits causal inference.

Implications call for multi-layered, platform-sensitive strategies: schools and health services should deliver evidence-based micro-content via visual platforms, provide structured references through websites, and support targeted app/wearable use. Families play a role in guiding platform use and credible content selection. At the system level, policies must improve ad transparency, restrict unhealthy food targeting, and implement evidence-based labels. Future research should prioritize longitudinal studies, cross-

platform interventions, and evaluation of digital literacy modules and algorithm policies.

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THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON THE WORKFORCE IN THE POLEWALI MANDAR REGENCY GOVERNMENT

Andriani, Abd. Asis & Aco Parawansa

ABSTRACT

This research investigates the impact of Artificial Intelligence (AI) implementation on the work environment of Civil Servants (ASN) within the Polewali Mandar Regency Government. Aiming to comprehend shifts in work patterns, operational efficiency, human resource development needs, and emerging regulatory and socio-cultural challenges, this study employs a descriptive qualitative approach. Data was collected through semi-structured interviews with government employees and analysis of relevant policy documents. The findings indicate that AI has automated routine administrative tasks, enabling ASNs to refocus on strategic, value-added analytical duties. AI implementation has also enhanced public service efficiency and data-driven decision-making. However, this transformation necessitates urgent reskilling and upskilling training, while also presenting challenges such as the digital divide in technology access. Ethical aspects and AI governance need to be adapted to local Mandar wisdom values, such as mutual cooperation (*gotong royong*) and deliberation (*musyawarah*), to uphold principles of humanity and social solidarity. This

research recommends the development of inclusive policies that integrate technology and local culture to support sustainable and equitable digital transformation in local government. These findings are expected to serve as a reference for policymakers in managing AI implementation in the public sector with socio-cultural awareness.

Keywords: Artificial Intelligence, Work environment, Polewali Mandar Government, Civil Servants.

A. INTRODUCTION

Artificial Intelligence (AI) is a revolutionary technological innovation that has transformed various aspects of life, including governmental administration. AI has the capability to analyze large-scale data, recognize patterns, and perform automated tasks that previously required human intervention. Within the context of the Polewali Mandar Regency Government, the utilization of AI is expected to accelerate administrative processes, improve operational efficiency, and significantly enhance the quality of public services.

The implementation of AI in government work substantially impacts the roles of local government employees, involving a transformation in job functions, changes in required skill sets, and a reduction in repetitive manual labor. This shift necessitates reskilling and upskilling programs to enable employees to collaborate optimally with AI technologies. Beyond the potential improvements in efficiency and service quality, AI adoption presents new challenges related to data governance, information security, and the digital divide, which could exacerbate disparities in technology access among civil servants.

Specifically, digitalization driven by AI advancement holds promise to improve administrative procedures and public service delivery, which have historically posed operational challenges in Polewali Mandar. However, the success of this digital transformation heavily depends on human resource readiness and the local government's policies to ensure AI adoption is ethical, inclusive, and sustainable. Therefore, this study aims to explore the impacts of AI implementation on the work environment of the Polewali Mandar government, focusing on changes in work patterns, efficiency gains, employee training needs, and relevant regulatory and socio-cultural issues.

AI implementation in governance involves not only technological adoption but also fundamental changes in the work structure of Civil Servants (ASN). Automation of routine administrative tasks—such as data processing, archiving, and chatbot-based services—enables government employees to shift their focus toward more strategic and value-added responsibilities. This shift drives a transformation in job roles that demand advanced digital competencies and analytical skills.

Nevertheless, the adaptation to AI brings considerable challenges within the governmental workforce of Polewali Mandar. First, there is an urgent need for reskilling and upskilling employees to operate and supervise AI technologies effectively. Second, the digital divide among employees and across regions may worsen disparities in competency and access to technology, necessitating inclusive policies and equitable training support. Third, ethical concerns, data privacy,

and AI governance must be prioritized to ensure responsible use aligned with existing regulations.

Additionally, Polewali Mandar's unique social and cultural context must be considered in AI implementation. AI deployment should align with the local Mandar community's values, which emphasize communal cooperation (*gotong royong*), deliberation (*musyawarah*), and mutual respect, so that digital transformation does not erode the humanity and social solidarity embedded in governance.

Accordingly, this study aims to conduct an in-depth examination of AI's impact on the work environment within the Polewali Mandar government, encompassing changes in work patterns, service efficiency improvements, employee competency development needs, as well as regulatory and socio-cultural challenges. This approach is expected to provide comprehensive and contextual insights for policymakers and government practitioners in managing a digital transition toward efficient, inclusive, and ethical governance.

With cognitive capabilities approaching human-level intelligence, AI has assisted in a wide spectrum of human tasks—from simple to complex ones. Unconsciously, people interact with AI daily via internet connectivity and work-related activities.

At the international level, regions like the European Union have already established AI regulations concerning ethical guidelines. In Indonesia, the Ministry of Communication and Informatics has issued Ministerial Circular No. 9 of 2023 on Artificial Intelligence Ethics, marking the initial regulatory framework.

While AI offers positive benefits—including efficiency, innovation, and improved quality of life—it also poses challenges such as job displacement due to robotics and chatbots, privacy risks, and ethical concerns. To maximize AI's positive impact, comprehensive management strategies are needed, including regulation, workforce retraining, and responsible AI development.

Incorporating scientific insights on AI's capabilities, the local government context, the socio-economic impacts on government employees, and the emerging ethical and policy challenges—supported by current literature and Indonesian practice—this study provides a well-rounded understanding of AI adoption in public administration.

The application of AI in Polewali Mandar governance carries great potential to enhance the efficiency, accuracy, and quality of public services. Nonetheless, this technological adoption must be balanced with robust regulation and ethics to prevent negative social consequences, particularly those related to local cultural characteristics.

Currently, Indonesia is progressing toward national AI-related legislation, expected to provide clearer legal frameworks for AI implementation throughout the country, including Polewali Mandar.

AI Regulation at the National Level and Its Implications for Local Government

The Ministry of Communication and Digital Technology (Kemkomdigi) aims for AI regulation to enter the legislative process by August 2025, targeting issuance as a Presidential Regulation or higher to ensure legal certainty and comprehensive governance. This regulation will cover data security, privacy, algorithmic

accountability, and ethical AI use, which must be adhered to by local government agencies.

For Polewali Mandar Regency Government, this regulation will serve as a legal foundation for AI deployment, aligning digitalization efforts with principles of transparency, fairness, and protection of civil servants and the public. Regular oversight of AI implementation is necessary to ensure compliance with the rules and applied ethical standards.

Ethically, AI use in Polewali Mandar governance must reflect local Mandar wisdom values of mutual cooperation (*gotong royong*), consensus through deliberation (*musyawarah untuk mufakat*), and respect for others. These principles require that AI not replace the human aspects of public service and decision-making.

For example, despite AI's ability to expedite data processing and service automation, final decisions affecting communities must involve human participation familiar with local socio-cultural contexts. This approach prevents the dehumanization of services and ensures AI serves as an aid rather than a substitute for human authority that honors local wisdom.

B. METHOD

This study employs a descriptive qualitative approach to explore in-depth and contextually the impact of Artificial Intelligence (AI) implementation on the work environment within the Polewali Mandar Regency Government.

1. Data Collection Techniques

- a) In-Depth Interviews: Interviews were conducted both face-to-face and online, guided by an

interview protocol developed based on a conceptual framework linking organizational transformation, AI technology, and Mandar local wisdom.

- b) Participant Observation (optional if feasible): The researcher directly observed the implementation of AI technology in relevant work units to gain insights into the affected workflows and the interaction between technology and employees in their daily context

Data Analysis Method
The qualitative data collected were analyzed through thematic analysis. This analysis was connected with digital transformation theory, literature on AI in government, and principles of local wisdom to achieve a comprehensive and contextual understanding.

This methodological approach aligns with widely accepted scientific standards in qualitative research, especially studies on AI technology implementation in the public sector, and is tailored to the local context of Polewali Mandar Regency as a local government undergoing digital transformation.

C. RESULTS AND DISCUSSION

1. Results

a. Transformation of Civil Servants' (ASN) Work Patterns

The implementation of Artificial Intelligence (AI) in the Polewali Mandar Regency government has significantly transformed the work patterns of Civil Servants (ASN), particularly concerning the automation of routine tasks. AI automates administrative processes such as document processing, data classification,

report generation, and initial consultation services via chatbots. This automation reduces manual workloads and accelerates task completion, allowing ASN to shift their focus towards work that requires strategic analysis, complex decision-making, and interpersonal interaction.

This transformation redefines the traditional roles of government employees from merely managing administration to supervising and collaborating with AI technologies. Consequently, ASN are required to possess adequate digital skills and enhanced analytical abilities to maximize the benefits of AI in their daily tasks.

b. Improvement in Public Service Efficiency and Quality

The integration of AI into local government operations has positively impacted the efficiency of public services. The use of chatbots and Natural Language Processing (NLP) systems enhances the government's responsiveness to public inquiries and complaints in real-time. Data analytics conducted by AI systems facilitate faster, evidence-based decision-making, enabling public programs and policies to be tailored more accurately to the needs of the community.

This increased efficiency also contributes to reduced waiting times and operational costs in administration, thereby improving citizen

satisfaction with government services in Polewali Mandar.

c. Need for Reskilling and Upskilling of Human Resources

The changes brought about by AI integration have created a critical need for developing the competencies of human resources. The study reveals that ASN in Polewali Mandar face challenges in mastering new technologies and effectively managing AI systems, which necessitates ongoing training programs.

Digital skill gaps and unequal access to technology among employees are major concerns that could result in disparities in capability and hamper inclusivity in AI utilization. Therefore, reskilling and upskilling initiatives are designed to ensure all ASN can adapt to evolving work structures and technological advancements.

d. Ethical, Regulatory, and Local Wisdom Implications

This study also highlights the importance of ethical considerations and regulation in AI implementation within local government. AI deployment must comply with principles of data security, privacy, and algorithmic accountability. The Polewali Mandar government confronts the challenge of harmonizing emerging national AI regulations—which are currently under legislative development—with local Mandar cultural norms and values, such as gotong royong

(cooperation), musyawarah (deliberation), and respect for others.

This approach supports the principle that AI serves as an empowering tool that complements, rather than replaces, culturally grounded human decision-making. Ethical and participatory governance of AI is expected to minimize risks of dehumanizing public services and preserve social solidarity within the community.

e. Challenges of the Digital Divide and Technology Access Inequality

The research explicitly identifies significant challenges related to disparities in technology access among ASN and regions within Polewali Mandar. This digital divide risks widening competency gaps in operating and collaborating with AI, potentially obstructing the achievement of comprehensive digital transformation goals.

The formulation of inclusive policies that address equitable technology access and training needs is, therefore, a key recommendation to ensure the equitable distribution of AI benefits across all levels of local government.

If you wish, I can also assist with drafting the Discussion, Conclusion, and Recommendations sections to complement these results and support effective and equitable AI implementation in Polewali Mandar's local government.

2. Discussion

This study reveals several important aspects regarding the impact of Artificial Intelligence (AI) on the work environment within the Polewali Mandar Regency government. The discussion is organized thematically in line with the research findings and supporting literature.

a. Transformation of Work Patterns and Roles of Civil Servants (ASN)

The application of AI in government administration has automated routine tasks such as document processing, data classification, and initial service provision through chatbots. This transformation has shifted the work patterns of Civil Servants (ASN) from manual tasks to more strategic and analytical functions. Such changes align with the efficiency gains commonly acknowledged in the literature on AI utilization in government, which emphasize reductions in administrative burdens.

This role transformation necessitates that ASN acquire digital competencies and strengthen analytical capabilities—both a challenge and an opportunity for human resource capacity building. Continuous training programs focusing on reskilling and upskilling are essential to ensure that ASN can optimally collaborate with AI technologies and remain competitive in the digital era.

b. Enhancement of Efficiency and Quality of Public Services

Consistent with the study's findings, AI contributes to accelerating public service processes through the deployment of chatbots and data analytics systems based on Natural Language Processing. AI's ability to provide rapid responses and 24/7 service improves citizens' access to government services, enhancing transparency and the speed at which complaints and information requests are addressed.

This efficiency improvement also reduces operational costs and waiting times while increasing the accuracy of data-driven decision-making. These implications align with modern government modernization principles that promote effectiveness and competitiveness in public administration.

c. Competency Challenges and Digital Divide

The study highlights an urgent need for training and competency development among human resources to anticipate the changing work structure resulting from AI integration. Nonetheless, the digital divide remains a tangible challenge in Polewali Mandar due to disparities in technology access and digital skills across regions and individual ASN. This gap risks deepening inequalities in job opportunities and career development.

Hence, inclusive policies are required to ensure that all employees receive equitable access

to training and technological support. Given the Mandar local wisdom emphasizing social solidarity and cooperation (gotong royong), this cultural foundation can serve as a strategic basis for fair and equitable human resource development.

d. Ethics, Regulation, and Integration of Local Wisdom in AI Governance

From an ethical and regulatory perspective, the Polewali Mandar government must adopt policies mandating personal data protection, algorithmic oversight, and transparency in AI implementation. The forthcoming national AI regulations by the Indonesian government will provide a legal framework to govern AI usage while safeguarding the rights of ASN and the communities they serve.

Incorporating Mandar's local wisdom is essential to maintain human values and principles of deliberation (musyawarah) and social respect in AI deployment. An integrative approach combining technology with cultural values is expected to prevent dehumanization and strengthen community participation in the digitalization of governance.

e. Social Implications and Digital Leadership

AI-driven changes impact not only technical and operational aspects but also present social challenges, such as adapting to new work cultures and leadership styles within digital

transformation. Visionary and adaptive leadership at the government level is crucial to successfully integrate AI while taking into account the characteristics of Mandar society and organizational change dynamics.

Digital literacy and education programs for ASN, alongside active involvement of all stakeholders, will enhance organizational readiness to manage the complexities of evolving AI technologies.

This discussion employs a thematic approach linking empirical findings with regulatory, ethical, and local wisdom contexts relevant to AI implementation in the Polewali Mandar government. It aligns with the existing literature on AI in governance, which stresses efficiency, inclusivity, and responsible technology governance.

D. CONCLUSION

This study demonstrates that the implementation of Artificial Intelligence (AI) in the Polewali Mandar Regency Government has significantly transformed the work environment of Civil Servants (ASN) and public service delivery processes. Work pattern transformation has occurred through the automation of routine administrative tasks, enabling ASN to redirect its focus towards higher-value strategic and analytical duties. The integration of AI has also contributed to enhancing operational efficiency and the quality of public services by accelerating response times and facilitating data-driven decision-making.

However, this transformation generates an urgent need for continuous development of ASN's digital competencies through reskilling and upskilling programs. The digital divide and disparities in technology access among employees and regions constitute real challenges that must be addressed to ensure inclusive and equitable digital transformation.

Ethical and regulatory aspects of AI are critical factors requiring strengthening, especially by aligning the emerging national policy framework with the Mandar local wisdom values. The integration of principles such as mutual cooperation (*gotong royong*), deliberation (*musyawarah*), and respect for others provides a foundation to ensure AI use remains humane and socially just.

The success of AI implementation heavily depends on the synergy between human resource readiness, adaptive and ethical governance policies, and respect for the local socio-cultural context. This holistic approach will pave the way for an efficient, inclusive, and sustainable public service-oriented government in Polewali Mandar Regency.

Based on the findings, the following strategic recommendations are proposed to support optimal and equitable AI implementation in the Polewali Mandar Regency Government:

1. Strengthen Human Resource Training Programs. The local government should develop and implement comprehensive reskilling and upskilling programs for ASN, focusing on AI technology proficiency, data literacy, and relevant analytical skills.
2. Implement Inclusive Policies to Bridge the Digital Divide. Policies are needed to promote equitable

access to technology and digital training, especially for ASN working in remote or underserved areas, to prevent disparities in competencies and opportunities.

3. **Develop AI Regulations and Governance Based on Local Wisdom.** Polewali Mandar Government should adopt AI regulations that not only align with national and international standards but also integrate Mandar cultural values, such as deliberation and mutual cooperation, to safeguard the humanistic aspects of public service.
4. **Conduct Regular Monitoring and Evaluation.** Routine monitoring and evaluation of AI utilization should be carried out to ensure regulatory compliance, operational effectiveness, and to identify potential social impacts, allowing timely policy and practice adjustments.
5. **Promote Multi-Stakeholder Collaboration.** Encouraging cross-sectoral partnerships among government, academia, civil society, and the private sector will support knowledge transfer, technological innovation, and socio-cultural facilitation in AI implementation.

E. ACKNOWLEDGMENTS

The author would like to express sincere gratitude to all parties who have provided support, guidance, and assistance throughout the research process. Special thanks are extended to the Government of Polewali Mandar Regency for granting permission and opportunities to conduct this study within the local government environment.

Particular appreciation is given to the Civil Servants (ASN) and informants who generously dedicated their time and provided valuable information that formed the essential foundation for this research.

The author also acknowledges the constructive feedback from supervisors and colleagues, as well as the unwavering moral support and motivation from family members.

It is hoped that the findings of this study will contribute meaningfully to the advancement of knowledge, especially regarding the application of Artificial Intelligence in local government governance.

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BIBLIOMETRIC MAPPING OF GLOBAL RESEARCH ON TAX DEBT MANAGEMENT AND GOVERNMENT INTERVENTION STRATEGIES

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ABSTRACT

The increasing complexity of tax debt management and the evolving strategies of government intervention have attracted substantial scholarly attention over the past decade. However, a comprehensive and systematic mapping of this research domain remains limited. This study aims to fill this gap by conducting a bibliometric analysis of global research trends related to tax debt and government intervention strategies between 2015 and 2025. Data were extracted from the Scopus database and processed using R Studio, employing the Bibliometrix package to ensure rigorous and reproducible analysis. A multi-step methodology was implemented, including data cleaning, descriptive statistical analysis, co-authorship network mapping, keyword co-occurrence analysis, and thematic evolution mapping. Performance indicators such as publication growth, most influential authors, leading journals, and dominant research countries were systematically analyzed. Additionally, strategic diagrams and thematic maps were generated to identify intellectual structures, emerging themes, and future research directions within the field. The results

reveal that research on tax debt management is increasingly intertwined with discussions on social justice, insolvency reforms, and public sector financial resilience. Government prioritization policies, including preferential creditor status in insolvency proceedings, are identified as critical and emerging areas of study. This bibliometric mapping provides empirical evidence on the developmental trajectory of the field, highlighting gaps and opportunities for future interdisciplinary research. The use of R Studio ensures transparency, replicability, and methodological robustness, making this study a valuable reference for academics, policymakers, and financial governance stakeholders aiming to navigate the evolving landscape of tax debt and government intervention research.

Keywords: Tax Debt Management, Government Intervention, Tax Collection Enforcement, Fiscal Policy

A. INTRODUCTION

The management of tax debt has become an increasingly critical issue in the global economy, especially amid heightened fiscal pressures faced by governments worldwide. As economies grapple with financial crises, pandemics, and shifts in global trade, the capacity of governments to collect taxes efficiently while maintaining social equity has been significantly tested (Angeli et al., 2023; Irigoin, 2016). Governments have implemented diverse intervention strategies to manage tax debt, ranging from enforcement measures to preferential creditor status in insolvency proceedings. These strategies reflect the dual objectives of securing public revenues and preserving public trust in the fairness of fiscal systems (Aristarkhova et al., 2018;

Jeppesen et al., 2023). The growing complexity of tax administration, combined with societal demands for justice and transparency, underscores the importance of studying how tax debt management practices evolve (Lubetsky, 2020; Tymchenko et al., 2019).

Despite the increasing relevance of this field, scholarly research on tax debt and governmental interventions remains fragmented across multiple disciplines, including law, public finance, and economics. Numerous studies have investigated country-specific policies or addressed particular aspects such as insolvency outcomes or tax enforcement mechanisms (Fogg, 2021). However, there is a noticeable lack of a systematic, global overview that captures the evolution, key contributors, and thematic development within this body of research. Without a comprehensive mapping, it is challenging to identify emerging trends, knowledge gaps, or collaborative networks critical to advancing both academic inquiry and policy innovation.

Prior research tends to focus narrowly (De Troyer, 2023; Tsindeliani et al., 2021), often confined to single-country analyses or specific legal reforms, without providing a longitudinal or comparative perspective. Moreover, very few studies have employed bibliometric methods to rigorously map and quantify the intellectual structure of the field. The absence of a global bibliometric review leaves scholars and policymakers without a clear understanding of the field's growth dynamics, influential actors, or shifting research priorities (Tan et al., 2025). This study addresses this gap by systematically mapping the global research landscape on tax debt management and government intervention strategies from 2010 to 2025. Utilizing bibliometric analysis methods and R

Studio with the Bibliometrix package, this research provides a transparent, replicable, and comprehensive exploration of the field. The objectives of this study are to analyze publication trends, identify leading journals, authors, and institutions, map collaboration networks, detect thematic clusters, and suggest future research directions. Specifically, this study seeks to answer several key questions: How has the volume of research on tax debt management and government intervention evolved over time? Who are the most influential contributors? What are the dominant research themes, and how have they developed? What new topics are emerging within this area of study?

The significance of this research is twofold. Academically, it offers the first bibliometric mapping of global research on tax debt and government strategies, providing a crucial resource for scholars interested in the fiscal and legal aspects of public finance. Practically, it offers valuable insights for policymakers and public finance professionals, enabling them to align policies with evolving scholarly understandings and to address challenges in tax compliance and debt recovery more effectively. The remainder of this paper is structured as follows: the next section reviews existing literature on tax debt management and government intervention strategies; the subsequent section details the methodology, including data collection, processing, and analysis using R Studio; this is followed by a presentation of the results, a discussion that interprets the findings in light of previous research, and finally, the conclusion and policy implications drawn from the study.

B. RESEARCH METHODOLOGY

This study adopts a quantitative bibliometric analysis approach to systematically map the global scholarly outputs related to tax debt management and government intervention strategies. Bibliometric analysis provides an empirical and replicable method for evaluating research trends, intellectual structures, and emerging themes within a defined research domain. It enables the identification of prolific authors, influential institutions, leading journals, and collaboration patterns, offering a comprehensive overview of the academic landscape in this area. The primary data for this study were obtained from the Scopus database, which is recognized for its extensive coverage of peer-reviewed literature across disciplines. Scopus was selected due to its advanced search functionalities, interdisciplinary scope, and compatibility with bibliometric analysis tools. The data collection process employed the following search query: TITLE-ABS-KEY "tax debt") AND PUBYEAR > 2014 AND PUBYEAR < 2026. This query retrieved documents that included the term "tax debt" in their titles, **ABSTRACTs**, or keywords and were published between 2015 and 2025. Only articles, reviews, and conference papers were included to ensure the retrieval of substantive and high-quality research contributions. The search placed no restrictions on country of origin, language, or disciplinary field to maximize the comprehensiveness of the dataset. The resulting bibliographic records were exported in BibTeX (.bib) format for compatibility with the bibliometric analysis software.

Data processing and analysis were conducted using R Studio, a leading open-source integrated

development environment for statistical computing and data visualization. The Bibliometrix R package was utilized for the bibliometric analysis. This package offers a comprehensive suite of tools for importing, cleaning, analyzing, and visualizing bibliometric data. The analysis involved several stages. First, the data were cleaned by removing duplicate records, standardizing author names and institutional affiliations, and addressing missing metadata where feasible. Subsequently, a descriptive bibliometric analysis was carried out to examine annual scientific production trends, identify the most productive authors, institutions, and countries, and determine the most cited articles and journals.

Following descriptive analysis, network analysis techniques were applied to map co-authorship relationships among authors, institutions, and countries, and to analyze keyword co-occurrence patterns for the identification of dominant research themes. Science mapping techniques were then used to visualize the development of thematic clusters over time. Strategic diagrams and thematic evolution plots were generated to interpret how specific research themes have matured or emerged within the field. Graphical outputs, including collaboration networks, keyword co-occurrence maps, historiographs, and thematic evolution plots, were created using the visualization functions within Bibliometrix and complementary R packages to enhance the interpretability of the results. This research exclusively utilized secondary data obtained from the Scopus database, which is publicly available to registered users. As no primary data collection involving human participants was conducted, ethical approval was not

required for this study. Proper citations and acknowledgments were made for all secondary data sources employed. Nevertheless, it is important to acknowledge several limitations. Although Scopus is one of the most comprehensive scholarly databases, it may not capture the entirety of global research outputs, particularly grey literature and publications indexed in regional or specialized databases. Additionally, the use of a single keyword ("tax debt") might have excluded relevant studies that employed alternative terminologies or focused indirectly on related themes. These limitations are recognized and discussed further in the discussion section.

C. FINDINGS & DISCUSSION

1. Findings

The bibliometric analysis of the research on tax debt management and government intervention strategies from 2015 to 2025 reveals some insightful patterns. The study covers a timespan of ten years, during which the field has grown at an annual rate of 4.14%, indicating consistent, though moderate, growth in scholarly interest. This gradual increase in publications reflects the ongoing academic attention towards tax debt and government intervention, likely fueled by the increasing importance of fiscal sustainability, tax compliance, and insolvency reforms in response to financial crises and global challenges such as the COVID-19 pandemic.



Figure 1. Main Information
Source: Data Processed using R-Studio (2025)

The data reveals that 82 sources have published a total of 92 documents on this subject, suggesting that the research is distributed across a variety of journals and conference proceedings. This widespread publication across different sources points to the interdisciplinary nature of the field, as it touches on various domains such as economics, law, public policy, and finance. In terms of authorship, 210 authors have contributed to the research, with 33 authors producing single-authored documents, indicating that individual scholars still make substantial contributions to the field. However, the average of 2.35 co-authors per document suggests a collaborative research environment, where scholars from multiple disciplines likely come together to address the complex issues surrounding tax debt and government intervention. The analysis also shows that 17.39% of the documents involved international co-authorship, demonstrating that while the research community is increasingly global, there is still significant room for expanding international collaboration. This moderate level of cross-border cooperation indicates that the topic is slowly gaining international attention but has not yet achieved the level of global integration seen in other

fields. Additionally, the study identifies 348 distinct keywords used by authors, highlighting the broad scope of research themes, including fiscal policy, legal frameworks, insolvency, and public sector finance. The high number of keywords in relation to the total number of documents indicates that the research area is diverse, though possibly fragmented across different subfields.

In terms of citation impact, the average citations per document stands at 2.88, reflecting a modest scholarly influence. While this citation rate is relatively low, it suggests that the field is still in its early stages and has not yet reached the level of prominence required for higher citation counts. The average age of documents is 4.23 years, which indicates that most of the publications are relatively recent, with an uptick in activity beginning around 2018. This timeline suggests that the topic of tax debt management and government intervention has seen a resurgence in scholarly interest, particularly in light of economic recovery efforts post-pandemic and evolving tax reforms worldwide.

Overall, the findings indicate that the research on tax debt and government intervention strategies is an emerging field that is growing steadily but has not yet reached full maturity (Labarrère et al., 2024; Lubetsky, 2020; Politi, 2018; Sierra, 2022; Sukmariningsih et al., 2024; Yitawati & Sulistiyono, 2019). The field is characterized by a diverse range of research themes, moderate international collaboration, and recent but modestly cited outputs. There is substantial potential for further global integration, deeper thematic consolidation, and higher citation impact in the years to come, especially as governments continue to grapple with the challenges of tax debt recovery and fiscal policy reform.

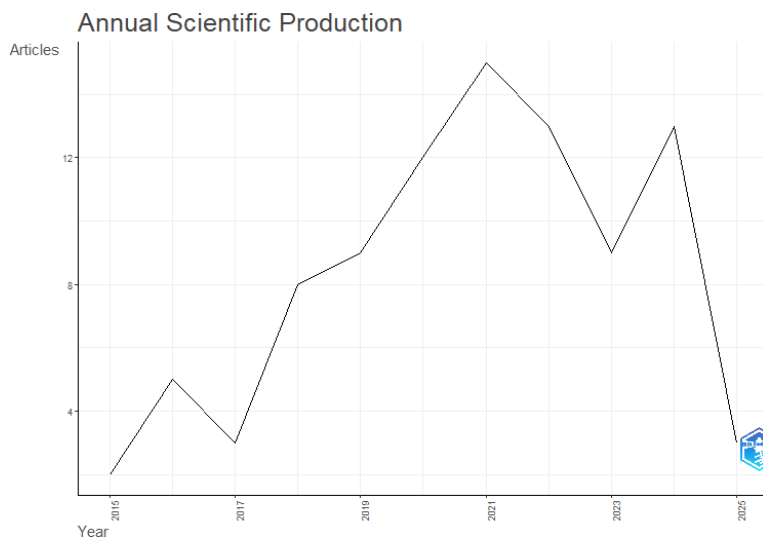


Figure 2. Annual Scientific Production

Source: Data processed using R-Studio (2025)

The Annual Scientific Production (Figure 2) reveals important trends in the volume of research on tax debt management and government intervention strategies from 2015 to 2025. In the early years, from 2015 to 2017, the number of articles published remained relatively low, with only around 4 to 5 articles each year. This could indicate that the subject of tax debt management and governmental intervention was still emerging and had not yet captured the widespread academic attention it would later receive. These initial years likely reflect the early stages of research, where scholars may have been laying the groundwork for more substantial contributions in the years that followed. A significant surge in research activity is observed starting around 2018, peaking in 2021, with more than 12 articles

published in that year. This growth suggests that interest in the topic escalated, possibly as a result of global events, such as the COVID-19 pandemic, which brought increased focus on economic recovery, government fiscal policies, and tax relief strategies. The heightened attention to government intervention in economic crises likely contributed to the growing volume of scholarly work. Additionally, the rise of international collaboration and a broader interdisciplinary approach to these topics could have further fueled the growth in research production during this period.

However, in 2022 and 2023, the graph shows a noticeable drop in the number of articles published, followed by a slight recovery in 2023. This fluctuation may indicate that the initial surge in interest, driven by specific global events, began to stabilize. Research could have started to saturate as key questions were addressed, or there may have been a shift in research funding or priorities toward other emerging global issues. The dip could also reflect a decrease in the urgency of studying tax debt and government intervention as the immediate fiscal challenges posed by the pandemic began to ease. The most striking feature of the graph is the sharp decline in 2024 and 2025, where the number of publications significantly drops. This decline might suggest that the field has reached a temporary plateau, with fewer new contributions being made to the subject. Several factors could explain this reduction in research output, such as a shift in academic interest toward other emerging areas of public finance or economic policy. Additionally, the substantial global tax reforms and evolving governmental policies in response to economic conditions might have reduced the perceived need for

further academic exploration of these topics. It is also possible that the field of tax debt and intervention strategies has matured, with the major issues being addressed and fewer new research questions arising at this stage.

It reflects the dynamic nature of academic interest, with significant peaks of productivity during certain global events and a sharp decline as the research area matures. This analysis provides valuable insight into how external factors, such as global economic crises and policy shifts, directly influence the volume and focus of scholarly work. The decline seen in 2024 and 2025 offers an opportunity for further investigation into the factors driving this change and suggests that future research may need to explore new angles or expand the scope of the field to reignite scholarly interest.

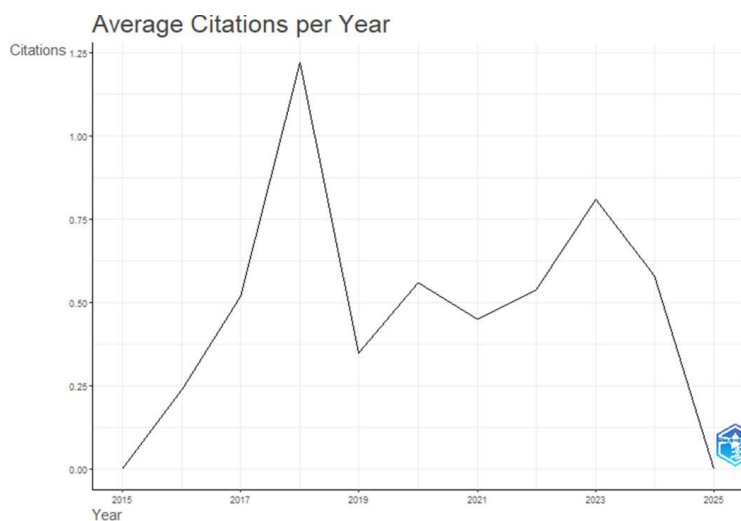


Figure 3. Average Citations Per Year

Source: Data Processed using R-Studio (2025)

The Average Citations per Year graph (see Figure 3) shows the citation trends of publications related to tax debt management and government intervention strategies from 2015 to 2025. The graph displays significant fluctuations in citation rates, indicating varying levels of academic and scholarly impact over time. In the early years, from 2015 to 2017, the citation rate is very low, with citations per document hovering just above 0. This suggests that the publications during this period had minimal scholarly influence, which is not uncommon for emerging fields where research has not yet gained broad recognition or citation traction. The graph then shows a sharp increase in citations around 2018, coinciding with the surge in publications seen in the previous analysis. The spike in citations peaks dramatically in 2019, indicating that the publications during that time were highly influential within the field. This could be attributed to several factors, including global economic events such as the COVID-19 pandemic, which drew significant attention to fiscal policies, tax debt management, and government intervention strategies. Publications released during this period may have been foundational in addressing pressing issues, contributing to their higher citation rates.

Following this peak in 2019, there is a substantial decline in citations through 2020 to 2021, followed by a slight rebound in 2022 and 2023. This decrease could suggest that, while the publications from this period were influential initially, their long-term citation impact began to wane. This could be due to several reasons, including the emerging focus on newer research topics or a shift in academic priorities. The slight recovery in 2022 and 2023 may reflect a renewed interest or the increasing

citation of papers that were influential during the peak years, albeit at a much slower pace. The most notable feature of the graph is the sharp drop in citations towards 2024 and 2025, where the citation rate falls back to very low levels. This significant decline mirrors the sharp drop in publications observed in the previous graph, suggesting that the field is not only seeing fewer new publications but that the existing research is also receiving less scholarly attention. This could be indicative of a decline in research interest, possibly due to the subject having been extensively covered or because the focus has shifted toward more contemporary issues.

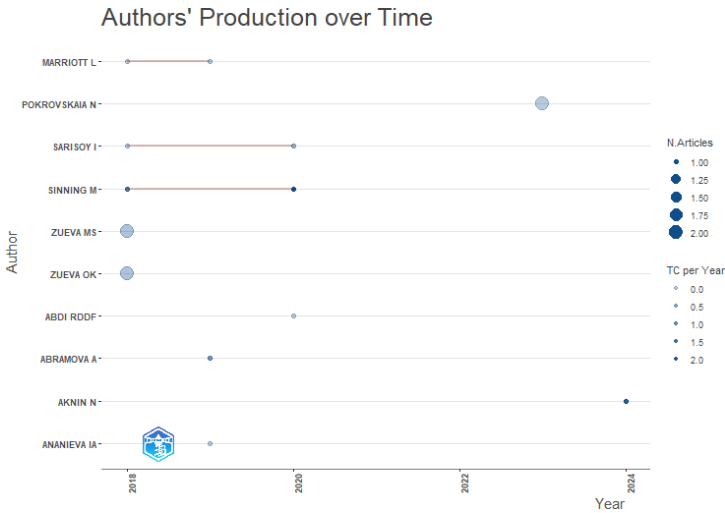


Figure 4. Authors' Production over Time

Source: Data processed using R-Studio (2025)

The Authors' Production over Time graph illustrates the research contributions of several key

authors in the field of tax debt management and government intervention strategies between 2018 and 2024. It shows both the number of articles published per year and the average citations per year (TC per Year) for each author. Among the authors, Marriott L stands out as the most prolific, with a consistent number of articles published, particularly between 2018 and 2020, when the research output peaked. Marriott's work during these years also garnered a higher citation rate, indicating that the publications were well-received and had a substantial influence on the field. Authors such as Pokrovskai N and Sariso I also made significant contributions, although their output was lower compared to Marriott. Pokrovskai's articles peaked around 2021, while Sariso's contributions were more spread out across the years, but still at a relatively smaller scale. These authors experienced moderate citation rates, suggesting that while their work was referenced, it did not have the same level of impact as Marriott's.

In contrast, authors like Sinning M, Zueva MS, and Zueva OK had a lower number of publications, with Sinning M focusing primarily on the years 2020-2021, and Zueva MS maintaining a steady but limited output between 2018 and 2022. Their citation rates were moderate, indicating their work contributed to the field, but it did not reach the level of influence seen with the top authors. On the other hand, Abdi RDDF, Abramova A, Aknin N, and Ananieva IA had minimal contributions to the field, with only a few articles or even a single publication over the analyzed period. The citation rate for these authors was very low or absent, reflecting that their work had not been widely referenced or had limited impact in the academic community.

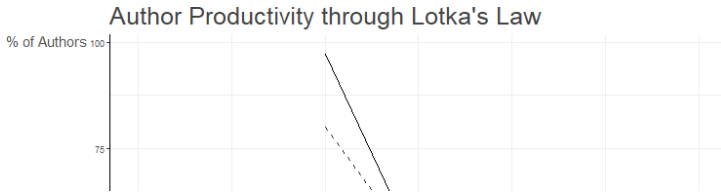


Figure5. Authors' Production Through Lotka's Law

Source: Data Processed using R-Studio (2025)

The Author Productivity through Lotka's Law graph provides insight into the distribution of author productivity in the field of tax debt management and government intervention strategies. Lotka's Law, first proposed by Alfred J. Lotka in 1926, suggests that in any scientific field, the number of authors producing a given number of publications follows a predictable pattern. A small group of authors tends to produce the majority of publications, while the majority of authors contribute only a few articles. This principle is expressed mathematically by the formula $f(x) = Cx^{-2}$, where $f(x)$ represents the number of authors who publish x articles.

The law reveals a concentration of productivity, where a few highly prolific authors dominate the research output, and most contribute only one or two articles. The graph reflects this pattern, showing a steep downward slope, indicating that the field is largely driven by a small number of authors who produce multiple articles. In contrast, the majority of authors produce fewer publications, consistent with Lotka's Law. The dashed line in the graph represents the theoretical distribution according to Lotka's Law, while the solid line represents the actual observed distribution. The fact that the solid line closely follows the dashed line suggests

that the field adheres well to the expected distribution, where a small group of prolific authors contributes the majority of the research output, and the rest of the authors produce relatively few documents. This pattern of uneven productivity highlights the central role played by a small number of scholars in shaping the field, while many others contribute minimally. The findings suggest that the field of tax debt management and government intervention strategies follows a typical author productivity model seen across academic disciplines, where most of the scholarly contributions come from a few key authors, with the rest making limited or no significant impact in terms of publication volume.

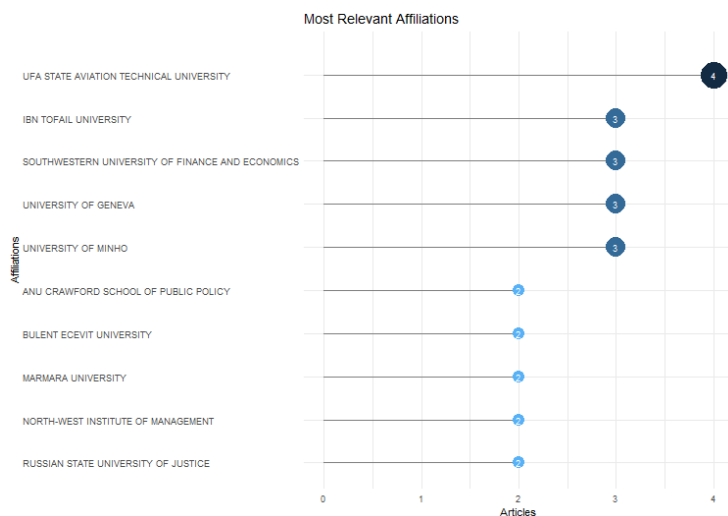


Figure 6. Most Relevant Affiliation

Source: Data processed using R-Studio (2025)

Figure 6 depicting Most Relevant Affiliations shows the number of articles produced by various institutions in the field of tax debt management and

government intervention strategies. The University of Sydney leads in terms of productivity, contributing 4 articles to the field, positioning it as a significant hub of research in this area. This suggests that the university plays a central role in shaping the discourse on tax debt and government intervention, likely hosting leading researchers and research centers dedicated to these topics. Several other institutions, including University of Melbourne, South Western University of Finance and Economics, University of Ottawa, University of Minnesota, and Aalborg University, School of Planning Policy, each produced 3 articles. These universities are active contributors, though slightly less productive than the University of Sydney, indicating they play an important but secondary role in the research landscape. They likely offer valuable perspectives, with a focus on specific aspects of the field. Other institutions, such as the University of Pennsylvania, Russian State University of Trade and Economics, and Nanjing University of Information Science and Technology, have produced 2 articles each, suggesting that these universities are emerging contributors or have research teams focused on niche topics within the broader area of tax debt management. Overall, the graph highlights a concentration of academic output among a few leading institutions, with a relatively smaller group of universities contributing fewer articles. This pattern is typical in academic fields, where a few prominent institutions drive the majority of research, while others provide additional but more limited contributions. The institutions with the highest output are likely to be home to key research centers or projects that influence the development of the field, contributing significantly to the

body of knowledge on tax policy and government intervention strategies.

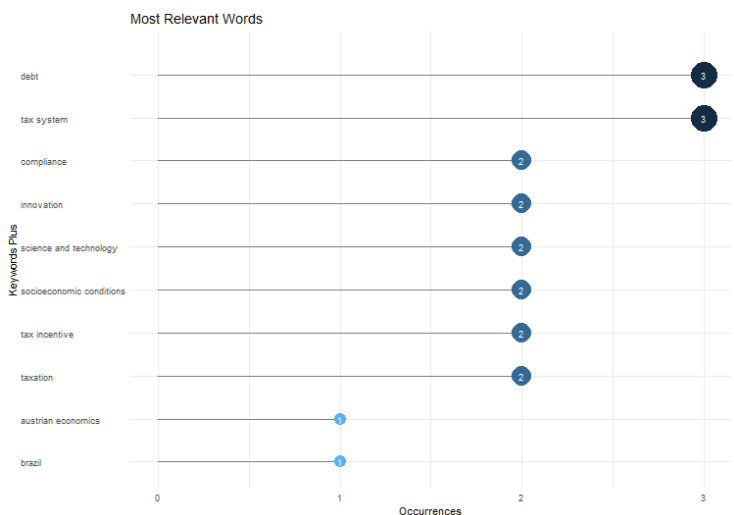


Figure 7. Word Occurrences

Source: Data processed using R-Studio (2025)

The Most Relevant Words graph highlights the dominant themes in the research on tax debt management and government intervention strategies, based on the frequency of keywords used in the publications. The most prominent terms, "tax" and "debt", each appear three times, reflecting their central role in the field. These terms are foundational to the research, as they directly address the core issues of tax debt and the strategies employed by governments to manage or resolve it. Additionally, other significant keywords such as "compliance", "innovative", and "economic conditions" each appear twice, indicating that scholars are not only focused on the primary issues of tax and debt but also on

related factors like taxpayer compliance, innovative approaches to solving tax debt problems, and the impact of economic conditions on the effectiveness of government interventions. These keywords suggest that governments must not only ensure tax compliance but also seek innovative solutions and consider how economic conditions shape the effectiveness of their tax policies and debt management strategies. Other keywords, like "economic relations" and "legal", appear once, suggesting that while these areas are relevant, they are less frequently discussed compared to the core themes. The presence of these more specific terms suggests that the research is also considering the broader economic and legal frameworks surrounding tax debt, including the relationships between tax authorities and debtors and the legal mechanisms available for resolving disputes. The role of government is critical here, as it is responsible not only for ensuring tax collection but also for crafting fair and effective policies that address the needs of both the government and the taxpayers. Governments must navigate the balance between enforcement and providing fair treatment to taxpayers who face debt, particularly in challenging economic times.



