



Communication Strategy of State Security Sub Directorate of Security Intelligence Directorate of South Sulawesi Regional Police in Preventing Radicalism Ideology

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Article Info

Article history:

Received 8 July 2025

Received in revised form 5

August 2025

Accepted 5 September 2025

Keywords:

Communication Strategy

Radicalism

Abstract

This study aims to analyze the communication strategy of the South Sulawesi Regional Police in countering radicalism movements and to find factors that support and hinder the implementation of the South Sulawesi Regional Police's communication strategy in countering radicalism movements in Makassar City. The approach used in this study is a qualitative approach with a descriptive research strategy. This research was conducted at the Sub Directorate of State Security, Directorate of Security Intelligence, South Sulawesi Regional Police, which was carried out from February to March 2025. The informants in this study were 6 informants, namely, the Director and Deputy Director of Ditintelkam, Head of Sub Directorate of Kamneg Ditintelkam, Head of Unit 3, Intolerant and Radical Section, and 2 Police Members of Unit 3, Intolerant and Radical Section. The results of the study show that the communication strategy used by the Sub Directorate of State Security, Directorate of Security Intelligence, South Sulawesi Regional Police in preventing radicalism ideology in Makassar City consists of situational analysis, goal orientation, media selection, message development and evaluation. Supporting factors for the implementation of communication strategies in countering radical ideology are police personnel resources, synergy between the government, religious institutions, and community organizations, and the development of social media, while inhibiting factors for the implementation of communication strategies in countering radical ideology are differences in understanding and interpretation of radicalism, the spread of hoaxes and disinformation, and limited resources

Introduction

Communication science is a multidisciplinary branch of social science, with many definitions that emphasize different meanings, scopes, and contexts. Despite these variations, each definition complements and enriches the others as the discipline develops. Within communication, effectiveness is crucial so that messages can be properly received and understood by the recipient (Sianturi & Megasari, 2023; Rachmad, 2022; Kaul, 2025). Factors influencing effectiveness include message clarity, appropriate media selection, recipient background, and the communicator's skills. At the same time, barriers such as physical disturbances, cultural differences, and errors in delivery must be overcome to ensure smooth communication. A strong understanding of communication science helps individuals improve their ability to convey information and build better relationships (Effendy, 1984). Communication activities are inseparable from human life, as they form part of the system and structure of individual and social existence. Nearly all aspects of daily activities involve

communication, whether verbal or nonverbal (Effendy, 1984). One important use of communication is in preventing, deterring, and even eradicating radicalism, which has recently escalated through a series of attacks. Terrorism in Indonesia now targets not only domestic but also international interests (Hafid, 2020).

Radicalism is a growing global issue, and Indonesia is not immune. It is characterized as a cycle that legitimizes harsh methods or legal action in conflicts (Walsh & Walsh, 1991). This includes shifts in beliefs, sentiments, and perspectives that justify crime and violence. As a form of invisible violence, radicalism poses a serious threat to national stability. It is recognized globally as a problem that undermines security and harmony, as well as local government efforts to maintain order (Hafid, 2020). In Indonesia, radical-related crimes are regulated under Law No. 5 of 2018, amending Law No. 15 of 2003 on Terrorism.

South Sulawesi, a province rich in social and cultural diversity, has also faced the spread of radical groups (Latif & Hafid, 2021; Yunus & Khodijah, 2025; Muslimin, 2025). In 2015, National Police Headquarters identified 17 radical organizations, with four infiltrating South Sulawesi: Mujahidin Indonesia Timur (MIT), ISIS, Laskar Jundullah, and Negara Islam Indonesia (NII). The latter two were suspected affiliates of ISIS. Radical networks have been detected in areas such as Wajo, Sidrap, Bone, Luwu, Bulukumba, Enrekang, Gowa, and Maros (Karsono, 2018). A BNPT survey (2022–2024) listed South Sulawesi among the five provinces most vulnerable to radicalism. Although figures declined in 2023, the risk remains high, particularly in Makassar City, the provincial capital and gateway to eastern Indonesia, where cyber patrols frequently uncover radical content.

The Indonesian government, in line with the 1945 Constitution, is tasked with protecting citizens from crime at both national and international levels (Anwary, 2023; Tanjung, 2025; Farida et al., 2025). Alongside BNPT, the Indonesian National Police (POLRI) is a key institution mandated to counter radicalism and terrorism. As a non-departmental agency, POLRI maintains security and order, protects communities, and provides social services to enhance public welfare (Awaloedin, 2011). Its role can be analyzed both organizationally, focusing on the institution, and personally, emphasizing members' duties and responsibilities (Denandra, 2012).

Within POLRI, the South Sulawesi Regional Police operates the Subdit Kamneg Ditintelkam, tasked with countering radicalism in the region. The unit implements programs such as Focus Group Discussions, Giat Sambang, and Student General Sessions, targeting the public, scholars, and students. In addition, Bhayangkara Guidance (Bhabinkamtibmas) officers conduct direct outreach to detect and prevent radicalism. Nevertheless, South Sulawesi experienced a major incident on March 28, 2021, when a suicide bombing occurred outside Makassar Cathedral Church during Palm Sunday Mass, injuring 20 and killing the perpetrators (Karsono, 2018). This attack highlighted the destructive potential of intolerance and radical violence.

Radicalism and terrorism, though distinct, are closely linked, with terrorism often rooted in radical ideology (Ejova, 2023; Ackerman & Burnham, 2021; Muhic, 2021). The Indonesia Knowledge Hub reported 1,470 terrorism cases involving 737 perpetrators, underscoring the scale of the challenge. Anti-radicalism efforts, therefore, focus on education whether self-directed, environmental, or facilitated by others as a way of preventing susceptibility to extremist ideology (Zulfikar & Permady, 2021). To reach diverse audiences, the South Sulawesi Regional Police must develop communication approaches that are not only informative but also persuasive.

Communication plays a dual role in radicalism: extremist groups use it to spread propaganda, hate speech, and disinformation, while prevention efforts rely on open dialogue, media literacy, and inclusive narratives. Effective communication strengthens public resilience by fostering critical thinking, tolerance, and awareness. In this context, the police's communication strategies must be enhanced to improve prevention and intervention against radicalism (Dharma et al., 2025; Bazza et al., 2024; Xiaoxin et al., 2024).

A communication strategy combines planning and management to achieve specific goals by influencing attitudes or behaviors through appropriate messaging. As argues, strategies must clearly convey messages that can shape desired attitudes or behaviors. In counter-radicalization, effective strategies help instill national values and tolerance. This is increasingly urgent as radical groups shift recruitment from traditional methods to modern, digital