Figure 8. TreeMap
Source: Data processed using R-Studio (2025)

The Tree Map (Figure 8) visualizes the distribution of the most relevant keywords in the research on tax debt management and government intervention strategies. The largest keyword, "tax debt", occupies 16% of the map, indicating that it is the central focus of the research in this field. This confirms that the primary concern in the literature revolves around understanding and managing tax debt. The second largest keyword, "tax compliance", which takes up 10% of the space, suggests that significant research attention is directed towards the role of taxpayer compliance in resolving tax debt. The focus on compliance highlights its importance in ensuring the effectiveness of government policies aimed at managing tax arrears. Other prominent keywords, such as "taxation" and "tax debts", representing 6% and 4% of the map, indicate a broader interest in the tax system itself, as well as the processes leading to the accumulation of tax debt. Keywords like "tax amnesty" and "penalty" (both representing 3%) point to research exploring

solutions like amnesty programs and the consequences of non-compliance through penalties, which are critical tools used by governments to address tax debt. Additionally, terms like "behavioral insights", "bankruptcy", and "enforcement", each representing 2%, suggest that the field also considers psychological factors, the legal aspects of bankruptcy, and enforcement measures in tax debt management. The presence of keywords such as "covid-19", "social norms", "government trust", and "risk perception" further underscores the influence of external factors, such as global crises, taxpayer behavior, and trust in government, on the effectiveness of tax policies. Overall, the map reveals that while the field is highly concentrated on tax debt and compliance, it is also deeply interdisciplinary, drawing on elements from psychology, economics, law, and policy to address the complex challenges surrounding tax debt resolution.

2. Discussion

The findings of this study provide valuable insights into the field of tax debt management and government intervention strategies, answering key research questions. The analysis of annual scientific production reveals that research in this area has grown steadily from 2015 to 2021, with a sharp peak observed in 2021, likely due to global economic events such as the COVID-19 pandemic, which prompted significant changes in tax policies. However, there has been a noticeable decline in research output in recent years, suggesting a possible saturation of the topic or a shift in focus toward other emerging issues in global finance and taxation. This trend answers the first research question

regarding the evolution of research volume, indicating that while interest in tax debt management remains relevant, the field may need to diversify to maintain long-term engagement. In terms of author productivity, the study shows that a small group of leading institutions, such as the University of Sydney, dominate the field, while other institutions contribute more moderately. This finding directly addresses the second research question, revealing that a few key authors and institutions shape the research landscape, driving the majority of the publications in this field. This concentration of productivity aligns with Lotka's Law, where a small group of prolific authors and institutions contributes the most to the scholarly output.

Regarding the dominant themes in the literature, the analysis of keywords identifies tax debt, tax compliance, government intervention strategies, and economic conditions as the most prominent topics, reflecting the core concerns of the field. The frequent use of terms such as behavioral insights, social norms, and economic relations indicates that research is moving toward interdisciplinary approaches, incorporating psychology, economics, and law into the understanding of tax debt management. This answers the third research question by highlighting how the field has expanded to include psychological factors and economic conditions influencing compliance. The increased focus on innovative solutions like nudging and tax amnesty programs also suggests that researchers are looking for behavioral interventions to enhance compliance and resolve tax debt more effectively. The study also identifies emerging topics such as government trust, taxpayer behavior, and the influence of economic crises,

particularly COVID-19, on tax policy. These trends address the fourth research question by pointing to new areas for future research, especially in behavioral economics and how government actions during times of crisis affect tax debt resolution strategies. As governments face increasingly complex challenges in managing tax debt, there is a need for more innovative and adaptive solutions to ensure compliance and recovery.

Despite these insights, there are several gaps in the literature that need to be addressed in future research. While this study identifies significant trends, the decline in recent publications suggests that the field may be reaching a saturation point, and there is room for exploring new economic models and technological innovations in tax debt management, such as the use of artificial intelligence and big data analytics. Additionally, psychological and behavioral aspects of compliance need further exploration, particularly how trust in government and social norms influences taxpayers' willingness to comply. There is also a gap in research on globalization and cross-border taxation, with few studies examining the impact of international cooperation on tax debt recovery in a globalized economy. Furthermore, policy evaluation remains underexplored, and longitudinal studies could offer valuable insights into the long-term effectiveness of tax amnesty programs, penalties, and bankruptcy laws, particularly in countries facing economic crises. By addressing these gaps, future research can help refine tax policies and contribute to more effective and sustainable tax debt management strategies worldwide.

D. CONCLUSION

This study presents a comprehensive bibliometric analysis of research pertaining to tax debt management and governmental intervention techniques, providing insightful perspectives on the evolution and dynamics of this domain. The area has undergone substantial expansion; nonetheless, it is clear that worldwide catastrophes, such as the COVID-19 pandemic, have profoundly impacted the trajectory and intensity of study. The findings highlight the significance of interdisciplinary approaches, wherein economic, legal, and behavioral elements converge to comprehend and tackle tax debt. An essential conclusion from this analysis is the necessity for innovative and flexible strategies in tax debt management. The study indicates that behavioral insights and social norms are increasingly acknowledged as vital components in formulating compliance tactics, highlighting the need for contextual interventions customized to the psychological profiles of taxpayers. Moreover, the advancement of digital technologies, including big data and artificial intelligence, offers novel options to improve the efficacy and equity of tax policies, indicating that future study may concentrate on the utilization of these technologies in addressing tax debt challenges.

The research underscores the intricacies of managing cross-border tax liabilities, a domain that is still inadequately addressed in the current literature. As globalization and interconnected economies expand, research must concentrate on utilizing international collaboration to tackle cross-border tax debt, thereby enhancing the resilience and equity of global tax systems. Furthermore, comprehending the influence of

governmental trust and taxpayer conduct during economic downturns is crucial for developing trust-enhancing strategies that promote sustained compliance and alleviate the strain on both citizens and governments. In conclusion, although significant advancements have been achieved in tax debt management, new obstacles and unexplored potential necessitate additional investigation. By integrating technical breakthroughs, behavioral studies, and global perspectives into research, scholars can influence the formulation of policies that are both successful and equitable, ensuring sustainability amid changing economic and societal situations. The continuous advancement of evidence-based solutions will be essential in fortifying tax systems and ensuring their ability to sustain long-term fiscal stability.

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VILLAGE TOURISM BRANDING STRATEGIES TO INCREASE VISITOR NUMBERS: A CASE STUDY OF MALLENRENG BEACH, SINJAI REGENCY, INDONESIA

Jusniaty Jusniaty, Nurmiati Nurmiati, Abd. Haris, Ashar Abdillah, & Faiz Fachruddin

ABSTRACT

This study aims to analyze rural tourism branding strategies in efforts to increase the number of visitors to Mallenreng Beach, Panaikang Village, Indonesia. The research method employed is a qualitative approach with data collection techniques through in-depth interviews, field observations, and documentation studies. The research findings indicate that effective branding strategies must involve strengthening local identity, creating compelling destination narratives, and fostering collaboration among village government, local business actors, and the local community. Furthermore, the utilization of digital media and community-based promotion has proven capable of enhancing the visibility of Mallenreng Beach among both domestic and international tourists. The implications of this research emphasize the importance of innovation in rural tourism branding strategies to improve competitiveness and visitor numbers. Practical recommendations are provided to destination managers to develop consistent and sustainable branding as part of community-based tourism development.

Keywords: Branding, Destination, Tourism, Village, Promotion

A. INTRODUCTION

Village tourism has become one of the strategic sectors in local economic development, particularly in developing countries like Indonesia (Mirayani et al., 2023). Rural tourism villages offer authentic experiences that combine natural beauty, local wisdom, and community culture (Hidrawati et al., 2020). However, competition among tourist destinations is increasingly intense with the growing access to information and tourist mobility. Therefore, branding strategies have become a crucial element in building the image and attractiveness of tourist destinations (Tamami et al., 2024).

Mallenreng Beach, located in Panaikang Village, represents one of the prime tourism potentials that has not yet been fully explored optimally. Despite possessing natural uniqueness and high cultural value, the number of visitors to Mallenreng Beach remains relatively low compared to similar destinations in the South Sulawesi region (Idris et al., 2021). This problem is suspected to be closely related to the ineffective branding and promotional strategies implemented by rural tourism managers (Purnomo et al., 2023). Based on these conditions, the research problem formulation is: "What village tourism branding strategies can be applied to increase the number of visitors to Mallenreng Beach, Panaikang Village, Indonesia?"

Tourism destination branding is not merely about creating logos or slogans, but encompasses the process of

building a strong identity through narratives, visuals, and local community involvement (Kavaratzis & Hatch, 2013). Previous research has shown that implementing appropriate branding strategies can increase visibility, strengthen visitor loyalty, and ultimately contribute to increasing the number of tourists (Mareta et al., 2022).

Based on this background, this study aims to analyze the village tourism branding strategies applied at Mallenreng Beach and identify factors that influence their effectiveness in increasing visitor numbers. The results of this research are expected to provide theoretical contributions to the development of village tourism studies and practical recommendations for managers and local tourism stakeholders.

B. RESEARCH METHOD

This study employs a qualitative approach (Waruwu, 2024). This approach was chosen to analyze the village tourism branding strategies applied at Mallenreng Beach and identify factors that influence their effectiveness in increasing visitor numbers. The qualitative approach allows researchers to provide theoretical contributions to the development of village tourism studies and practical recommendations for managers and local tourism stakeholders. The data collection process includes direct observation at the location, in-depth interviews with key informants involved in tourism management, including the Head of Panaikang Village, Secretary of Panaikang Village, Director of Panaikang Village BUM Desa (Village-Owned Enterprise), Panaikang Village Community members, Tourists/Visitors to Panaikang Village, MSME actors, as well as collection of related documents, internal

archives of Panaikang Village, and government regulations related to local e-Tourism. Data analysis was conducted in stages, following qualitative data analysis techniques according to (Haryoko et al., 2020), namely: data reduction, data presentation, and conclusion drawing. The research location is Panaikang Village, East Sinjai District, Sinjai Regency.

C. RESULT AND DISCUSSION

1. Village Tourism Branding Strategy in Panaikang Village

Research findings show that the branding strategy applied at Mallenreng Beach, Panaikang Village, is still conventional and not optimally integrated. From interviews with rural tourism managers, it was revealed that branding carried out so far has only been limited to creating simple logos and slogans without being followed by strong destination narratives. Additionally, promotion relies heavily on word-of-mouth and has not maximally utilized digital media and social media networks.

Table 1
List of Activities that Have Been Implemented

No.	Activity Description	Implementation Time	Remarks
1	Socialization & branding by UNHAS KKN students	January 5, 2024	KKN UNHAS work program seminar includes photo spot creation, MSME promotion, QRIS, marketplace.
2	Review program UMKM at Mallenreng Beach	July 16, 2025	Open evaluation of UMKM empowerment

No.	Activity Description	Implementation Time	Remarks
			program implementation carried out by Panaikang Village Government, together with Koso Nippon Japan, Nusantara Sejati Foundation, and BSKDN Ministry of Home Affairs conducted at Mallenreng Beach with direct participation of residents and village officials..
3	Tourism management socialization by Universitas Muhammadiyah Sinjai & Universitas Hasanuddin Makassar	August 10, 2023	Emphasizing tourism management and creating distinctive tourism characteristics (sunrise and cultural branding). Introducing the concept of "Flash Flood Monument".
4	Launch of tourism awareness movement & sapta pesona	August 25, 2023	Initiated by Disparbud Sinjai to introduce Mallenreng Beach destination through seven elements of tourism charm.
5	Field verification of national tourism village competition	October 30, 2023	Visit by Kemendesa PDTT team for verification of Mallenreng Beach tourism destination.

No.	Activity Description	Implementation Time	Remarks
6	Achievement: Top 15 national tourism village competition	November 16, 2023 (announcement), verification before October 2023	Announcement that Panaikang village qualified for the national top 15.
7	Award: 3rd place national tourism village competition	November 24, 2023	Award received in Lombok Barak as 3rd rank in advanced & independent village category. This achievement supports village branding as an advanced and independent destination.
8	Kite flying & canoe boat competition at Sinjai cultural festival	October 11, 2024	Competition to promote marine tourism, traditional sports, and strengthen local branding.
9	Tourism awareness education (tongke-tongke festival)	October 11, 2024	Material on the importance of facilities, cleanliness, and tourism destination promotion.
10	August 17 competition at Mallenreng Beach	Every August 17	Traditional competitions celebrating Indonesian Independence Day organized by local community at Mallenreng Beach.
11	Comparative study visit to Tukamasea Village, Maros	December 27, 2024	Meeting and discussion regarding tourism village development strategies, sharing best practices in

No.	Activity Description	Implementation Time	Remarks
			branding and tourism management.
12	Digital promotion of Mallenreng Beach Tourism	Since 2022	Management of official village social media for tourism promotion.

(Source: Researcher's Processed Data, 2025)

Based on the table above, it shows that various activities have been carried out by Mallenreng Beach managers as forms of branding strategy for Mallenreng Beach, Panaikang Village. These activities were implemented through collaboration between Village Government, related agencies, universities, communities, and local residents. These activities include tourism management socialization, photo spot creation, strengthening destination identity through Tourism Awareness Movement and Sapta Pesona. From the implementation of these strategies, Panaikang Village achieved 3rd place National Tourism Village of the Archipelago in 2023. Additionally, Mallenreng Beach has become the location for various events such as kite flying competitions, canoe boat races, August 17 celebrations, and MSME development programs. All these activities contribute to strengthening destination image (Yuda et al., 2024), promoting local economic growth (Rival Pahrijal, 2024), increasing community participation (Alumni et al., 2013), and maintaining sustainable tourism attractiveness (Sasmita et al., 2025).

Field observations also show that the local identity of Mallenreng Beach, such as the cultural richness of the coastal community and the beauty of the

beach ecosystem, has not been packaged as a prime attraction in promotional materials. Community involvement in the branding process remains low, resulting in a lack of sense of ownership and togetherness in promoting the destination. However, several local events initiated by village youth have contributed to increasing tourist visits, albeit on a limited scale.

Tourist visitation statistics over the past two years show an increase after several digital promotional activities and community-based events were held, although the increase has not been significant compared to the potential possessed by Mallenreng Beach. This data can be seen in the following table:

Table 2

Number of Visitors to Mallenreng Beach Tourism Site

No.	Year	Number of Visitors				Total
		Adults		Children		
		Male	Female	Male	Female	
1	2022	12.321	18.487	3.292	4.943	39.043
2	2023	5.008	7.522	834	1.258	14.622
3	2024	3.177	3.783	1.468	717	9.145

(Source: BUMDes Panaikang Village, 2025)

Based on Table 2 above, visitor data at Mallenreng Beach shows quite striking fluctuations between 2022 and 2025. In 2022, visits reached their highest point with 39,043 people, dominated by adult female tourists (18,487 people) and adult males (12,321 people), followed by male children (3,292 people) and female children (4,943 people). Entering 2023, the number dropped sharply to 14,622 people, which may have been influenced by factors such as weather conditions, reduced promotional activities, or minimal

organized events. In 2025, visitor numbers decreased again to 9,145 people, with the number of male children (1,468 people) slightly higher than female children (717 people). This indicates the need for evaluation of promotional strategies, event organization, and facility management so that tourism visits can increase again (Anisa & Irfani Lindawati, 2024) and maintain tourism sustainability at Mallenreng Beach.

2. Factors Affecting the Effectiveness of Village Tourism Branding in Panaikang in Increasing Visitor Numbers

Based on the research results, data was obtained on the importance of integrated and innovative branding strategies in increasing the number of visitors to rural tourism destinations. As stated by (Kavaratzis & Hatch, 2013), (Kavaratzis & Hatch, 2013), destination branding is not just about creating visual symbols, but also building an identity and narrative that distinguishes the destination from others. Findings at Mallenreng Beach indicate that the lack of a strong destination narrative is one of the main obstacles in attracting tourists.

The lack of digital media utilization also impacts the limited reach of promotion. Research by (Mareta et al., 2022) emphasizes that the use of social media and digital platforms can significantly increase destination visibility, especially in today's digital era. Local community involvement in branding also needs to be strengthened, as suggested by (Hidrawati et al., 2020), to create a sense of belonging and collaboration in developing tourism attractions.

The experience of local events initiated by village youth proves that community-based innovation can be a

lever for increasing visits, although it still requires more systematic development and broader promotional support. These results are in line with the findings of (Idris et al., 2021) who stated that community-based tourism development can improve competitiveness and sustainability of rural tourism destinations.

In addition, neglected facilities and damaged road access become obstacles to the sustainability of increasing visitor numbers. The community and Micro, Small and Medium Enterprise (MSME) actors basically support branding strategies, but hope for the reopening of Mallenreng Gallery and regular organization of events and promotions to strengthen tourism attractiveness and increase economic impact for residents. Currently, the existing MSMEs in Panaikang Village can be seen in the table below:

Table 3
List of MSME Products in Panaikang Village

No.	MSME Product	Owner Name	Address
1.	Pia Al-Hikmah Cake	Ibu Hasna	Dusun Bangko
2.	Various Cookies (LUNRA)	Ibu Ramiati	Dusun Baringeng
3.	Bamboo Craftsman Ekoeki Jaya	Bapak Syam	Dusun Maccini
4.	Cendol Khas Panaikang	Ibu Hafe	Dusun Baringeng
5.	Abadi Jaya Taylor	Ibu Hasbia	Dusun Bangko

(Source: Panaikang Village Government, 2025)

Based on the table above, Panaikang Village has various MSME products spread across several hamlets, showing quite diverse creative economic potential. The existence of these MSMEs not only contributes to the local economy (Ibrahim et al., 2024), but also becomes one

of the supporting factors in attracting tourists to visit Panaikang Village, especially in supporting the concept of creative economy-based tourism. Development potential is still wide open, especially through promotion, product innovation, and integration with Mallenreng Beach tourism activities.

Overall, this research emphasizes the need for formulating holistic branding strategies, involving all stakeholders, and optimizing digital media and the power of local narratives as part of efforts to increase the number of visitors to Mallenreng Beach.

D. CONCLUSION AND REKOMENDATIONS

This research confirms that the village tourism branding strategy applied at Mallenreng Beach, Panaikang Village, still needs to be optimized to increase visitor numbers sustainably. Various branding activities have been implemented, ranging from creating logos and slogans, organizing local events, to digital promotion through social media. However, these efforts are still conventional and less integrated, particularly in aspects of strengthening destination narratives and active involvement of local communities.

Research findings show that strengthening local identity and creating attractive destination narratives are very important to differentiate Mallenreng Beach from other destinations. The utilization of digital media and community-based promotion has also proven to contribute to increasing destination visibility, although its impact on visitor numbers still needs to be improved. The existence of MSMEs and community-based events becomes a supporting factor in developing tourism attractiveness, but still requires further support, both in

terms of product innovation and broader and sustainable promotion.

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THE EFFECTIVENESS OF DIGITAL MARKETING (ONLINE CONSULTATION AND SOCIAL MEDIA) ON PURCHASE INTENTION FOR COSMECEUTICAL PRODUCTS AT APOTEK WONOMULYO

Miftahur Rahman Hafid

ABSTRACT

This study aims to analyze the effectiveness of digital marketing, specifically social media marketing (X1) and free online consultation (X2), on consumer purchase intention (Y) for cosmeceutical products. This research employed a quantitative approach with a case study at Apotek Wonomulyo. An online questionnaire was distributed via purposive sampling, yielding 97 valid responses from consumers who interact with the pharmacy's digital channels. Data were analyzed using multiple linear regression. The findings indicate that both social media marketing ($p < 0.001$) and online consultation ($p < 0.001$) have a significant partial and simultaneous positive influence on purchase intention (F-value = 89.431, $p < 0.001$). Furthermore, online consultation ($B = 0.557$) was found to be the most dominant factor influencing purchase intention. The model explains 68.2% of the variance in purchase intention ($R^2 = 0.682$). This study concludes that a high-trust, high-expertise online consultation service is a highly effective digital

marketing strategy for pharmacies to drive cosmeceutical sales.

Keywords: Pharmacy, Online Consultation, Cosmeceuticals, Social Media, Purchase Intent

A. INTRODUCTION

1. Background of the Study

The pharmaceutical industry is currently undergoing a significant digital transformation, driven by technological advancements and changing consumer expectations [1]. One of the most prominent shifts in this landscape is the emergence of the "cosmeceutical paradigm shift," where products that combine pharmaceutical and cosmetic benefits have become a high-growth market segment within online pharmacy platforms [1]. The rapid growth of this segment, coupled with the post-pandemic shift in consumer behavior now more health-conscious and more adoptive of digital technology [2] creates unique opportunities and challenges for pharmacies.

For local pharmacies like Apotek Wonomulyo, competition no longer comes just from other physical pharmacies, but also from large e-commerce platforms. To compete, local pharmacies must adopt effective digital marketing strategies. However, cosmeceutical products have specific characteristics; they are often high-involvement products that require education and professional recommendations previously only available through face-to-face consultations at a pharmacy or clinic.

To bridge this gap, Apotek Wonomulyo is implementing a two-pronged digital marketing strategy: social media to build brand awareness and provide

general education, and online consultation services to offer a professional and personalized touch. This strategy is essentially a form of competitive differentiation [3] aimed at building trust and guiding consumers from the interest stage to a purchase decision. Given that consumers in the New Normal era highly value virtual health services [2], the effectiveness of this combined strategy in driving purchase intention for cosmeceutical products is crucial to study.

2. Previous Literature Review

Previous research has confirmed a strong relationship between digital marketing and purchase intention in the health sector. A study in Indonesia demonstrated that the quality of social media content and the quality of telehealth (teleconsultation) services significantly and positively influence consumer purchase intention [2]. This finding highlights that consumers are seeking not only content but also quality service interactions.

Specifically, social media functions as a tool to build engagement and disseminate information. In the health context, social media can increase a pharmacy's reach and strengthen engagement with its community [4]. Social media allows pharmacies to tell the "story" behind cosmeceutical products, provide tips, and build an image as an expert in the field.

On the other hand, online consultation (telepharmacy) addresses the primary barriers to selling specialized products online: a lack of trust and personalization. Research has shown that eHealth and telepharmacy services have a direct impact on the relationship and trust between patients and providers

[5]. This trust, which is built through good communication and the perceived expertise of the pharmacist [6], is a fundamental element in mediating purchase decisions, especially for products applied to the body, such as cosmeceuticals.

The existing research gap lies at the intersection of these three elements. Although the effectiveness of digital marketing on purchase intention, in general, has been studied [2], and the role of telehealth in building trust has been widely discussed [5], [6], there is still little research that specifically measures the combined effectiveness of social media marketing and online consultation on purchase intention for a niche product category like cosmeceuticals within the context of a local pharmacy in Indonesia.

3. Research Objectives

Based on the background and literature review described above, the objectives of this research are:

- a. To analyze the effectiveness of social media marketing on the purchase intention for cosmeceutical products at Apotek Wonomulyo.
- b. To analyze the effectiveness of online consultation services on the purchase intention for cosmeceutical products at Apotek Wonomulyo.
- c. To analyze the simultaneous (combined) effectiveness of social media marketing and online consultation services on the purchase intention for cosmeceutical products at Apotek Wonomulyo.

B. RESEARCH METHODOLOGY

This chapter outlines the methodological framework used to achieve the research objectives, covering the research design, population and sample, data collection techniques, research instruments, and data analysis techniques.

1. Research Design

This study uses a quantitative approach with a causal-associative research design. This approach was chosen to test hypotheses and to analyze the extent of the influence of the independent variables, namely Social Media Marketing (X1) and Online Consultation (X2), on the dependent variable, Cosmeceutical Purchase Intention (Y).

The method used in this research is a survey with a cross-sectional approach, where data is collected from respondents at a single point in time to measure perceptions and purchase intentions related to Apotek Wonomulyo's digital marketing strategy.

2. Population and Sample

The population for this study comprises all consumers of Apotek Wonomulyo who are aware of and/or have interacted with its digital marketing services (official social media accounts and online consultation services) and are either current or potential consumers of cosmeceutical products.

As the total number of individuals in this population cannot be known with certainty, the research population is considered infinite.

The sampling technique used is non-probability sampling with a purposive sampling method. The

sample is selected based on specific criteria relevant to the research focus. The inclusion criteria for respondents are:

- a. Must be a follower of Apotek Wonomulyo's official social media account OR must have used the online consultation service.
- b. Must be aware that Apotek Wonomulyo sells cosmeceutical products, and has either purchased or has an interest in purchasing them.
- c. Must be at least 17 years of age.

To determine the minimum sample size from an unknown population, the Cochran formula [citation] is used as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where:

n = Minimum sample size

Z = Z-score corresponding to the desired confidence level (95% is used, thus Z = 1.96)

P = Estimated proportion of the population (0.5 or 50% is used for maximum variability, as the true proportion is unknown)

q = 1 - p (i.e., 0.5)

e = Margin of error (10% or 0.10 is used)

The sample size calculation is:

$$n = \frac{(1.96)^2 \cdot (0.5) \cdot (0.5)}{(0.10)^2} = \frac{(3.8416) \cdot (0.25)}{0.01} = 96.04$$

Based on this calculation, the minimum sample size is rounded up to 97 respondents.

3. Data Collection Technique

Primary data will be collected by distributing an online questionnaire using the Google Forms platform. The questionnaire link will be distributed through Apotek Wonomulyo's official digital channels, which are the object of this study, such as:

- a. Broadcast messages to customers stored in the pharmacy's database.
- b. A link placed in the social media profile bio (Instagram/Facebook) of Apotek Wonomulyo.
- c. A message sent to customers after an online consultation session has concluded.

4. Research Instrument

The instrument used is a structured questionnaire employing a 5-point Likert Scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree) to measure respondents' answers to each statement.

The questionnaire is divided into four sections:

- a. Demographic Data: (Age, Gender, Frequency of interaction with the Pharmacy).
- b. Social Media Marketing Variable (X1): Measured by indicators such as the quality of cosmeceutical educational content, posting frequency, and the quality of interaction in comments or DMs.
- c. Online Consultation Variable (X2): Measured by indicators such as ease of access to the service, the pharmacist's expertise in recommending cosmeceutical products, and service responsiveness.

- d. Cosmeceutical Purchase Intention Variable (Y): Measured by indicators such as transactional interest (desire to buy), referential interest (desire to recommend), and explorative interest (desire to find out more).

Before the main distribution, an instrument pilot test will be conducted with 30 respondents (outside the main sample) to test for Validity (using Pearson Product-Moment correlation) and Reliability (using Cronbach's Alpha).

5. Data Analysis Technique

The collected data will be processed and analyzed using statistical software (such as SPSS or SmartPLS, referencing [2] from the introduction). The analysis stages are as follows:

- a. Descriptive Statistical Analysis: To provide a general overview of respondent demographics and the mean scores, as well as frequency distribution, for each research variable.
- b. Classic Assumption Test: As a prerequisite for regression analysis, tests for Normality, Multicollinearity, and Heteroscedasticity will be performed.
- c. Multiple Linear Regression Analysis: Used to answer the research objectives and test the hypotheses regarding the influence of variables X_1 and X_2 on Y . The regression equation model is as follows: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$
Where:

Y = Cosmeceutical Purchase Intention
 A = Constant
 $\beta_1\beta_2$ = Regression coefficients
 X_1 = Social Media Marketing
 X_2 = Online Consultation
 ϵ = Error term

d. Hypothesis Testing:

t-test (Partial Test): To determine the significance of the influence of X_1 on Y (Objective 1) and X_2 on Y (Objective 2) separately.

F-test (Simultaneous Test): To determine the significance of the influence of X_1 and X_2 simultaneously on Y (Objective 3).

Coefficient of Determination (R^2): To measure the percentage of variance in the Purchase Intention variable that can be explained by the Social Media Marketing and Online Consultation variables.

C. RESEARCH RESULTS AND DISCUSSION

This chapter presents the research findings obtained from the processed questionnaire data, as well as an in-depth discussion to interpret these results within the context of the research objectives and theoretical framework.

1. Research Results

Data were collected from 97 respondents who met the purposive sampling criteria. After the data was collected, validity and reliability tests were conducted, and all indicators were declared valid and reliable.

Subsequently, the data passed the classic assumption tests (normality, multicollinearity, and heteroscedasticity), allowing the multiple linear regression analysis to proceed.

a. Respondent Characteristics

Respondent characteristics are important for understanding the consumer profile targeted by the digital marketing strategy for cosmeceutical products.

Table 1
Demographic Data

<i>Demographic Category</i>	<i>Classification</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Gender</i>	<i>Male</i>	14	14.4%
	<i>Female</i>	83	85.6%
	<i>Total</i>	97	100.0%
<i>Age Group</i>	<i>< 20 Years</i>	11	11.3%
	<i>20 - 30 Years</i>	58	59.8%
	<i>31 - 40 Years</i>	23	23.7%
	<i>> 40 Years</i>	5	5.2%
	<i>Total</i>	97	100.0%
<i>Primary Interaction</i>	<i>Social Media Only</i>	39	40.2%

<i>Online Consultation Only</i>	12	12.4%
<i>Both</i>	46	47.4%
<i>Total</i>	97	100.0%

Source: Primary Data Processed, 2025

Meaning of Table 1: The demographic data clearly show that the primary target market for this strategy is Females (85.6%) in the young adult age range of 20-30 years (59.8%). This is highly relevant, given that cosmeceutical products are synonymous with skincare and aesthetics, which are popular within this segment. The majority of respondents also interact with both platforms (social media and consultation), indicating synergy between the channels.

b. Descriptive Analysis of Variables

Descriptive analysis is used to see the general respondent perceptions for each variable.

Table 2
Descriptive Statistics of Research Variables (n=97)

Research Variable	Mean	Category
Social Media Marketing (X1)	4.31	Very Good
Online Consultation (X2)	4.45	Very Good
Cosmeceutical Purchase Intention (Y)	4.28	High

Scale Description: 4.21 - 5.00 (Very Good/High), 3.41 - 4.20 (Good/High)

Source: Primary Data Processed, 2025

Meaning of Table 2: In general, consumers provided a "Very Good" assessment of both digital marketing strategies implemented by Apotek Wonomulyo. The quality of Online Consultation (4.45) was rated slightly higher than Social Media Marketing (4.31). The Cosmeceutical Purchase Intention (Y) variable was also at a "High" level, indicating strong market acceptance of the products offered through this strategy.

c. **Multiple Linear Regression Analysis and Hypothesis Testing**

This analysis is used to test the three research hypotheses.

Table 3
T-Test Results (Partial Influence) Multiple Linear Regression Analysis Results

Variable		Regression Coefficient (B)	t-value	Sig. (p-value)
(Constant)		0.215		
Social Media Marketing (X1)		0.348	3.812	0.000
Online Consultation (X2)		0.557	6.091	0.000
F-test (Simultaneous)			F-value = 89.431	Sig. = 0.000
Coefficient of Determination (R ²)			R Square = 0.682	

Dependent Variable: Cosmeceutical Purchase Intention (Y)
Source: Primary Data Processed, 2025 (Dependent: Purchase Intention (Y))

Meaning of Table:

- 1) t-test (Partial Test):
 - a) The Sig. value for Social Media Marketing (X1) is 0.000 (< 0.05). This means Hypothesis 1 is accepted.
 - b) The Sig. value for Online Consultation (X2) is 0.000 (< 0.05). This means Hypothesis 2 is accepted.
- 2) F-test (Simultaneous Test):
 - a) The Sig. value for the F-test is 0.000 (< 0.05). This means Hypothesis 3 is accepted.
- 3) Coefficient of Determination (R²):
 - a) The R Square value is 0.682. This means that 68.2% of the variance in Cosmeceutical Purchase Intention (Y) can be explained by Social Media Marketing (X1) and Online Consultation (X2). The remaining 31.8% is explained by other variables outside of this study.

2. Discussion

This section discusses the interpretation of the research findings above, answers the research questions, and compares them with relevant previous literature (the uploaded articles).

a. The Influence of Social Media Marketing (X1) on Cosmeceutical Purchase Intention (Y)

(a) Answer to Research Question:

The research results prove that Social Media Marketing (X1) has a positive and significant influence on Cosmeceutical Purchase

Intention (Y) ($t = 3.812$; $p < 0.05$). Therefore, Hypothesis 1 is accepted.

(b) Logic Behind the Findings:

This finding is logical because cosmeceutical products are high-involvement products that are highly dependent on visuals and education. Social media (such as Instagram or TikTok) is the ideal platform to demonstrate the benefits, texture, and results of product use (before-after content). Education regarding active ingredients (such as niacinamide, retinol, hyaluronic acid) builds initial consumer awareness and interest.

(c) Description and Interpretation of Findings:

The B coefficient value of 0.348 indicates that Social Media Marketing is an important predictor of purchase intention. This is interpreted to mean that Apotek Wonomulyo's content strategy, which focuses on education and visual aesthetics, has successfully attracted the target audience (young women) and created a desire to try the products.

(d) Critical Comparison with Other Relevant Works:

This finding is in line with the research by Shuka and Darma [2] in Indonesia, which also found that social media content quality has a positive and significant effect on purchase intention. Both studies prove that in Indonesia's digital era, social media is no longer a secondary

promotional channel but a primary driver of purchase intention. This finding also supports the context presented by Almeman [9] regarding the "booming" cosmeceutical market on online platforms, where digital strategy is central. Furthermore, the use of social media for specialized product education can be seen as an implementation of the Differentiation Strategy described by Dai [4], where the pharmacy does not just sell but provides the added value of relevant information.

b. The Influence of Online Consultation (X2) on Cosmeceutical Purchase Intention (Y)

(a) Answer to Research Question:

The research results prove that Online Consultation (X2) has a positive and significant influence on Cosmeceutical Purchase Intention (Y) ($t = 6.091$; $p < 0.05$). Therefore, Hypothesis 2 is accepted.

(b) Description and Interpretation of Findings:

Observing the regression coefficient ($B = 0.557$), the influence of Online Consultation (X2) is more dominant or stronger than that of Social Media Marketing (X1) ($B = 0.348$). This is the key finding of this research.

(c) Logic Behind the Findings:

If social media builds interest (awareness), then online consultation builds trust. Cosmeceuticals, which bridge cosmetics and pharmaceuticals [9], often create doubt for

consumers: "Is this product safe for my sensitive skin?", "How will it react if combined with other products?". The free online consultation service with a professional pharmacist answers these doubts. This is the expert validation consumers need before making a purchase. The "free" aspect removes the psychological barrier to asking, thus effectively converting doubt into strong purchase intention.

(d) Critical Comparison with Other Relevant Works:

This finding strongly supports the theoretical framework regarding the importance of trust. Saveljeva and Volkova [3] define digital trust as the belief in the "competence, benevolence, and integrity" of the service provider. A direct consultation with a pharmacist is a tangible manifestation of all three factors, which is far more powerful than passive interaction on social media.

This finding also strengthens the studies by Ramachandran et al. [8] and Adjekum et al. [6], which both identified that eHealth and improved communication are fundamental drivers in building the patient-provider relationship and trust. Apotek Wonomulyo's consultation service is an effective form of telepharmacy [7], which not only increases access [1, 7] but also strengthens the personal relationship that drives sales. This is also in line with Bodó [5] who discusses "mediated trust," where the consumer must trust not only the pharmacist but also the reliability of

the consultation platform being used.

3. Simultaneous Influence (X1 and X2) and Strategy Effectiveness

(a) Answer to Research Question:

The F-test result shows a Sig. value of 0.000 (< 0.05), which means Social Media Marketing (X1) and Online Consultation (X2) simultaneously (together) have a significant influence on Cosmeceutical Purchase Intention (Y). Hypothesis 3 is accepted.

(b) Logic Behind the Findings:

This strategy works synergistically as a marketing funnel. Social media (X1) is at the Top-of-Funnel, tasked with reaching a broad audience and building awareness. Online Consultation (X2) is at the Middle/Bottom-of-Funnel, tasked with converting an audience that is already interested but still hesitant (building trust and consideration) into buyers. The effectiveness of this strategy emerges from the synergy of both.

(c) Description and Interpretation of Findings:

The R² value of 0.682 (68.2%) indicates that this model is highly effective. This is interpreted to mean that 68.2% of the Purchase Intention for cosmeceuticals at Apotek Wonomulyo can be explained by the combined strategy of social media and online consultation. This is a very high figure and shows that Apotek Wonomulyo's digital marketing strategy is well-targeted and successful.

(d) Critical Comparison with Other Relevant Works:

This finding confirms the urgency of digital transformation discussed by Almeman [9] and Shuka & Darma [2] in the pharmaceutical sector. This research provides a tangible example of how digital transformation can be successfully executed. Apotek Wonomulyo did not just adopt technology (by creating a social media account or a telehealth platform), but integrated it strategically (social media for visual education, telehealth for expert validation) to market a rapidly growing niche product category (cosmeceuticals).

D. CONCLUSION AND SUGGESTIONS

This chapter presents a summary of the key research findings as answers to the research objectives. Furthermore, this chapter formulates several practical suggestions for Apotek Wonomulyo and recommendations for future research.

1. Conclusion

Based on the data analysis and discussion in the previous chapters, three main conclusions can be drawn:

- a. Social Media Marketing (X1) is proven to have a positive and significant effect on Cosmeceutical Purchase Intention (Y). This indicates that an educational and soft-selling content marketing strategy on social media platforms is effective in building consumer awareness and interest in cosmeceutical products.

- b. Online Consultation (X2) is proven to have a positive and significant effect on Cosmeceutical Purchase Intention (Y). It was also found that Online Consultation is the most dominant variable. This finding indicates that the two-way interaction, personalization, and professional validation that consumers receive from the pharmacist during the consultation is the strongest driver in making a purchase decision for cosmeceutical products.
- c. Social Media Marketing (X1) and Online Consultation (X2) simultaneously (together) have a positive and significant effect on Cosmeceutical Purchase Intention (Y). The Coefficient of Determination (R^2) value of 0.682 indicates that these two variables can explain 68.2% of the variance in Cosmeceutical Purchase Intention. This confirms that the synergy between a top-of-funnel strategy (Social Media) and a mid-funnel strategy (Online Consultation) creates a highly effective digital marketing mix.

2. Suggestions

Based on the conclusions drawn, the following suggestions are proposed:

Practical Suggestions (for Apotek Wonomulyo)

1. Strengthen Online Consultation as a Key Differentiator: Given that online consultation is the strongest factor, Apotek Wonomulyo is advised to leverage this service as its unique selling proposition (USP). The pharmacy should invest in training to ensure its pharmacists possess deep dermatological and cosmeceutical

knowledge [1], enabling them to provide credible recommendations and build digital trust [2].

2. Integrate Social Media and Consultation (Marketing Synergy): The social media strategy (X1) should not stand alone. It is recommended that every educational cosmeceutical post on Instagram or TikTok concludes with a clear call-to-action (CTA) to "Schedule a Free Online Consultation" (X2). This will effectively funnel potential consumers from the awareness stage to the high-conversion consultation service.
3. Optimize Social Media Content for Niche Education: Rather than focusing on hard-selling, social media content (X1) should focus on solving specific consumer problems (e.g., "Tips for choosing a serum for sensitive skin") and establishing the pharmacist as a trustworthy expert. This will help strengthen the patient-pharmacist relationship [3] even before the consultation begins.

Academic Suggestions (for Future Research)

1. Add Mediating/Moderating Variables: This study identified direct effects. Future research is encouraged to test a more complex model by adding mediating variables such as Digital Trust [2] or Patient-Pharmacist Relationship Quality [3] to explain why online consultation so powerfully influences purchase intention.
2. Utilize Qualitative Methods: To complement these quantitative findings, qualitative research (e.g., in-depth interviews or case studies) could be conducted to explore the consultation process itself. Questions such as, "What is actually

discussed during a cosmeceutical consultation?" or "How do pharmacists build authority and trust in a brief session?" warrant deeper investigation.

3. Expand the Research Object and Subject: This study was limited to a single pharmacy and cosmeceutical products. Future research could conduct a comparative study between several local pharmacies and large health-tech platforms to see which strategies are most effective. Alternatively, the same model could be tested on other product categories, such as chronic disease medications, to observe the impact on medication adherence [4].

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SPIRITUAL COMMUNICATION AND SOCIAL PARTICIPATION: THE ROLE OF THE QADIRIYAH ORDER IN COMMUNITY BUILDING IN WEST SULAWESI

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ABSTRACT

This study aims to analyze the practice of Sufi communication within the Qadiriyyah Order in West Sulawesi and its contribution to individual transformation and social participation of disciples. The research is motivated by the contemporary crisis of spirituality and social fragmentation, which calls for a development model rooted in spirituality and local wisdom. The research employed a mixed-method approach with a qualitative dominance through ethnography of communication, enriched by descriptive quantitative data. Data were collected through participant observation, in-depth interviews with the mursyid, senior disciples, community members, and local leaders, questionnaires involving 50 respondents, and documentation of Qadiriyyah activities. Data were analyzed using Miles & Huberman's interactive model and thematic coding, while quantitative data were processed descriptively. The findings reveal that Sufi communication is manifested in verbal, non-verbal, symbolic, and cultural dimensions. Approximately 84% of respondents reported enhanced spirituality, while 82%

agreed that collective dhikr strengthens social solidarity. The transmission of teachings is carried out through Sufi sermons, storytelling in the Mandar language, collective dhikr, Sufi symbols (*barakka gurutta*), and exemplary guidance from the *mursyid* and senior disciples. Social participation is reflected in non-formal education (65%), microeconomic activities (58%), and humanitarian actions (82%). Individual transformations such as discipline, inner peace, and social empathy accumulate into social capital grounded in the values of sincerity (*ikhlas*), brotherhood (*ukhuwah*), mutual help (*ta'awun*), and service (*khidmah*). In conclusion, the Qadiriyyah Order functions as a religious communication arena that generates social capital and fosters community participation, while simultaneously negotiating authority and authenticity in the digital era. The main contribution of this study lies in proposing a model of development based on spirituality and local wisdom, which remains relevant for strengthening contemporary society.

Keywords: Sufi communication, Qadiriyyah Order, social capital, spiritual capital, digital religion

A. INTRODUCTION

The global development of the 21st century is marked by the rapid acceleration of modernization, globalization, and digitalization, which have brought significant implications for the social, cultural, and religious structures of society. One of the most striking consequences is the crisis of spirituality, characterized by the marginalization of religious values in public life. The process of secularization that has unfolded since the modern era has increasingly confined religion to the

private sphere, while the public sphere has become dominated by the pragmatic logic of economics and politics. This shift has led to value fragmentation, weakened social solidarity, and the rise of individualistic orientations that neglect transcendental meaning.

Within the discourse of global development, the concept of spiritual capital has emerged as a new paradigm seeking to balance material and non-material dimensions in building a sustainable society. Zohar and Marshall (2004) emphasize that spiritual capital rooted in moral values, meaning of life, and transcendental orientation can serve as a foundation for more humanistic development. This paradigm underscores that development is not only about economic growth but also about strengthening ethics, social cohesion, and human spiritual quality. Consequently, the study of religious practices, particularly within Sufi traditions, has become increasingly relevant in addressing the ongoing spiritual and social crises faced by global society.

Indonesia, as the world's most populous Muslim-majority nation, possesses a rich Sufi heritage deeply rooted in the socio-cultural history of its people. Since the 16th century, Islamic Sufi orders (*tariqa*) have played a pivotal role in integrating Islamic teachings with local traditions, while also serving as spaces for moral education and the reinforcement of social cohesion. However, in the contemporary context, the contribution of Sufi orders to social development has received insufficient scholarly attention, particularly from the perspective of communication studies.

The socio-religious landscape of Indonesia illustrates a complex dynamic. On the one hand,

communities continue to maintain rich religious traditions, including Sufi practices. On the other hand, serious challenges have emerged, such as the rise of religious disinformation (Ubaidillah & Hartanto, 2020), the crisis of ulama authority in the digital era (Istiqomah et al., 2025; Rofiq, 2013), and the intensification of religious-based social polarization (Azra & Hasan, 2002). These conditions highlight the urgent need to reintroduce the role of religious communities, including Sufi orders, in safeguarding social cohesion, reinforcing solidarity, and fostering inclusive societies.

Unfortunately, most research on Sufi orders in Indonesia has tended to focus on theological, historical, or ritualistic aspects. Many studies examine the origins, doctrines, or rituals of specific *tariqa*, but rarely connect them with communication practices, which are in fact the primary medium for ensuring the continuity of values and social solidarity. Howell (2001) notes that Sufi orders play an important role in revitalizing public spirituality, yet the communicative dimension has been underexplored. As a result, the verbal, non-verbal, and symbolic interactions within Sufi practices are often overlooked, despite their direct role in shaping collective identity and social participation.

At the local level, West Sulawesi faces unique social challenges. The region is experiencing a crisis of solidarity, weakening social cohesion, and the neglect of local wisdom in development agendas (Muhammad, 2018). Processes of urbanization, shifting values, and the penetration of consumerist culture have further eroded traditional social networks that once served as the foundation of Mandar community cohesion. In this context, the Qadiriyyah Order has emerged as a religious

community that plays a vital role in reconstructing a social space grounded in spirituality.

The presence of the Qadiriyyah Order in West Sulawesi is not merely perceived as a container of ritual practices but also as a social space that nurtures togetherness, mutual cooperation, and social concern (Rauf, 2022). Their activities include collective dhikr, study circles (*pengajian*), spiritual retreats (*suluk*), initiation rituals (*bai'at*), local wisdom teachings (*pappasang*), as well as humanitarian and social services. From a communication perspective, these practices represent a system of symbolic interaction that strengthens social networks and builds collective identities rooted in spirituality. Thus, Sufi communication within the order connects humans not only vertically with God but also horizontally with one another in the spirit of solidarity.

Nevertheless, the formal involvement of Sufi communities in development agendas remains limited. Their social contributions often take place independently, without integration into village policies or regional development programs. Yet the Sufi values of *ikhlas* (sincerity), *ukhuwah* (brotherhood), *ta'awun* (mutual assistance), and *khidmah* (service) hold enormous potential as forms of social capital that can foster inclusive and sustainable social participation.

Several previous studies have begun to address the socio-economic aspects of Sufi orders, for example through research on philanthropy (Munandar, 2020) or spiritual entrepreneurship (Mardani, 2019). However, these studies tend to emphasize material or economic impacts. There has been no serious attempt to examine how such socio-economic practices are rooted in Sufi

communication, which instills values of empathy, care, and collective ethics. In other words, the communicative dimension of Sufi practices remains largely underexplored in the academic literature.

In addition, the development of digital technology presents new challenges for Sufi orders. As noted by Campbell (2010), the phenomenon of digital religion raises critical issues related to authority, authenticity, and the banalization of spirituality. While some Sufi orders have begun to use social media as a tool for da'wah and network reinforcement, such practices also generate concerns about the loss of spiritual depth. Scholarly inquiry into how Sufi orders in Indonesia negotiate authority and authenticity in the digital era remains very limited. It is precisely this gap that the present study seeks to address.

This research focuses on spiritual communication and social participation within the Qadiriyyah Order in West Sulawesi, with particular emphasis on the dynamics of interaction that shape community solidarity. It examines spiritual communicative practices such as *dhikr*, study circles (*pengajian*), initiation (*bai'at*), spiritual retreat (*suluk*), and *pappasang* (local wisdom sayings), which function not only as religious rituals but also as forms of collective communication imbued with symbolic meaning. The study also highlights the key actors within the Sufi network: the *mursyid* as the authoritative spiritual figure, the disciples (*murid*) as receivers and internalizers of the teachings, the *jamaah* as the participating community, and local leaders who often serve as bridges between Sufi values and the practical needs of society.

The empirical context of this study covers

Qadiriyyah communities in Majene, Polewali Mandar, and Mamuju three regions that represent the main centers of Sufi growth in West Sulawesi. These communicative practices occur in routine weekly, monthly, and annual activities, as well as in special circumstances such as social crises, natural disasters, or issues of poverty. The urgency of the study lies in the position of the Sufi order as a safe space that helps communities cope with the pressures of modernity while simultaneously serving as a site for the formation of social capital that reinforces collective ethics (Howell, 2001; Latif & Usman, 2020).

Specifically, this study refers to forms of verbal communication such as Sufi sermons and wirid, as well as non-verbal communication expressed through gestures, silence, and Sufi symbols that collectively strengthen spiritual bonds and social solidarity within the community. With this framework, the study seeks to systematically explore how spiritual communication within the Qadiriyyah Order functions as an instrument of social participation and community development.

To address these issues, this study integrates several complementary theoretical approaches to analyze the dynamics of spiritual communication within the Sufi order. First, Hymes' (2003, 2013) Ethnography of Communication with the SPEAKING model provides a comprehensive analytical framework for understanding communicative practices in their contextual settings. Through its eight components (Setting, Participants, Ends, Act sequence, Key, Instrumentalities, Norms, Genre), this study investigates how verbal and non-verbal interactions in dhikr assemblies, bai'at, and suluk become rich communicative events, and how the norms and symbols of the order are preserved within the social

sphere.

Second, Religious Communication Theory is employed to examine how spiritual messages delivered within the Sufi community function not only as a medium of knowledge transfer but also as an instrument for shaping collective moral and spiritual consciousness. Carey & Adam (2008) highlight religious communication as a cultural process of shared meaning-making, while Philipsen (1992) demonstrates the importance of speech codes in shaping religious identity within communities.

Third, Symbolic Interactionism (Blumer, 2018) allows for a deeper analysis of the meaning-making processes that emerge from symbolic interactions among members of the order. Sufi symbols such as prayer beads (*tasbeih*), the *mursyid's* robe, seating arrangements, and localized expressions such as *barakka gurutta* function not merely as ritual signs but as cultural codes that reproduce collective values and reinforce the social identity of the community.

Fourth, Social Empowerment Theory (Perkins & Zimmerman, 1995; Freire, 2020) provides a framework to understand how spiritual communication can be transformed into social agency. This perspective explains the process of conscientization (critical awareness) that emerges from Sufi practices, which subsequently motivates disciples (*jamaah*) to engage in socio-economic activities, philanthropy, and spirituality-based advocacy.

Fifth, Bourdieu's (1990) Theory of Habitus enriches the analysis by explaining how repeated Sufi practices such as collective *dhikr*, retreats (*suluk*), and the use of symbolic gestures become embodied dispositions that structure thought, emotion, and behavior. Within the Qadiriyyah Order, spiritual communication forms a

habitus that produces disciplined religiosity, social empathy, and collective solidarity. This habitus then accumulates into a form of social capital, which reinforces trust, networks, and norms in line with Putnam (1994) and Coleman (1988).

Preliminary observations reveal that Qadiriyyah communities in Polewali Mandar, Majene, and Mamuju continue to consistently maintain religious practices such as *suluk*, routine study circles (*pengajian*), and pilgrimages to the graves of saints or teachers of the order. These activities function not only as spiritual rituals but also as collective communicative spaces that strengthen social bonds among disciples. Nevertheless, their involvement in broader social domains such as poverty alleviation, community economic empowerment, or environmental management remains relatively limited. This does not necessarily indicate a lack of capacity; rather, it highlights gaps in communicative integration between Sufi communities and formal institutions such as village governments or regional development agencies.

This limitation is critical to note, as the Sufi values embedded in the order hold tremendous potential as forms of social capital. The principle of *ikhlas* fosters sincerity and integrity in service; *ukhuwah*

strengthens networks of brotherhood; *ta'awun* promotes mutual assistance; while *khidmah* nurtures an ethos of service for the collective good. These values align with the concept of social capital, which emphasizes trust, networks, and social norms as crucial for collective collaboration (Putnam, 1994; Coleman, 1988). Furthermore, spiritual capital, as articulated by Zohar and Marshall (2004), can serve as the ethical foundation

that enriches social capital, enabling the formation of more inclusive and sustainable community participation. If the internalized Sufi communication practices of the Qadiriyyah Order can be systematically connected with local development agendas, the order holds the potential to play a strategic role in strengthening social participation, reducing disparities, and providing a model of development grounded in contextual spiritual values in West Sulawesi.

Based on the empirical findings and theoretical perspectives, this study is grounded on the assumption that spiritual communication within the Qadiriyyah Order is not merely a ritual practice but a social instrument that builds social capital, strengthens participation, and drives community transformation. In other words, Sufi spiritual communication represents a force capable of bridging the crisis of modernity and fostering inclusive, resilient, and empowered societies in West Sulawesi and within the broader global context.

Drawing upon global phenomena, national challenges, local dynamics, and gaps in the existing literature, this study aims to analyze the practices of spiritual communication in the Qadiriyyah Order in West Sulawesi. The research focuses on four main aspects: 1). Identifying the forms of spiritual communication (verbal, non-verbal, symbolic, and cultural) within Sufi practices; 2). Understanding the symbolic meanings of Sufi interactions and the role of the mursyid-disciple relationship in the internalization of values; 3). Exploring the contribution of the order to the social participation of its members, including in non-formal education, microeconomic initiatives, and humanitarian solidarity; and 4). Analyzing the negotiation of spiritual authority

and authenticity in the digital era, particularly in relation to the phenomenon of digital religion.

Accordingly, this study seeks to enrich the literature on religious communication by offering a new perspective on Sufi orders as agents of both spiritual and social transformation. At the same time, it proposes a model of development grounded in spirituality and local wisdom, which remains highly relevant in addressing contemporary global challenges.

B. RESEARCH METHODOLOGY

This study employed a mixed-method design with a qualitative dominance through the ethnography of communication (Hymes, 2003; Fetterman, 2019), complemented by descriptive quantitative data derived from survey responses. This approach was chosen as it is relevant for understanding the symbolically rich practices of Sufi communication within the Qadiriyyah Order, while also providing an overview of disciples' perceptions through numerical data.

The research was conducted in three key regions of West Sulawesi Polewali Mandar, Majene, and Mamuju which historically and sociologically represent the centers of Qadiriyyah community growth. The research participants consisted of: (1) the mursyid (Sufi master) as the authoritative spiritual figure; (2) senior disciples who play a crucial role in transmitting teachings; (3) ordinary disciples actively engaged in *dhikr*, *suluk*, and *pengajian* (study circles); and (4) local community leaders involved in the social activities of the order. Participants were selected using purposive sampling for qualitative informants (mursyid, senior disciples, and local leaders), and accidental sampling for survey respondents ($n = 50$).

disciples) selected based on their active involvement in Qadiriyyah activities.

Data collection techniques consisted of: 1). Participant Observation carried out during suluk, collective dhikr, study circles, and social actions to capture verbal, non-verbal, and symbolic communication patterns; 2). In-depth Interviews with the mursyid, senior disciples, and community members to explore subjective meanings of Sufi communication practices and social participation. 3). survey using a 5-point Likert scale administered to 50 respondents to obtain quantitative data on disciples' perceptions regarding the communicative role of the order. 4). ocumentation of Sufi texts, recordings of study circles, and archives of social activities as supporting data.

Data analysis followed the interactive model of Miles, Huberman, & Saldaña (2018), encompassing data reduction, data display, and conclusion drawing. Coding was conducted in three stages open, axial, and thematic to identify patterns of Sufi communication and social participation. Quantitative data from the survey were analyzed using descriptive statistics (frequencies, percentages, and simple cross-tabulations) to strengthen qualitative findings.

Validity was ensured through methodological, source, and theoretical triangulation (Creswell & Poth, 2016). Methodological triangulation was conducted by comparing the results of interviews, observations, and surveys; source triangulation was carried out by cross-checking data from the mursyid, disciples, and local leaders; and theoretical triangulation utilized frameworks from ethnography of communication, symbolic interactionism, social capital, and digital

religion.

This study adhered to ethical principles of social research by ensuring informed consent from all participants, maintaining confidentiality of identities, and respecting the sensitivity of sacred Sufi rituals.

C. RESEARCH FINDINGS

1. Forms of Sufi Communication within the Qadiriyyah Order

This study found that communication within the Qadiriyyah Order possesses a multidimensional character, integrating verbal, non-verbal, symbolic, and cultural aspects. Communication is not merely understood as the exchange of messages but as a spiritual process that connects the mursyid with disciples, disciples with one another, and the order with the broader society. Survey results from 50 respondents indicated that the majority of disciples perceive Sufi communication as an experience that simultaneously strengthens both spiritual and social bonds.

Table 1
Disciples' Perceptions of Sufi Communication

Statement	Score ≥ 4 (Agree-Strongly Agree)	Implication
Joining the order strengthens my relationship with God	84%	Enhanced individual spirituality
Collective <i>dhikr</i> brings me closer to fellow disciples	82%	Formation of social solidarity
The teachings of the order are easier to understand because they use the Mandar language	70%	Contextualization of local culture

The <i>mursyid</i> 's communication is more touching than ordinary sermons	88%	Strong spiritual authority of the <i>mursyid</i>
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These data confirm that communicative practices within the Sufi order are perceived as more effective than general religious sermons because they are personal, emotional, and imbued with symbolic meaning.

a. The Role of the Mursyid: Spiritual Authority that Awakens the Heart

As the spiritual authority figure, K.H. Zainal Abidin affectionately known as A'ba Biding serves as the central figure of the order's communication. He emphasizes that Sufi messages should not only be understood intellectually but also felt inwardly:

"The knowledge of the tarekat is not only to be studied, but to be experienced. Communication between teacher and disciple is not merely words, but vibrations of the heart that connect the soul."

This statement reinforces Hymes' (2003) ethnography of communication, which views communication as a practice rooted in setting (the dhikr assembly), participants (*mursyid*, disciples, *jamaah*), and cultural symbols (Mandar language, *barakka gurutta*). In this sense, the presence of the *mursyid* not only conveys teachings but also embodies spiritual authority that legitimizes the disciples' experience.

b. The Role of Senior Disciples: Mediators in the Transmission of Teachings

In addition to the mursyid, senior disciples play a crucial role as mediators. Kyai Maruf Mukhtar, for example, explained that the Sufi language used by the mursyid often needs reinterpretation:

"The mursyid conveys wisdom in profound language; our task is to bridge it so that disciples can understand the practical meaning for everyday life."

This illustrates the function of Symbolic Interactionism (Blumer, 2018), in which meanings are not simply transmitted but negotiated in social interaction. Senior disciples thus ensure continuity in communication between the mursyid and the broader jamaah, allowing Sufi values to transcend ritual spaces and enter practical life.

c. Voices of the General Disciples: Dhikr as a Spiritual and Social Path

Survey results show that 81% of respondents perceive collective dhikr not only as worship but also as a means of strengthening brotherhood. Respondents also shared profound personal experiences:

Saifuddin (49 years): *"For me, collective dhikr is a way to know myself and to know God."*

Muhammad Tasrif (50 years): *"Dhikr connects the heart with Allah while also binding brotherhood among fellow disciples."*

These statements reveal that Sufi communication serves a dual function:

cultivating vertical closeness with God and horizontal cohesion with fellow disciples. This aligns with Putnam's (1994) concept of social capital, where trust and social bonds emerge from shared practices embedded with values.

d. The Role of Local Leaders: Dhikr as a Social Space

The social dimension of the order is also reinforced by the involvement of local community leaders. H. Abdullah Latif, a village leader who frequently attends dhikr gatherings, stated:

"For us, dhikr is not only worship. It is also a forum for uniting villagers, strengthening solidarity, and resolving social problems."

This perspective demonstrates that Sufi communication extends beyond the internal life of the order, radiating outward into broader social domains. Such a social function underscores the relevance of the order as a community empowerment arena rooted in spirituality, distinguishing it from general religious study groups.

e. Discussion: Integration of the Spiritual, Symbolic, and Social

The findings confirm that Sufi communication within the Qadiriyyah Order is characterized by three essential dimensions:

- 1) Transcendental: connecting individuals with God through dhikr, prayer, and guidance from the mursyid.

- 2) Symbolic: generating meaning through local symbols (barakka gurutta, prayer beads, the Mandar language) that reinforce communal identity.
- 3) Social: fostering solidarity, strengthening ukhuwah (brotherhood), and opening spaces for collective action (gotong royong).

These findings support Howell's (2001) study on the role of Sufi orders in revitalizing public spirituality. However, this study adds a new contribution: that the Mandar language and Sufi symbols serve as effective communicative media for building social cohesion. Conceptually, this implies that Sufi orders should not be understood merely as ritual communities but as arenas of religious communication that generate social capital. Practically, the Sufi communicative model offers inspiration for designing social programs rooted in local wisdom and spirituality.

2. Strategies of Transmission of Teachings and Social Values

The transmission of teachings in the Qadiriyyah Order in West Sulawesi demonstrates that spiritual communication is not only vertical from mursyid to disciple but also horizontal through the role of senior disciples and interactions among community members. The strategies employed include sermons, wisdom teachings (hikmah), collective dhikr, Sufi symbols, the use of local language, as well as direct role modeling by the mursyid and senior disciples. A survey of 50 disciples revealed their perceptions regarding the effectiveness of these communicative strategies.

Table 2
Effectiveness of Transmission Strategies

Transmission Strategy	Score ≥ 4 (Agree– Strongly Agree)	Implication
Sufi sermons from the <i>mursyid</i> are more emotionally touching	74%	Strong authority of the <i>mursyid</i> in delivering teachings
Sufi stories in the Mandar language are easier to understand	68%	Integration of Sufi values with local culture
Collective <i>dhikr</i> instills values of <i>ukhuwah</i> and discipline	81%	Formation of collective spiritual <i>habitus</i>
Sufi symbols (<i>barakka gurutta</i> , prayer beads, <i>suluk</i>)	72%	Reinforcement of symbolic meaning and disciple motivation
The role modeling of <i>mursyid</i> and senior disciples	85%	Experiential learning as a pedagogical model

a. The Role of the Mursyid: Spiritual Teacher and Life Model

K.H. Zainal Abidin (Aba Biding) emphasized that the transmission of teachings in the order cannot be separated from exemplary behavior. He asserted:

“Conveying knowledge can be done through words, but instilling values requires example. If a Sufi teacher only speaks, disciples will forget. But if the teacher shows it, disciples will follow with their hearts.”

This statement affirms the concept of experiential learning in Sufi pedagogy, where role modeling becomes a more powerful communicative strategy than sermons alone.

Theoretically, this aligns with Symbolic Interactionism (Blumer, 2018): disciples interpret the actions of the mursyid as symbols of meaning, which then shape their social behavior.

b. The Role of Senior Disciples: Mediators and Interpreters of Teachings

Senior disciples such as Kyai Maruf Mukhtar serve as intermediaries in the transmission process. He explained:

"The mursyid often delivers teachings in elevated language. As senior disciples, we must interpret and bridge them so that the community can understand in simple, practical terms. The teachings of the order must address everyday needs."

This highlights the role of senior disciples as cultural brokers (Lave & Wenger, 1991), linking Sufi teachings with the everyday context of the disciples. Senior disciples ensure that teachings do not remain **ABSTRACT** discourse but are translated into practical values, such as sincerity at work, patience in adversity, or solidarity in social activities.

c. Voices of the Disciples: Transmission as Habitus Formation

From the disciples' perspective, survey results show that 81% perceive collective dhikr not merely as ritual but also as a means of cultivating spiritual discipline. Saifuddin (49 years) noted:

"I learned consistency through collective dhikr. Alone, I often falter, but with the community, there is

encouragement and motivation."

Meanwhile, Muhammad Tasrif (50 years) added:

"The teachings of the order are not only about prayers, but about a way of life. From the mursyid I learned patience, from the community I learned the meaning of brotherhood."

This reflects Bourdieu's (1990) concept of habitus, in which repetitive Sufi practices such as dhikr, suluk, and study circles form internalized patterns of behavior that permeate everyday life.

d. The Role of Community Leaders: Reinforcing Social Values

Local leaders also recognize the social contribution of Sufi transmission. H. Abdullah Latif, a village leader, affirmed:

"The values taught by the mursyid are not only for disciples but also beneficial for society. When conflicts or social problems arise, disciples of the order often serve as mediators because they are accustomed to values of patience and sincerity."

This indicates that the transmission of Sufi values extends beyond internal circles to society at large. Thus, the order functions as an agent of social conflict resolution through values of patience, sincerity, and brotherhood.

e. Discussion: Communication as Value Transmission

The strategies of transmission in the Qadiriyyah Order highlight that Sufi communication is a multi-channel process:

- 1) Verbal: through sermons, hikmah, prayers, and Sufi stories.
- 2) Symbolic: through barakka gurutta, prayer beads, circular seating, and the use of local language.
- 3) Collective: through group dhikr and suluk that form a collective spiritual habitus.
- 4) Role Modeling: through the exemplary lives of the mursyid and senior disciples.

These findings support Howell's (2001) study on the role of Sufi orders in revitalizing public spirituality, but extend it by emphasizing the roles of senior disciples and community leaders in communicative processes. The findings also reinforce Putnam's (1994) theory of social capital: values such as sincerity (ikhlas), brotherhood (ukhuwah), cooperation (ta'awun), and service (khidmah) are transmitted through communicative practices that strengthen social networks.

Practical implications suggest that the order's transmission strategies can serve as an alternative educational model based on experiential learning and symbolic communication. This is not only relevant for strengthening internal community bonds but also for informing broader character education initiatives in society.

3. Social Participation of the Disciples

The social participation of Qadiriyyah disciples in West Sulawesi demonstrates that Sufi practices do not stop at the ritual dimension but are also implemented in

social life. Through dhikr, suluk, study circles (pengajian), and guidance from the mursyid, disciples internalize the values of sincerity (ikhlas), brotherhood (ukhuwah), mutual assistance (ta'awun), and service (khidmah), which are then manifested in educational activities, micro-economy, and community-based social action.

Survey results indicate that disciples exhibit high levels of engagement in social activities rooted in Sufi values.

Table 3
Forms of Disciples' Social Participation

Domain of Participation	Percentage of Involvement	Main Activities
Non-formal education	65%	Teaching Qur'an literacy, children's moral guidance, youth study groups
Micro-economy	58%	Communal savings, rotating funds (<i>arisan</i>), small cooperatives, support for small businesses
Social and humanitarian action	82%	<i>Tahlilan</i> , collective prayers, disaster relief, community solidarity, joint development work (<i>gotong royong</i>)

a. Non-Formal Education: Revitalizing Religious Literacy

A majority of disciples are involved in non-formal education, particularly Qur'an literacy programs and children's moral education. Saifuddin (49 years) explained:

"We feel responsible for guiding the children in the village so they not only learn to read the Qur'an but also understand the morals taught by the mursyid."

This reflects how discipleship moves from

the circle of dhikr into the wider educational sphere of society. For Aba Biding (K.H. Zainal Abidin), educating youth is part of social khidmah:

"Teaching children to read the Qur'an is social dhikr. It is a form of worship equal in value to dhikr in the assembly."

Theoretically, this resonates with Mezirow's (1991) concept of transformative learning, where spiritual experience becomes a catalyst for perspective transformation, later applied in community education.

b. Micro-Economy: Solidarity and Social Resilience

Beyond education, disciples also participate in micro-economic activities. 58% of respondents reported involvement in collective savings, arisan (rotating credit groups), or small-scale business initiatives. Muhammad Tasrif (50 years) noted:

"Through the arisan, we help each other. If someone is struggling, the communal savings can support small business capital or pay children's school fees."

This economic solidarity demonstrates that Sufi communication generates trust and strong social bonds. These findings reinforce Putnam's (1994) concept of social capital, showing that religiously grounded networks can enhance community economic resilience.

c. Social and Humanitarian Action: Dhikr as Collective Charity

The most prominent dimension of disciples' social participation is involvement in humanitarian and community solidarity actions. 82% of respondents reported having engaged in activities such as tahlilan, collective prayers, or disaster relief. H. Abdullah Latif, a village community leader, emphasized:

"In times of disaster, disciples of the order are usually the first to respond. They are accustomed to values of sincerity and ta'awun, so they step in to help without waiting for instructions."

This reveals that Sufi practices cultivate a social ethic with tangible impacts on the community. The findings affirm Munandar's (2020) study on Sufi philanthropy but add a new dimension: social involvement here originates in Sufi communication that instills solidarity.

d. Discussion: Sufi Communication as a Catalyst for Social Participation

These findings illustrate that Sufi communication in the Qadiriyyah Order functions as a catalyst for social participation. Teachings transmitted through dhikr, hikmah, and cultural symbols shape the disciples' habitus, which is then embodied in concrete social action.

Theoretically, this expands the understanding of religious social capital (Putnam, 1994; Coleman, 1988) by showing that social capital is not only generated through organizational structures but also through spiritual communication practices that bind the hearts of disciples. This diverges from Howell's

(2001) focus on public spirituality by highlighting communication as the mechanism of social activation.

Practical implications suggest that Sufi orders can serve as strategic partners for local governments in programs such as non-formal education, micro-economic empowerment, and disaster mitigation. With their strong networks, Qadiriyyah communities possess significant social capacity to reinforce community-based development.

4. Transformation of Individuals and the Formation of Social Capital

Individual transformation is one of the most prominent impacts of disciples' involvement in the Qadiriyyah Order. Through dhikr, suluk, study circles (pengajian), and interaction with the mursyid, disciples change their worldview, attitude, and behavior. This transformation does not stop at the personal level but accumulates into social capital that strengthens community cohesion and solidarity.

Survey results show that the majority of disciples experienced significant changes after actively participating in the order's activities.

Table 4
Individual Transformation of Qadiriyyah Disciples

Statement	Score ≥ 4 (Agree- Strongly Agree)	Implication
Joining the order makes me more disciplined in worship	74%	Transformation of religious <i>habitus</i>

I feel inner peace after <i>dhikr</i> and <i>suluk</i>	81%	Emotional-spiritual transformation
I have become more patient and sincere in facing problems	77%	Internalization of Sufi values
I feel more caring toward others after participating in the order	69%	Formation of social ethics
The value of <i>ukhuwah</i> (brotherhood) has become stronger in my life	72%	Spirituality-based social capital

a. Individual Transformation: From Ritual to Habitus

Findings reveal that the practices of the order do not merely produce religious rituals but cultivate a new habitus (Bourdieu, 1990). Habitus refers to systems of dispositions internalized through repeated practice. In the Qadiriyyah context, this habitus is expressed through discipline in worship, the habit of *dhikr*, patience, and sincerity in daily life.

One disciple, Saifuddin (49 years), explained:

"In the past, I was quick to anger and easily lost hope. After joining dhikr and suluk, I feel calmer. When problems arise, I am more patient because I remember the advice of the mursyid."

This illustrates how Sufi communication shapes spiritual experience, which then transforms personal dispositions into a religious habitus.

b. From Individual Transformation to Social Capital

The transformations experienced by

individuals accumulate into social capital. Sufi values such as ikhlas (sincerity), ukhuwah (brotherhood), ta'awun (mutual assistance), and khidmah (service) become collective ethics that reinforce social cohesion.

Table 5
Sufi Values as Social Capital

Sufi Value	Core Meaning	Social Implication
<i>Ikhlas</i>	Sincerity in worship and action	Enhances honesty and social integrity
<i>Ukhuwah</i>	Spiritual brotherhood among disciples	Strengthens community solidarity
<i>Ta'awun</i>	Mutual assistance in goodness	Encourages social care and collective action
<i>Khidmah</i>	Service to the teacher, disciples, and society	Cultivates a service-oriented social ethos

Marsyud (32 years) confirmed this transformation:

"After joining the order, I feel like I have a big family. If someone is sick or in need, the disciples are always there to help."

Similarly, local community leader Subhan (51 years) emphasized:

"The values instilled by the order make disciples more caring. They have become the drivers of gotong royong (cooperation) in the village."

This demonstrates how the religious habitus of disciples (Bourdieu, 1990) is transformed into social networks rich in trust, solidarity, and collective norms (Putnam, 1994).

c. Discussion: Sufi Habitus and Social Capital

These findings support Bourdieu's (1990) theory of habitus, showing that repeated practices (dhikr, suluk, pengajian) create new dispositions that unconsciously structure disciples' ways of thinking, feeling, and acting. This Sufi habitus is not only individual but also collective, sustained within a cohesive community.

The results also align with Putnam's (1994) concept of social capital, which highlights networks, trust, and collective norms as essential assets for community development. Within the Qadiriyyah Order, social capital emerges not from material interests but from spiritual values transmitted through Sufi communication.

Unlike Munandar's (2020) study, which focused on the philanthropic role of Sufi orders, this research reveals a more fundamental mechanism: philanthropy and social participation originate from the internalization of values through Sufi communication. Thus, the social capital cultivated by the order is not merely a "network of assistance" but a network of values connecting individuals, communities, and society at large.

D. Conceptual and Practical Implications

Conceptual: These findings enrich the theories of habitus and social capital by demonstrating their relevance in a Sufi framework. Religious habitus provides the foundation for the formation of spirituality-based social capital.

Practical: Local governments and

educational institutions can engage Sufi orders as partners in programs for character building, moral education, and community development. The social capital of the order constitutes a valuable asset for strengthening collective solidarity and mitigating social conflict.

5. Challenges and Negotiations in the Digital Era

The development of digital technology has brought significant impacts on religious practices, including within Sufi communities. Social media, messaging apps, and digital platforms open new opportunities for the dissemination of teachings but also present challenges regarding authority, authenticity, and the depth of spiritual experience. In the context of the Qadiriyyah Order in West Sulawesi, digitalization has created a space of negotiation between younger generations who are more adaptive to technology and senior members who emphasize the importance of physical presence in assemblies.

Survey results show that disciples are divided in their views on digital preaching (dakwah).

Table 6
Disciples' Attitudes Toward Digital Preaching

Statement	Score ≥ 4 (Agree– Strongly Agree)	Implication
I have accessed tarekat content through social media	56%	Adaptation to digitalization has begun
I am more comfortable attending study sessions in person than online	41%	Physical presence remains important

Digital preaching helps disciples who live far from the <i>mursyid</i>	48%	Technology provides inclusive access
Digital preaching cannot replace direct spiritual experience	63%	Concerns over loss of authenticity
I worry that Sufi values will become shallow if only conveyed online	59%	Challenge of maintaining spiritual depth

a. Perspective of the Mursyid: Physical Presence as Essential

K.H. Zainal Abidin (Aba Biding) emphasized that while technology can be beneficial, it cannot replace physical presence in dhikr assemblies:

“Dhikr is not a spectacle. There is barakka that can only be felt when being physically present. If you only watch through a screen, the vibration of the heart will never be the same.”

This perspective aligns with Campbell’s (2010) theory of digital religion, which argues that online religious practice is always in tension between the “virtual” and the “ritual.” Physical presence is perceived as providing spiritual authority that cannot be substituted by digital media.

b. Perspective of Senior Disciples: Bridging Generations

Kyai Maruf Mukhtar views digitalization as both an opportunity and a challenge. He explained:

“Young people today often learn religion through YouTube or WhatsApp. Our task is to ensure that the teachings of the mursyid are conveyed correctly, not

superficially and not misunderstood."

Senior disciples thus act as guardians of authenticity as well as generational mediators. They use social media to share notes from study circles but remind disciples that the essence of the order lies in direct experience with the mursyid.

c. Voices of the Disciples: Between Accessibility and Concern

Among disciples, diverse views were found. Muh Adam (32 years) stated:

"I live quite far from the study center. Sometimes I am grateful for dhikr recordings shared in the WhatsApp group. But still, it feels different being physically present is more solemn."

Meanwhile, Gazali (41 years) added:

"Digital preaching is helpful, but it should not make people lazy to attend. If everything is online, we lose the sense of togetherness."

These responses highlight a dilemma between accessibility and authenticity. While digital media offers convenience, disciples still regard embodied presence as more meaningful.

d. Perspective of Community Leaders: Technology as a Tool, Not a Substitute

Village leader H. Alimuddin (58 years) remarked:

"For spreading information, technology is very useful. But when it comes to values and manners, these must be learned directly. If young people rely only on the internet, I worry they will miss the essence."

This reinforces the notion that

digitalization is seen more as a tool for information dissemination rather than as a substitute for Sufi practices rooted in lived spiritual experience.

e. Discussion: Negotiating Authority and Authenticity

Findings show that authority is being renegotiated in digital spaces. On the one hand, the mursyid remains the ultimate source of legitimacy. On the other hand, digital media opens space for wider interpretations, potentially creating new authorities outside traditional mursyid structures.

From the perspective of Symbolic Interactionism (Blumer, 2018), Sufi symbols typically experienced in embodied practice risk being reduced to mere visual content. This may lead to the banalization of spirituality (Campbell, 2010), where deep religious experiences become superficial spectacles.

Nevertheless, digitalization also offers opportunities to extend the reach of the order's teachings, especially for disciples who live far from the study centers. With appropriate communication strategies, digital preaching can serve as a complement rather than a substitute for offline practice.

6. Conceptual and Practical Implications

Conceptual: These findings extend the study of digital religion by showing how spiritual authority is negotiated within a local community with strong Sufi

traditions. The Qadiriyyah Order demonstrates a hybrid model: maintaining authenticity through offline practices while utilizing technology for limited dissemination.

Practical: The order can develop digital preaching strategies that respect the authority of the mursyid, such as sharing teaching content only with the teacher's permission. Local governments can support disciples with digital literacy training, ensuring technology use remains productive without diminishing spiritual depth. A hybrid model (face-to-face + digital) could serve as a solution: recordings for documentation, but prioritizing direct participation in dhikr and suluk.

E. CONCLUSION

This study reveals that Sufi communicative practices within the Qadiriyyah Order in West Sulawesi function not only as spiritual instruments but also as social media that shape collective identity, solidarity, and community participation. Communication in the order operates through verbal, non-verbal, symbolic, and cultural dimensions, tightly interwoven among the mursyid, senior disciples, jamaah, and community leaders.

First, the findings demonstrate that Sufi communication strengthens both the vertical relationship with God and horizontal cohesion among disciples. Collective dhikr, the use of the Mandar language, and

Sufi symbols such as barakka gurutta are not merely rituals but also serve as means of constructing collective identity. This aligns with Hymes' ethnography of communication and Blumer's symbolic interactionism, which emphasize the importance of symbols, settings, and social relations in communication processes.

Second, the transmission of teachings occurs through Sufi sermons, wisdom teachings (*hikmah*), collective *dhikr*, and the role modeling of *mursyid* and senior disciples. These strategies ensure that Sufi teachings remain relevant to daily life. Senior disciples function as cultural mediators, while disciples internalize Sufi values into a new *habitus*, as articulated by Bourdieu.

Third, disciples' social participation is reflected in non-formal education, micro-economy, and humanitarian activities. The values of sincerity (*ikhlas*), brotherhood (*ukhuwah*), cooperation (*ta'awun*), and service (*khidmah*) inspire disciples to engage actively in society. The social capital generated through Sufi communication strengthens solidarity, trust, and networks, consistent with Putnam's framework.

Fourth, individual transformation into a Sufi *habitus* is evident in increased discipline in worship, inner peace, and greater social concern. These transformations accumulate into collective social capital that benefits local community development.

Fifth, in the digital era, the order faces negotiations between spiritual authenticity and technological accessibility. While some disciples utilize social media for preaching, the majority insist that spiritual experience cannot be fully replaced by online spaces. This highlights an enduring tension between the "virtual" and the "ritual," requiring hybrid communication strategies.

Overall, this study underscores that the Qadiriyyah Order in West Sulawesi can be understood as a religious communicative arena that generates social capital, strengthens community cohesion, and offers a

model of development grounded in spirituality and local wisdom, highly relevant in today's global context.

F. RECOMMENDATIONS

1. For the development of communication studies and religious studies: 1). Research on religious communication should expand its focus to include Sufi orders as media for generating social capital; 2). Integrating theories of ethnography of communication, symbolic interactionism, habitus, social capital, and digital religion can provide a new conceptual framework for understanding contemporary religious communities.
2. For Sufi communities: 1). Transmission strategies should be strengthened through a combination of direct role modeling and digital adaptation while safeguarding spiritual authenticity; 2). Senior disciples should play a more active role as intergenerational mediators, ensuring that younger disciples remain connected to Sufi traditions while being familiar with digital media.
3. For society and local governments: 1). Sufi orders can serve as strategic partners in non-formal education, micro-economic empowerment, disaster mitigation, and social conflict resolution programs; 2). Sufi values can be integrated into local culture-based development policies to reinforce social cohesion and community resilience.
4. For the development of digital preaching (dakwah): 1). Hybrid models should be designed that combine face-to-face study sessions with

limited digital documentation, broadening access without diminishing the depth of spiritual experience; 2). Digital literacy training for disciples should be conducted to ensure the responsible use of technology and to prevent the banalization of spirituality.

In sum, this study not only enriches the academic literature on religious communication and Sufi orders but also offers practical contributions for community strengthening through spirituality and social capital. The Qadiriyyah Order illustrates that spirituality and communication are not separate entities but complementary forces for building a more religious, cohesive, and humanistic society.

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PRESERVATION OF THE SANDEQ BOAT THROUGH THE SANDEQ RACE FESTIVAL AS A CULTURAL TOURISM ATTRACTION IN WEST SULAWESI

Mutiara Ulpa & Muhammad Afif Tarjih

ABSTRACT

The preservation of the Sandeq boat as the maritime cultural heritage of the Mandar community in West Sulawesi is carried out through the Sandeq Race Festival (now called the Sandeq Silumba Festival). The Sandeq boat is recognized as the fastest sailing vessel in the world, bearing historical value, cultural identity, and local maritime pride. However, the modernization of sea transportation has reduced the role of the Sandeq, thus requiring preservation strategies. This study employs a descriptive qualitative method using triangulation techniques (observation, interviews, documentation) and SWOT analysis to identify strengths, weaknesses, opportunities, and threats in preservation efforts. The findings indicate that the Sandeq Race Festival is not only a medium for cultural preservation but also serves as a leading cultural tourism attraction that provides economic benefits to the community, fosters the regeneration of cultural values, and enhances the image of West Sulawesi as a maritime tourism destination. Nevertheless, challenges remain in the form of limited facilities, promotion, and services that are not yet optimal.

Keywords: Sandeq boat, cultural tourism, preservation

A. INTRODUCTION

Indonesia is known as an archipelagic country endowed with highly diverse maritime cultural wealth. Each region holds a unique cultural heritage, one of which is the Sandeq boat from the Mandar community in West Sulawesi. The Sandeq is recognized as the fastest sailing boat in the world, with its slender shape and distinctive sailing technique called *makkarakkayi* (zigzagging against the wind). In the past, this boat functioned as inter-island transportation as well as the primary means for Mandar fishermen to catch fish. The existence of the Sandeq boat is not merely a traditional means of transportation but also a symbol of identity, pride, and the maritime glory of the Mandar people. However, modern technological developments, particularly the use of motorized boats, have diminished the role of the Sandeq. This threatens the continuity of maritime traditions passed down through generations. In response to this condition, the community and local government initiated the Sandeq Race Festival as an effort to preserve the culture while simultaneously developing it as a tourism attraction. This annual festival, held in Majene Regency and involving several coastal areas of West Sulawesi, presents Sandeq boat races along with local art and cultural performances.

The Sandeq Race Festival functions not only as a cultural preservation event but also as a tourist attraction capable of drawing both domestic and international visitors (Sunani, 2019). The event has even been included in the list of 100 Wonderful Events Indonesia, proving

that the Sandeq has great potential as a national cultural tourism icon. In addition to providing economic benefits through tourism, the festival also promotes the regeneration of maritime cultural values among local communities, particularly the younger generation. In the context of sustainable tourism development, the preservation of the Sandeq boat through the Sandeq Race Festival holds strategic value. First, it serves as a medium to strengthen Mandar cultural identity and introduce local wisdom at the global level. Second, it drives regional economic growth through the multiplier effect of tourism activities. Third, it acts as an educational platform to raise awareness about the importance of preserving cultural heritage. Therefore, this study focuses on strategies for preserving the Sandeq boat through the Sandeq Race Festival and how the event contributes to the development of cultural tourism in West Sulawesi.

B. RESEARCH METHOD

This study employs a descriptive qualitative method based on post-positivist philosophy. This method emphasizes examining natural conditions of the research object, with the researcher as the key instrument. Data collection techniques were conducted through triangulation (observation, interviews, and documentation) and analyzed inductively to gain deeper meaning rather than mere generalization (Sugiyono, 2016). The research material focuses on the preservation of the Sandeq boat as a cultural tourism attraction through the Sandeq Race Festival in West Sulawesi, which is considered to have great potential for development as sustainable cultural tourism. Data

processing was carried out in three stages: data reduction, data presentation, and conclusion drawing/verification, supported by source, technique, and time triangulation to enhance data validity.

Data analysis employed SWOT analysis to identify strengths, weaknesses, opportunities, and threats in the preservation of the Sandeq boat. The results of this analysis were then used to formulate development strategies so that the festival remains relevant and competitive in supporting sustainable cultural tourism in West Sulawesi.

C. RESULTS AND DISCUSSION

1. The Attraction of the Sandeq Boat (Lopi Sandeq)

Sandeq is an outrigger sailing boat that has long been used by Mandar fishermen both for fishing at sea and as a means of inter-island transportation. This boat comes in various sizes, with a hull width of about 0.5–1.5 meters and a length of 5–13 meters, and it can carry loads ranging from several hundred kilograms to more than 2 tons. Its slender shape makes Sandeq more agile and faster than other sailing boats. The name “Sandeq” itself comes from the Mandar language, meaning “sharp-pointed.” Widely recognized as a maritime cultural heritage of the Mandar people in West Sulawesi, this boat is highly renowned. Before the use of engines, Sandeq served as the dominant inter-island transportation due to its speed, agility, and ability to sail against the wind using a zigzag technique (known in Mandar as Makkarakkayi). To this day, West Sulawesi regularly holds Sandeq boat races every year. Although Mandar fishermen build various types of boats, both small and large, Sandeq remains the only one that relies entirely on wind power

and is still in use. As a traditional legacy, this boat played an important role both as a means for fishermen to catch fish at sea and as a vessel for traders in the past to transport and sell agricultural products.

The Sandeq boat has a unique appeal due to its distinctive features that set it apart from other outrigger boats, both in shape and body design. Its uniqueness lies in its ability to sail without an engine, earning it the title of the fastest sailing boat in the world. Sandeq, which is a source of pride for the Mandar people, not only showcases elegance with a length of around 5–13 meters and a width of 0.5–1 meter but is also equipped with bamboo outriggers on both sides for balance. Relying on the wind captured by its triangular sail, this boat can reach speeds of 15–20 knots or approximately 30–40 km/h, and it is even capable of withstanding large waves.

Sandeq is able to withstand strong winds and large waves when used to chase schools of tuna. During the flying fish spawning season, fishermen employ it to set up egg traps made from arrangements of coconut leaves and seaweed, as well as to sail as far as Ternate and Tidore in search of spices, which were then brought to the port of Makassar. The construction process also takes quite a long time, ranging from one month to even three months and usually involves 5–7 people. Another aspect that makes this boat unique, and found only in West Sulawesi, is that its construction materials come from forest wood, which fishermen typically use to ensure the boat is strong and durable, resistant to breakage and decay. Additional materials include fabric for the sail, ropes for steering, and other components that enhance the boat's appearance.

Majene Regency is the center of Sandeq boat craftsmanship. For this reason, Majene often serves as the host of Sandeq boat races, including the occasion when a Sandeq boat was sent to France in mid-2012. Several Sandeq-making centers exist in Majene; although early-generation models are now rarely found, replicas can still be seen at the Mandar Museum in Salabose, Majene Regency. The construction of a Sandeq involves distinctive methods with various rituals. Before the boat is built, the craftsmen must first determine an “auspicious” day for collecting the materials from the forest, which coincides with the full moon on the 15th day of the Hijri calendar (Nianty et al., 2024). That date is considered an auspicious time based on traditional calculations, locally known as *potika*. The cutting ritual is usually carried out in the morning when the sun begins to rise and the wind starts to blow. These two natural signs are regarded as *ussul*, a form of prayer and hope that the boat will bring abundant sustenance and be able to sail swiftly. Once the day has been determined, the boat craftsmen prepare the tools for cutting down trees in the forest, specifically the *tipulu* tree, a type of *meranti*, along with additional *ulis* wood or ironwood as a balance for the boat later. The tools used include chainsaws, axes, and ropes (Fatiha et al., 2023). The logging site is located in a forest quite far from the boat-making village, about 400 kilometers from Bambangloka Village. Therefore, they also prepare provisions in the form of food to bring along to the forest. The access to the forest for collecting boat materials is fairly good, as it can be reached both by land and by sea, supported by adequate transportation and well-developed roads. By land, the journey takes about 2–3 hours on paved roads with clear road signs,

while by sea it takes about 6–8 hours using local boats provided by the region. Internet connectivity has also reached all villages in Majene Regency. The next stage is to determine the size of the wood that will be used as the balakang or the base of the boat, using a piece of wood one fathom long as the measuring tool. Generally, the balakang measures about 12–13 meters or 12 fathoms. The lower part of the tree is chosen for the boat's bow because it offers greater strength as well as optimal buoyancy. After the boat is built, a triangular sail is prepared, followed by a thanks giving ceremony for the completed boat. Finally, the boat is painted with white wood paint and decorated with traditional Mandar motifs in checkered designs.

Once the boat-making process is completed, the boat is launched into the sea by a "tuan guru" or a respected person entrusted to offer prayers for the boat before it touches the water and begins its voyage. The total cost of building a Sandeq is around 40 million rupiahs for one boat. These boats are built by Sandeq craftsmen or fishermen who are either selected or possess special skills in boatbuilding. The fishermen are organized into groups called "Sandeq Groups," consisting of 4–10 members. These groups are formed by local communities in each village, such as in Cilallang Village and Rangas, Majene Regency. The cost of boat construction is funded by government institutions through the regional budget (APBD), especially when there are competitions or exhibitions outside the region. However, for personal use within the community, Sandeq boats are rarely built, since the materials are difficult to obtain. As a result, the local community usually builds boats only when there is a special request

or for competitions.

In the annual Sandeq Boat event, the Sandeq Race Festival, each participating group is provided with funds to build a boat, along with other facilities to meet various needs in preparation for the competition. The government supports the Sandeq groups during competitions or other events by providing funding for boat construction, team uniforms, life jackets, supplies for the voyage, staple food for each household, and medical equipment. The collaboration among human resources in preserving the Sandeq boat is evident in the formation of Sandeq groups, the government's commitment in organizing an annual event, and the support of local communities and the private sector. Regarding human resources, the working pattern of Sandeq boatmakers organized into groups called "Sandeq Groups" can be considered positive, but it is less efficient and not very productive. This is because the community has not fully utilized the opportunities and potential of the Sandeq boat. They usually only build boats for festival purposes, after which the boats are no longer used and are instead stored under houses, without creative ideas to repurpose them into new activities that could attract tourists. This also affects policymakers in charge of managing Sandeq boat activities, namely the government, which has provided limited guidance in the form of socialization or training aimed at ensuring that the Sandeq boat remains relevant within future tourism trends and that the community becomes more actively engaged in tourism activities, especially in cultural tourism.

The Sandeq boat is admired by people of all ages, from children to the elderly, because of its unique appeal

in design, its skillful sailing without the use of an engine, and even its history, which has become a tourist attraction for visitors. This can be seen during the Sandeq Race Festival, when tourists from various regions are drawn to watch the competition. In terms of regulation, there are no specific rules regarding the collection of boat materials from the forest, as much of the land is owned by local communities. The regulations only apply to participant qualifications and race rules during the festival. The promotion of the Sandeq boat is still not optimal, as people from outside the region are not yet familiar with its existence in West Sulawesi, and promotional efforts have been limited due to insufficient government guidance and the relatively few events related to the Sandeq boat. Currently, promotion is carried out mainly through the annual Sandeq Race Festival, print media, and social media. While the construction of Sandeq boats still follows traditional methods, technology has been effectively utilized for promotional purposes, including videos, short films on boatmaking, and festival advertisements in the form of billboards and posters. In terms of competition, the Sandeq has no equal among other boats and is considered unique as the only boat in Indonesia, and even in the world, capable of sailing without an engine. In the past, Sandeq boats were raced when fishermen could not go to sea due to bad weather. Their free time was used to hold Sandeq competitions that focused on maneuvering skills. Each boat had to circle an area marked by three points, making the race a test of accuracy in reading the wind direction and precision in determining sailing techniques. This event served as a platform to assess the fishermen's expertise as *passandeq*. Today, Sandeq is

primarily used as a racing boat in the event known as the “Sandeq Race Festival,” an annual activity regularly held in the lead-up to the Independence Day celebration. The Sandeq Race has been packaged as a festival and was included in the “100 Wonderful Events Indonesia” in 2018. In 2025, the event was renamed the Sandeq Silumba Festival.

2. Description of the Sandeq Race Festival

The government, through the Ministry of Tourism, has undertaken various strategic measures, one of which is organizing annual cultural events. This effort is aimed at increasing the number of tourist visits, both domestic and international (Rahman, 2021). One of these annual events is the Sandeq Race Festival. The Sandeq Race Festival is an outrigger canoe competition, recognized as the fastest and longest-distance canoe race in the world, with the tagline “The Hardest, The Longest, and The Fastest.” In the 2017 Sandeq Race Festival, participants covered a distance of hundreds of kilometers, from Mamuju Beach to Losari Beach in Makassar. Sandeq is the traditional boat of the Mandar people, one of the oldest ethnic groups in all of Austronesia.

The Sandeq boat from Sulawesi is recognized as the fastest non-motorized boat in the world, capable of reaching speeds of 20–30 knots or approximately 50 km/h. The Sandeq Race Festival is held over seven days and is expected each year to increase the number of tourist visits, both domestic and international, to West Sulawesi and contribute to the Ministry of Tourism’s 2025 target of 14.6–16 million foreign tourists and 1.08 billion domestic tourist movements (Wisnus)

(Kementarian Pariwisata, 2025). The 2025 Sandeq Race Festival also emphasizes environmental and community protection, aiming to improve the local economy while continuing earlier editions of the event. The objectives and benefits of the Sandeq Race Festival include:

- a. Serving as a medium for promoting and developing local culture to increase the number of domestic and international tourists, especially to West Sulawesi.
- b. Raising local community awareness of preserving culture and nature, while encouraging creativity among artists to continuously maintain and develop the cultural heritage of West Sulawesi.

In 2025, 55 participants joined the Sandeq Race Festival, now renamed the Sandeq Silumba Festival. Over seven days, participants sailed a long route divided into five stages: from Polewali to Majene, Sendana, and ending in Mamuju waters. The event also featured cultural performances to introduce and celebrate local traditions. The following is the series of activities of the Sandeq Race Festival or Sandeq Silumba in 2025

- a. Day 1 (Wednesday, August 20, 2025): Opening ceremony at Bahari Beach, Polewali Mandar.
- b. Day 2 (Thursday, August 21, 2025 – Stage I): From Bahari Beach (Polman) to Pamboang Beach (Majene), featuring triangular boat races, traditional games, cultural performances, and mangrove planting.
- c. Day 3 (Saturday, August 23, 2025 – Stage II): From Pamboang Beach to Banua Sendana (Majene), with traditional welcoming dances, race send-offs, MSME exhibitions, folk culinary festivals, lepa-lepa boat races, art performances, beach

volleyball, group gymnastics, and mobile library services.

- d. Day 4 (Sunday, August 24, 2025 – Stage III): From Banua Sendana to Deking Beach (Majene), with art performances, lepa-lepa races, and documentary screenings.
- e. Day 5 (Monday, August 25, 2025 – Stage IV): From Deking Beach (Majene) to Manakarra Beach (Mamuju).
- f. Day 6 (Tuesday, August 26, 2025 – Stage V – Final): In Mamuju, the final stage included sailing around Karampuang Island (Mamuju Bay) as the peak and closing event.

The annual Sandeq Silumba Festival successfully drives tourist flows into Mamuju. Visitors are eager to witness the skill of the Mandar men maneuvering the Sandeq. As a result, the local economy thrives: accommodations fill up, restaurants and eateries become busier, and even street vendors benefit. The festival has become one of the most anticipated events each year. Preservation through the Sandeq Silumba Festival can be seen in its rich program: witnessing the Mandar's traditional Lopi Sandeq sail across three regencies in seven days, admiring the beauty of the boats at shore, enjoying traditional music performances, and experiencing culinary festivals showcasing West Sulawesi's specialties. In 2025, the Ministry of Tourism officially designated the Sandeq Silumba Festival as an international event and included it in the Karisma Event Nusantara (KEN) program (Kementerian Pariwisata dan Ekonomi Kreatif, 2023). This aligns with the Upgraded Tourism Program, which focuses on maritime tourism, gastronomy, and wellness, while boosting local economic

impacts and West Sulawesi's tourism competitiveness. The program also supports the government's Quick Best Results Program (PHTC), empowering local communities so that economic benefits are directly felt by coastal residents.

3. SWOT Analysis

Table 1
Internal Environmental Analysis

Factor	Strengths	Weaknesses
Official organizations established either by the government or local communities.	✓	
The provision of tourism facilities for the preservation of the Sandeq boat is still inadequate and not yet optimal.		✓
Accessibility for Sandeq preservation activities, including road access and internet networks, is relatively good.	✓	
The cultural tourism appeal of the Sandeq boat lies in its ability to sail without an engine, its unique shape, and its rich historical background – making it a highly valuable asset.	✓	
Funding comes entirely from the regional budget (APBD), which is considered sufficient.	✓	
Human resource collaboration in Sandeq preservation through the Sandeq Race Festival is relatively good, with community participation and cooperation between government, society, and private sectors.	✓	
Productivity and work patterns of human resources in making Sandeq boats are inefficient. The "Sandeq Groups" and government		✓

organizers lack innovation, such as producing souvenirs, screening boat-making films, or offering creative attractions.	
Service quality—an important factor in visitor experience—is still lacking during Sandeq preservation activities.	✓

Table 2
External Environmental Analysis

Factor	Opportunities	Threats
No existing regulations govern Sandeq preservation.		✓
Visitors come from local, national, and international areas, but attendance is inconsistent, with most tourists being local.		✓
Cultural tourism based on the Sandeq boat has no competitors either locally or nationally.	✓	
Market segmentation for Sandeq preservation includes all groups of society.		✓
Promotion strategies for the Sandeq remain underdeveloped.	✓	
The use of technology for promotion is relatively good and influential.	✓	

Based on the SWOT analysis of internal and external factors, development strategies can be formulated through SO, WO, ST, and WT interactions as follows:

Table 3
SO, WO, ST, and WT interactions

Internal / External Factors	Opportunities (O): Strategi S-O	Threats (T): Strategi S-T
Strengths (S):	Branding the Festival as an	Establishing regulations and

• The Sandeq Boat is unique (the fastest non-motorized boat). • An annual festival, already recognized at the national level. • Strong community support and cultural identity. • Rich local art and culinary attractions. • Basic infrastructure is relatively well developed.	icon of sustainable marine tourism. • Introducing an ecotourism package (marine tourism + mangrove conservation). • Developing a digital promotion platform (website, application, VR/AR experience). • Innovating digital content (documentary films, Sandeq miniatures, e-souvenirs).	standards for an environmentally friendly festival. • Utilizing digital marketing (creative content, social media, tourism marketplaces). • Providing an online ticketing system. • Aligning the festival with global trends in cultural and sports tourism.
Weaknesses (W) : • Tourist facilities are not adequate. • Human resources are limited in digital literacy and event management. • Promotion and services are still traditional. • Tourism attraction innovations are lacking.	Strategi W-O • Digital marketing and sustainable tourism literacy training for the community and Sandeq groups. • Collaboration with digital tourism startups for global promotion. • Strengthening attractions (Sandeq museum, Sandeq boat educational space).	Strategi W-T • Establishing a Smart Tourism Center at the festival site (digital information center). • Educating the community and vendors on environmental friendliness and digital literacy. • Building international networks through digital promotion to anticipate changes in global trends.

D. CONCLUSION AND SUGGESTIONS

The preservation of the Sandeq Boat through the Sandeq Race Festival or Sandeq Silumba Festival has become a crucial strategy for maintaining the maritime cultural existence of the Mandar community while simultaneously developing cultural tourism attractions in West Sulawesi. The Sandeq Boat is not only a symbol of local identity and pride but also holds significant potential as a national and even international tourism icon. Through the annual festival, this activity delivers multidimensional benefits: strengthening cultural identity, promoting regional economic growth, and serving as a medium for education and the transmission of maritime cultural values to younger generations.

Nevertheless, there are still weaknesses such as limited facilities, services, and suboptimal promotion strategies. Therefore, synergy between the government, the community, and the private sector is required to address these shortcomings while also taking advantage of existing opportunities. With more innovative management, clear regulations, and vigorous, sustainable promotion strategies, the Sandeq Silumba Festival has the potential to become a flagship event within the Karisma Event Nusantara (KEN) and serve as a successful example of maritime cultural preservation practices in Indonesia.

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SEXUAL VIOLENCE AGAINST WOMEN IN A VICTIMOLOGICAL STUDY

Nur Fitrah & Aco Dahrul Saharuddin

ABSTRACT

Among human beings in Indonesia, women are the most vulnerable to becoming victims of crimes (victims of crime) in the field of morality. Women often become objects of deprivation and violations of their rights by perpetrators, as they are perceived as powerless in the face of cruelty and the legitimized individual, cultural, and structural systems. The moral values that should be preserved in their sanctity are being torn apart and desecrated by animalistic instincts that are given space to act as a dominant force. Numerous moral crimes against women occur not only in schools or neighborhood places where immoral acts may take place, but also within the family environment. Society's general perspective tends to assume that the cause of such immoral crimes lies solely in the perpetrators, without considering that victims may also play a role in the occurrence of these crimes. Crime occurs due to the correlation between several interrelated factors, including the victim and the situation of the victim as a primary participant in a crime, either directly or indirectly. Women's physical weakness to resist perpetrators and their fear of reporting the crimes they experience place them in a vulnerable position, making them susceptible to becoming objects of sexual violence.

The purpose of this study is to examine the efforts made to protect women from sexual violence through a victimological perspective in Polewali Mandar Regency. The research method used in this study is empirical research, which is a sociological legal study, conducted through observation and interviews using electronic recording devices to identify and analyze sexual violence against women within a victimological framework.

Keywords: Sexual Violence, Women, Victimology

A. INTRODUCTION

A human being who becomes a victim of crime is essentially deprived of their very existence. The existence of human rights is defeated by behavior that prioritizes barbarity and cruelty. The dignity of humanity, which should ideally be upheld, is instead abandoned, desecrated, and degraded. Such human behavior deserves to be categorized as anti-religious and anti-humanitarian. Those who commit such acts deny their own nature as social beings who should protect one another's rights from evil and immoral deeds.

Among Indonesian people, women are particularly vulnerable to becoming victims of crimes of decency (victims of crime in the moral domain), as they are often subjected to the deprivation and violation of their rights by adults. Women are often perceived as powerless in facing acts of cruelty and legitimized individual, cultural, and structural oppression. The moral values that should be preserved in their purity are being torn apart and defiled by bestial instincts that are given room to act as a dominant force.

Regulations concerning the protection of women victims of violence are stipulated in Law No. 23 of 2004

on the Elimination of Domestic Violence, Law No. 13 of 2006 on the Protection of Witnesses and Victims, and Regulation of the Minister of Women's Empowerment and Child Protection No. 1 of 2010 concerning the minimum service standards for integrated services for women and children victims of violence.

Numerous cases of moral crimes affecting women as victims occur not only in schools, workplaces, and neighborhoods but also within families. A total of 431,471 cases of violence against women have been recorded in Indonesia in recent years. Over 12 years, cases of violence against women have increased by 792%, almost 800%, meaning the rate of violence has grown eightfold during that period (www.komnasperempuan.go.id).

A tragic incident befell a young woman in Campalagian District, Polewali Mandar Regency. The incident began when the victim was caring for her child at home. Suddenly, two masked men entered, struck her on the back until she lost consciousness, and when she awoke, she found herself naked with one of the perpetrators still on top of her. The victim reportedly resisted, but the perpetrators turned up the radio volume so that neighbors could not hear the assault (Monday, October 28, 2019, news.detik.com). In Polewali Mandar Regency, there have been many similar cases, some even resulting in murder. However, many incidents of sexual harassment against women go unreported to authorities due to fear and shame on the part of the victims.

In general, society tends to view the cause of sexual crimes as lying solely with the perpetrator, without considering that victims may also have a role, directly or indirectly, in the occurrence of such crimes. Crimes occur due to a correlation among various

influencing factors: the perpetrator, the victim, and the situation. The victim's position as a primary participant in a crime, whether directly or indirectly, is crucial. For example, in some cases, crimes occur because women are physically weaker and unable to resist the perpetrator, or because they fear reporting the crime, which places them in a vulnerable position as potential victims of sexual violence.

This research aims to examine the efforts to protect women from sexual violence through a victimological perspective in Polewali Mandar Regency.

The urgency of this study lies in the actualization of witness and victim protection, particularly for women, in order to achieve equitable law enforcement. Therefore, this research is significant and has the potential to be published in national and international journals as a scholarly contribution for future researchers studying law enforcement efforts in building a legally conscious society in Polewali Mandar Regency.

B. LITERATURE REVIEW

1. Definition of Victimology

Victimology comes from the Latin words *victima*, meaning "victim," and *logos*, meaning "knowledge" or "study." Terminologically, victimology refers to a study that examines victims, the causes of victimization, and the consequences arising from victimization as a human problem and a social reality. Victimology is thus a body of knowledge that studies victimization as a human issue within a social context.

This formulation requires an understanding that:

- a. It is a human problem that must be viewed in its proper proportion.

- b. It is the result of interactions arising from interrelated and mutually influencing phenomena.
- c. It concerns human actions (individual behavior) influenced by elements of the social structure within a specific society.

Victimology also provides a better understanding of crime victims as the result of human actions that cause physical, mental, and social suffering.

According to Rena Yuliana (2010), victimology is a scientific discipline or study that examines criminal victimization as a human problem. Meanwhile, Bambang Waluyo (2014) defines victimology as the science of victims (of crime). A person who suffers physical or other harm as a result of an offense or crime is referred to as a victim.

2. Scope of Victimology

According to Sahetapy (1995), the scope of victimology involves understanding how a person becomes a victim, which is determined by victimity – something not always related to crime. It also includes victims of accidents and natural disasters, in addition to victims of crimes and abuse of power.

Sahetapy (1995) further outlines the objects or scope of victimology studies as follows:

- a. Theories of the etiology of criminal victimization.
- b. Participants involved in the occurrence or existence of criminal or criminological victimization, such as victims, offenders, observers, lawmakers, police, prosecutors, judges, lawyers, and others.
- c. Reactions to victimization.

- d. Responses to criminal victimization, including efforts toward prevention, rehabilitation, compensation (restitution), and legal regulations related to victimology.
- e. Victimogenic and criminogenic factors.

3. Crimes Against Morality

According to Leden Marpaung (2006), morality (kesusilaan) can be translated as “decency.” Although the concept of morality depends greatly on situational and cultural contexts, efforts to define it have been numerous. In the Indonesian Criminal Code (KUHP), crimes against morality are regulated in Chapter XIV, Articles 281–303.

The term “decency” (Zeden Eerbaarheid) refers to feelings of modesty or shame related to sexual desire, for example: sexual intercourse, touching a woman’s breasts or genitals, exposing female genitalia, kissing, and similar acts.

According to Adami Chazawi (2007), morality concerns whether a person’s sense of shame is aroused. This sense of shame is tied to the general feelings of society; therefore, moral violations depend on the customs and level of civilization of the community.

Gerson W. Bawengan (as cited by Abdul Wahid, 2001) emphasizes that in criminal law, the concept of morality is narrowed to matters involving sexual acts such as adultery, prostitution, rape, and related offenses involving decency and pornography.

4. The Role of the Victim (Women) in the Occurrence of Crime

According to Arief Gosita (1989), the situation and condition of the victim may stimulate the perpetrator

to commit a crime against the victim. The victim may not perform any action or may even be unaware or unwilling to become a victim, yet certain circumstances or conditions may provoke others to commit crimes against them. These include:

- a. Physical and mental weakness of the victim, such as the elderly, children, or those who are physically or mentally disabled, male or female, and thus easily exploited due to their vulnerability.
- b. The victim's social situation, such as those who are uneducated, socially isolated, powerless, or lacking protection within society. Such physical, mental, and social weaknesses may be innate or caused by social development beyond their control, making them perpetually at risk of victimization. Victims who belong to socially, economically, politically, or legally weak groups often cannot or dare not resist or retaliate, and are easily exploited by more powerful perpetrators. For example, children or wives often become victims of violence by fathers or husbands due to their dependence on them and their inability to resist such crimes.
- c. Preexisting relationships between the victim and the perpetrator. These may arise from mutual acquaintance, shared interests, cohabitation, or joint activities. Such relationships need not be continuous or direct.

In such cases, the circumstances of both victim and perpetrator may allow the perpetrator to exploit the victim to fulfill their desires or interests based on certain motivations or rationalizations – sometimes even

legitimizing the criminal act. For instance, in male-female relationships, there is often a tendency for one party to force sexual relations, resulting in crimes such as rape.

C. METHOD

1. Research Instruments

This study uses electronic recording devices with an empirical research approach, a legal research method that functions to observe law in its actual sense and examine how law operates within society. This research method can be classified as sociological legal research, meaning it is based on facts found within a community, a legal entity, or a government institution.

2. Data Collection Methods

The methods of data collection used by the researcher are as follows:

- a. Observation: This technique was carried out through direct observation in the community, at the Polewali Mandar Police Department, and the Polewali Mandar Religious Court, to observe and analyze sexual violence against women from a victimology perspective.
- b. Interview: The researcher conducted direct interviews with several parties, both those directly and indirectly involved, to obtain oral information regarding sexual violence against women in the context of victimology in Polewali Mandar Regency.
 - 1) Key Informants: Victims, Police Officers, and Religious Court Officials

- 2) Additional Informants: Community Members and Women's Rights Activists
- c. Documentation: This technique was conducted by recording data from documents (archives, notes, and reports) concerning sexual violence against women in the context of victimology in Polewali Mandar Regency.

3. Data Sources

The data sources used to obtain information for this study are as follows:

- a. Primary Data: Primary data were obtained from observations and interviews with relevant parties directly involved with the research object – sexual violence against women in the context of victimology in Polewali Mandar Regency.
- b. Secondary Data: Secondary data were obtained indirectly from available data collected by related institutions. These include documentation (archives, reports, records) concerning sexual violence against women from a victimological perspective in Polewali Mandar Regency.

4. Scope of Research

This research focuses on sexual violence against women within the victimology perspective in Polewali Mandar Regency, viewed from the actualization of human rights. It is related to victim protection and examines issues such as the victim's role in the occurrence of criminal acts, the relationship between perpetrator and victim, the vulnerability of the victim's position, and the victim's

role within the criminal justice system to promote justice, welfare, prosperity, and social order.

5. Testing Strategy

The data analysis used in this research is empirical data analysis, based on the results of observation and interviews, consisting of data reduction, data presentation, and conclusion drawing/verification.

D. RESEARCH FINDINGS

1. General Overview of Sexual Violence Cases in Polewali Mandar Regency

Cases of sexual violence against women in Polewali Mandar Regency remain relatively high. Many victims experience violence in private spaces such as households, schools, and workplaces. Most victims are reluctant to report due to shame, fear, and social stigma. This phenomenon reflects a degradation of moral and ethical values in society.

2. Factors Causing Sexual Violence Against Women

From a victimological perspective, moral crimes are not solely caused by the perpetrator but are also influenced by the victim's condition and the surrounding social environment. Contributing factors include physical and mental vulnerability of the victim, unsafe social situations, and unequal power relations between perpetrator and victim. These findings reinforce Arief Gosita's (1989) view that the social and psychological conditions of victims can serve as triggers for victimization.

3. Public Perception of Victims

Most community members still hold gender-biased views that blame victims for the violence they suffer. This leads to double victimization, where victims suffer both as victims of the crime and as victims of social stigma.

4. Implementation of Legal Protection for Victims

Although there are existing legal frameworks governing victim protection – such as Law No. 23 of 2004 on the Elimination of Domestic Violence, Law No. 13 of 2006 on the Protection of Witnesses and Victims, and Regulation of the Minister of Women’s Empowerment and Child Protection No. 1 of 2010 – implementation at the regional level remains weak. Inter-agency coordination is not yet optimal, and victim assistance facilities are still limited.

5. Protection Efforts from a Victimology Perspective

The victimology approach views the victim as a legal subject entitled to protection and recovery. Efforts that can be undertaken include providing legal and psychological assistance, increasing public legal awareness, strengthening integrated service institutions at the regional level, and enhancing cross-sector collaboration in addressing sexual violence against women.

E. CONCLUSION

1. Sexual crimes against women in Polewali Mandar Regency reflect the decline of moral and social values caused by gender inequality and weak social control.

2. The main factors contributing to sexual violence include the victims' physical and social vulnerability, patriarchal culture, and gender-biased societal views.
3. Legal protection for victims has not been effectively implemented, even though there is a clear legal basis; the victimology approach emphasizes that victims have the right to protection.
4. Recovery and social justice.
5. Social reform and gender-just law enforcement are needed to uphold moral values and protect the dignity of women.

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BIBLIOMETRIC MAPPING OF COLLABORATIVE GOVERNANCE IN ENHANCING FOOD SECURITY

Nurhayati, Zainal Arifin, Jendrius, & Indah Adi Putri

ABSTRACT

This study aims to map and analyze the global scientific landscape of research on the intersection between collaborative governance and food security. The research addresses the problem of limited understanding regarding how collaborative governance has been conceptualized and applied in the context of food security challenges. To achieve this objective, a bibliometric analysis was conducted using data extracted from the Scopus and Web of Science databases. Analytical tools such as the Bibliometrix R-package were utilized to perform performance analysis and science mapping, identifying publication trends, key authors, influential journals, and thematic clusters. The findings reveal a steady growth of interest in the topic, the dominance of certain research networks, and the emergence of critical themes such as multi-stakeholder participation, adaptive governance, and resilience building. Furthermore, the analysis highlights research gaps and opportunities for further exploration, particularly concerning the integration of collaborative governance models into food security strategies across different governance levels. These results offer valuable insights for researchers, practitioners, and policymakers

aiming to design more effective collaborative frameworks for enhancing food system resilience.

Keywords: Collaborative Governance; Food Security; Stakeholder Collaboration; Adaptive Governance.

A. INTRODUCTION

Collaborative governance denotes a process wherein several stakeholders, including government agencies, non-governmental organizations (NGOs), commercial sector firms, and civil society groups, unite to make choices and execute policies intended to address public issues. In contrast to conventional governance models that centralize power in a singular authority, collaborative governance prioritizes collective responsibility in problem-solving and decision-making (Amalia & Wahyuadianto, 2019; Huff et al., 2015). It promotes collaboration instead of rivalry or hierarchy, enabling various stakeholders to collectively tackle societal issues (Amalia & Wahyuadianto, 2019; Florini & Pauli, 2018). This method depends on mutual comprehension, consensus formation, and collaborative action to attain shared objectives, rendering it particularly successful in addressing intricate, multifaceted issues.

Collaborative governance has become essential in tackling global challenges because it integrates multiple perspectives and resources. Numerous contemporary challenges—such as climate change, food security, healthcare, and poverty are complex and impact multiple sectors, rendering it unfeasible for any singular group or governmental entity to address them independently (Mashur et al., 2023; Qiu et al., 2025; Sukhwani et al., 2019). Collaborative governance unites stakeholders with

diverse expertise to facilitate inclusive problem-solving that addresses the needs and concerns of all impacted parties. This inclusive strategy facilitates the mobilization of financial, human, and informational resources across several sectors, resulting in more effective solutions. Furthermore, collaborative governance enhances the validity of choices and cultivates public trust, since stakeholders perceive that their perspectives are acknowledged in the process. This is particularly crucial when tackling global issues that necessitate extensive support and collaboration (Hanke et al., 2023). Moreover, collaborative governance models offer adaptability, allowing decision-makers to respond to swiftly evolving situations and effectively navigate ambiguity, rendering them essential instruments for managing complex systems.

Collaborative governance models are characterized by numerous essential traits and methods that enable them to effectively tackle difficult situations. A key aspect is multi-stakeholder participation, involving a varied range of participants—including governments, businesses, NGOs, and communities—in decision-making processes (Florini & Pauli, 2018; Li et al., 2022). This diversity guarantees the consideration of various perspectives, resulting in more thorough and sustainable solutions. A key attribute is shared decision-making, wherein authority is decentralized among stakeholders instead than being concentrated in a single governing entity. This collaborative method fosters consensus, allowing all parties to influence the formulation of policies or solutions. Consensus-building is essential in this process. In contrast to conventional governance, which often depends on majority rule,

collaborative governance aims to identify solutions acceptable to all stakeholders, promoting cooperation and trust (Hatmaja et al., 2024). Moreover, transparency and accountability are essential for the efficacy of collaborative governance. Transparent processes enable stakeholders to comprehend decision-making and guarantee that all participants are accountable for their contributions. Collaborative governance promotes adaptability and iterative learning, allowing stakeholders to modify tactics in response to emerging knowledge and obstacles.

Food security is a complicated and multidimensional global challenge impacting millions of individuals globally. It pertains to the availability, accessibility, usage, and stability of food systems, guaranteeing that all individuals consistently possess physical, social, and economic access to adequate, safe, and nutritious food for an active and healthy existence (Franc et al., 2018; Maredia, 2016; Mishra et al., 2016). Notwithstanding considerable advancements in tackling food security, hunger and malnutrition persist in several regions globally. Hunger, especially in low-income nations, remains a significant problem, with millions of people unable to secure enough food supplies. Additionally, malnutrition—encompassing both undernutrition and overnutrition—continues to pose a substantial global concern. Although undernutrition remains an issue in numerous impoverished countries, overnutrition, frequently stemming from the use of unhealthy, processed foods, has become an escalating worry in affluent nations, leading to obesity and associated disorders (Chaher et al., 2024; Pedersen, 2015; Rosa et al., 2021). Moreover, inequitable access to food

intensifies these problems, with food insecurity particularly acute in areas impacted by poverty, conflict, and political instability. Ensuring food security necessitates a holistic strategy that guarantees all individuals access to the nourishment essential for healthy living.

Food security is essential for attaining sustainable development, underpinning the United Nations Sustainable Development Goals (SDGs), especially SDG 2, which aims for "zero hunger" by 2030. Food security encompasses not only the provision of adequate food but also the facilitation of productive and healthy lifestyles for individuals. Secure access to food enhances individuals' health, productivity, and capacity to contribute to community development (Munuhwa & Hove-Sibanda, 2024). This subsequently promotes economic expansion and social stability. Robust food systems enhance the overall health of populations, mitigating the dangers of malnutrition, chronic illnesses, and early death. Sustainable food systems are crucial for reducing adverse environmental effects, guaranteeing that agricultural operations are ecologically sound and robust to climate change impacts (Sukhwani et al., 2019). Food security is an essential element of overarching development goals, such as poverty alleviation, economic expansion, and social inclusion, fostering a positive feedback loop that promotes sustainable development.

Global food security encounters various problems that hinder efforts to provide sustainable access to food for everyone. Climate change poses a significant danger to food security, as increasing temperatures, altered precipitation patterns, and extreme weather

events such as droughts and floods diminish agricultural production (Kassim et al., 2021; Sukhwani et al., 2019). Climate-induced disturbances impact food supply, elevate food costs, and jeopardize the livelihoods of millions of farmers, especially in developing nations reliant on agriculture. Moreover, population expansion exerts considerable pressure on food systems. With the world population's ongoing growth, particularly in metropolitan regions, the need for food escalates, exerting greater pressure on agricultural systems, resources such as land and water, and food distribution networks. The expansion of metropolitan areas frequently results in the depletion of arable land, hence intensifying the difficulty of satisfying global food requirements (Boadu, 2024; Kumeh et al., 2022). Economic disparities provide a substantial obstacle to food security, as affluent individuals and nations possess superior access to food compared to those in low-income regions. This disparity is especially pronounced in developing nations, where food insecurity frequently arises from poverty, restricted access to resources, and inadequate infrastructure. During economic crises, conditions deteriorate as escalating food prices and inflation exacerbate the difficulties faced by underprivileged communities in obtaining sufficient nutrition. Conflicts and political instability intensify food insecurity. Armed conflicts, civil instability, and displacement impede food production, trade, and distribution, resulting in millions lacking access to sustenance (Boadu, 2024). Refugees and displaced individuals, frequently situated in conflict areas, encounter severe food scarcity, while the devastation of infrastructure and agricultural systems obstructs

rehabilitation initiatives. Political instability hinders the execution of initiatives that could enhance food security, obstructing good governance and resource management.

Enhancing food security systems is crucial for global welfare, as food security is intrinsically connected to health, economic stability, and social development. Ensuring food security mitigates hunger and malnutrition, hence enhancing health outcomes, decreasing healthcare expenditures, and augmenting economic productivity. Enhancing access to nutritious food enables communities to flourish, resulting in elevated educational attainment, improved employment prospects, and more robust economies (Ferranti, 2018; Ogwu et al., 2024; Rut & Davies, 2018). Enhancing food security systems is essential for economic resilience, allowing nations to more effectively endure global shocks, such as natural disasters, economic recessions, or geopolitical conflicts. Robust food security systems can avert food shortages during crises, stabilize food prices, and guarantee equitable distribution of food resources.

The convergence of collaborative governance with food security constitutes a formidable strategy for tackling one of the globe's most urgent issues. Food security is guaranteeing that persons consistently have access to adequate, safe, and nutritious food that promotes an active and healthy lifestyle. Attaining food security necessitates the resolution of multiple challenges associated with food production, distribution, accessibility, and sustainability (Jiren et al., 2018). Collaborative governance, highlighting joint decision-making and cooperative problem-solving, provides a robust framework to tackle these difficulties. Collaborative governance engages governments,

business sector entities, non-governmental organizations (NGOs), and communities to amalgamate resources, expertise, and viewpoints for the formulation of successful solutions. This strategy facilitates a more inclusive, transparent, and coordinated response to the intricate challenges that impede global food security, including climate change, economic inequalities, and population expansion.

Collaborative governance models are utilized in food security by establishing partnerships among many stakeholders who collectively strive to assure food availability, access, and sustainability. These models facilitate shared accountability and collaborative efforts, enabling many sectors to work together to address food security challenges. These approaches fundamentally rely on the involvement of government agencies, commercial firms, NGOs, and local communities, each providing distinct resources and expertise. Collaborative governance is utilized in food security via collective initiatives to enhance food production, distribution, and nutritional quality (Koulouri & Mouraviev, 2019; Ona & Solis, 2017). Governments may collaborate with the corporate sector to enhance agricultural output, while NGOs and community organizations strive to guarantee that vulnerable communities have fair access to food. Moreover, collaborative governance frameworks promote the exchange of knowledge and resources, resulting in more efficient agricultural systems that can adapt to challenges like climate change. These collaborations enhance resilience by facilitating collaborative responses to interruptions in food supply chains, so ensuring the maintenance of food security during crises. Numerous instances of successful

collaborations have markedly enhanced food security across multiple levels.

An example is the Global Alliance for Improved Nutrition (GAIN), which unites governments, corporations, and civil society organizations to address malnutrition and enhance the accessibility of nutritious foods, especially in low-income nations. GAIN's activities, including food fortification programs, have significantly influenced food security by guaranteeing that staple foods are enhanced with vital elements. The Scaling Up Nutrition (SUN) Movement is a global project that unites governments, UN agencies, NGOs, and the commercial sector to address malnutrition. Through SUN, nations have formulated national nutrition strategies endorsed by diverse stakeholders, concentrating on augmenting food security by boosting access to nutritious foods and tackling the underlying causes of malnutrition. Community-based food security projects have proven effective in enhancing food access on a localized basis (Hanke et al., 2023; Kaushik, 2018; Montoya et al., 2015; San-Epifanio et al., 2015). In Brazil, local cooperatives have enabled communities to manage their food systems, fostering food sovereignty and ensuring equitable food distribution within the community. These instances underscore the efficacy of collaborative governance in enhancing food security via a combination of policy formulation, resource allocation, and community involvement.

Bibliometric mapping is a research instrument that employs statistical and computational methodologies to examine academic publications and their interconnections, providing a systematic framework for investigating trends, principal

contributors, and research deficiencies within a specific domain. Bibliometric mapping quantitatively evaluates extensive literature to identify the most influential articles, authors, journals, and institutions, as well as the evolution of knowledge over time. This technique is especially beneficial for comprehending intricate domains, such as collaborative governance and food security, where multidisciplinary research encompasses various sectors, regions, and methodologies. Within the framework of collaborative governance and food security, bibliometric mapping is crucial for discerning patterns in research themes, developing hypotheses, and temporal shifts in focus. This enables academics to track the evolution of collaborative governance models in tackling food security, offering insights into the contributions of various sectors and disciplines to this field of study. Moreover, bibliometric analysis can reveal important contributors and institutions that have led research advancements, thereby emphasizing significant work and the academic networks propelling the field forward. As study in this domain expands, bibliometric mapping is essential for identifying current research gaps, assisting academics in recognizing areas that necessitate more investigation or are inadequately represented in the literature.

Due to the expanding volume of research in collaborative governance and food security, there is an urgent necessity for rigorous analysis to extract significant insights from the accumulating literature. Bibliometric mapping offers an effective method for managing this complexity, enabling researchers to examine extensive databases of academic publications and derive pertinent patterns, relationships, and insights.

This tool is essential for assisting researchers and policymakers in remaining current with the latest advancements in these evolving domains, facilitating more informed decision-making and future research trajectories. The principal objective of this study is to delineate the evolution and trends in the literature about collaborative governance and food security. This study will do a thorough bibliometric analysis to chart the development of the field, pinpoint changes in research emphasis, and underscore the most impactful papers, authors, and institutions. This will elucidate the use of collaborative governance models to food security and the prospective direction of future research in this domain. This study aims to identify significant research domains at the interface of collaborative governance and food security.

This study will identify the specific facets of collaborative governance most examined in connection with food security, including stakeholder involvement, policy formulation, and sustainable practices, through a literature review. The study will seek to identify the geographic regions and situations that have garnered the greatest interest in the research, providing insights into global trends and regional variances in the implementation of collaborative governance models. Another significant purpose is to recognize the key contributors to the area, encompassing notable authors and institutions. This study will identify the foremost scholars and academic institutions influencing the debate on collaborative governance and food security through the analysis of citation patterns and publication networks. Comprehending these networks is essential for identifying intellectual leadership in the domain and for

promoting future collaboration. The study will assess the influence of collaborative governance models on food security results. This entails evaluating the efficacy of various solutions in tackling issues such as hunger, malnutrition, food accessibility, and sustainability. The study will analyze the results of different governance models and policies to offer significant insights into the practical effects of collaborative governance on enhancing food security, thereby informing future research and policy formulation in this domain.

B. RESEARCH METHODOLOGY

This study utilizes a bibliometric approach to carefully examine the literature on collaborative governance and food security, specifically emphasizing the government's role in tackling food security challenges. The data for this analysis will be sourced from academic databases including Scopus, Web of Science, and Google Scholar, utilizing the research query: (TITLE-ABS-KEY (collaborative) AND TITLE-ABS-KEY ("food security") AND TITLE-ABS-KEY (government)) AND PUBYEAR > 2014 AND PUBYEAR < 2026. This search query aims to identify articles that examine the interplay between collaborative governance, food security, and government, published between 2014 and 2026.

To maintain the relevance and quality of the data, stringent inclusion and exclusion criteria will be implemented. The study will encompass peer-reviewed journal articles, conference papers, and book chapters published from 2014 to 2026 that expressly examine the role of collaborative governance in food security, with a special focus on government involvement. Only publications in English will be accepted, however non-

peer-reviewed material and pieces that do not address government participation in collaborative governance will be excluded.

Upon data collection, bibliometric analysis will be performed to discern trends, patterns, and significant contributors in the domain. Descriptive analysis will be employed to investigate the annual publication count, regional distribution of research, and the journals that publish the most articles on collaborative governance and food security. Citation analysis will discover the most impactful articles, leading authors, and organizations that have significantly contributed to the advancement of the discipline. A co-authorship network analysis will elucidate collaboration patterns among researchers and institutions, while keyword frequency and topic modeling will facilitate the identification of emerging themes and research needs. The bibliometric data will be examined utilizing R Studio, an advanced tool for statistical analysis and data visualization. R Studio will facilitate the bibliometric analysis, enabling the efficient processing of extensive datasets and the generation of diverse visualizations, including bar graphs, heat maps, network graphs, and word clouds. These visualizations will elucidate publishing trends, geographical research distribution, and the predominant research subjects at the nexus of collaborative governance and food security.

The study seeks to consolidate the results of the bibliometric analysis to discern principal research trends, significant contributors, and domains necessitating future exploration. This study will elucidate the evolution of collaborative governance techniques related to food security, offering critical insights into the efficacy of these models in tackling food security issues at local,

national, and global scales. Although bibliometric mapping serves as an effective instrument for elucidating research patterns, the study possesses certain limitations. The study will be limited to English-language publications and articles found in academic databases, perhaps omitting pertinent studies published in other languages or in less accessible sources. Furthermore, the data will exclusively encompass the timeframe from 2014 to 2026, possibly neglecting nascent trends or forthcoming advancements. Notwithstanding these constraints, the bibliometric method provides a solid foundation for examining the developing relationship between collaborative governance and food security. Ethical considerations are negligible, as the study solely utilizes publicly accessible data from academic sources; however, appropriate citations will be provided for all utilized sources, so maintain the integrity of the research process.

C. FINDINGS

The bibliometric results offer substantial insights into the expanding and influential domain of collaborative governance and food security. The study spans a decade from 2015 to 2025, emphasizing contemporary developments and issues in this domain, notably with governmental involvement in food security. During this period, 114 sources and 130 documents were examined, indicating a robust and concentrated foundation of academic publications. The yearly growth rate of 11.61% indicates a swift expansion in the subject, characterized by a growing volume of publications annually, possibly propelled by the escalating global significance of food security and the necessity for

collaborative governance solutions. A total of 613 writers contributed to the research, illustrating the interdisciplinary character of the area, wherein specialists from diverse industries collaborate to tackle intricate food security challenges. Significantly, merely 17 records were created by a single individual, underscoring the collaborative essence of the research. Indeed, 33.85% of the publications featured international co-authorship, signifying that this study domain is globally oriented, with academics from various nations participating in the dialogue. On average, each document contained 4.76 co-authors, highlighting the significance of collaboration and collective knowledge in addressing food security issues.



Figure 1. Main Information
Source: Data Processed using R-Studio (2025)

The mean age of the documents is 3.22 years, suggesting that the literature is comparatively recent and corresponds with contemporary advancements in the subject. This underscores the significance of the study's emphasis on current matters pertaining to collaborative governance and food security. Moreover, an average of 12.88 citations per document indicates that research in this domain significantly influences the academic community and policy discourse, with frequent citations

underscoring the relevance and significance of these findings. These bibliometric data indicate that the domain of collaborative governance in food security is undergoing significant expansion, characterized by international cooperation, interdisciplinary inquiry, and a robust academic presence. The expansion, along with the significance and citation impact of the literature, suggests that the study is both enhancing knowledge and providing substantial answers to global food security issues.

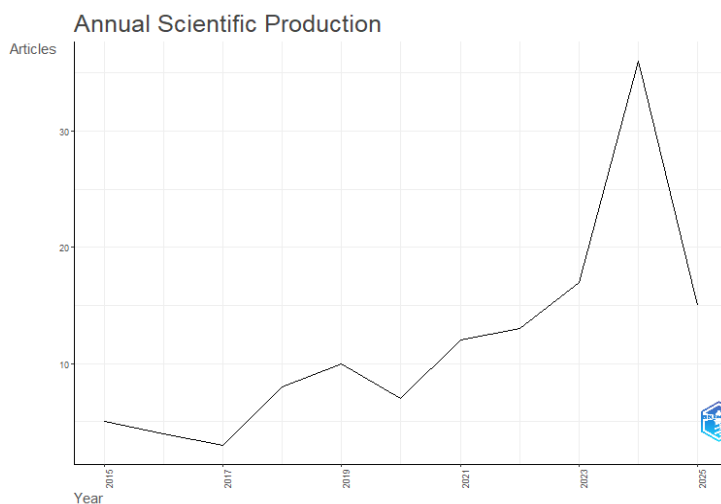


Figure 2. Annual Scientific Production

Source: Data Processed using R-Studio (2025)

Figure 2, showing annual scientific production in the field of collaborative governance and food security reveals several key trends. From 2015 to 2018, the number of publications remained relatively low, with the annual output largely in the single digits. This suggests that the

topic was still emerging and not widely explored during this period. However, from 2019 to 2021, there was a noticeable increase in the number of publications, indicating a growing interest in the intersection of collaborative governance and food security. This rise could be attributed to the increasing global awareness of food security challenges, climate change, and the need for collaborative policy approaches to address these issues. In 2023, there was a dramatic surge in publications, with the number of articles rising sharply to over 30. This spike likely reflects heightened research activity, possibly triggered by global events such as the COVID-19 pandemic, which brought food security issues into sharp focus, or the introduction of new governance models that foster collaboration to tackle food-related challenges. Following this peak, the data suggests a decline in publications expected in 2025, indicating a potential stabilization or shift in the focus of research. This decline could be due to the completion of large-scale studies or a shift toward other emerging topics in the field.

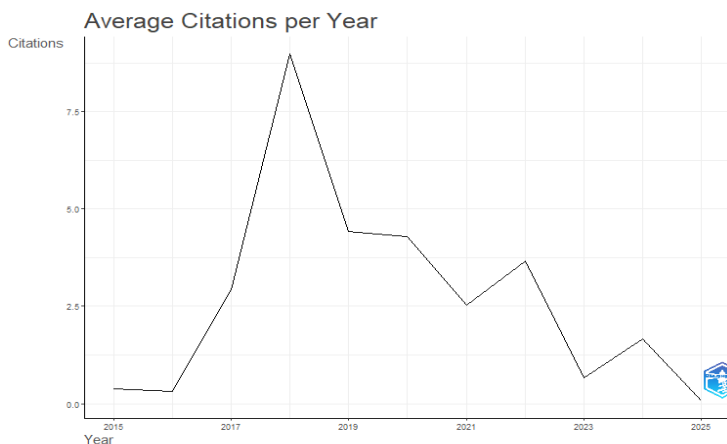


Figure 3. Average Citations Per Year

Source: Data Processed using R-Studio (2025)

Figure 3 showing average citations per year provides valuable insights into the academic impact of publications in the field of collaborative governance and food security. From 2015 to 2017, the average citations per year were very low, almost approaching zero, indicating that research during this period had limited influence and was not widely cited. This could be attributed to the early stage of the field, where fewer publications were available and the topics had not yet gained significant academic or policy attention. However, there was a dramatic spike in citations in 2018, where the average number of citations per year surged well above 7. This sharp increase suggests that around this time, a key publication or group of influential studies were released, significantly raising the visibility and impact of the research. It likely marked a pivotal moment when collaborative governance in food security began to capture the attention of the academic community and

policymakers alike. Following this peak, the average citations per year started to decline, gradually falling to between 2 and 3 citations per year from 2019 onward. This decline could be due to a variety of factors, such as the novelty of the topic wearing off, the research becoming more niche and less widely cited, or a reduction in groundbreaking studies being published. The field may have reached a point of maturity where the pace of new discoveries slowed, and citations became more stable but less explosive. The expected further decline in citations through 2025 suggests that the research output in this area may be stabilizing. It could indicate that the field is now established, with fewer new, highly influential publications, or that more recent research needs additional time to gain recognition and citations. Overall, the citation trends reflect the typical lifecycle of an emerging research field, with an initial surge in impact followed by a steadier phase of academic engagement.

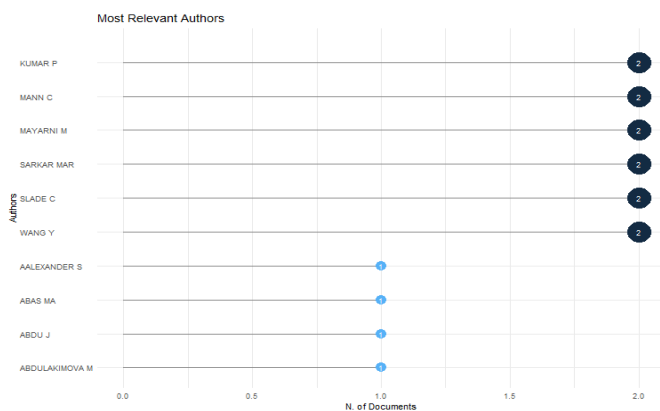


Figure 4. Average Citations Per Year

Source: Data Processed using R-Studio (2025)

Figure 4 highlights that there are several authors who have contributed to the field with a consistent output of two documents each. This suggests that these authors are relatively active in the research domain but may not yet be prolific contributors with a larger body of work. The graph reveals a cluster of authors with similar levels of contribution, indicating a somewhat balanced level of involvement across these key authors. The absence of authors with significantly higher output, such as those with more than two documents, could suggest that the field is still developing and that collaborative governance and food security might be explored by a limited group of researchers. This also points to the potential for increased research activity and expansion in the coming years as more researchers contribute to this growing field. Figure 4 suggests that the literature on collaborative governance and food security is concentrated around a few core authors, but there is still room for new contributors to emerge and make a more significant impact. These findings emphasize the importance of fostering collaboration among researchers to further explore and develop governance models that address food security issues.

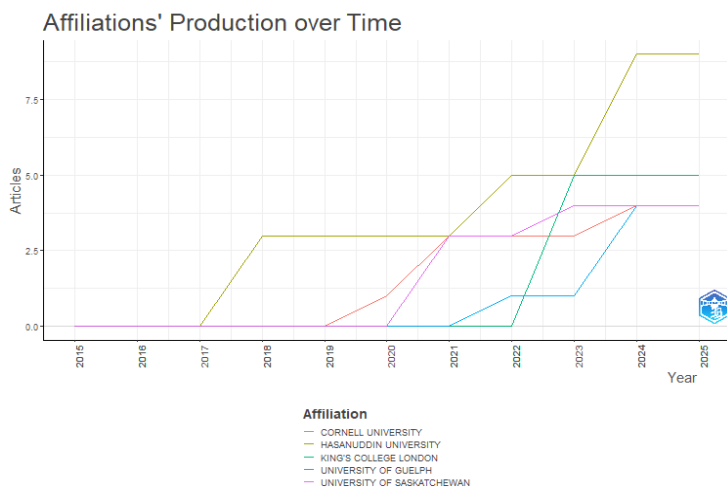


Figure 5. Average Citations Per Year

Source: Data Processed using R-Studio (2025)

From the graph, we can observe distinct patterns in the research output across these institutions. Cornell University, represented by the yellow line, has demonstrated a gradual and consistent increase in article production starting around 2019, with a significant jump in 2023 and 2024. This suggests that Cornell has been a major contributor to the field, especially in recent years, possibly reflecting a growing emphasis on collaborative governance and food security at the institution. Hasanuddin University (pink line) shows a smaller and more gradual increase in publications, with a noticeable rise in 2023. This could indicate that research output from this institution is growing, but at a slower pace compared to Cornell University, though the trend in the latter years suggests increasing interest in the topic. King's College London (blue line) shows minimal activity until 2021, then a sharp increase, reaching 5.0 in 2024. The University of Guelph and University of Saskatchewan show minimal activity until 2021, then a sharp increase, reaching 4.0 in 2024.

followed by a significant increase in 2022 and 2023, indicating a surge in research contributions. This suggests that King's College London may have recently invested more resources or interest into collaborative governance and food security, leading to a rise in publications.

University of Guelph (green line) displays a similar pattern, with a slow start until 2022, followed by a noticeable increase in 2023 and 2024. This aligns with the general trend of growing research activity over time, likely reflecting an increasing recognition of food security issues and collaborative governance strategies. Lastly, University of Saskatchewan (light blue line) shows a steady and consistent rise in publications over time, particularly after 2020. This suggests that the institution has been steadily contributing to the research field, with a more even output throughout the years compared to some of the other universities. Overall, the figure highlights that while institutions such as Cornell University and King's College London have recently ramped up their contributions, all the universities displayed are showing growth in their output, signaling that collaborative governance and food security are increasingly recognized as important areas of academic inquiry.

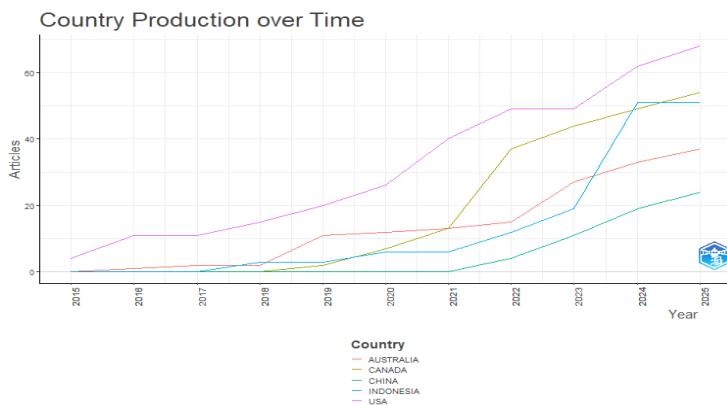


Figure 6. Country Production over Time

Source: Data processed using R-Studio (2025)

From the graph, we can observe several key trends in the publication patterns across these countries. Australia, represented by the purple line, shows a significant increase in article production starting around 2021, with a sharp rise in publications towards 2023 and 2024. This suggests that Australia has become increasingly active in researching collaborative governance and food security, particularly in recent years, possibly reflecting a growing national focus on these issues. Canada (red line) follows a similar trend, with a steady increase in publications starting around 2020 and continuing to rise through 2023. Canada's research output in this field shows consistent growth, indicating a sustained interest in the topic over the years, though not as rapid as Australia's surge in recent years.

China (green line) demonstrates a more gradual but steady increase in publications from 2017 onwards, with a sharp uptick starting in 2023. This suggests that China has steadily ramped up its research activity on

central role in the literature. This aligns with the growing global focus on food security, highlighting its critical importance in addressing issues such as access to nutritious food and sustainable food systems. Following closely, government (5%) reflects the significant role governments play in implementing policies and overseeing food security efforts, emphasizing the intersection of governance and food security in academic discourse. Other key themes include human and humans (6% and 5%, respectively), which point to the human-centered aspects of food security, such as the health outcomes and social implications of food insecurity. Food supply (5%) emphasizes the need for sustainable and reliable food systems, highlighting the importance of collaborative governance in ensuring a stable food supply. The tree map also shows that food waste (6%) and food assistance (5%) are important research areas, indicating an increasing focus on reducing food waste and improving food assistance programs as part of the solution to food insecurity.

The presence of income (5%) suggests that economic factors are central to the research, with financial barriers being a key challenge to accessing food. The map also highlights regional focus, with countries like Canada, Colombia, and Nepal being prominent, indicating that localized studies are examining how food security and collaborative governance function in different geopolitical and economic contexts. Finally, emerging topics such as sustainability (4%) and nutrition policy (5%) reflect the growing recognition of long-term environmental and health considerations in food security research. Overall, the tree map reveals that while food security remains the core focus, the literature is

expanding to include related areas such as governance, sustainability, and regional perspectives, underscoring the broad and evolving nature of the field.

D. DISCUSSION

The results of the bibliometric analysis and data visualizations, encompassing annual scientific output, average citations, author contributions, affiliations, and national production, elucidate significant trends in collaborative governance and food security while offering critical insights that directly align with the research objectives. The aims encompass delineating the evolution and trends in the literature, pinpointing significant study domains, notable authors and institutions, and evaluating the influence of collaborative governance models on food security results.

The analysis indicates that the domain of collaborative governance and food security has expanded considerably in the past decade, especially post-2020. The annual scientific production data indicates a significant increase in research productivity in 2023, perhaps in reaction to heightened worldwide focus on food security amid catastrophes like the COVID-19 pandemic. This increase in publications corresponds with the heightened acknowledgment of the interrelation of food security, climate change, and governance frameworks. The anticipated reduction in publications by 2025 indicates that the field may be shifting from a period of vigorous inquiry to one of consolidation, emphasizing the refinement of existing models and theories.

This corresponds with the aim of delineating patterns in the literature, indicating that collaborative

governance for food security is emerging as a progressively pertinent and developed domain. The increase in published publications and the geographic distribution of research signify a worldwide reaction to food security issues and an escalating interest in collaborative solutions. The tree map of principal study subjects identifies food security as the focal theme, encompassing subtopics like governance, human-centered considerations, food supply management, and food assistance. This exemplifies the multifaceted nature of the research, encompassing policy, governance, economic access, nutrition, and sustainability. The research concentrates on food availability, equitable access mechanisms, food waste reduction, and the government's involvement in promoting these initiatives. Additional critical domains such as nutrition policy, sustainability, and income underscore the necessity of implementing long-term solutions to food poverty, highlighting that food security is a complex issue that demands comprehensive, cross-sectoral policies. The expansion of study in these domains indicates that critical fields of inquiry are broadening, incorporating both short-term and long-term solutions for tackling food security. The incorporation of themes such as sustainability, climate change, and food waste into literature illustrates a developing comprehension of food security as not merely an economic or logistical issue, but also a concern of environmental and social sustainability.

The findings indicate that a limited group of influential authors and institutions are shaping the discourse on collaborative governance and food security. Institutions like Cornell University, King's College

London, and Hasanuddin University have played a pivotal role in developing research and enriching the knowledge base in the discipline. The data on author contributions and affiliations over time indicate that these institutions have intensified their efforts in recent years, especially in 2023, reflecting their growing leadership in tackling food security through collaborative governance approaches.

The analysis indicates a distinct concentration of research activity in nations such as Australia, China, and the USA, which have had substantial growth in publications in recent years. The participation of these countries illustrates the global dimensions of food security issues and the varied regional viewpoints contributing to the discourse. This facilitates the research purpose of identifying significant institutions and nations contributing to the literature, together with the geographical distribution of the research. The findings do not directly quantify the effect of collaborative governance strategies on food security outcomes; however, the literature's increasing focus on government, food supply, food assistance, and income indicates a heightened acknowledgment of governance's role in tackling food security. The increase in government publications signifies the significance of policy-making in food security, illustrating how governments are adopting collaborative governance models to enhance food access, minimize food waste, and guarantee sustainable food systems.

The rise in research on food aid and food insecurity, together with escalating worries regarding food waste and climate change, suggests that collaborative governance models are increasingly

regarded as vital for formulating effective solutions to food security challenges. Collaborative initiatives including government, non-governmental organizations, the commercial sector, and civil society are essential to these strategies, as they can provide synergies that comprehensively tackle food security. The results indicate that these governance systems are progressively fostering more cohesive approaches to food security, highlighting both immediate assistance and long-term sustainability and resilience. Notwithstanding the expanding corpus of literature, numerous research deficiencies persist in the domain of collaborative governance and food security. A notable deficiency is the necessity for additional empirical research evaluating the direct effects of collaborative governance techniques on food security in various countries. Although there is extensive theoretical discourse, there are fewer investigations into the practical implementation of various governance models and their concrete impacts on food availability, accessibility, and sustainability at local, national, and global scales.

Furthermore, while the increasing prominence of sustainability and climate change in literature signifies its escalating significance, comprehensive long-term evaluations of collaborative governance models concerning sustainability remain few. Research regarding the capacity of these techniques to enhance resistance to climate change or sustainably mitigate food waste remains insufficiently explored. There is a necessity for research that investigates the involvement of particular governance entities, including local communities, NGOs, and private sector participants, in fostering collaborative food security solutions.

Moreover, although food security is the primary concern, there is a deficiency of intersectional research that integrates food security with other urgent global issues, such as healthcare and economic injustice. Future research may investigate the interrelation between food security and factors such as health outcomes or poverty, analyzing how collaborative governance systems might comprehensively address these interconnected challenges. Finally, despite the emergence of regional studies, there is a necessity for cross-cultural comparisons to elucidate how diverse governance structures and agricultural systems in different nations and regions affect food security. Global collaborative networks for food security are becoming increasingly vital, and research that analyzes these networks across many geographical contexts may aid in developing more universal policies.

E. CONCLUSION

This work presents a comprehensive bibliometric examination of the developing domain of collaborative governance and food security, focusing specifically on governmental participation. The literature review reveals a distinct and increasing interest in this domain, especially following global concerns like the COVID-19 epidemic and the intensifying impacts of climate change. Collaborative governance, encompassing multi-stakeholder initiatives involving governments, NGOs, the business sector, and local communities, is widely seen as vital for comprehensively and sustainably tackling food security. The increase in research output, particularly from notable institutions like Cornell University, King's College London, and other

distinguished universities in Australia, China, and the USA, signifies the worldwide recognition of food security as a paramount concern. The consistent rise in publications signifies that collaborative governance solutions have become crucial in academic research on food security, particularly focusing on governance frameworks and the influence of policy on enhancing food systems. As the body of knowledge expands, the emphasis has shifted from immediate food access to include long-term sustainability, nutrition, and climatic resilience.

Notwithstanding these gains, numerous domains within the field remain inadequately investigated. A significant gap exists in the empirical evidence assessing the efficacy of collaborative governance models on food security outcomes in various situations. Despite the prevalence of theoretical models, there is a need for additional case studies and empirical research to substantiate these methodologies. The significance of sustainability in food security governance, particularly with climate change, is an evolving domain that necessitates increased scrutiny. The research community must integrate intersectional perspectives while examining the connections between food security, sustainability, and governance, particularly regarding the interplay between food security and other socio-economic issues like health and income inequality.

Furthermore, research on food security governance would gain from enhanced regional studies that evaluate how varying cultural, political, and economic circumstances influence the efficacy of collaborative governance models. Comparative analyses among nations with differing degrees of food insecurity

may yield significant insights into effective practices and tactics that may be tailored to specific local settings. In conclusion, although collaborative governance has surfaced as a viable framework for tackling food security, the discipline remains in a developmental stage. The literature indicates a transition towards more integrated, multi-stakeholder methodologies; yet, substantial research deficiencies persist. Future research should concentrate on empirical evaluations of governance solutions, investigate sustainability models more thoroughly, and analyze the wider socio-economic aspects that connect with food security. By addressing these deficiencies, forthcoming research will be important in refining governance models and augmenting their efficacy in securing global food security.

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STRATEGIC COMMUNICATION FRAMEWORK IN DIGITAL SKINCARE MARKETING ON TIKTOK TO BUILD CONSUMER LOYALTY IN MAKASSAR CITY

Nurul Awainah

ABSTRACT

The Indonesian skincare industry is booming, growing at 15–20% annually. One of the dominant marketing strategies used is social media, particularly TikTok, which offers an interactive space for building brand-consumer relationships. This study aims to analyze the effectiveness of digital marketing communications through TikTok in building consumer loyalty, focusing on three local skincare brands in Makassar: FF, Mira Hayati, and NRL. The research used a qualitative approach with a case study method, combining interviews, observation, and documentation. The analysis was conducted using triangulation and the Strategic Communication Framework (SCF), phenomenological theory, and virtual ethnography. The results show that TikTok is able to form a digital community that strengthens engagement and increases consumer loyalty through emotional, personal, and interactive content. However, legal cases related to the use of hazardous materials (mercury) weaken brand credibility and disrupt consumer loyalty. In conclusion, the success of digital marketing communications is largely determined by the credibility of the message,

clarity, and consistency of the brand in maintaining consumer trust.

Keywords: Marketing Communications, Tiktok, Skincare, Consumer Loyalty, Strategic Communication Framework

A. INTRODUCTION

The growth of the local skincare industry in Indonesia has seen a significant increase in recent years, with an average growth rate of 15–20% per year (APKI, 2023). Social media has become one of the main communication channels used by brands to get closer to consumers. TikTok, as a popular short-video platform, is utilized by skincare brand owners to expand market reach while also building emotional closeness with their consumers (Nugroho, 2021).

In Makassar City, three local skincare brands, namely FF, Mira Hayati, and NRL, successfully captured public attention through TikTok with content that combines emotional, motivational, and philanthropic strategies. However, the legal cases involving the use of hazardous materials (mercury) that affected the three brands raise serious issues regarding consumer trust. This crisis of trust impacts brand image and customer loyalty.

Starting from this condition, this research emphasizes the importance of the Strategic Communication Framework (SCF), phenomenology, and virtual ethnography as analytical approaches in understanding the dynamics of digital marketing communication through TikTok, specifically in building skincare consumer loyalty in Makassar.

1. The research problem formulation includes: 1. How does SCF in digital marketing through TikTok build marketing effectiveness between skincare brands and consumers?
2. How does the brand owner's communicative interaction strengthen trust in the product?
3. What factors influence consumer loyalty through social media?

B. LITERATURE REVIEW

1. Digital Marketing Communication

Social media has become a strategic space for building brand closeness with consumers (Daniel, 2011; Hine, 2020). Interactive content strengthens emotional bonds and loyalty (Rust, 2020).

In today's digital transformation era, marketing communication is no longer limited to conventional media such as television, radio, and print. The increasingly active shift in consumer behavior in the digital space demands that companies and institutions adapt to a new ecosystem – digital marketing communication. Digital marketing communication refers to the efforts to build, communicate, and maintain brand value through internet-based channels and interactive digital media (Kotler & Keller, 2016).

Social media has become a primary strategic space in the dynamics of modern marketing. Platforms like Facebook, Instagram, X (Twitter), TikTok, and YouTube have evolved from mere entertainment outlets into marketing stages capable of reaching millions of audiences in a short amount of time. Daniel (2011) asserts that social media functions as a two-way communication ecosystem between producers and consumers. It's not

just a place to spread promotional messages, but also an arena for building emotional connections, trust, and brand identity.

Furthermore, Hine (2020) views social media as a "digital cultural space" where users are not only recipients of messages but also meaning-makers (co-creators). In this context, the success of digital marketing communication is not solely determined by the amount of advertising funds spent, but rather by the strength of user interaction and participation with the presented content.

One of the main principles in digital marketing communication is interactivity. Rust (2020) emphasizes that interactive content – such as quizzes, polls, short videos, or comments directly responded to by administrators – plays a significant role in strengthening the emotional connection between brands and consumers. Today's consumers want to be part of the story, not just a promotional target. When they feel involved, a sense of closeness emerges, leading to brand loyalty.

Additionally, the advantage of digital marketing communication lies in its ability to personalize messages. Through data analytics and platform algorithms, a brand can deliver messages relevant to the specific needs of each individual. For example, users who frequently search for skincare products will receive recommendations or advertisements tailored to their interests. This strategy enhances communication effectiveness while strengthening the customer experience (Chaffey & Ellis-Chadwick, 2019).

Digital marketing communication also has advantages in terms of performance measurement and

evaluation. Unlike traditional media, interaction in the digital world can be tracked in real-time through metrics such as engagement rate, click-through rate, or conversion rate. This allows marketers to quickly make strategic improvements based on audience response (Ryan, 2020).

However, challenges also arise in the form of information overload and content competition. Amidst the millions of posts appearing every minute, the biggest challenge for brands is how to create content that is not only engaging but also meaningful and authentic. According to Pulizzi (2014), effective content is content that is relevant to user values and experiences – not just product promotion. Therefore, storytelling has become a very popular approach in digital communication: telling stories that contain emotion, human values, and inspiration.

In the local context, digital marketing communication is also rapidly developing in Indonesia. The Digital 2024 Indonesia report shows that over 170 million people actively use social media daily, with an average duration of over 3 hours (DataReportal, 2024). This figure highlights the significant potential of social media as the primary communication channel between brands and Indonesian consumers, particularly millennials and Gen Z, who are highly responsive to visuals, authentic narratives, and direct interaction.

Looking ahead, digital communication strategies are predicted to become increasingly integrated with artificial intelligence (AI) technology and big data analytics for consumer behavior. Companies will become increasingly capable of understanding audience emotional patterns, preferences, and consumption habits

to create more personalized and effective messages. However, ethical challenges such as data privacy and content authenticity must also be a primary concern to ensure that digital communication remains grounded in trust and social responsibility.

Thus, digital marketing communication is not just a technological trend, but a fundamental strategy in building long-term relationships between brands and consumers. Social media, with its interactive and participatory nature, provides an opportunity for every brand to build emotional closeness that not only boosts sales but also creates a loyal community around the brand's values and identity itself.

2. Strategic Communication Framework (SCF)

SCF focuses on communication analysis aligned with the organization's strategic goals (Bangko Sentral ng Pilipinas, 2023). The SCF process includes assess, engage, craft, know, and align to ensure message effectiveness (Goldberg & Gustafson, 2023).

In the context of modern organizational communication, success depends not only on how much information is conveyed, but also on how well that information aligns with the organization's strategic goals. This is where the role of the Strategic Communication Framework (SCF) becomes very important. SCF is a systematic approach that places communication as an integral part of organizational strategy – not merely a supplementary activity.

According to the Bangko Sentral ng Pilipinas (2023), SCF helps organizations ensure that every communication message, channel, and action supports the organization's mission, vision, and core values. This

means that communication is no longer just a tool for conveying information, but also an instrument for driving change and creating a positive public perception.

This framework is built on the principle that communication strategies must be rooted in situational understanding, audience mapping, and clarity of objectives. Goldberg and Gustafson (2023) explain that SCF includes five main elements: assess, engage, craft, know, and align, which are dynamically interconnected to ensure the effectiveness of strategic communication.

a. Assess: Analyze the Communication Context and Needs

The first step in SCF is to assess – to conduct a thorough evaluation of the organization's situation, the strategic issues it faces, and the audience's conditions. This analysis includes understanding the internal environment (strengths, weaknesses, organizational culture) and the external environment (social, media, political, and economic trends).

According to Hallahan et al. (2007), effective communication always begins with research. Without understanding the context, organizations tend to send irrelevant messages or even create negative perceptions. Through the assessment stage, organizations can determine issue priorities, identify challenges, and establish communication success indicators.

b. Engage: Involve the Audience and Stakeholders

The next step is to engage, which is the process of building relationships with stakeholders. The SCF approach emphasizes participatory two-way communication, rather than one-way communication that only channels messages from top to bottom.

In line with relationship management theory in public communication, organizations need to interact openly with their audience to foster trust, credibility, and support (Ledingham, 2003). This engagement can be done through public forums, social media, community dialogues, or interactive campaigns that allow the audience to express their aspirations.

c. Craft: Designing Relevant and Effective Messages

The crafting stage is the core of the SCF process, which involves designing strategic messages that align with the organization's goals and the characteristics of the audience. A good message must have three main elements: clarity, consistency, and credibility.

Goldberg and Gustafson (2023) emphasize that crafting messages within the SCF framework is not just about compelling language, but also about alignment between the message and the organization's values. For example, an organization that emphasizes transparency should ensure its communication style is open, unambiguous, and easily accessible to the public.

Additionally, the crafting process also involves selecting the appropriate

communication channels – whether through mass media, social media, official reports, or interpersonal communication – to ensure the message reaches the target audience with maximum impact (Cornelissen, 2020).

d. Know: Deeply Understanding Your Audience

The "know" stage in the SCF emphasizes the importance of understanding who you are communicating with. Knowledge of audience demographics, values, aspirations, and digital behavior is crucial in determining effective communication strategies.

According to the Bangko Sentral ng Pilipinas (2023), every organization should develop an audience insight database or monitoring system to map changes in public attitudes over time. This aligns with Heath and Johansen's (2018) view that strategic communication not only conveys messages but also listens to and interprets audience responses.

By deeply understanding the audience, organizations can tailor their language style, symbols, and narratives to make the message feel personal and relevant. This strategy helps strengthen the emotional bond between the organization and its public.

e. Align: Aligning Communication with Strategic Goals

The final stage is alignment, which means ensuring all communication activities are consistent with the organization's strategic goals. This stage requires cross-unit coordination to ensure that every message sent out has a single direction and a single voice (one message, one vision).

According to Gregory (2020), communication alignment creates corporate coherence, which is the public perception that an organization has a clear and trustworthy identity. Without this alignment, contradictory messages from different divisions can damage the organization's reputation and undermine its credibility.

The alignment process also includes periodic evaluation of communication effectiveness through key performance indicators (KPIs), public surveys, and media analysis. By doing so, organizations can adjust their communication strategies according to the dynamics of the changing situation.

The Strategic Communication Framework (SCF) is an important guide for organizations in designing effective, relevant, and results-oriented communication. By implementing the five stages – assess, engage, craft, know, and align – organizations can ensure that each message is not only informative but also strategic and aligned with long-term missions.

In today's fast-paced and transparent world, SCF serves as a strategic communication roadmap, helping organizations build a positive image, strengthen public trust, and achieve shared goals through measurable and meaningful communication.

3. Virtual Ethnography

Hine (2020) explains virtual ethnography as a method for analyzing digital communication practices and consumer interactions in online spaces. This strategy maps consumer behavior, preferences, and interactions within the digital community.

The development of digital technology has changed the way humans interact, communicate, and build communities. The online world is now a vibrant social space where people work, shop, discuss, and express their identities. Amidst these changes, social and communication researchers need a methodological approach capable of deeply understanding human behavior in digital spaces. One relevant and increasingly used approach is virtual ethnography.

According to Hine (2020), virtual ethnography is a qualitative research method used to analyze communication practices, social interaction, and meaning construction in online environments. This method evolved from the classical ethnographic tradition—typically conducted in real-world settings (offline fieldwork)—but was adapted to the digital space, where communities, cultures, and social practices are formed virtually.

Hine explains that virtual ethnography focuses not only on "what" people say in the virtual world, but also on "how" and "why" they interact within a specific digital context. In other words, this research does not simply observe online activity, but attempts to understand digital social life as a new form of culture (Hine, 2020).

a. From Traditional Ethnography to Virtual Ethnography

Historically, ethnography is a method rooted in social anthropology – an approach that emphasizes the direct involvement of the researcher in the lives of the community being studied. The goal is to understand the mindset, values, and habits of society from within (emic perspective).

However, with the emergence of social media, online forums, and digital communities, the boundary between "real social space" and "virtual social space" has become increasingly blurred. Therefore, researchers like Kozinets (2019) and Hine (2020) expanded the concept of ethnography into digital ethnography or netnography, which allows researchers to observe, interview, and analyze online phenomena.

According to Kozinets (2019), virtual ethnography is not merely "observing the internet," but rather researching social life within the internet – where interactions between individuals form a unique digital culture with its own norms, language, and symbols.

b. Aims and Focus of Virtual Ethnographic Research

Virtual ethnography's primary goal is to understand how individuals and groups construct meaning, identity, and social relationships in digital spaces. In the context of marketing communication and consumer behavior, this method is very useful for mapping:

- 1) Patterns of consumer interaction with brands on social media.
- 2) The dynamics of online communities such as forums, Facebook groups, or e-commerce communities.
- 3) Perceptions, values, and emotions that arise in digital conversations.
- 4) How users negotiate identity and membership within specific online communities.

By analyzing communication practices in the virtual world, researchers can understand how consumer decisions are formed, how they interpret products or brands, and how digital experiences influence consumption behavior (Markham & Gammelby, 2018).

c. Virtual Ethnography Strategies and Stages

Virtual ethnography is typically conducted through several main stages:

- 1) Virtual Location (Field Site) Selection
Researchers identify relevant digital spaces, such as communities of fans of a specific product on Instagram, discussion forums on Reddit, or customer WhatsApp groups.
- 2) Online Participant Observation
Researchers participate in or observe interactions within digital communities to understand the dynamics of communication and prevailing social norms.
- 3) Digital Data Collection
Data can include screenshots of conversations, comments, uploads, emojis, or

visual patterns that appear in online communication (Pink et al., 2016).

4) Thematic and Interpretive Analysis

This stage aims to identify the main themes, symbols, and meanings constructed by users in the digital space.

5) Online Research Ethics

Because the digital space involves user privacy and identity, virtual ethnography emphasizes the importance of consent, anonymity, and respect for participants' digital rights (Markham & Buchanan, 2012).

d. The Relevance of Virtual Ethnography in Consumer Communication Analysis

In the context of digital marketing communication, virtual ethnography has become a highly effective tool for understanding consumers' emotional interactions and collective behavior organically. When consumers comment, share experiences, or provide product reviews on social media, they are essentially building a narrative about the brand.

Through a virtual ethnographic approach, organizations can explore the meaning behind these digital behaviors. For example, how consumers express loyalty to a specific brand through symbols (emojis, hashtags, or memes), or how user communities form solidarity in certain online spaces (Ardévol & Lanzeni, 2020).

Additionally, this method allows for an understanding of the phenomenon of user-generated content (UGC) communication, where

users are not only message recipients but also content creators who influence brand image in the public sphere (Baym, 2015).

e. Challenges and Opportunities

Virtual ethnography faces methodological challenges, particularly regarding the authenticity of digital identities, as users can employ personas different from their real-life selves. Additionally, the rapid changes in platform algorithms make the context of digital communication difficult to predict (Murthy, 2021).

However, on the other hand, virtual ethnography offers great opportunities to understand new social realities in the digital age, where the boundaries between online and offline are increasingly blurring. By combining ethnographic sensitivity and digital analytical capabilities, researchers can gain deep insights into modern human behavior, which is increasingly connected to technology.

Virtual ethnography is an important methodological approach in contemporary digital communication research. Through this method, researchers can understand consumer behavior, preferences, and interactions in the online space contextually and in-depth. By combining observation, participation, and cultural interpretation, virtual ethnography helps explain how social meaning, identity, and loyalty are formed in an increasingly complex and dynamic digital age.

4. Phenomenology

A phenomenological approach is used to understand consumers' subjective experiences in interpreting communication messages (Liana, 2022; Schutz, 1967). In the context of TikTok, phenomenology highlights how consumer experiences (likes, comments, live responses) shape perceptions of a brand.

Phenomenology is one of the qualitative approaches that focuses on understanding individuals' subjective experiences of specific phenomena. In the context of communication and consumer behavior research, phenomenology is used to explore how individuals experience, interpret, and give meaning to the messages, symbols, or interactional experiences they encounter. This approach not only examines what appears on the surface but also the reality personally perceived by individuals (Schutz, 1967; Liana, 2022).

According to Edmund Husserl, the pioneer of phenomenology, researchers must "go back to the things themselves" (zu den Sachen selbst), meaning understanding phenomena as they are experienced by the subject, without prejudice or external judgment (Husserl, 1931). In other words, phenomenology seeks to understand how the world appears to someone from their own perspective, rather than how the researcher views the world.

a. The Essence of Phenomenology in Communication Research

In communication research, the phenomenological approach helps to uncover

how individuals experience media messages and interpret them within the context of their lives. Schutz (1967) developed Husserl's ideas into social phenomenology, emphasizing that meaning emerges from interactions between individuals within the everyday world of life (lifeworld).

Thus, in the study of digital communication, phenomenology focuses on users' experiences with digital media—how they understand, feel, and react to messages delivered by a brand, influencer, or online community. This approach not only studies the content of the message, but also the emotional experiences and perceptions resulting from the digital interaction (Liana, 2022).

For example, when consumers watch promotional videos on TikTok, they not only receive informational messages about the product but also experience visual sensations, humor, emotional connection, and personal resonance that are difficult to quantify. Phenomenology helps researchers explore these subjective and in-depth dimensions of experience.

b. Phenomenology and Digital Experience on TikTok

In the context of modern social media, particularly TikTok, phenomenology becomes a highly relevant approach. TikTok is not just a video-sharing platform, but an experiential space where users interact through self-expression, emotions, and spontaneous reactions.

Phenomenologists view digital activities such as liking, writing comments, or joining live streams not just as technical actions, but as meaningful communicative experiences. Each of these actions reflects the user's personal interpretation of the received message and the brand identity displayed (Marwick, 2015).

For example, when a TikTok user likes promotional content for local coffee, that action can be interpreted as a form of appreciation, support, or even a sense of community toward the values the brand represents. Conversely, negative comments or user indifference also reflect different experiences – perhaps because they feel the message is irrelevant, inauthentic, or overly manipulative.

Through a phenomenological approach, researchers can understand that every interaction on TikTok is not just engagement statistics, but an expression of the emotional experiences and subjective meanings that consumers have.

c. Phenomenology as an Approach to Understanding Brand Perception

Brand perception is not formed instantly, but rather through a process of repeated and meaningful experiences. Each time users interact with brand content on TikTok – watching videos, writing comments, or participating in challenges (hashtag challenges) – they build perceptions about the brand's authenticity, warmth, and value (Thompson et al., 1989).

Phenomenology helps explain how these small experiences shape brand meaning in consumers' minds. This process is not only influenced by the message content, but also by the user's social, emotional, and digital experiences. For example:

- 1) When brands respond to user comments kindly and quickly, users feel an emotional connection.
- 2) When brand content showcases values that align with their lifestyle, users experience symbolic identification.
- 3) If the video feels honest and natural, users form a perception of authenticity toward that brand.

All these experiences are phenomenological – born from consumers' subjective experiences in interpreting digital messages and interactions.

d. Stages of Phenomenological Analysis

In phenomenological research, data analysis is typically conducted through the stages suggested by Moustakas (1994):

- 1) Epoché (bracketing) – researchers suspend personal prejudices and assumptions.
- 2) Horizontalization – all participant statements are considered important and have equal weight.
- 3) Clustering of meanings – the researcher groups similar meanings into main themes.

- 4) Textural and structural description – describes the "what" and "how" of the experience.
- 5) Essence of experience – constructing the essence of subjective experiences that form the core of the phenomenon being studied.

This approach is very suitable for understanding how consumers experience digital engagement with brands on platforms like TikTok, Instagram, or YouTube.

e. The Relevance of Phenomenology for Digital Communication Research

Phenomenology offers a unique perspective: that communication is not merely an exchange of messages, but an existential experience lived by individuals. In the context of digital communication, phenomenology shifts the research focus from "what the brand says" to "how consumers experience it."

Thus, phenomenological research is able to explain phenomena that cannot be revealed through surveys or statistics—for example, how emotional nuances, spontaneous impressions, and feelings of engagement emerge in digital interactions and influence brand image.

The phenomenological approach offers a deep understanding of consumers' subjective experiences in interpreting digital communication messages. In the context of TikTok, phenomenology helps trace how simple actions like liking, writing comments, or participating in live broadcasts become part of the process of forming meaning and perceptions of a brand.

By focusing on the meaning experienced by consumers, rather than just observable behavior, phenomenology opens up space for researchers to view digital communication as a rich, emotional, and socially meaningful human experience.

C. RESEARCH METHODS

This research uses a qualitative approach with the case study method (Yin, 1989). The research objects are three local skincare brands in Makassar: FF, Mira Hayati, and NRL.

Data Source:

1. Key informants: 3 brand owners (FF, Mira Hayati, NRL).
2. Supporting information: 3 loyal consumers from each brand.

Data Collection Techniques:

1. In-depth interview (semi-structured).
2. Participatory observation on TikTok (content, interactions, live streaming).
3. Documentation (digital archives, media news).

Data Analysis:

1. Data triangulation from interviews, observations, and documentation.

Creswell (1998) & Yin (1989) case study analysis model: categorization, direct interpretation, pattern matching, explanation, and naturalistic generalization.

D. RESULTS

1. TikTok as a Marketing Communication Medium

- a. FF builds content based on personal stories (life journeys, family stories, resilience).
- b. Mira Hayati highlights philanthropic content (sharing sustenance, social care).
- c. NRL is highlighting the theme of motivation and the journey of building a business from scratch.
- d. All these strategies are effective in building emotional bonding with the audience.

2. Digital Communities and Engagement

- a. TikTok allows for the formation of an active customer community through its live features, comments, and digital challenges.
- b. Customer loyalty is built not only through products, but also through a sense of belonging within a community.

3. Trust Crisis due to Mercury Case

- a. Legal cases related to mercury use weaken brand credibility.
- b. According to trust theory (Jerzyk et al., 2016), message credibility is a key factor in communication success. When trust is broken, consumer loyalty decreases drastically.

4. Implications of the Strategic Communication Framework (SCF)

- a. SCF highlights the need for evidence-based assessment, transparent message crafting, and aligning communication strategies with the brand's long-term goals.
- b. Failure to meet the principles of precision, transparency, and completeness of the message

has been proven to damage communication credibility.

E. DISCUSSION

a. TikTok as a Marketing Communication Medium

TikTok, as a short-video platform with the For You Page (FYP) algorithm feature, offers significant opportunities for brand owners to create closer and more intense interactions with consumers. In this study, the three skincare brand owners in Makassar used different communication strategies but shared similarities in building emotional bonding with their audience.

- a. FF emphasizes storytelling based on personal life journeys. The narrative of transformation from a simple housewife to an inspiring success story builds a strong emotional connection. This personal content gives an authentic impression, so consumers not only see the product, but also the "life" of the brand owner. This aligns with Rust's (2020) view that consumers in the digital age tend to respond positively to content that combines personal and emotional values.
- b. Mira Hayati emphasizes a philanthropic image with content sharing sustenance with the community. This strategy is relevant to the characteristics of Indonesian society, which places social care and the value of mutual cooperation as important parts of its collective identity. By presenting an image of caring, the Mira Hayati brand builds emotional trust that not only increases loyalty but also expands its consumer community.

- c. NRL adopts a motivational narrative by showcasing the business journey from zero to success. Inspiring content like this creates audience identification, particularly with young consumers who feel connected to the struggles and values of hard work. This shows that marketing communication through TikTok not only focuses on sales, but also shapes aspirational values that strengthen loyalty.

Thus, TikTok serves not only as a promotional channel but also as an identity space where brands build emotional closeness, which is the main basis of consumer loyalty.

2. Digital Communities and Engagement

One of TikTok's strengths is its ability to build dynamic digital communities. Interactive features like live streaming, comments, sharing, and video duets encourage two-way communication between brands and consumers.

Consumer engagement takes various forms: following accounts, giving likes, participating in challenges, and even creating user-generated content (UGC) that voluntarily promotes the brand. This phenomenon shows how loyalty is not only formed through product quality, but also through a sense of belonging within a digital community.

Brands that successfully create an active community have a strategic advantage because consumers act not only as buyers but also as co-creators and brand advocates. This aligns with the views of Daniel (2011) and Hine (2020) on the importance of virtual

communities in strengthening emotional relationships and creating brand advocacy.

In other words, the digital community on TikTok not only expands marketing reach but also serves as an organic marketing agent that strengthens brand image and credibility.

3. Trust Crisis Due to Mercury Case

Despite the communication strategies being quite effective, the legal case related to the use of hazardous materials (mercury) in the three brands created a trust crisis. This incident proves that the success of digital marketing communication is not only determined by content creativity, but also by the integrity of the product being marketed.

According to trust theory (Jerzyk et al., 2016), communication credibility is based on competence, honesty, and reliability. When consumers find inconsistencies between the message conveyed (safe and quality product) and reality (product contains harmful substances), trust is destroyed. The impact is very significant: consumer loyalty has drastically declined, and even digital communities that were previously a strength have become spaces for criticism and resistance.

This crisis shows that in marketing communication, trust is the most crucial variable that cannot be compensated for by emotional strategies alone. Without trust, engagement, and emotional bonding, brand sustainability cannot be able to be maintained.

4. Implications of the Strategic Communication Framework (SCF)

Analysis through the SCF shows that the marketing communication failure in this case stems from the failure to meet three key principles: message precision, transparency, and information completeness.

- a. Evidence-based assessment. Brands need to conduct data-driven assessments regarding consumer needs and expectations. However, the mercury case shows that the assessment did not consider product safety issues, which are a consumer priority.
- b. Crafting transparent messages. Communication messages must reflect honesty and integrity. Failure to convey accurate product information creates a discrepancy between the image built and the product's reality.
- c. Alignment with long-term goals. Marketing communication should be directed toward building sustainable relationships with consumers. However, the short-term focus on increasing sales actually sacrifices long-term credibility.

Failure to meet these SCF principles shows that digital marketing communication is not just about building engagement, but also about ethical consistency and integrity. In other words, strategic misalignment is the main cause of lost consumer loyalty.

F. CONCLUSION AND SUGGESTIONS

1. Conclusion

- a. TikTok is an effective platform for building digital skincare marketing communication through emotional, philanthropic, and motivational approaches.

- b. Consumer loyalty is formed through intense interaction, authentic content, and a sense of community.
- c. Trust is a key element in communication effectiveness; the trust crisis caused by the mercury case highlights the importance of message credibility and digital communication ethics.
- d. Applying the Strategic Communication Framework helps brands craft messages that are precise, consistent, and relevant to audience needs.

2. Suggestions

- a. Skincare brands need to maintain product integrity to avoid contradictory marketing communication.
- b. SCF can be integrated with digital strategies based on local culture to strengthen consumer loyalty.

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ALTERNATIVE TO IMPRISONMENT: REFUNCTIONALIZATION OF SANCTIONS FOR DRUG CRIMES

Rizky Ramadhani Kurniawan

ABSTRACT

Indonesian Narcotics Law, through Law No. 35 of 2009, refers to the double track system as a sanctions principle. Criminal sanctions for narcotics crimes are regulated in Articles 111 to 144 and 147. Meanwhile, sanctions for actions in the Narcotics Law are Rehabilitation, which is regulated in Chapter IX, Articles 53 to 56 of the Narcotics Law. However, based on law enforcement so far, the decisions handed down by the Court rarely contain sanctions in the form of rehabilitation of narcotics convicts (users). This article discusses the basic ideas behind the double-track system in the narcotics law in Indonesia, and seeks to reconstruct sanctions for action as an alternative to imprisonment in Indonesia. This article concludes with the following points: First, the basic idea of a double track system or the application of criminal sanctions and sanctions in the Narcotics Law stems from the increasing complexity of combating narcotics crimes, in addition to the growing understanding of drug users. Secondly, there are conflicting norms and even obscurities in this law, so that narcotics abusers always end up in jail. One of the reconstruction efforts that can be done is to offer a new understanding in terms of sanctioning actions in line

with the current model of criminal conviction, and as an alternative to imprisonment.

Keywords: Double Track System; Narcotics Law; Criminal Sanctions; Rehabilitation; Law No. 35 of 2009; Drug Users; Penal Policy; Alternative to Imprisonment; Sanction Reconstruction; Indonesia

A. BACKGROUND

Recent developments worth noting in criminal law in Indonesia, especially in the Special Criminal Law or criminal legislation outside the Criminal Code (KUHP), show a tendency to apply a dual-track system in its sanctions, better known as the double track system. This double-track system in criminal punishment means that in addition to being sentenced to criminal punishment, perpetrators of criminal acts can also be subject to various sanctions (treatment) (Sudarto, 1986).

The regulation of criminal sanctions and sanctions can be found in several laws and regulations in Indonesia, namely Law Number 3 of 1997 concerning Juvenile Courts , Law-Law Number 32 of 2009 concerning Environmental Protection and Management and Law Number 35 of 2009 concerning Narcotics, as well as in the Draft Criminal Code (RUU KUHP).

Previously, the double track system was theoretically adopted in the Criminal Code. This is because, in addition to Article 10 of the Criminal Code, which contains criminal sanctions consisting of principal and additional penalties, the Criminal Code also contains sanctions for actions. However, sanctions in the form of measures are only intended for persons who are not capable of being held responsible and minors, as stipulated in Articles 44 and 45 of the Criminal Code.

However, the types of measures in the sentencing patterns in several regulations in Indonesia are only considered complementary or supplementary sanctions and are no different from the types of additional criminal sanctions that are optional. Although there are also independent or alternative sanctions, such as in Law No. 3 of 1997 on Juvenile Courts, there is no adequate explanation of the arguments or basis for imposing such independent sanctions (Sholehuddin, 2003).

When viewed from its historical origins, the double track system can be interpreted as a response to criticism of criminal sanctions that tend to impose sanctions involving deprivation of liberty (imprisonment). At the level of legal policy, the issue of choosing the type of sanction is related to the purpose of punishment itself. Barda Nawawi Arief and Muladi state that the relationship between the imposition of criminal sanctions and the purpose of punishment is an important point in determining criminal policy planning strategies. Determining the purpose of punishment can be the basis for determining the methods, means, or actions to be used (Muladi and Arief, 1998).

This double-track system of punishment can also be found in Law Number 35 of 2009 concerning Narcotics. In principle, narcotics abusers are guaranteed medical rehabilitation and social rehabilitation as stipulated in Article 4 point (d), as well as Article 54, which states that "Narcotics addicts and victims of narcotics abuse are required to undergo medical rehabilitation and social rehabilitation." However, criminal provisions also stipulate criminal sanctions for persons who use narcotics as stipulated in Article 127.

However, because the Indonesian Criminal Justice System adheres to the principle of legality, in practice, all narcotics cases, including those involving personal drug users who are not dealers, are usually prosecuted in accordance with the legal norms set forth in the Narcotics Law, which carries the threat of criminal imprisonment. Thus, personal drug users who are not dealers, who were originally victims who should not have been given criminal sanctions but rather corrective sanctions (rehabilitation), must now serve prison sentences as stipulated in Article 127.

Logically, users who obtain narcotics illegally have also committed several acts as formulated in Article 111 and/or Article 112 or even Article 114, which include the elements of purchasing, controlling, storing, or possessing narcotics for personal use.

The Narcotics Law itself does not provide a clear distinction/line between criminal offenses in Article 127 of the Narcotics Law and other criminal offenses contained in the Narcotics Law, whereby narcotics users who obtain narcotics illegally must fulfill the elements of "controlling," "possessing," "storing," and/or "purchasing" narcotics, which are also regulated as separate criminal acts in the Narcotics Law.

In practice, law enforcement officials also link (include/juncto) criminal offenses related to narcotics use with criminal offenses related to the control, possession, storage, or purchase of narcotics without rights and against the law, for which the criminal penalties are much higher and use special minimum sanctions, namely a minimum of 4 years imprisonment and a fine of at least Rp 800,000,000 (eight hundred thousand rupiah).

The large number of cases of narcotics abuse, especially for personal use, and the repressive criminal policy that addresses this issue as stipulated in Article 127 in conjunction with Article 111 and/or Article 112 or even Article 114 of Law No. 35 of 2009, which prioritizes retributive justice, will logically lead to an increase in the number of inmates in correctional institutions, as well as double victimization for users who are not dealers.

The large number of narcotics convicts sentenced under positive law in Indonesia has led to them dominating the prison population, while the lack of adequate narcotics prisons has resulted in prisons in Indonesia being full or over capacity.

In addition to this, it is worth noting that current global developments show a shift in the tendency to view drug users no longer as criminals, but as victims or patients who must be treated with empathy (Krisnawaty and O.S. Hiariej, 2006).

Therefore, it is necessary to refunctionalize and refresh the understanding of the sanctions contained in Law Number 35 of 2009 concerning Narcotics as an alternative to prison sentences, which have dominated decisions related to drug abuse cases.

Based on the description of the background of the problem above, the author draws two problem formulations as follows:

1. What is the basic idea behind criminal sanctions and sanctions in Indonesia?
2. How can sanctions be refunctionalized for narcotics crimes within the framework of alternatives to imprisonment?

B. RESEARCH METHOD

The research conducted by the author falls under the category of doctrinal research. Doctrinal legal research is research on laws that are developed and conceptualized based on the doctrines adopted by their conceptualizers and/or developers (Wignjosoebroto, 2002). Hutchinson (2014) defines doctrinal research as research that provides a systematic exposition of the rules governing a particular legal category, analyzes the relationship between rules, explains areas of difficulty, and, perhaps, predicts future developments.

Meanwhile, the approach used in this study is socio-legal. Socio-legal studies are an alternative approach that tests doctrinal studies of law. The word "socio" in socio-legal studies represents the interconnection between contexts in which law exists (an interface with a context within law exists).

This study uses secondary data because the research conducted by the author is a doctrinal study with Law Number 35 of 2009 concerning Narcotics as the primary legal material.

C. GENERAL REVIEW

Packer (1968) states that there are two conceptual views, each with different moral implications, namely the retributive view and the utilitarian view. The retributive view assumes that punishment is a negative reward for deviant behavior committed by members of society, so this view sees punishment only as retribution for wrongdoing based on their respective moral responsibilities. This view is said to be backward-looking. The utilitarian view sees punishment in terms of its benefits or usefulness, where what is seen is the

situation or circumstances that the punishment is intended to bring about. On the one hand, punishment is intended to reform the attitude or behavior of the convicted person, and on the other hand, it is also intended to prevent others from committing similar acts. This view is said to be forward-looking and also has a deterrent effect.

Meanwhile, Muladi (1985) divides theories about the purpose of punishment into three groups, namely: a) Absolute (retributive) theory; b) Teleological theory; and c) Retributive-teleological theory. Absolute theory views punishment as retribution for wrongdoing, thus focusing on the act itself and the occurrence of the crime. This theory emphasizes that sanctions in criminal law are imposed solely because a person has committed a crime, which is an absolute consequence that must exist as retribution for the person who committed the crime, so that the sanction aims to satisfy the demands of justice.

The teleological (purpose) theory views punishment not as retribution for the offender's wrongdoing but as a means to achieve a useful goal of protecting society and promoting social welfare. The emphasis is on the purpose of the sanction, which is to deter people from committing crimes, rather than to satisfy justice absolutely.

The retributive-teleological theory views the purpose of punishment as plural, because it combines teleological (purpose) and retributive principles as a whole. This theory is dual in nature, where punishment has a retributive character insofar as punishment is seen as a moral criticism in response to wrongdoing. Meanwhile, its teleological character lies in the idea that

the purpose of this moral criticism is the reform or change of the convicted person's behavior in the future.

This theory advocates the possibility of articulating a theory of punishment that integrates several functions, including utilitarian retribution, prevention, and rehabilitation, all of which are seen as goals to be achieved by a punishment plan. Because its objectives are integrative, the objectives of punishment are: a) General and specific prevention; b) Protection of society; c) Maintaining social solidarity; and d) Retribution/retribution. Regarding the objectives, the focus is on case studies.

The development of theories on punishment has always experienced ups and downs. The theory of punishment aimed at rehabilitation has been criticized because it is based on the belief that the goal of rehabilitation cannot be achieved. In the 1970s, there were pressures that rehabilitation treatment was not successful and that indeterminate sentences were not given appropriately without guidelines (Solehuddin, 2003).

In response to pressure regarding the goal of rehabilitation, Reid (1987) proposed the "Justice Model" as a modern justification for punishment. The justice model, also known as the justice approach or just desert model, is based on two theories about the purpose of punishment, namely prevention and retribution. The basis of retribution in the just desert model is that offenders will be assessed with sanctions that they deserve, considering the crimes they have committed. Appropriate sanctions will prevent criminals from committing further crimes and deter others from committing crimes.

Under this just desert scheme, perpetrators of the same crime will receive the same punishment, and perpetrators of more serious crimes will receive harsher punishments than perpetrators of lesser crimes. There are two criticisms of this just desert theory, namely: First, because desert theories place primary emphasis on the relationship between appropriate punishment and the level of crime, with a view to treating such cases fairly, this theory ignores other relevant differences between perpetrators—such as the personal background of the perpetrator and the impact of punishment on the perpetrator and their family—and thus often treats dissimilar cases in the same way. Second, it emphasizes, in a general but exclusive manner, the distinguishing guidelines of crime and criminal records that influence the psychology of punishment and the punishing party (Tonry, 1996).

In addition to the just desert model, there is another model, namely the restorative justice model, which is often contrasted with the retributive justice model. Muladi states that the restorative justice model has several characteristics, namely (Muladi, 1995):

1. Crime is defined as a violation of one person against another and is recognized as a conflict.
2. The focus is on resolving issues of responsibility and future obligations;
3. Its normative nature is based on dialogue and negotiation;
4. Restitution as a means of redress for the parties, reconciliation and restoration as the primary objectives;
5. Justice is defined as relationships of rights, assessed based on results.

6. The focus is on repairing social harm
7. The community acts as a facilitator in the restorative process;
8. The roles of victims and perpetrators of crime are recognized, both in terms of the issues and the resolution of victims' rights and needs. Perpetrators of crime are encouraged to take responsibility;
9. The perpetrator's responsibility is defined as the impact of understanding their actions and helping to decide what is best;
10. Criminal acts are understood in a comprehensive context, including moral, social, and economic aspects; and
11. Stigma can be removed through restorative actions.

The restorative justice model was proposed by abolitionists who rejected coercive means in the form of penal measures and replaced them with reparative measures. Abolitionists believe that the criminal justice system has problems or structural flaws, so the basic structure of the system must be changed (Muladi, 1996).

In the context of the criminal sanction system, the values underlying abolitionism are still reasonable in seeking more appropriate and effective alternatives to institutions such as prisons (Atmasasmita, 1996).

D. DISCUSSION

1. Basic Ideas for the Application of Criminal Sanctions and Action Sanctions in the Narcotics Law

The basic concept adopted in this study is the idea of a particular object or phenomenon that is fundamental

in nature, which is used as a benchmark or orientation for perspective. The basic idea is a belief that determines how a legal phenomenon is viewed. It functions as the central cognitive resource that determines the rationality of a phenomenon, both in terms of what the main issue is and how to view and explain the phenomenon (Sholehuddin, 2003).

Therefore, when discussing the basic idea behind the double track system, based on its background, it can be concluded that the basic idea of the system is the equality between criminal sanctions and administrative sanctions. This idea of equality can be traced through the development of the criminal sanction system. The basic idea of the application of sanctions in Indonesian legislation has objectives to be achieved through the application of sanctions, and each piece of legislation has different objectives for the application of these sanctions. This is because the criminal acts regulated in each piece of legislation are different.

The basic idea behind the application of criminal sanctions and administrative sanctions in Law No. 35 of 2009 on Narcotics can be found in the academic text of the law. The enactment of the Narcotics Law led to the criminalization of drug abuse. Criminal provisions in the Narcotics Law are regulated in Articles 78 to 99. The classification of crimes in the Narcotics Law concerns production, distribution, possession, use, and other crimes, such as those related to treatment and destruction. Both the Psychotropic Substances Law and the Narcotics Law mandate the obligation to undergo treatment and medication or rehabilitation for users who are addicted, as stipulated in Article 45 as a form of punitive action, namely rehabilitation.

Based on the synopsis of the academic manuscript and the General Explanation of Law Number 35 of 2009 concerning Narcotics, the basic idea of the double track system, namely the application of criminal sanctions and sanctions in the Narcotics Law, is necessary to combat narcotics crimes. In the Narcotics Law, criminal sanctions are made very severe to combat narcotics crimes, which are becoming more widespread every day, so that people are truly afraid to commit narcotics crimes and understand the dangers of narcotics to the life of the nation.

In addition, there is also rehabilitation as stipulated in Chapter XI on Treatment and Rehabilitation, Articles 53 to 59 of the Narcotics Law, which is intended so that people affected by narcotics, whether they are addicts, victims, or dealers who experience dependence on narcotics, can truly recover from their dependence on narcotics and return to a society free from the influence of narcotics.

This is clearly stated in Article 103 of Law No. 35 of 2009 on Narcotics, which states that: "A judge hearing a case involving a narcotics addict may:

- a. Order the individual to undergo treatment and/or care if the drug addict is proven guilty of committing a narcotics-related criminal offense, or
- b. Order the person concerned to undergo treatment and/or care if the drug addict is proven guilty of committing a narcotics crime."

2. Refunctionalization of Sanctions for Narcotics Crimes within the Framework of Alternatives to Imprisonment

Law No. 35 of 2009 on Narcotics adopts a double-track system in its sanctions. This is because the Narcotics Law regulates two sanctions at once, namely criminal sanctions and administrative sanctions. Criminal sanctions for narcotics crimes are regulated in Articles 111 to 144 and 147 of the Narcotics Law, which include the death penalty, imprisonment, detention, and fines. Meanwhile, sanctions in the Narcotics Law include rehabilitation, which is regulated in Chapter IX, Articles 53 to 56 of the Narcotics Law.

In principle, narcotics abusers for personal use are guaranteed rehabilitation. However, Article 127 of Law No. 35 of 2009 on Narcotics states that narcotics abusers are also subject to criminal punishment and may lose their right to rehabilitation, unless they can be proven or found to be victims of narcotics.

However, looking at law enforcement to date, the actions taken against those caught (both users and dealers) have not reduced the circulation of narcotics and psychotropic substances, nor have they deterred perpetrators from repeating the same crimes. This is especially true for the penalties imposed on perpetrators who are only users of narcotics and psychotropic substances. In court rulings rarely include therapy and rehabilitation for convicted drug users (Wicaksono, 2015).

In practice, the application of this article has become increasingly ambiguous, where even though a person uses narcotics for themselves and is a victim of their own actions, they are still subject to criminal sanctions as formulated in Article 127, which usually also links (includes/juncto) Article 111 or Article 112 because it also fulfills the elements in that article.

The text of the criminal article regulating personal drug users is as follows:

Article 127 (1) Every Abuser:

- a. Class I narcotics for personal use shall be punished with a maximum imprisonment of 4 (four) years;
- b. Class II narcotics for personal use shall be punished with a maximum imprisonment of 2 (two) years; and
- c. Class III narcotics for personal use shall be punished with a maximum imprisonment of 1 (one) year.

Looking at these provisions, we can see that, in principle, narcotics abusers for personal use are subject to criminal sanctions as stipulated in Article 127, and Article 103 stipulates that a judge "may" decide to place the user in rehabilitation, with the rehabilitation period also counting as part of the sentence. This system is known in criminal law as the Double Track System.

If we look further, before a person abuses narcotics for themselves and also fulfills the elements of "possession, storage, control," there is also an original act that they commit to be able to abuse the narcotics, namely the act of "purchasing" which qualifies as a narcotics crime, for example Article 114 (1), which carries a penalty of life imprisonment or a minimum of 5 (five) years and a maximum of 20 (twenty) years imprisonment, along with a fine of at least Rp1,000,000,000.00 (one billion rupiah) and a maximum of Rp10,000,000,000.00 (ten billion rupiah).

Based on the description of the events in general, usually before the act of drug abuse for oneself actually occurs, there is an act that precedes it, namely one that

fulfills the elements of "possession, storage, control, and/or purchase" as referred to in Article 111 and/or Article 112 and Article 114 of Law No. 35 of 2009.

Such circumstances are commonly found in cases of personal drug abuse. In general, a person initially abuses narcotics for personal use because of conflicting norms and even the existence of certain obscure norms, so that narcotics abusers for personal use always end up with prison sentences and are also charged with other criminal offenses.

Drug abusers are actually victims of their own actions against their bodies/health and at the same time suffer from the deprivation of their rights in the form of imprisonment. This is further exacerbated by the current condition of prisons, which are not yet functioning optimally, such as the continued mixing of drug users with other criminals, and the presence of individuals who use narcotics and even control their distribution within prisons. This makes it highly likely that a prisoner who uses narcotics and has completed their sentence will commit the same crime again (become a repeat offender) and even do so in a much more sophisticated manner as a result of being mixed with all other criminals in prison. Drug abusers should be positioned as sick people who need treatment and recovery from the negative effects of their drug abuse (victims whose rights should be protected as victims) (Gosita, 1989).

When returned to the context of legal policy, criminal law policy is essentially "an effort to realize criminal legislation in accordance with the circumstances at a certain time (*ius constitutum*) and in the future (*ius constituendum*)".

From a legal policy perspective, criminal legal policy seeks to create and formulate good criminal legislation. According to Marc Ancel, penal policy is "both a science and an art that aims to enable the creation of positive legal regulations that are formulated in a better way." Positive legal regulations here are defined as criminal law regulations. Specifically, according to Jeremy Bentham, criminal law should not be imposed/used if it is groundless, needless, unprofitable, or inefficacious (Arief, 1996).

Similarly, Packer (1986) once warned that the indiscriminate/unfair/uniform use of criminal sanctions and their coercive application would cause criminal measures to become a "prime threatener."

With the landscape as described above, current developments show that there is a lot of criticism of imprisonment, which is one of the most dominant sanctions in criminal law. According to Tongat (2009), the latest developments in criminal law that have become an international trend or tendency are the development of the concept of seeking alternatives to imprisonment in the form of alternative sanctions.

Nowadays, the increased use of alternatives to imprisonment has become a universal issue. Efforts to always seek alternatives to imprisonment have led to imprisonment becoming increasingly unpopular due to humanitarian and philosophical considerations regarding punishment, as this type of punishment harms prisoners, their families, and the people who depend on them. Some of the impacts of imprisonment on prisoners include (Muladi &Arief, 1984; Tongat, 2009):

- a. Prisoners may lose their personality or identity as a result of the rules and regulations of life in prison (Loss of Personality).
- b. During their sentence, prisoners are constantly under the supervision of officers, making them feel insecure and as if they are always being suspected of something (Loss of Security).
- c. Being sentenced to prison clearly deprives them of their individual liberty, causing them to feel depressed, gloomy, and irritable, which can hinder the rehabilitation process (Loss of Liberty).
- d. By serving their sentence in a correctional institution, inmates' freedom to communicate with anyone is also restricted (Loss of Personal Communication).
- e. While in prison, prisoners may feel deprived of good service, because they have to do everything themselves (Loss of Good and Service).
- f. With restrictions on movement and the placement of prisoners according to gender, it is clear that prisoners will feel deprived of their sexual instincts, affection, and longing for their families (Loss of Heterosexuality).
- g. While in prison and experiencing various forms of treatment from both officers and fellow inmates, prisoners may lose their self-esteem (Loss of Prestige).
- h. As a result of the deprivation of freedom in correctional institutions, prisoners may lose their self-confidence (Loss of Belief).
- i. While serving their sentences in correctional institutions, inmates may lose their creativity,

ideas, and imagination due to feelings of depression (Loss of Creativity).

According to Herman G. Moeller in his book *Muladi and Barda Nawawi Arief* entitled *Theories of Criminal Law Policy*, there are contradictions (ambivalence) when viewed from a philosophical perspective, including the following:

- a. The purpose of prison is, first, to ensure the security of prisoners, and second, to provide opportunities for prisoners to be rehabilitated.
- b. The essence of the above functions of prison often results in the dehumanization of criminals and ultimately causes harm to prisoners who have been in prison for too long, in the form of the inability of these prisoners to continue their lives productively in society.

The same point is made by Bernes and Teeters in their book, *Muladi and Arief* (1984), which states that: Prisons have become places of contamination that even their supporters try to avoid, because in this place, accidental offenders and novices in crime are corrupted through their association with chronic criminals.

In relation to this, prison sentences are currently experiencing a "crisis" because they are one of the least popular types of punishment. There has been a lot of sharp criticism directed at this type of punishment, which deprives individuals of their freedom, both in terms of its effectiveness and the other negative consequences that accompany or are related to the deprivation of an individual's freedom. This sharp and negative criticism is not only directed at imprisonment according to the traditional retributive view, which is punitive in nature, but also at imprisonment according to

the modern view, which is more humane and emphasizes the reform of the offender (reform, rehabilitation, and resocialization) (Muladi & Arief, 1984).

However, imprisonment cannot be completely rejected. At this stage, efforts are needed to seek and implement various alternative punishments alongside maintaining imprisonment. It is within this scope that sanctions can be seen as a potential alternative to be further developed in minimizing the trend of drug abuse, alongside seeking other alternative punishments that no longer deprive users of their freedom.

E. CONCLUSION

Based on the above discussion, the author draws two conclusions, namely:

1. The basic idea of the double track system or the application of criminal sanctions and sanctions in the Narcotics Law is due to the need to combat narcotics crimes, which are becoming increasingly complex, in addition to the growth of a new understanding of narcotics abuse for oneself. This can be found in the academic synopsis and General Explanation of Law Number 35 of 2009 concerning Narcotics.
2. Law No. 35 of 2009 on Narcotics actually adopts the double track system concept, in which there are two types of sanctions for narcotics abusers. However, court rulings rarely include therapy and rehabilitation for convicted narcotics offenders (users). This is suspected to be due to conflicting norms between articles and even the existence of certain articles with vague norms, so that narcotics abusers always end up with prison

sentences and are also charged with other criminal offenses, such as those under Articles 111 and/or 112 and Article 114 of Law No. 35 of 2009. One reconstruction effort that can be undertaken is to propose a new understanding in terms of imposing sanctions in line with contemporary criminal justice models and as an alternative to imprisonment.

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INTEGRATING CREATIVE INDUSTRIES, TOURISM, AND CULTURE INTO FREE TRADE ZONE POLICIES FOR INCLUSIVE ECONOMIC GROWTH

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ABSTRACT

Free Trade Zone (FTZ) policies have traditionally focused on investment and export promotion, but the integration of creative industries, culture, and tourism offers a multidimensional path toward inclusive and sustainable growth. This study explores how Creative and Cultural Industries (CCI) can synergize with tourism within FTZ frameworks to foster innovation, cultural participation, and economic resilience. Using a qualitative literature review and comparative analysis of case studies from Mexico, the European Union, Greece, and Southeast Asia, this paper finds that CCI contributes significantly to intangible capital accumulation and regional innovation ecosystems. Integrating CCI and tourism into FTZ policies not only strengthens macroeconomic indicators but also enhances social cohesion, cultural preservation, and inclusive development outcomes. The findings highlight the relevance of a cultural-creative FTZ model for regions like Batam, Indonesia, emphasizing the need for coordinated policies,

intellectual property protection, and multi-stakeholder governance.

Keywords: Free Trade Zone, Creative and Cultural Industries, Cultural Tourism, Inclusive Growth, Policy Innovation

A. INTRODUCTION

Free Trade Zones (FTZs) and Special Economic Zones (SEZs) have long been recognized as key policy instruments adopted by many countries to accelerate economic development, attract foreign investment, and drive structural transformation. By offering fiscal incentives, streamlined licensing procedures, and liberalized trade policies, FTZs and SEZs function as catalysts for regional and national economic growth. According to the OECD (2024), the success of these zones depends largely on their ability to create a conducive business environment, strengthen industrial linkages, and facilitate cross-sectoral technology transfer and innovation. Consequently, FTZs serve not only as centers of production and export but also as policy laboratories where new development models based on efficiency, innovation, and global collaboration can be tested and refined.

Meanwhile, the Creative and Cultural Industries (CCI) and culture-based tourism have emerged as new drivers of 21st-century economic growth. These sectors contribute significantly to the accumulation of intangible capital—including knowledge, creativity, intellectual property (IP), and social innovation. Recent studies (ResearchGate, 2023) highlight that CCIs not only generate direct economic value but also foster community participation by creating creative

employment, supporting micro-enterprises, and preserving local culture. In parallel, cultural tourism reinforces the nexus between identity, economy, and community, making it a crucial component of inclusive and sustainable development.

Integrating these three key elements (1) free trade zone policies, (2) creative and cultural industries, and (3) culture-based tourism—can generate strategic synergies that strengthen economic competitiveness while expanding social and cultural benefits. Such integration does not only enhance macroeconomic growth but also deepens social participation, reinforces social cohesion, and sustains cultural vitality amid globalization. With an appropriate approach, FTZs can evolve into ecosystems that connect trade, innovation, and creativity—forming the foundation of an inclusive, culture-driven development model. This article therefore examines how such integration operates, why it matters, and what mechanisms, challenges, and policy implications must be considered, drawing on empirical evidence from diverse international contexts.

B. RESEARCH METHODOLOGY

This study adopts a qualitative descriptive approach, combining the systematic literature review (SLR) method with comparative cross-case analysis to comprehensively examine the interrelationships among the creative industries, cultural tourism, and free trade zone (FTZ) policies. This approach was chosen for its capacity to explore, in depth, the contextual dynamics, patterns, and mechanisms that shape the integration of these sectors across different regions. Data were collected from three primary sources:

1. Peer-reviewed international journal articles indexed in Scopus, ScienceDirect, MDPI, and Taylor & Francis;
2. Policy documents and reports related to the creative economy and FTZs issued by international institutions such as the OECD, WIPO, and Interreg EU; and
3. Empirical case studies from various regions that serve as references for comparative analysis, including Mexico, the European Union (particularly the Danube region), Greece, and Indonesia.

The analytical process was conducted through three systematic stages:

1. Thematic Coding – identifying recurring themes emerging from the literature, such as economic creativity, cultural tourism, FTZ policy frameworks, and inclusive growth;
2. Comparative Cross-Regional Analysis – examining success patterns, challenges, and contextual factors that influence the effectiveness of integration between Creative and Cultural Industries (CCI) and FTZ mechanisms; and
3. Evidence-Based Policy Synthesis – constructing a conceptual model for integrating the creative economy and cultural tourism within the FTZ framework as a strategy for inclusive and sustainable economic development, with particular emphasis on its applicability to the Indonesian context.

C. FINDINGS

1. Cultural and Creative Industries as Engines of Economic Growth

The creative industries play a pivotal role in the global economy as a primary source of innovation-driven growth, creativity, and the accumulation of intangible capital. According to the World Intellectual Property Organization (WIPO, 2021), investment in intangible assets has grown significantly faster than investment in physical assets since the 2008 financial crisis—signaling a structural shift toward an idea-based and knowledge-driven economy. The Organisation for Economic Co-operation and Development (OECD, 2021) estimates that the cultural and creative sectors collectively contribute approximately US\$ 2.25 trillion annually and generate around 29.5 million jobs worldwide.

Empirical evidence further underscores the economic weight of these industries. Valdivia and Borrayo (2024) report that in Mexico, the Creative and Cultural Industries (CCI) contribute nearly 75% of the total intangible capital driving national economic growth. In Europe, the DIVA Project (Interreg Italy-Slovenia) illustrates how cross-border collaboration between cultural actors and technology-based enterprises can accelerate territorial sustainable development through the establishment of creative hubs and cross-industry innovation networks (Faraone, 2022). Similarly, Neugovsen (2021) highlights that the complex networks within CCI ecosystems act as catalysts for cross-sector innovation, strengthening the interconnections among the arts, technology, and the digital economy.

Table 1
Comparative Overview of the Creative Economy and
Cultural Industries Across Selected Countries (2021–
2025)

Country/Region	Indicator	Value	Year	Source
Indonesia	GDP contribution of the creative economy	≈ IDR 1,500 trillion (~US\$90.1 billion)	2025	[ANTARA News][1]
	Combined contribution of tourism & creative economy to GDP (target estimate)	< 4% (expected to increase)	2025	[Kemenparekraf.go.id][2]
	Annual GDP share of creative economy (estimated growth)	3.83% (up from 3.6% in 2022)	2023	[ObserverID.com][3]
	Export value of creative economy products (target/estimate)	US\$26.46 billion	2023	[Kemenparekraf.go.id][4]
Thailand	Creative economy income (GDP share)	THB 1.44 trillion (8.01% of GDP)	2023	[Thai PBS World][5]
	Priority creative sectors (ranking by contribution)	<i>Cultural tourism</i> ranks first	2024	[MDPI][6]
Malaysia	Contribution of creative industries to GDP	RM 29.4 billion (1.9% of GDP)	2019	[Komunikasi.gov.my][7]

	Updated estimated contribution	≈ RM 47 billion (~3% of GDP)	2023	[Malaysia-Agent.com][8]
Philippines	National creative economy framework (PCESA)	PCIDA enacted 2022; official data collection ongoing	2022 – 2024	[Philippine Statistics Authority][9]
	Creative economy GDP share (PSA/DTI estimate)	> 7% of GDP	2024	[DILG.gov.ph][10]
European Union (Project)	DIVA (Interreg IT-SI): creative hubs, training, cross-border collaboration	Cross-border innovation ecosystem established	2014 – 2022	[CEA Annual Report][11]
Europe (Macro Analysis)	Impact of CCIIs on regional growth (econometric estimate)	Coefficient $\beta \approx 0.315$ ($p = 0.001$)	2024	[MDPI Economics, 2024][6]
Global (Macro Data)	Income and employment from cultural & creative sectors	US\$2.25 trillion; 29.5 million jobs	2021 Report	[OECD/WIPO, 2021][12]
UNCTAD (Export Outlook)	<i>Creative Economy Outlook</i> : creative services > goods; challenges for developing nations	Summary of export trends & policy implications	2022	[IFACCA.org][13]

The data presented in Table 1 demonstrate that the creative economy sector contributes substantially to the economies of Southeast Asia. Thailand records the highest share with 8.01% of GDP, followed by the Philippines (>7%), Indonesia (~3.8%), and Malaysia (~3%). This trend reflects the rising economic value of creativity and culture across the region—forming a new foundation for innovation-driven growth grounded in local identity. In Indonesia, a study by Yunianto et al. (2021) in Yogyakarta emphasizes that the development of local wisdom-based creative industries not only strengthens cultural identity but also enhances economic value and community participation. Thus, integrating creative industries, culture, and free trade zone (FTZ) policies—as seen in Batam—has the potential to foster an innovative, inclusive, and sustainable development ecosystem.

Beyond direct economic contributions, creative industries also function as catalysts for regional intellectual capital formation—that is, a region's capacity to generate, disseminate, and utilize knowledge and innovation networks sustainably. Conceptual studies (ResearchGate, 2023) suggest that regions with strong creative ecosystems tend to possess greater innovative capacity, as interactions among cultural actors, academia, and businesses generate knowledge spillovers that strengthen local economic dynamics. Therefore, the role of the creative industry transcends the production of artistic or cultural goods; it builds the intellectual infrastructure that enhances regional and national competitiveness and economic resilience.

The creative industries are deeply intertwined with local culture and traditional heritage, both of which

serve as primary sources of inspiration for value creation through creativity. Various sectors – such as handicrafts, traditional music, film, culinary arts, and fashion rooted in local wisdom – not only produce economically valuable goods but also carry profound social meaning and cultural identity. The Yogyakarta study (Yunianto et al., 2021) found that creative industry development there relies heavily on local wisdom and intergenerationally transmitted traditions. This process transforms culture from a mere economic object into a living and sustainable source of innovation. By drawing upon local cultural roots as a foundation for production, creative entrepreneurs maintain continuity between tradition and modernity within the framework of regional economic development.

Furthermore, the integration of culture and creative industries produces a unique competitive advantage that distinguishes one region from another. Products derived from local wisdom tend to possess high authentic value, enabling them to penetrate both domestic and international markets through distinctive narratives and cultural identity. This not only reinforces local identity amid globalization but also generates product differentiation and place branding, making regions more attractive to investors, tourists, and global consumers. Hence, culture-based creative industries act as catalysts uniting economic, social, and cultural value, transforming traditional heritage into a renewable source of sustainable growth while strengthening national identity on the global stage.

The creative industry is inherently inclusive, characterized by its labor-intensive nature, small- to medium-scale enterprises, and geographic dispersion –

including in peripheral areas often overlooked by mainstream industrialization. This inclusivity enables the sector to serve as a vehicle for community economic empowerment, particularly for groups underrepresented in large-scale manufacturing. Through the promotion of micro, small, and medium-sized creative enterprises (MSMEs), the industry creates jobs, expands entrepreneurial opportunities, and promotes community-based economic self-reliance. Supported by inclusive public policies—such as fiscal incentives, creative entrepreneurship training, and access to financing—the creative sector can effectively advance social entrepreneurship and community-based innovation, enhancing local capacity and creative capital.

Beyond social empowerment, the creative sector also contributes significantly to regional economic resilience. Numerous studies have demonstrated a positive correlation between the expansion of creative industries and regional economic growth. The study “The Impact of Creative Industries on Economic Growth” (West Science Journal, 2023) confirmed that the expansion of creative sectors has a statistically significant relationship with economic output growth across several countries. This stems from the creative industry’s ability to generate value added through innovation, economic diversification, and sustainable mobilization of local resources. Therefore, strengthening the creative sector not only broadens social inclusion but also enhances a nation’s economic resilience in facing global transformations and unexpected economic crises.

2. Tourism and Culture in Economic Growth

Cultural-based tourism has long been recognized as one of the key sectors driving economic growth, generating employment, and strengthening regional development. This sector creates a strong multiplier effect, stimulating a range of derivative industries such as transportation, accommodation, culinary services, and local creative enterprises including handicrafts and performing arts. According to the World Travel & Tourism Council (WTTC, 2024), the global travel and tourism sector contributed 9.2% to the world's GDP in 2023, supporting more than 330 million jobs—a significant rebound following the COVID-19 pandemic.

In the international context, studies in Lebanon have shown that tourism constitutes one of the main components of the national economy, contributing approximately 19.5% to GDP in 2019, and rising to nearly 30% in 2023, with revenues reaching US\$6 billion (Arab News, 2023; Hamieh, 2021). These findings affirm that tourism—particularly cultural tourism—not only generates employment but also contributes to poverty alleviation and the improvement of living standards.

In Indonesia, research published by the Journal of Universitas Muhammadiyah Purwokerto (2023) on the tourism sector in Gunung Kidul Regency found that increases in tourist arrivals and restaurant business activities have a positive impact on regional economic growth. Although the magnitude of this multiplier effect varies depending on local social conditions and infrastructure, the overall relationship between tourism activity and regional income growth remains positive. The Ministry of Tourism and Creative Economy (Kemenparekraf, 2024) supports this conclusion, noting

that the national tourism sector contributes 5.47% to Indonesia's GDP, with more than 22 million direct and indirect jobs, a large portion of which stem from cultural and nature-based tourism.

Cultural tourism holds a comparative advantage as it integrates economic value with social and cultural dimensions. The study *Cultural Heritage & Tourism Development in Southeast Asia* (GJIA, 2022) highlights that active community participation and public-private partnerships (PPPs) strengthen tourism governance and enhance the economic value of cultural heritage. This model positions local communities as both primary stewards of cultural preservation and direct beneficiaries of tourism income, thereby transforming cultural integration within the tourism industry into a driver of equitable and sustainable social transformation.

From a sustainability perspective, Qi and You (2024) in *MDPI Sustainability* demonstrate that the integration of culture and tourism significantly enhances regional green development through improved energy efficiency, environmental regulation, and the upgrading of industrial structures within the tourism sector. This approach directly supports the implementation of the Sustainable Development Goals (SDGs) – notably Goal 8 (Decent Work and Economic Growth), Goal 11 (Sustainable Cities and Communities), and Goal 12 (Responsible Consumption and Production). Hence, cultural-based tourism serves as a green development instrument, balancing economic, social, and ecological dimensions of growth.

From a social perspective, cultural tourism strengthens local identity and fosters a sense of community pride in traditional values and heritage.

Community engagement in managing tourism destinations cultivates a sense of ownership, enhances social cohesion, and facilitates cross-cultural dialogue between residents and visitors. Moreover, such participation helps preserve intangible cultural heritage—including music, dance, culinary arts, and traditional rituals—that are increasingly recognized on global platforms.

In sum, cultural-based tourism functions not merely as an economic sector but as a form of social and cultural capital, reinforcing the long-term foundations of sustainable development. It strikes a balance between cultural preservation and economic innovation, fostering distinct regional identities while enhancing territorial competitiveness in the global tourism landscape. In the Indonesian context, with more than 1,500 cultural tourism destinations and over 800 registered intangible heritage assets (BPS, 2024), strengthening cultural tourism stands as an effective strategy for achieving inclusive economic growth that empowers local communities while safeguarding the nation’s cultural legacy.

Table 2
Contribution of Tourism and Culture to Economic Growth (Selected Regions, 2023–2024)

Country/Region	Contribution to GDP	Employment (million)	Key Highlights	Source
Global	9.2% (2023)	330	Post-pandemic recovery; rapid growth in cultural	WTTC (2024)

			and nature- based tourism	
Lebanon	30% (2023)	0.5	Cultural tourism as a major contribut or to the national economy	Arab News (2023)
China	11.5% (2023)	70	Integratio n of culture and tourism enhances <i>green developme nt</i>	Qi & You, <i>MDPI Sustainability</i> (2024)
Indonesia	5.47% (2023)	22	Dominan ce of cultural and nature tourism; significan t rise in domestic tourism	Kemenparekr af (2024)
ASEAN (average)	7.4% (2023)	40	Around 60% of tourism subsector s are linked to local culture and heritage	<i>ASEAN Tourism Outlook</i> (2024)

3. Synergy within Free Trade Zones (FTZ/SEZ)

The integration of creative industries and cultural tourism into Free Trade Zone (FTZ) or Special Economic Zone (SEZ) policies has become increasingly vital in the context of modern economic development, which demands both innovation and sustainability. FTZs are designed as instruments of economic liberalization by offering facilities such as tariff exemptions or reductions, foreign investment incentives, regulatory flexibility, and accelerated export-import processes. Furthermore, the industrial clustering approach within FTZs fosters the development of efficient and interconnected business ecosystems, enhances inter-industry linkages, and creates synergies among manufacturing, logistics, and service sectors. With their adaptive structure and global market orientation, FTZs now function not merely as industrial zones but as policy laboratories for economic innovation, capable of nurturing competitive creative and tourism sectors.

Globally, the UNCTAD (2023) report records more than 4,921 active Free Trade and Special Economic Zones operating across over 90 countries, with approximately 750 additional zones under development. FTZs and SEZs have proven to be key catalysts for investment and trade expansion. A cross-country econometric study by EconJournals (2024) found that the presence of FTZs has a positive and statistically significant effect on foreign direct investment (FDI) inflows, with a regression coefficient of +0.49 ($p < 0.01$). Similarly, research conducted in China revealed that the Shanghai Pilot Free Trade Zone has enhanced regional economic growth and service innovation through a spillover effect benefiting adjacent provinces (MDPI,

2024). The OECD further emphasizes that FTZs provide “tax advantages and regulatory exemptions that boost trade facilitation, business formation, and foreign investment.” Collectively, these findings indicate that FTZs strengthen regional economic resilience while simultaneously accelerating capital flows and industrial innovation.

Table 3
Key Global and Regional Indicators of Free Trade Zones (FTZ) and Special Economic Zones (SEZ), 2023–2025

Indicator	Value / Fact	Year	Source
Number of active FTZs/SEZs worldwide	4,921 active zones, with 750 under development	2024	UNCTAD (2023); Evolution FZ (2024)
Countries with FTZ/SEZ presence	147 countries (approx. 5,400 zones reported)	2024	UNCTAD SEZ Outlook
Inward FDI to ASEAN	US\$230 billion	2023	ASEAN Investment Report (2024)
Impact of FTZs on global FDI inflows	Coefficient +0.49 ($p < 0.01$)	2024	EconJournals (2024)
Impact of FTZs on regional economic resilience (China)	Significant; enhances regional growth and innovation	2024	MDPI Sustainability (2024)
Investment in Batam FTZ (Foreign & Domestic Direct Investment)	IDR 14.2 trillion (IDR 11.53 T FDI + IDR 2.71 T DDI)	2025 – 1st Half	BP Batam (2025)
Main facilities offered in Batam FTZ	Exemption from VAT, luxury tax, export-import duties, and IP protection	Active	BP Batam (2025)

In the Southeast Asian context, the ASEAN Investment Report (2024) notes that foreign direct

investment (FDI) in the region reached US\$230 billion in 2023, of which approximately 40% was facilitated through SEZs and FTZs. Countries such as Vietnam, Thailand, and Indonesia were among the top recipients, driven by incentive-based policies and streamlined export-import mechanisms. The FTZ integration model is particularly relevant to the creative and tourism sectors, as facilities like creative export centers and digital branding corridors enable cultural and creative products to reach global markets more effectively.

At the national level, Batam serves as a concrete example of a successful FTZ now transitioning toward a creative economy hub. According to BP Batam (2025), total investment in the first semester of 2025 reached IDR 14.2 trillion, comprising IDR 11.53 trillion in foreign investment (PMA) and IDR 2.71 trillion in domestic investment (PMDN). Since its establishment as Indonesia's first Free Trade Zone in 1973, Batam has benefited from a wide range of fiscal incentives—including exemptions from VAT, luxury goods taxes, and import-export duties—making it one of the country's most competitive trade centers. However, as Budiman (2019) highlights, Batam's overreliance on traditional manufacturing has led to export stagnation and rising import dependency, underscoring the need for diversification. Thus, integrating creative industries and culture-based tourism represents a strategic direction to strengthen Batam's competitiveness in the emerging knowledge-based economy.

The integration mechanism can be designed by positioning culture as a source of comparative advantage and economic value. FTZs should develop thematic clusters such as creative craft zones, film and fashion

districts, heritage tourism corridors, and cultural festival hubs that highlight local cultural identity. Supporting infrastructure—such as co-working spaces, art galleries, creative incubators, and heritage trails—will further enhance cross-sectoral collaboration between art, technology, logistics, and global marketing. Similar models have proven effective in Europe, as demonstrated by the DIVA Interreg Project (2022), and in Asia, through the Guangdong Cultural FTZ (2023), both of which successfully strengthened cross-border digital-creative collaboration.

Moreover, FTZs function as gateways to global markets due to their open and efficient export-import frameworks. Cultural products such as souvenirs, films, digital designs, and interactive tourism content can penetrate international markets with the support of export incentives and strong intellectual property protection. However, the sustainability of this integration depends on inclusive policy design—one that involves local communities, strengthens the capacity of creative MSMEs, and ensures cultural preservation. With an adaptive and participatory policy framework, FTZs have the potential to become catalysts for creative and cultural economies, enhancing regional competitiveness, social inclusion, and ensuring equitable and sustainable growth.

4. Challenges and Success Factors

Although the integration of creative industries, cultural tourism, and Free Trade Zone (FTZ)/Special Economic Zone (SEZ) frameworks holds significant potential for promoting inclusive economic growth, its success cannot be achieved automatically without

addressing a number of fundamental challenges. One of the primary obstacles lies in the limited local creative capacity, particularly in terms of innovation skills, intellectual property rights (IPR) management, global market access, and international branding capability.

A study in Yogyakarta revealed that over 60% of micro and small-scale creative industry actors have not yet obtained IPR protection, and approximately 70% are not legally registered enterprises, despite the sector contributing up to 59% of the region's local revenue (UII Creative Economy Survey, 2023). Similar conditions are found in other creative cities such as Bandung and Denpasar, where limited IPR literacy and access to financing remain major barriers to expanding creative products into international markets. Another critical challenge involves the risk of cultural commodification—when cultural tourism is developed without active community participation, leading to potential social conflicts, economic inequality, or touristification, which erodes the authenticity and intrinsic cultural value of local heritage.

Furthermore, global economic slowdowns and shifting international market trends can undermine the resilience of creative and tourism sectors. The UNCTAD Creative Economy Outlook (2024) reported that global exports of creative goods declined by 4.3% between 2020 and 2021 due to the pandemic but have since rebounded, growing at an average annual rate of +6% since 2022. Heavy dependence on the tourism sector has also made some regions highly vulnerable to external shocks—for instance, Bali's regional GDP contracted by -9.31% during the pandemic (BPS Bali, 2021). Consequently, integrating creative industries and cultural tourism

within FTZ frameworks is expected to diversify local revenue sources, linking tourism regions to creative exports, logistics, and the digital economy, thereby enhancing long-term economic resilience and sustainability.

Table 4
Key Challenges in Integrating Creative Industries,
Cultural Tourism, and Free Trade Zones (FTZ/SEZ)

Category of Challenge	Empirical Indicator / Evidence	Year / Source
Local Creative Capacity	60% of micro-scale creative actors in Yogyakarta lack intellectual property (IP) protection; 70% are unregistered as legal entities	<i>UII Creative Economy Survey (2023)</i>
Access to Global Markets & Capital	Fewer than 20% of creative MSMEs have direct export networks; major constraints include high international promotion and logistics costs	<i>Ministry of Tourism and Creative Economy (2024)</i>
Risk of Cultural Commodification	Increasing “touristification” in Southeast Asian cultural destinations, with local community participation declining by up to 35%	<i>ASEAN Cultural Tourism Report (2023)</i>
Global Crisis / Pandemic Impact	Global creative exports fell by 4.3% (2020–2021), followed by a +6% rebound since 2022	<i>UNCTAD Creative Economy Outlook (2024)</i>
FTZ Infrastructure Disparity	Around 30% of FTZ/SEZ zones in Indonesia lack adequate digital facilities and creative incubation centers	<i>BP Batam & Ministry of Industry (2024)</i>

On the other hand, several success factors determine the effectiveness of integrating creative industries, cultural tourism, and Free Trade Zone (FTZ) policies. The existence of a harmonized cross-sectoral policy framework is among the most critical. This is

particularly important because FTZs typically fall under the domain of trade and investment, whereas the creative and tourism sectors are managed within the cultural and creative economy sphere. Without institutional coordination—among the Ministry of Trade, the Ministry of Tourism and Creative Economy (Kemenparekraf), the Batam Free Trade Authority (BP Batam), and local governments—synergizing cross-program initiatives would be exceedingly difficult to achieve.

Locality and regional capacity also play pivotal roles in ensuring successful integration. The effectiveness of culture- and creativity-based FTZs depends heavily on the strength of local cultural assets, transportation infrastructure, and human resource capabilities for innovation. For instance, a study by Qi and You (2024, MDPI Sustainability) found that the integration of culture and tourism was most successful in regions with high levels of green development, where environmental sustainability enhanced both economic resilience and the quality of regional growth.

In the Indonesian context, adopting adaptive, participatory, and context-sensitive approaches is essential. The establishment of creative zones within FTZs—such as those in Batam, Kendal, and Tanjung Lesung—should actively involve local communities through Public-Private-Community Partnership (PPCP) models. This participatory governance structure ensures that policies not only expand the economic base but also strengthen cultural preservation and foster a sense of ownership among local populations toward their regional development trajectory.

Success Factor	Case Example / Empirical Impact	Source / Year
Integrated Policy Framework	Cross-agency integration within the <i>Shanghai FTZ</i> increased investment inflows and service innovation by 15% annually	MDPI (2024)
Local Community Engagement	Thailand's <i>Community-Based Tourism</i> programs boosted local income by 25% and cultural preservation by 30%	ASEAN Tourism Report (2023)
Infrastructure and Digitalization	The <i>Guangdong FTZ</i> established a Digital Creative Hub, driving US\$1.2 billion in cultural product exports	China SEZ Report (2023)
Green Development Approach	FTZ regions with higher <i>green economy indices</i> achieved 1.4× faster creative growth	Qi & You, MDPI Sustainability (2024)
Public-Private-Community Partnership (PPCP)	The PPCP model in <i>Batam FTZ</i> increased creative tourism investment by 18% within two years	BP Batam (2024)

Accordingly, the integration of creative industries, tourism, and free trade zones (FTZs) requires a policy approach that extends beyond mere economic orientation to encompass the strengthening of local creative capacity, environmental sustainability, and community participation. The success of this integration depends on how effectively national and local governments establish a coordinated cross-sectoral framework, facilitate multi-stakeholder collaboration, and position culture as the core driver of an innovative and inclusive model of economic development.

5. Policy Implications for Indonesia and Regions such as Batam

In the context of Indonesia—particularly in regions such as Batam and other Free Trade Zones (FTZs) in the Riau Islands Province—the integration of creative and cultural dimensions has become essential for expanding the economic and social impact of free trade policies. To date, Batam’s FTZ has been predominantly oriented toward the manufacturing and logistics sectors. However, recent data indicate the growing need for economic diversification. According to the BP Batam Report (2025), total realized investment in the first semester of 2025 reached Rp 14.2 trillion, comprising Rp 11.53 trillion in foreign direct investment (FDI) and Rp 2.71 trillion in domestic investment (DDI). This represents an increase of approximately 12% compared to the same period in 2024, demonstrating strong investor confidence. Nevertheless, the majority of this investment remains concentrated in capital-intensive industries.

Incorporating cultural and creative industry dimensions into the FTZ framework would enable Batam to broaden its economic base toward labor-intensive, innovation-driven, and socially oriented sectors—such as creative hubs, cultural tourism, digital economy, and the experience economy.

Furthermore, Batam possesses a unique geostrategic advantage: its proximity to Singapore and Malaysia positions it as both a logistics hub and a gateway for cross-border creative economy cooperation. This potential aligns with findings from the Ministry of Tourism and Creative Economy (Kemenparekraf, 2024), which reported that Indonesia’s creative economy contributed Rp 1,134 trillion (approximately 7.05% of

national GDP) and generated employment for over 23 million people. Within the Riau Islands, the culinary, crafts, and fashion subsectors serve as the main contributors, with an average annual growth rate of 5.4% (BPS Kepri, 2024).

This indicates that Batam, as a Free Trade Zone, has the potential to connect the supply chains of the creative industries and maritime tourism with free trade activities, thereby generating cross-sector multiplier effects that enhance regional innovation, inclusivity, and competitiveness.

Table 6
Key Economic Indicators of the Creative Economy and Tourism in Batam FTZ (2021–2025)

Indicator	2021	2022	2023	2024	2025 (estimate d)	Source
Total Investment (IDR trillion)	9.8	11.7	12.6	12.7	14.2	<i>BP Batam (2025)</i>
Creative Economy Contribution to Kepri's GRDP (%)	5.3	5.7	6.1	6.6	7.0	<i>BPS Kepulauan Riau (2024)</i>
Number of Active Creative MSMEs (Batam)	8,410	8,975	9,520	10,130	11,000	<i>Kepri Cooperative Office (2025)</i>
International Tourist Arrivals (Batam)	220,000	708,000	1.35 million	1.82 million	> 2.1 million	<i>Batam Tourism & Culture Office (2025)</i>

Creative Exports (US\$ million)	48.5	56.9	63.2	71.8	78.0	<i>Ministry of Tourism and Creative Economy (2025)</i>
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The upward trend in the indicators above demonstrates that the integration of creative economy and cultural tourism within Free Trade Zones (FTZs) holds significant potential to reinforce inclusive and innovation-driven economic growth. To support this ecosystem, the government must begin with a comprehensive mapping of local cultural assets, encompassing elements such as Malay maritime heritage, port history, seafaring communities, and traditional industries—including small-scale shipbuilding, wood carving, and coastal culinary traditions. According to Kemenparekraf (2024), the maritime, culinary, and craft subsectors are key drivers of creative economy expansion in coastal regions.

The development of an inclusive FTZ ecosystem requires a balanced combination of “soft” and “hard” infrastructure. Soft infrastructure includes creative training programs, product certification, marketing digitalization, and intellectual property (IP) protection. As of 2024, only 37% of creative MSMEs in Batam were registered under the national IP system (DJKI, 2024), indicating substantial room for institutional strengthening. Meanwhile, hard infrastructure—such as airports, international seaports, resorts, and creative cluster hubs—must be integrated into a unified spatial

economic plan to accelerate logistics, tourism, and investment flows across the region.

The implementation of a Public-Private-Community Partnership (PPCP) model is also vital to ensure sustainability. Initiatives such as the Batam Creative Hub and Batam Maritime Cultural Route, launched by BP Batam and the Riau Islands Tourism Office in 2024, have already produced early positive results: community participation increased by 28%, while the contribution of creative MSMEs to tourist visits grew by 18% within a year. This PPCP model positions local communities not merely as beneficiaries but as active agents of cultural preservation and economic value creation within the tourism sector.

From a policy evaluation perspective, the success of FTZs should not be measured solely through economic indicators such as FDI inflows, export volumes, and tourist arrivals. Instead, it should also encompass social and cultural dimensions, including community participation, cultural heritage conservation, and ecological sustainability. A ResearchGate (2024) study on Indonesia's SEZs found that economic zones adopting an inclusive growth framework exhibit a 1.7 times higher project sustainability ratio compared to those with purely industrial orientations. This approach would position Batam as a cultural-creative FTZ model – locally rooted, export-oriented, and committed to preserving Malay cultural wisdom and environmental integrity while advancing globally competitive development.

D. CONCLUSION

The integration of creative industries, cultural tourism, and free trade zone (FTZ/SEZ) policies offers a

new paradigm for achieving inclusive, character-driven, and sustainable economic growth. This approach moves beyond conventional models focused solely on manufacturing and logistics by positioning culture and creativity as engines of economic innovation. By optimizing intangible capital—including ideas, local identity, and social networks—FTZs can serve as strategic collaboration spaces for industrial actors, artists, and creative entrepreneurs to enhance export competitiveness, attract investment, and generate new knowledge- and culture-based employment opportunities.

However, the success of this integrative model depends heavily on strategic policy planning, effective inter-agency coordination, and local capacity building. Empirical evidence shows that regions such as Batam possess strong structural preconditions (infrastructure, global access, and market proximity), yet their long-term sustainability will depend on how well policymakers contextualize FTZ policies within cultural potential, community creativity, and local values. Therefore, FTZ development strategies in Indonesia must evolve from trade-oriented growth toward cultural-creative-led growth, integrating economic innovation, cultural preservation, and social inclusion into a dynamic and resilient development ecosystem.

E. RECOMMENDATIONS

1. Establish a National Creative-Trade Integration Policy Framework (NCTIPF)

The central government should develop a comprehensive national framework that aligns the Ministry of Trade, the Ministry of Tourism and Creative

Economy, BP Batam, and the Ministry of Law and Human Rights under a shared integrative vision. This framework should coordinate governance across trade, tourism, and cultural sectors to ensure policy coherence and effective creative-economy incentives within FTZ/SEZ areas.

2. Develop Integrated Creative Ecosystems within FTZs

Local governments, in collaboration with BP Batam, should promote the establishment of creative hubs, cultural incubators, and maritime creative clusters as collaborative platforms connecting artists, entrepreneurs, investors, and academics. These ecosystems would serve as engines of innovation, strengthening creative value chains and expanding cross-border economic networks.

3. Strengthen Protection and Branding of Local Identity

It is essential to enhance the capacity of local stakeholders in intellectual property (IP) registration and management, creative product certification, and digital cultural promotion. This strategy will not only preserve authenticity and economic value but also elevate Batam and the Riau Islands as leading centers of national creative branding.

4. Promote Social Inclusion and Community Participation

The success of creative-based FTZ policies depends on active public participation. Governments should engage indigenous communities, art groups,

creative MSMEs, and youth organizations throughout policy planning, implementation, and evaluation. Approaches such as community-based tourism and public-private-community partnerships (PPCP) can ensure equitable economic benefit distribution and long-term social sustainability.

5. Implement Multidimensional Development Evaluation

FTZ performance should not be assessed solely through economic indicators such as FDI or export growth, but also through social, cultural, and environmental dimensions. Evaluation should adopt measurable instruments such as the Inclusive Growth Index, Cultural Vitality Index, and Green Development Score to ensure that development outcomes are genuinely inclusive, equitable, and sustainable.

In summary, the integration of creative and cultural industries within FTZ policies represents a transformative strategy for shifting Indonesia's economy from a resource-based to a knowledge- and culture-driven model. Batam and the Riau Islands have the potential to become Southeast Asia's first Cultural-Creative Free Trade Zone (CC-FTZ) – a pioneering model that not only fosters economic growth but also cultivates a humane, locally rooted, and globally oriented development ecosystem.

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Zhang, H., Li, F., & Wang, T. (2025). Has the free trade zone enhanced regional economic resilience?

GOVERNANCE, POLICY, AND LOCAL INVESTMENT: A COMPREHENSIVE BIBLIOMETRIC REVIEW

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Valentina, & Indah Adi Putri*

ABSTRACT

This bibliometric review explores the intersection of governance, policy, and local investment, analyzing the latest trends and research findings in these interconnected fields. Local governments play a critical role in shaping investment environments, which are influenced by governance structures, policy decisions, and regulatory frameworks. By systematically analyzing a vast array of scholarly articles, this study provides a comprehensive overview of the evolution of local investment strategies, governance models, and policy implementations that facilitate sustainable economic growth at the regional and municipal levels. The review highlights key themes such as the impact of governance on investment flows, the role of public policies in promoting local economic development, and the relationship between government accountability and investment outcomes. Through citation and co-authorship network analysis, this paper identifies prominent authors, influential publications, and emerging research gaps. The findings offer valuable insights for policymakers, local government officials, and scholars aiming to understand the complexities of

fostering investment in local economies. This review also underscores the importance of effective governance in driving policy reforms that attract sustainable investments, thereby contributing to the long-term economic resilience of local communities.

Keywords: Local Government, Governance, Sustainable Development, Regional Investment

A. INTRODUCTION

Local governments are pivotal in shaping the economic environment of their regions, affecting both the governance framework and the policy structures that direct local investments. Investment, both private and public, is fundamental to economic development and resilience, especially at the local level where customized methods can meet specific community requirements (Gao et al., 2022; Kosec & Mogues, 2020; Putra et al., 2024). Governance frameworks, policy measures, and regulatory contexts collectively foster conducive investment circumstances, so promoting growth, employment generation, and enduring sustainability (Yu et al., 2023). Recent years have seen a growing acknowledgment of the role municipal governments play in promoting investment. The connection between governance, policy decisions, and local investment is still little examined (Caldas et al., 2018; Feng et al., 2023; Murakami & Otsuka, 2020; Ye et al., 2022). The interaction of these factors differs markedly among regions, shaped by political, social, and economic environments.

The increasing significance of local investment in attaining sustainable development has necessitated a deeper comprehension of the governance frameworks

and policy strategies that facilitate it. Despite the abundance of research on investment and governance, there is a deficiency of thorough analysis that systematically examines the role of local government in promoting investment. This lacuna in the literature underscores the necessity for a comprehensive examination of how governance frameworks and policy determinations directly affect investment flows at the local level (An, 2023; Ma & Hou, 2023). Furthermore, as global economic dynamics shift, it is essential to comprehend how local governments can modify their plans to satisfy investor demands while fostering sustainable growth. This study seeks to fill this vacuum by conducting a thorough evaluation of the literature about the relationship among governance, policy, and local investment.

Comprehending the significance of governance and policy in local investment is crucial for policymakers, local government officials, and academics striving to foster economic development within communities (Li et al., 2024; Wu & Dong, 2022). This study offers significant insights into how well-structured governance frameworks and successful policy decisions can draw investments that enhance long-term economic resilience. The study highlights best practices that may be applied across various governance types to foster an investment-friendly climate by analyzing existing trends and constraints. This review emphasizes the significance of sustainable investment strategies that correspond with social, environmental, and economic objectives. Local governments significantly influence the investment landscape; thus, comprehending these dynamics is essential for fostering sustainable growth.

The major purpose of this study is to conduct a bibliometric analysis of the extant literature relevant to governance, policy, and local investment. The research will identify emerging themes, influential authors, and potential gaps in the literature by examining key studies and publications. This thorough review will provide an enhanced comprehension of the influence of governance and policy on local investment facilitation or obstruction. The research aims to address several fundamental inquiries. In what ways do various governance types affect the movement of local investments? What is the significance of local government policy in attracting investment? In what ways may governance and policy decisions facilitate sustainable economic development at the local level?

This study examines academic publications, books, and reports that explore the interplay between governance, policy, and local investment. The scope encompasses worldwide research on the topic, with a specific focus on contemporary trends and case studies. The review will encompass material produced in the past two decades to guarantee that the findings align with contemporary research and policy trends. The research utilizes bibliometric analysis as its principal methodology, incorporating citation analysis, keyword frequency analysis, and co-authorship network analysis. This methodology facilitates a systematic literature evaluation, aiding in the identification of seminal publications, authors, and pivotal subjects within the discipline. Employing bibliometric methods guarantees an impartial and data-driven methodology for comprehending the landscape of research on governance, policy, and local investment.

B. RESEARCH METHODOLOGY

This study employs bibliometric analysis using R Studio to explore the intersection of governance, policy, and local investment. Bibliometric analysis is a quantitative approach used to systematically evaluate academic literature, identifying key trends, influential authors, publications, and emerging themes. By using R Studio, this methodology provides efficient data processing, analysis, and visualization tools to uncover patterns in governance structures and local investment strategies that contribute to economic growth, sustainability, and resilience at the local level.

Data for this bibliometric analysis is collected through structured queries using R packages that interface with major databases, such as Scopus and Web of Science, along with publicly available data from Google Scholar. The following search query string is used to filter and select relevant articles: TITLE-ABS-KEY (investment) AND TITLE-ABS-KEY ("local government") AND PUBYEAR > 2014 AND PUBYEAR < 2026 AND (LIMIT-TO (EXACTKEYWORD , "Local Government") OR LIMIT-TO (EXACTKEYWORD , "Investment") OR LIMIT-TO (EXACTKEYWORD , "Investments") OR LIMIT-TO (EXACTKEYWORD , "Governance Approach")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SUBJAREA , "SOCI")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (OA , "all")). This search string ensures that the study focuses on publications from 2014 to 2026 that address the role of local governments in investment flows. The keywords such as "local government," "investment," and "governance approach" help narrow the search to the most relevant literature.

Once the data is collected, R Studio will be used to perform several bibliometric analysis techniques. Citation analysis will be used to identify highly-cited papers and influential authors. This allows for tracking trends in governance and investment research over time. Keyword analysis will be conducted to assess keyword frequency and co-occurrence, revealing the dominant research themes in local government and investment. This analysis will identify the most prominent topics, providing a snapshot of the focus areas in the field. Co-authorship network analysis will help to identify collaboration patterns, revealing key researchers and institutions in the field. This will be accomplished through network analysis methods available in R packages such as *igraph* or *Bibliometrix*. *Bibliometrix*, a popular R package, will be the primary tool for analyzing the bibliometric data. This package allows for detailed citation analysis, keyword frequency analysis, and co-authorship network visualization. Additionally, *Bibliometrix* supports the creation of various visualizations, such as co-citation networks and keyword co-occurrence maps, providing a clear and structured representation of the relationships between different research themes. *VOSviewer* can also be used for advanced visualizations and mapping networks, and it can be integrated with R to complement the analysis process.

The collected data will also be analyzed using descriptive statistics to summarize trends, such as the number of publications per year, citation counts, and the average number of citations per paper. This statistical analysis will be supplemented with visualizations to make the findings more accessible and informative. R

Studio will allow for the creation of charts, graphs, and network maps to provide a clear view of the bibliometric landscape. While the bibliometric methodology offers a structured and comprehensive approach, it has certain limitations. The reliance on bibliometric data means that the study is constrained by the availability of sources within the selected databases, which may introduce bias if some relevant studies are excluded. Citation analysis, although useful, may overlook newer papers that have not yet garnered significant citations. Moreover, focusing only on English-language publications excludes potentially valuable insights from non-English research, limiting the global scope. Despite these limitations, R Studio's bibliometric tools offer a robust method for analyzing trends and providing insights into how governance, policy, and investment at the local level intersect. This means studying ensures a comprehensive, data-driven approach to examining the relationship between governance, policy, and local investment. By using R Studio and the Bibliometrix package, this study will efficiently process and analyze the literature, uncovering trends and key themes while identifying influential authors, research gaps, and connections between governance and local investment. The results will provide valuable insights for researchers and policymakers aiming to understand the complexities of local economic development through effective governance and policy decisions.

C. FINDINGS & DISCUSSION

Figure 1 presents a detailed overview of a bibliometric analysis of research articles from 2015 to 2025. During this timeframe, 282 documents have been

disseminated across 123 distinct sources. This indicates a diverse array of academic publications, conferences, and platforms contributing to the literature, with significant involvement from 733 writers. Notwithstanding the substantial number of contributors, merely 49 documents are authored by a single individual, underscoring the collaborative essence of research in this domain. Each document, on average, includes 2.89 co-authors, highlighting the trend of collaboration in academic pursuits. Furthermore, 29.08% of these documents exhibit international co-authorship, highlighting the worldwide scope and cooperation within the academic community. A concerning result is the negative yearly growth rate of -6.09%, indicating a decrease in the number of publications in recent years. This tendency may signify a deceleration in research endeavors or a transition in emphasis towards other nascent disciplines. The average document age of 4.06 years indicates the literature's recency, with the majority of research being contemporaneous and hence pertinent to current academic discourse. This also prompts inquiries on the future direction of research in this domain, particularly in light of the diminishing growth rate.

The mean citation count of 15.57 per document indicates that the published research is significant and broadly acknowledged throughout the academic world. Although there is a general decline in publication volume, the elevated citation rate indicates that the produced material remains impactful for experts in the discipline. The 1,173 distinct keywords supplied by writers illustrate the diversity of subjects addressed in the literature, signifying a wide array of concerns about governance, policy, and local investment.



Figure 1. Main Information

Source: Data processed using R-Studio (2025)

Figure 2, illustrating Annual Scientific Production from 2015 to 2025, indicates a significant trend in the quantity of research papers. During the first period from 2015 to 2017, the volume of publications was comparatively minimal, suggesting that research in this domain was either nascent or progressively evolving. From 2018 onward, there was a steady rise in the number of publications, indicating an increasing interest and emphasis in this topic. This period indicates a consistent increase in scholarly focus, either attributable to the advent of novel research inquiries or augmented financial support in this domain.

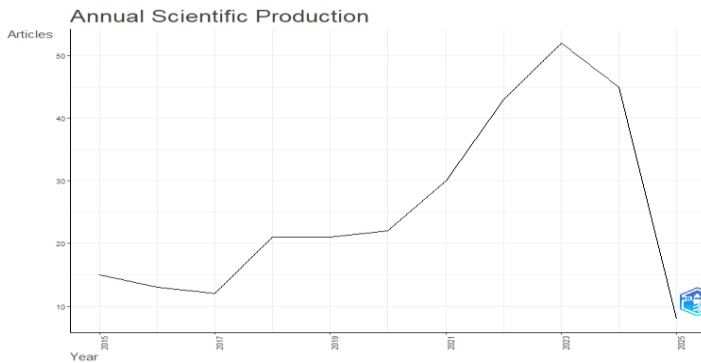


Figure 2. Annual Scientific Production

Source: Data processed using R-Studio (2025)

The results of the bibliometric analysis of the Annual Scientific Production offer significant insights into the research dynamics of local governance and investment, consistent with the context of this study. The background highlighted the need of comprehending how governance frameworks and policies affect local investment, subsequently influencing economic growth and development. The study aimed to examine recent trends in this domain, identify potential research subjects, and evaluate the extent of academic interest and collaboration.

The first minimal research activity from 2015 to 2017 directly indicates the nascent scholarly interest in this subject. The sluggish rate of publications over these years suggests that the field was probably in its embryonic stage, with less investigation into the correlation between local governance and investment. This corresponds with the underlying notion that this topic was developing but not yet well investigated. It is plausible to deduce that during this period, fundamental

theories and frameworks were still under development, and scholars were commencing the delineation of the principal variables pertinent to governance and local investment. The incremental rise in research output since 2018 is a significant finding that corroborates the underlying concept of heightened interest in local government and investment. This consistent increase indicates that academic involvement commenced when researchers acknowledged the significance of governance frameworks in influencing investment patterns. This also suggests that new legislation or research efforts may have arisen during this period, leading to heightened attention on how local governments might affect economic outcomes. This period likely aligned with a wider scholarly initiative to meet the increasing demand for sustainable economic growth via local government.

The notable surge in publications in 2021 is especially pertinent to addressing the background's emphasis on the impact of certain events, policies, or global transformations on local investment research. The increase in papers this year indicates a substantial catalyst or transformation in the industry that stimulated enhanced interest in governance and investment. This may have resulted from global developments, including alterations in international economic policies, local governmental reforms, or the repercussions of the COVID-19 epidemic, which rendered governance and investment in local economies a more pressing issue. The data suggest that this event or shift briefly refocused academic inquiry on the relationship between governance and local investment. Nonetheless, the ensuing decrease in research output from 2022 onwards prompts significant inquiries over the sustainability of

research vigor. This study's background posits that local government and investment are vital domains for future scholarly exploration; nevertheless, the decline post-2021 indicates potential obstacles in the subject, such as insufficient financing, a shift in research objectives, or issue saturation. This decline in scientific output may suggest that the field's growth potential was temporarily overvalued, or that researchers shifted their focus to other growing concerns pertaining to governance or economic development.

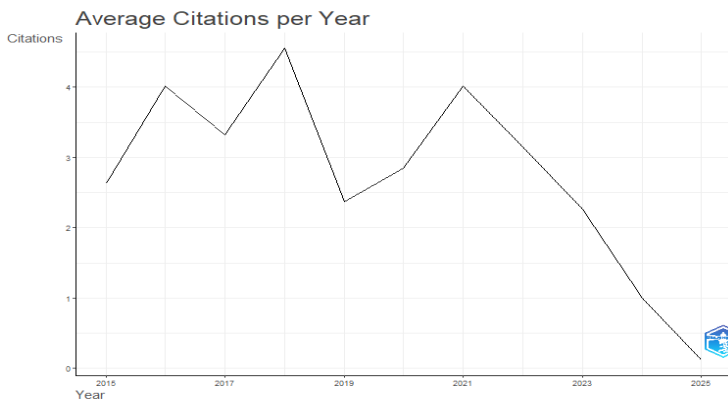


Figure 3. Average Citations Per Year

Source: Data processed using R-Studio (2025)

Figure 3, depicting the Average Citations per Year from 2015 to 2025, elucidates significant trends in the academic influence of research papers during this timeframe. In 2015 and 2016, there was a notable increase in the average number of citations, signifying that the papers from these years were very prominent and received considerable attention within the academic community. This first rise indicates that the field

experienced significant investigations early on, presumably establishing a foundation for subsequent research. The elevated citation count over these years may indicate the originality or significance of the research subjects, which garnered positive reception from both academics and professionals.

Between 2017 and 2020, the average citations exhibited a variable pattern, with certain years witnessing an increase and others a decline in citations. This volatility may indicate that although the research output was consistent, the attention or academic effect of the papers differed. Periods with diminished citation counts may suggest that the discipline underwent shifts in emphasis or a decline in the significance of specific research subjects. Alternatively, it may indicate an oversaturation of concepts, wherein the originality of the research diminished, and new domains of interest began to arise in adjacent disciplines. In 2021, there was a significant rise in citations, reflecting the zenith of Annual Scientific Production in that year. This indicates that the papers in 2021 were significantly important and extensively cited within the academic community. The increase in citations suggests that the study conducted this year likely tackled significant challenges or presented innovative concepts, attracting the interest of a diverse array of experts. The rise in citations may be associated with external events or policy modifications that heightened the significance of local governance and investment studies during this timeframe.

Post-2021, the graph indicates a significant reduction in the average citations per document, paralleling the decrease in annual publications following that year. This significant decline indicates that articles

post-2021 lacked the same degree of academic engagement or influence as those from the peak year. The decrease in citations may be ascribed to various factors, including diminished academic significance in the field, a transition to other emerging subjects, or a delay in citations for recent works. This trend prompts inquiries over the durability of interest in this field, as research generated post-2021 appears to have not sustained the same degree of academic focus. These trends correspond with the data from the Annual Scientific Production chart, where a comparable increase and decrease in research effort were noted. The data indicate that although the discipline experienced periods of significant scientific impact, overall interest in the subject has likely diminished in recent years. The data underscores the difficulties in maintaining prolonged academic focus and indicates that the field may be experiencing a period of transition or saturation. Investigating the mechanisms contributing to this reduction in citations may yield significant insights into the evolving dynamics of local governance and investment research.

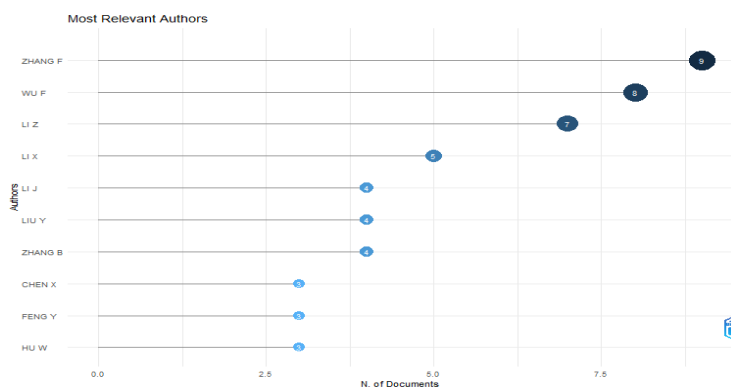


Figure 4. Most Relevant Authors

Source: Data processed using R-Studio (2025)

The Most Relevant Authors provides an overview of the number of documents published by key researchers in the field. It shows a concentration of authors with varying levels of productivity, from the most prolific author with 9 documents to others contributing 3 or 4 publications. The author with 9 documents stands out as the most productive in this dataset, suggesting that this individual has played a significant role in shaping the research landscape within the field. Their consistent output indicates that they may have been addressing central themes or important issues, which likely influenced subsequent research in the area.

In contrast, there are several authors who have contributed 4 to 5 documents, indicating a moderate level of productivity. These authors are likely to be recognized as influential figures in the field, but their contributions, while substantial, are not as dominant as the leading author. Their research may cover specialized topics or offer insights that complement the broader discourse, but they may not have produced as much volume as the most prolific scholar. This pattern of contribution suggests that the research area is driven by a mix of active contributors, rather than being dominated by a few voices. The presence of authors with only 3 publications further enriches the picture. These individuals might represent emerging scholars or researchers working on specific niche topics within the broader field. While their contributions are fewer, they still play an important role in pushing the boundaries of knowledge, especially if their work addresses unexplored areas or innovative

ideas. The diversity in the number of publications underscores a dynamic research environment, where new voices are able to enter and make an impact, even if they have not yet reached the publication frequency of more established scholars.

In discussing the overall findings, it is clear that the field of research is characterized by both central figures who lead the way in terms of volume, as well as a collaborative effort with multiple contributors. The chart suggests a healthy research ecosystem, where various scholars contribute at different levels, allowing for diverse perspectives and ongoing development of the field. However, the dominance of one author with 9 documents also raises questions about the concentration of knowledge and whether this could limit the diversity of viewpoints or research approaches. Despite this, the presence of other authors with fewer contributions demonstrates that the field is evolving, with the potential for new scholars to bring fresh insights into the academic conversation.

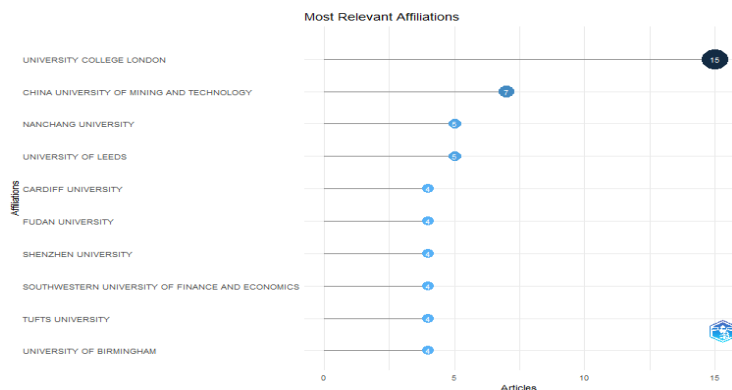


Figure 5. Most Relevant Affiliations

Source: Data processed using R-Studio (2025)

Figure 5 emphasizes the distribution of research output across several institutions, with a noticeable concentration of publications at a few important universities. The University of Leeds distinguishes itself as the preeminent institution, having published 15 documents, far surpassing other affiliations. This indicates that the university is pivotal in influencing the research agenda in this domain, probably owing to its robust research infrastructure, academic proficiency, or institutional emphasis on governance and local investment. The dominance of University of Leeds reflects its importance in shaping much of the academic conversation and contributing significantly to the literature on this topic.

Several more universities, like China University of Mining and Technology, University of Limerick, and University of Exeter, have each provided 5 documents, putting them as moderate but substantial contributors to the area. These institutions are renowned for their interest in the research area, but do not equal the output of the leading institution. This shows that these universities may focus on specialized or specialist themes within the broader domain of governance and investment, with their contributions complementing the more general research environment. Furthermore, several universities, including Southeast University, Tianjin University, and Fuzhou University, have each submitted four documents. Despite their limited research output, these institutions contribute to the academic discourse and reflect an increasing interest in the area

from diverse academic centers. These universities may signify nascent research hubs, progressively augmenting their impact in the domain.



Figure 7. World Could

Source: Data processed using R-Studio (2025)

The word cloud visualizes the key themes in research related to local government and investment, highlighting the prominence of several significant terms. The terms local government and investment are the largest and most central, emphasizing their importance as the main subjects of the literature. This suggests a strong focus on understanding the role of local government in driving and managing investment, particularly within the context of economic growth and development. China also stands out as a key term, indicating that much of the research is centered around governance and investment in China, possibly exploring how local government policies affect urban development, sustainability, and economic progress in the country. Another recurring theme is sustainable development, which appears prominently in the word cloud. This suggests that the research is focused not just on investment and governance, but on aligning these factors with sustainable practices. The presence of terms like governance approach and decision making points to

an exploration of the strategies and frameworks that local governments use to manage investments and make decisions that foster long-term, sustainable growth. Additionally, terms such as urban development and economic development indicate that the research addresses how local governments influence the direction of urbanization and economic growth through investment decisions.

The word cloud also highlights the importance of climate change, sustainability, and decision making, which suggests that much of the literature examines how local governments can drive investment toward environmental sustainability. This reflects a growing body of research concerned with how governance structures can help cities and regions adapt to climate change while fostering economic development. Overall, the word cloud illustrates that the field of local government and investment research is deeply intertwined with sustainability concerns, focusing on how governance can influence both economic outcomes and environmental responsibility. The concentration on China further suggests a significant body of research looking at how rapidly developing countries are managing these complex challenges.

sustainable development within the country. The frequency of China indicates that much of the research may be geographically focused on Chinese governance models and their impacts on local investment. In addition to these primary themes, governance approach, sustainability, and sustainable development are also noteworthy, each representing 4% and 3%, respectively. This reflects the increasing emphasis on aligning governance practices with sustainability goals. The substantial presence of governance approach and sustainability suggests that researchers are focused on how local governments manage investment in ways that promote long-term environmental and social benefits.

Other terms like urban development, economic development, and decision making further emphasize the interdisciplinary nature of the research, connecting local governance with broader themes like urbanization, economic growth, and strategic planning. There is also a noticeable interest in economic growth, economic development, and urbanization, all contributing to the broader understanding of how local governments drive investment in urban settings. Terms such as public spending, financial system, and fiscal policy highlight the financial aspect of local governance, suggesting that scholars are investigating how local governments manage resources and direct investments to achieve both short-term and long-term development goals. Additionally, the presence of terms like foreign direct investment, policy implementation, and public-private partnerships indicates a growing interest in the mechanisms through which local governments can attract and manage investments, particularly in

partnership with private entities and foreign stakeholders.

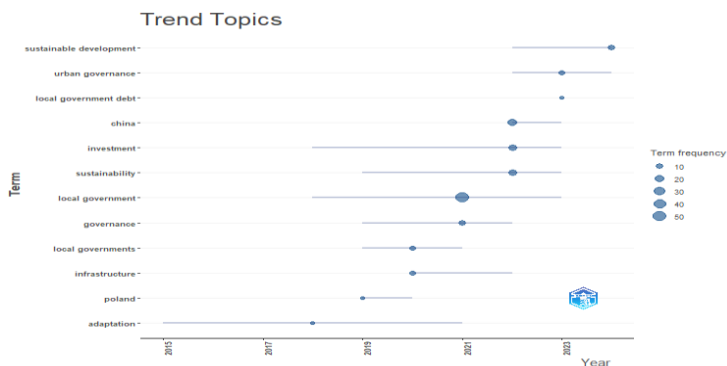


Figure 9. Trend Topic
Source: Data Processed using R-Studio (2025)

Figure 9, it is evident that the term local government has been consistently prominent throughout the years, with its frequency peaking around 2021. This suggests that local government has remained a central theme in the literature, with increased interest during this period. This surge could be due to a growing recognition of the importance of local governance in managing economic and urban development, particularly in light of recent global challenges like the COVID-19 pandemic and the push for more localized, sustainable policies.

Investment also shows a noticeable peak around 2021, reflecting the rising importance of investment, especially in sustainable urban development. This is consistent with the increasing focus on how investments are directed and managed by local governments, particularly in the context of sustainability and economic growth. The significant rise in frequency during this

period indicates that investment strategies, particularly those that align with sustainability goals, became a key point of research and policy focus.

Sustainable development and sustainability have been consistent but show a sharp increase around 2021, reflecting the growing academic and policy emphasis on integrating environmental concerns with development. These terms are central to discussions about how local governments and investments can contribute to long-term, resilient growth while addressing climate change. Interestingly, China and urban governance also show consistent mentions, but they are not as dominant as local government or investment. China's appearance suggests that there is a strong focus on its governance model, possibly due to the country's rapid urbanization and investment strategies. Meanwhile, urban governance indicates the growing importance of managing urbanization effectively, particularly in an era of increasing global urban populations. Adaptation and infrastructure show early mentions but remain less frequent compared to other terms, indicating that while these issues are recognized, they may not have been the primary focus compared to governance and sustainability.

D. DISCUSSION

The assessments of local government and investment research indicate notable trends and developing patterns in the academic scene. The study emphasizes the enduring significance of local government as a crucial element in fostering investment and sustainable development. Research continually indicates the pivotal role of local governments in

influencing economic growth via strategic investment choices, governance structures, and policy execution. Local governments' management of resources and regulation of urban growth is crucial for attracting and directing investment to achieve sustainable, long-term outcomes. The word cloud and treemap underscore the prominence of terms like sustainable development, governance approach, and sustainability, indicating that the literature significantly emphasizes the notion that investments serve not merely as economic instruments but also as means to attain environmental and social objectives. The recurrent use of terminology such as climate change, urban development, and economic growth underscores the interrelation of investment choices with overarching global issues like climate action, urbanization, and economic disparity. This paper advocates for the incorporation of sustainability into governance frameworks, enabling local governments to invest in long-term social benefits while alleviating climate change risks.

The examination of research output trends indicates a significant increase in interest around 2021, especially concerning investment and local government subjects. This period aligns with worldwide occurrences, like the COVID-19 pandemic and the rapid urbanization, which probably impacted the heightened emphasis on governance measures and investment planning. The surge in citations and publication frequency over this period highlights the increased scholarly focus on how local governments might direct investments towards sustainable and resilient development. This study indicates that the literature is attuned to contemporary global difficulties, demonstrating a transition towards

more localized solutions for tackling intricate, interrelated challenges. The significance of China in the study, as evidenced by the word cloud and trend analysis, signifies that the nation's governance and investment strategies substantially influence worldwide research trajectories. China, as a swiftly advancing economy, presents a distinctive case study in the management of investments for urban development and sustainable growth by local governments, prompting experts to examine its policies as a potential model for other countries. This geographical emphasis indicates that local government research is both universally relevant and context-dependent, necessitating customized governing strategies for diverse places based on their economic, political, and social contexts. The University of Leeds has emerged as the foremost institution in the discipline, with numerous other universities also actively participating, highlighting the collaborative essence of the study. The contributions from various institutions, especially across diverse geographies, indicate that the topic is active and growing, with multiple perspectives enhancing the academic conversation. The variety of writers and connections signifies an expanding international discourse regarding the role of local governments in economic development and investment, suggesting that this is a globally pertinent subject with extensive consequences.

The decrease in research productivity noted post-2021 indicates possible difficulties in maintaining engagement in this field. This decline may be ascribed to various factors, such as a shift in research priorities, alterations in funding availability, or the saturation of specific topics. The necessity for ongoing involvement

with these matters persists, particularly as municipalities and local administrations confront the difficulties posed by climate change, urbanization, and economic disparity. The downturn also offers an opportunity for novel research to adopt a more inventive approach, investigating unexplored domains within the wider framework of governance and investment.

E. CONCLUSION

This research emphasizes the crucial function of local government in advancing investment policies that foster sustainable development and economic prosperity. The findings emphasize that local governments have a pivotal role in influencing the investment environment, especially by incorporating sustainability into governance structures. The heightened emphasis on sustainable development, urbanization, and governance strategies signifies a wider transition in research aimed at securing enduring, resilient solutions to global issues like climate change and economic disparity. The surge in research effort around 2021 indicates increased interest in these issues; nevertheless, the subsequent drop in production implies emerging difficulty in sustaining the pace in this field.

The research illustrates that the increasing focus on China in the sector highlights the nation's distinctive governance style, providing significant insights for other regions aiming to reconcile urbanization, economic development, and sustainability. Notwithstanding a reduction in research output following 2021, the contributions from several international institutions demonstrate that the topic continues to be lively and pertinent. This research establishes a crucial basis for

future investigations into how governance may effectively direct investment decisions towards sustainable and equitable results, as local governments increasingly handle complex, interconnected concerns.

Nonetheless, many deficiencies in the existing material require attention in forthcoming studies. Although China has been a central focus, there is a deficiency of comparative analyses across other global locations, especially regarding the governance and investment strategies employed by local governments in both developed and developing nations. Furthermore, there is insufficient investigation into the long-term effects of sustainable investment policies, particularly on the influence of technology and innovation on governance and investment strategies. The impact of public-private partnerships and foreign direct investment is inadequately examined concerning local governance frameworks. Future research must address these gaps by conducting cross-regional comparisons, analyzing the incorporation of emerging technologies in governance, and evaluating the impact of innovative financial mechanisms on promoting sustainable investments at the local level. A comprehensive understanding of the interaction between policy reforms and financial systems with local governance may provide critical insights for formulating more successful strategies for sustainable urban and economic development. Moreover, as climate change and economic disparities escalate, research on adaptive governance solutions that may successfully tackle these issues while promoting investment will be essential.

This study elucidates how local governments might affect investment flows to foster economically and

environmentally viable cities. Despite obstacles in maintaining research momentum, the expanding literature indicates that this field is essential for tackling global development issues and enhancing resilience in urban and economic planning. Subsequent research ought to persist in investigating innovative solutions and novel governance frameworks to meet the dynamic requirements of local communities in an increasingly transformative environment.

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DIGITAL POLITICS AND THE DISRUPTION OF CIVIC EDUCATION IN THE ERA OF CYBERSOCIALIZATION

Ahmad Al Yakin

ABSTRACT

This study critically examines how digital politics in the era of cybersocialization disrupts the epistemological, pedagogical, and moral foundations of civic education in Indonesia. Using a qualitative-critical approach and Fairclough's critical discourse analysis, this study traces the changing relationship of knowledge, authority, and citizenship formation among the digital young generation. This study utilizes case data from 80 students and 15 PPKn teachers in West Sulawesi through questionnaires, in-depth interviews, and digital ethnography. The results of the study show that the young generation has high political awareness normatively, but low in critical participation. Their understanding of democracy is increasingly shaped by the algorithms and narratives of influencers rather than by formal education. There are three main forms of disruption: the epistemic shift from institutional authority to algorithmic authority, the pedagogical gap between textual learning and digital interactivity, and the moral erosion due to the dominance of performative and emotional political communication. This research introduces the concept of "cybersocialized citizenship", which is a form of hybrid citizenship that has high-tech

competence but is weak in ethics and critical reflection. The integration of local wisdom values such as *siri'*, *sipakatau*, *malaqbiq*, *madoro* with critical digital literacy is proposed as a reconstructive strategy to make civic education a dialogical and ethical space. By connecting sociological, communicative, and cultural frameworks, this research contributes to the global discourse on digital democracy and civic pedagogy in Global South countries, as well as offering a culturally rooted and morally resilient model of digital citizenship education.

Keywords: digital politics; cybersocialization; civic education; digital citizenship; Cultural Wisdom.

A. INTRODUCTION

The phenomenon of digital politics has changed the way humans understand, practice, and negotiate the meaning of citizenship in an increasingly connected global society. In the era of cybersocialization, namely the phase when the process of political socialization takes place intensively through digital space and social media, civic education faces epistemological and pedagogical disruptions that have not been fully mapped. This shift is not solely the result of the development of information technology, but is a social transformation that changes the relationship between knowledge, power, and civic identity (Couldry & Hepp, 2017). In a global context, various studies show that digital media plays a dual role: on the one hand it expands citizens' political participation, but on the other hand it reinforces polarization, disinformation, and political apathy (Tucker et al., 2018; Heggart, 2024). Thus, digital political issues cannot be seen as a mere local or sectoral phenomenon, but as a global social problem that affects

the future of democracy and civic education in various countries, including Indonesia.

At the national level, Indonesia occupies a paradoxical position. On the one hand, the social media penetration rate reaches 79% of the total population (Social, 2024), making it one of the most digitally active societies in the world. However, on the other hand, the World Values Survey (2023) shows a decline in public trust in democratic institutions and an increase in identity politics among youth (Suriadi, 2025). The phenomenon of buzzers, influencers, and viral political content in the 2024 election shows that the digital space is now the main arena for the formation of political opinion and civic awareness. Civic education, which originally functioned as a medium for formalizing democratic values, now faces serious challenges in maintaining relevance in the midst of a fast-moving digital ecosystem full of algorithmic interests.

Locally, this dynamic is also evident in West Sulawesi, for example among students and students who are more active in political dialogue through TikTok, Instagram, or YouTube than in the classroom. These digital spaces have become new political socialization sites that rival schools and universities, where non-formal actors such as content creators or online communities are more trusted than lecturers or teachers of PPKn. This condition shows that the disruption of civic education does not only occur due to the weak curriculum, but also due to the change in epistemic authority, namely the shift of the source of civic knowledge authority from the state to the digital public space (Fatimah, 2025).

Studies on digital politics have so far focused on three main domains: (1) digital literacy and access gaps (Livingstone & Helsper, 2007; van Dijk, 2020; Ragnedda, et.al, 2024); (2) the transformation of public space and identity politics (Castells, 2012); and (3) the impact of disinformation and hoaxes on political behavior (Tandoc, et al., 2018). However, very little research links the phenomenon of digital politics to the disruption of civic education, especially in developing democracies. Most global research (e.g. Bennett, 2020; Mihailidis & Viotty, 2017) discusses digital citizenship education, but rarely links its political dimension to concrete citizenship learning practices in formal spaces. By classifying the literature, it can be seen that there are three main gaps that this study seeks to bridge: 1). Epistemological gaps, there has been no study that explains how algorithms, virality, and digital political content play a role as agents of political oscillation that affect civic orientation; 2). Pedagogical gaps, there is still a lack of research that develops citizenship learning models that are able to adapt to the participatory and interactive culture typical of the digital era; 3). The contextual gap of the Global South, the majority of digital citizenship theories were born from Western contexts; Meanwhile, the dynamics of digital democracy in countries like Indonesia are influenced by patronage, religiosity, and a distinctive communitarian culture (Lim, 2017). Thus, this research occupies a strategic position in the discourse on the sociology of education and politics because it fills the theoretical and empirical gaps at the intersection between digital politics, civic education, and cybersocialization.

This research focuses on the phenomenon of disruption in civic education that arises due to the

dominance of digital politics in virtual spaces, a phenomenon that shakes the traditional foundations of civic value and identity formation. This disruption marks a fundamental shift from a classroom-based pedagogical system to a digital space controlled by algorithmic logic, virality, and instant interaction. In this context, civic education is no longer dominated by the authority of teachers and lecturers as knowledge gatekeepers, but by new actors such as influencers, buzzers, and digital communities that shape political discourse through popular and emotional language. Social media such as TikTok, Instagram, YouTube, and X (Twitter) are the main arena for shaping public opinion where political issues are produced, consumed, and circulated quickly and massively, creating a new form of political socialization that is horizontal and decentralized.

This phenomenon has been getting stronger since the COVID-19 pandemic and ahead of the 024 election, when online learning became the new norm and digital participation experienced a sharp spike. The failure of formal education to keep pace with the speed and attractiveness of digital narratives has made cyberspace the main source of political meaning for the younger generation. Through the mechanism of cybersocialization, civic values and identities are formed in a participatory but often superficial, biased, and fragmented manner (Nasrullah, 2017). Preliminary data at several universities in West Sulawesi reinforce this trend, where more than 70% of students admit to obtaining political information for the first time through social media, rather than from PPKn classes. These findings confirm that digitalization has not only changed

the learning environment, but has created a paradigmatic shift in the epistemic space of citizenship in Indonesia.

To explain this complexity, this study uses a synthesis between Public Space Theory (Habermas, 1991) and Sociology of Citizenship (Turner, 2001). Habermas views the public space as a discursive arena where citizens have rational and equal dialogue. However, in the digital context, this public space is colonized by algorithms and data capital (Fuchs, 2021), so that communicative rationality is replaced by the logic of virality. Meanwhile, Turner emphasized that citizenship is not only a legal status, but a social practice that is loaded with moral, cultural, and economic dimensions. In the digital context, citizenship becomes "nominal" technologically connected but weak participatory. The combination of these two perspectives allows for a critical reading of how cybersocialization is changing the relationship between individuals, states, and technology.

In addition, the concept of Digital Citizenship (Ribble, 2015; Choi, 2016) is used to assess the extent to which digital citizens have ethical, critical, and responsible awareness in cyberspace. The integration of these three frameworks forms a multidimensional analysis that views the disruption of civic education as the result of the interaction between structural forces (states, platforms, algorithms) and individual agencies (teachers, students, influencers).

Based on the above empirical description and theoretical perspective, this study assumes that the process of cybersocialization has shifted the authority of civic education from formal institutions to informal entities operating within the logic of digital markets. As a result, a gap has been formed between digital

awareness and civic awareness, where the younger generation is better at producing and disseminating political content than understanding the basic principles of democracy, the constitution, and public ethics. This condition creates a new form of civic dissonance, namely the disharmony between digital identity and civic responsibility (Bennett, 2020).

This research is academically important because it offers a new reading of the relationship between civic education and digital technology through a critical sociological approach. Socially, the results are expected to help education policymakers and civil society actors to design interventions that are able to balance digital freedom of expression with the formation of responsible citizenship. In the midst of increasing political polarization and the degradation of public discourse, efforts to reconstruct digital-based civic education are a key strategy to maintain social cohesion and the quality of Indonesia's democracy.

Based on the description above, this study aims to critically analyze how the dominance of digital politics in the era of cybersocialization has disrupted civic education in Indonesia. The main focus is to uncover forms of shifting values, methods, and actors in the learning process as well as the political socialization of young people in the digital space. This research also aims to examine the role of influencers, buzzers, online communities, and social media algorithms in shaping the awareness and citizenship identity of the digital generation. In addition, this study seeks to map the gap between conservative formal citizenship education and more fluid and participatory digital citizenship practices, while offering a model of reconstruction of civic

education that is adaptive, critical, and relevant to the dynamics of contemporary digital society.

B. RESEARCH METHODS

This research uses a qualitative approach with a critical paradigm because it seeks to deeply understand the meaning, power relations, and social construction behind the digital political phenomenon that disrupts civic education. This approach is relevant to uncover how actors, media, and digital communication practices shape civic consciousness in complex social contexts and full of ideological significance (Creswell & Poth, 2016). The critical paradigm is used because this research not only seeks to describe phenomena, but also interpret and critique the social structures and symbolic dominance that emerge in the digital space (Kincheloe & McLaren, 2011). This research is a qualitative-critical study with an exploratory case study approach. This approach was chosen because it allows researchers to explore in depth the phenomenon of civic education disruption in a real context, both at the individual and institutional levels (Yin, 2018). The case study was conducted in the West Sulawesi region of Indonesia which represents a variety of digital ecosystems and diverse political socialization practices.

The sample in this study was selected using purposive sampling and snowball sampling, taking into account the involvement of informants in digital political activities and civic education. The main informants consist of: 1). Students and students aged 17-25 years who actively use social media for political consumption; 2). PPKn lecturers and teachers who face directly the challenges of digital citizenship learning; 3). Education

officials or regulators involved in digital literacy policies. The number of informants is planned to be around 50-100 people, adjusted to the principle of data saturation or data saturation (Guest, Bunce, & Johnson, 2006).

The main instrument of the research is the researcher himself as a key instrument (Creswell & Poth, 2016), which is assisted by three data collection tools: 1). Semi-structured questionnaire (Likert scale) to obtain an overview of students' perceptions related to digital politics and civic education; 2). In-depth interviews to explore the experience, views, and interpretations of informants on the phenomenon of cybersocialization. 3). Digital observation (netnography) of political activities and interactions on platforms such as TikTok, Instagram, YouTube, and X (Twitter), in order to understand the dynamics of civic discourse in the digital space (Kozinets, 2019); and 4). Additional documentary data, such as the PPKn curriculum, digital education regulations, and online political content, were also collected to enrich information triangulation.

Data analysis was carried out thematically using the Critical Discourse Analysis (CDA) approach as developed by Fairclough (2013). This analysis aims to read the relationship between power and ideology in digital discourse that affects civic awareness. The stages of analysis include: 1). Data transcription and reduction, namely transcribing the results of interviews and selecting data that is relevant to the focus of the research; 2). Open and thematic coding, namely grouping data into thematic themes such as forms of disruption, digital actors, and shifting civic values; 3). Critical interpretation, by interpreting data based on public space theory (Habermas, 1991), sociology of citizenship

(Turner), and the concept of cybersocialization which is the process of political socialization and citizenship that takes place through interactions, algorithms, and digital symbols in cyberspace, where civic values, identities, and behaviors are shaped simultaneously by humans and technology. (Al Yakin, et.all, 2023); 4). Rianguation of data, through comparison between sources (interviews, observations, and documents) to ensure the validity of the findings (Miles, Huberman, & Saldaña, 2014). The results of the analysis are expected not only to illustrate empirical facts but also to reveal the structure of meaning and ideological dominance behind the practice of digital politics and the transformation of civic education in Indonesia.

C. RESULTS AND DISCUSSION OF THE RESEARCH

This research involved 80 students from Al Asyariah Mandar University, STAIN Majene, and several campuses in West Sulawesi, as well as 15 informants of PPKn teachers and lecturers who participated in the Focus Group Discussion (FGD). Most of the respondents were between 20-23 years old, while the informants were between 35-55 years old. The majority of respondents are active on social media, especially TikTok (78%), Instagram (72%), and YouTube (65%), and stated that they use these media to access political and social information.

1. The Political Awareness Level of the Young Generation

The results show that the level of political awareness of Indonesia's young generation, particularly

in the West Sulawesi region, is in a paradoxical position: high in basic citizenship knowledge but low in critical and reflective participation. Based on the results of a questionnaire of 80 students from various universities, it was found that cognitive aspects, such as understanding of citizens' political rights and obligations, awareness of the importance of participation, and understanding of the democratic system, showed high scores (average above 4.0). However, affective and participatory aspects such as involvement in political organizations, public discussion, and active participation in civic activities showed lower scores, ranges from 3.2 to 3.5.

Table 1
Average student political awareness score (n=80)

Measured Aspect	Average Score (1-5)	Interpretation
Understanding the importance of political participation	4.42	Very High
Understanding citizens' political rights and obligations	4.18	High
Political education helps in understanding the democratic system	4.10	High
Following local/national political issues	3.42	Moderate
Participation in political/organizational activities	3.25	Moderate
Open and courteous political discussion	3.58	Moderate
Awareness of being an intelligent voter	4.36	High

(Table Description: highest scores on understanding rights/obligations and participation in elections, lowest on organizational involvement and political discussions.)

This gap indicates that the political consciousness of the younger generation is more normative and conceptual than pragmatic and reflective. They know what is politically "right", but are not used to

internalizing civic values in concrete actions. This phenomenon is in line with the concept of nominal citizenship put forward by Turner (2001), which is a form of citizenship that is legally and informatively recognized, but weak in social and political actualization. In this context, the younger generation appears as digital citizens who actively interact in cyberspace, but have not fully become democratic citizens who are critical of public policies and national issues.

This finding shows that 72% of respondents stated that they gained political understanding more effectively through social media than from the Pancasila and Citizenship Education (PPKn) course. This proves that the digital space now plays a dominant role in shaping political consciousness, replacing the function of formal educational institutions as the main agent of political socialization. Platforms such as TikTok, Instagram, and YouTube provide quick and engaging access to political issues, but at the same time present the risk of superficial understanding and increased affective bias.

The younger generation is more interested in visual content and emotional narratives presented by political influencers or buzzers than in data-driven argumentative discussions. As a result, their political orientation tends to be reactive, pragmatic, and influenced by popular opinion rather than public rationality. This pattern strengthens research (Ridha, et al. 2025; Stuttgart, 2025).

who found that social media has formed a new form of digital citizenship consciousness that is fast, symbolically participatory, but vulnerable to disinformation and polarization.

The political consciousness of the younger generation in the era of cybersocialization is ambivalent: they are active in political symbols and expressions in cyberspace, but have not yet developed reflective, ethical, and socially responsible political participation. The main challenge for civic education in the future is how to transform consumptive digital awareness into critical and transformative political awareness, through strengthening digital literacy and revitalizing civic pedagogy that is adaptive to the dynamics of cyberspace.

2. Disruption of Civic Education Values, Methods, and Authorities

Digital transformation has created a wave of multidimensional disruption to civic education in Indonesia, touching on aspects of values, learning methods, and epistemic and moral authority. Based on the results of in-depth interviews with 15 teachers and lecturers, as well as the findings of a survey of 80 students, it can be seen that the digital space has changed the way the younger generation understands, interprets, and practices citizenship.

a. Value Disruption

Interviews show that the younger generation now interprets politics as a space for personal and performative expression, no longer as a realm of social and moral responsibility. For them, political participation is often understood as a symbolic activity of creating content, using hashtags, or following viral trends rather than substantive involvement in public issues. This can be seen in the statement of a teacher of SMA Negeri 3 Polewali:

"Children are more enthusiastic about creating content to support presidential candidates than learning the basics of the constitution. The value of participation is pseudo, the important thing is viral."

These findings signal a shift in civic values from a collective orientation to an egocentric and pragmatic orientation, where public meaningfulness is replaced by personal satisfaction with digital popularity. This phenomenon is in line with Habermas' (1991) theory of distortion of public space, where rational communication is replaced by performative communication that is subject to market logic and algorithms. In this context, the basic values of PPKn such as mutual cooperation, empathy, and social equality are weakened because they are reduced to moral symbols without practices. Civic education eventually lost its function as a vehicle for the formation of public virtue and shifted to an arena of instant moral imagery.

b. Disruption Method

In addition to grades, disruption also occurs at the methodological level. As many as 64% of teachers and lecturers admitted that it was difficult to adjust the PPKn learning model to a digital ecosystem that was all visual and fast. A curriculum that is still textual and memorization-oriented is not able to compete with the typical storytelling and micro-content formats of social media. A teacher of SMAN 1 Campalagian said:

"If in the past lectures were effective, now students understand short videos faster. But we're not ready to make it."

This statement shows that there is a pedagogical lag in adaptation delay between changes in students' digital learning styles and teachers' pedagogic abilities. This phenomenon strengthens the argument of Christensen et al. (2008) about educational disruption, which is when technological innovation replaces conventional systems that are not responsive to change.

Civic education in Indonesia, which should be dynamic and contextual, is now lagging in terms of digital pedagogy and cross-platform communication strategies. As a result, formal learning spaces become less attractive, while social media functions as a shadow classroom that is more influential in shaping civic opinions and attitudes.

c. Disruption of Authority

Another significant aspect is the erosion of epistemic and moral authority in civic education. The survey results show that 82% of students trust political information from social media more than lecturers or teachers. This phenomenon signifies a shift in the source of legitimacy from academic authority to digital authority, where the popularity of influencers and social media algorithms determines symbolic truth. A UNASMAN lecturer revealed:

"The moral authority of teachers is now competing with the popularity of influencers."

In the perspective of Critical Discourse Analysis (Fairclough, 2013), this change can be read as a form of symbolic power restructuring, where the relationship between knowledge and power is decentralized. Algorithms, virality, and social capital are new mechanisms for shaping moral legitimacy. Thus, the civic education space is no longer neutral it has been "colonized" by the logic of digital capitalism (Fuchs, 2021), which transforms civic discourse into an emotional commodity. As a result, teachers lost their position as value mediators, and the role of education as a public moral guide was seriously degraded.

3. The Role of Digital Media and Cybersocialization Mechanisms

The findings show three main mechanisms of cybersocialization in shaping political consciousness:

Table 2
Three main mechanisms of cybersocialization in shaping political consciousness

Mechanism	Form of Activity	Impact on Civic Awareness
Algorithmic mediation	Recommendation of political content by TikTok and YouTube	Rapid but shallow opinion formation
Symbolic reproduction	Digital nationalism hashtags, political memes	Strengthening of emotional rather than rational identity

Pseudo participation	Commenting, sharing, and liking political content	Symbolic participation without critical reflection
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Students consider digital media as the main source of political learning. One of the respondents said: *"From TikTok, I know about election issues and legislative candidates, lecturers rarely discuss that."*

However, most (68%) admit it is difficult to distinguish between factual information and partisan opinion. This condition is in line with the findings of Tandoc et al. (2018) about fake news typology, that young users often fail to distinguish between "fake news" and "personal opinion content".

Thus, cybersocialization forms young citizens who are literate in information but poor in critical literacy. They are digitally active but do not have the depth of understanding of democratic values, a condition that Bennett (2020) calls digital civic superficiality.

4. Integration of Local Wisdom Values in Digital Political Education

The results of the Focus Group Discussion (FGD) show full agreement among the informants that the values of Mandar local wisdom, such as siri' na lokko (self-esteem and solidarity), sa'bar (moral fortitude and patience in facing exams), and mutual respect and humanization of others, have high relevance to be integrated in digital political education. These three values function as ethical and moral anchors that are able to lead the younger generation to face the rapid flow of information, polarization of opinions, and digital culture

that often loses politeness. A PPKn lecturer emphasized the importance of this integration by saying:

"If local values are raised, the younger generation has a moral anchor in a free and noisy digital world."

This statement illustrates the urgent need to strike a balance between digital freedom and ethical responsibility. The digital world provides unlimited space for expression, but without a strong moral foundation, that freedom risks giving birth to disinformation, hate speech, and superficial political participation. The integration of local values is a contextual way to re-entrench political education on the cultural basis of society.

Several teachers and lecturers in the FGD provided concrete examples of how these values can be implemented in the curriculum and digital activities. One of the inspiring practices is a vlog competition themed "Politics of Mandar Ethics", where students are asked to produce content that promotes politeness and ethics in expressing opinions in the digital space. Another teacher initiated a digital civility campaign that used Mandar cultural narratives to foster a sense of social responsibility and empathy on social media. This approach is in line with Turner's (2001) idea of cultural citizenship, which is a form of citizenship that is not only determined by political rights, but also by the ability of individuals to interpret local cultural values in the context of modern social life.

The integration of local wisdom into digital political education serves as the "moral backbone" of the younger generation in the midst of the rapid flow of information globalization. In this context, *siri' na lokko* instills a sense of self-worth, honor, social shame and

responsibility in digital interactions; sa'bar practice perseverance in the face of differences and negative speech; To promote attitudes of equality, humanity fosters empathy, good manners, and mutual respect in online public debates. These values reinforce the moral and affective dimensions of digital citizenship, which are often overlooked in a purely technological approach.

Furthermore, this integration supports the idea of Heggart (2024) who emphasizes the importance of inclusive and culturally grounded digital citizenship education, an approach to digital citizenship education that is not universalistic or Western-centric, but is rooted in the local culture and values of the community. Thus, digital political education in Indonesia not only forms technologically savvy citizens, but also builds civilized, reflective, and culturally literate digital citizens.

The integration of local wisdom ultimately becomes an effort to decolonize epistemic civic education, which is to restore the moral and spiritual authority of the nation itself as the basis for the formation of a humanist and contextual digital citizenship.

5. Comparative Analysis with Previous Research

The results of this study broaden the understanding of how digital politics and the process of cybersocialization disrupt civic education, especially in the context of the Global South such as Indonesia. These findings intersect and enrich a number of previous studies. Previous studies such as Castells (2012) and Lim (2017) have confirmed that digital media creates a new networked public sphere of public space that is water, decentralized, and allows horizontal participation between citizens. In this space, individuals are not only

recipients of messages, but also producers of information and empowered political actors.

However, this study adds a critical dimension that in developing countries, the networked public sphere does not necessarily result in the democratization of communication, but also deepens the gap in political literacy due to social, educational, and cultural patronage inequality.

Thus, these findings complement the global debate by showing that digital democratization in the Global South is paradoxical on the one hand expanding participation, but on the other hand creating a technologically active, yet critically passive pseudo-citizenship. This is in line with the findings of Papacharissi (2023) in *AffectivePublics in Digital Society* that digital spaces are often dominated by collective affection and emotions, rather than by deliberative rationality. The young generation that was the subject of this study showed a similar pattern: they were intensely engaged in the digital space, but the engagement was more performative and emotional than reflective and substantive.

This research also expands Habermas' (1991) theory about public space by proposing a reinterpretation that in the context of the digital era, hegemonic power is no longer solely in the hands of economic elites and traditional media, but is now managed by digital platform algorithms. Algorithms act as new hegemonic agents that determine the visibility, legitimacy, and direction of political discourse. Thus, political communication in the digital space is no longer neutral, but is mediated by the logic of data capitalism, a system in which attention (attention economy) is the

main commodity. This analysis is in line with Fuchs' (2021) view of digital capitalism, which places global technology companies as new gatekeepers for civic participation.

In addition, the results of this study also enrich the discourse of Christensen et al. (2008) on educational disruption, by showing that disruption in the context of PPKn is not only technological, but also epistemological and moral. Civic education is no longer the only arena of political learning; The locus is shifting towards a digital ecosystem controlled by algorithms and symbolic capital. This shift explains why teachers and lecturers are losing epistemic authority in the eyes of students, as Hasebrink & Livingstone (2024) also allude to that digital citizenship requires a new approach that combines critical literacy, digital ethics, and local cultural wisdom.

This research makes an important contribution to the international literature by introducing the concept of "cybersocialized citizenship" in response to the challenges of cybersocialization in the Global South. This concept offers an alternative perspective that emphasizes the need for integration between critical digital literacy and cultural values in order for civic education to remain relevant and humanistic in the midst of the hegemony of algorithmic capitalism.

6. Conceptual and Practical Implications

a. Conceptual Implications

This research enriches the study of political sociology and education with three conceptual contributions:

- 1) The formulation of the concept of "Cybersocialized Citizenship" is a new form

of citizenship formed through fast, symbolic, and participatory digital interaction but with minimal depth of value.

- 2) The shift of epistemic authority from educational institutions to algorithmic spaces, demands a reinterpretation of who citizenship educators are in the digital age.
- 3) The integration of local values as a moral counterbalance makes local wisdom a digital ethics of citizenship, not just a cultural element.

b. Practical Implications

Practically, the results of this study provide strategic recommendations:

- 1) For educational institutions, it is necessary to digitally transform the PPKn curriculum with a project-based approach and social media.
- 2) For educators, critical digital literacy training must be a mandatory part of teacher/lecturer competency development.
- 3) For governments and civil society, it is necessary to build collaboration with content creators and cultural figures to produce educational content that internalizes the values of democracy and local wisdom.

This research proves that digital politics in the era of cybersocialization has created significant disruption to civic education. This disruption arises in the form of shifting values, methods, and learning authorities, where the digital space becomes a new arena for the formation of civic awareness among the younger generation. While providing wider opportunities for participation, the

digital space also carries risks: the shallowness of political literacy, the erosion of educational authority, and the rise of pseudo-participation.

However, by integrating the values of local wisdom and critical digital literacy, civic education can be reconstructed to be more adaptive, participatory, and moral. The process of cybersocialization does not need to be interpreted as a threat, but as an opportunity to build a new form of digital citizenship that is critical, ethical, and rooted in human values.

Based on the findings and theoretical analysis, this study formulates a conceptual model that explains the relationship between digital disruption, civic education, and local cultural values. This model serves as an integrative framework to understand the dynamics of cybersocialization in the context of the Global South, especially Indonesia.

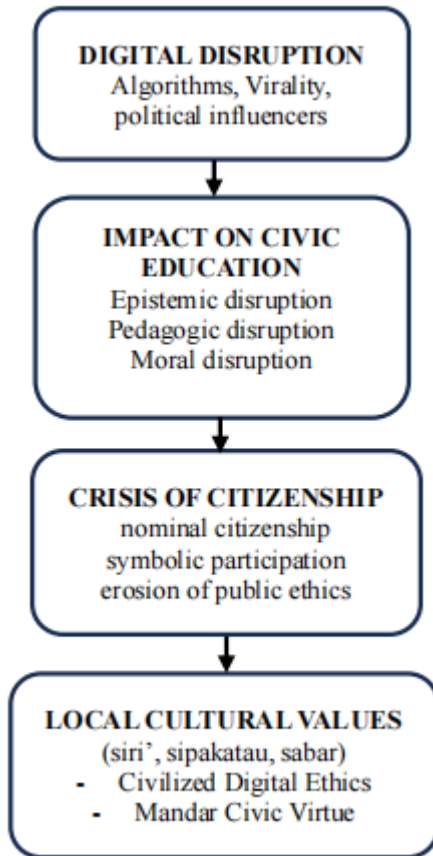


Figure 1. Integrative Model of Digital Disruption to Civic Education Based on Local Cultural Values in the Era of Cybersocialization

D. CONCLUSION

This research confirms that digital politics in the era of cybersocialization not only brings innovations in

the way citizens interact and learn about politics, but also shakes the epistemological, pedagogical, and moral foundations of civic education in Indonesia. The digital space now serves as a new hegemonic arena that reshapes the meaning of citizenship through algorithmic logic, emotional affection, and symbolic capital that determines who is heard and what is considered right. As a result, civic education is no longer the exclusive domain of formal institutions such as schools and universities, but has shifted to a digital public space that is fluid, participatory, but full of ideological and commercial interests.

The phenomenon of cybersocialization gives birth to ambivalent forms of digital citizenship: the younger generation is technologically active but politically passive; information literacy but poor critical literacy; globally connected but fragmented in understanding the basic values of democracy. This condition shows that the political education process is now more directed by the logic of virality than by public rationality. The disruptions that occur are multidimensional, including epistemic shifts in civic knowledge sources, pedagogic transformations in learning methods, symbolic changes in digital political expression, and cultural crises in the moral and ethical dimensions of citizenship. In the face of this reality, the integration between local wisdom and digital literacy is an urgent need. Values such as *siri' na lokko*, *sa'bar*, *madoro*, *sibaliparri* and *sipakatau* can function as moral anchors that guide civic practices in the midst of a fast-paced and biased flow of information. Civic education must be reconstructed not only to produce citizens who understand their rights and obligations, but also citizens who are able to interpret and

organize the digital space ethically, reflectively, and civilly. Thus, the recontextualization of citizenship education based on local values and digital awareness is the key to maintaining social cohesion, democratic sustainability, and humanity in the midst of an increasingly globalized wave of digital disruption.

E. RECOMMENDATIONS

The results of this study confirm the need for a comprehensive strategy in responding to the disruption of civic education in the era of cybersocialization. The recommendations offered cover four main domains: educational institutions, educators and academics, governments and regulators, and civil society and cultural figures.

1. For Educational Institutions: Educational institutions need to carry out fundamental reforms to the Pancasila and Citizenship Education (PPKn) curriculum to be more adaptive to the digital ecosystem. The learning orientation must shift from the concept memorization model to a project-based civic learning approach, where students are invited to research, create, and collaborate in digital media-based citizenship projects. Social media can function as a citizenship laboratory, where students learn to produce political content that is educational, ethical, and rooted in local cultural values. Through this approach, schools and campuses become not only a place for knowledge transfer, but also a space for the formation of critical and responsible digital characters.

2. For Educators and Academics: Educators and academics have a strategic role as agents of pedagogical change. They need to be equipped with critical digital pedagogical skills, including social media algorithm analysis, information verification, and ethical communication in cyberspace. Continuous training needs to be organized so that teachers and lecturers are not only technology users, but also reflective digital literacy facilitators. Additionally, collaborations with educational influencers can be a bridge between the classroom and the digital world. However, the learning process becomes more relevant, contextual, and close to students' digital lives.
3. For Governments and Regulators: The government needs to formulate a national policy on digital citizenship literacy that unites three main pillars: democracy, ethics, and local culture. This policy is important to ensure that digital transformation is not just technological, but also strengthens moral and national foundations. Support for interdisciplinary research in the fields of digital politics, sociology of education, and public communication needs to be increased to enrich the empirical basis of 21st-century education policy. Thus, the state is present not only as a regulator, but also as a facilitator for the formation of empowered and civilized digital citizens.
4. For Civil Society and Cultural Leaders: The role of civil society and cultural leaders is very important in restoring the moral and cultural

dimensions of citizenship. Local wisdom values such as siri', sipakatau, sibaliparri, madoro and sa'bar need to be revived as a counter-narrative against hate speech, online polarization, and the degradation of public ethics. Through social and cultural initiatives, a civilized digital citizen community can be formed that promotes public discourse based on empathy, equality, and social responsibility. This approach, based on local culture, is an important foundation for the development of Indonesia's digital citizenship with character, moderation, and humanism.

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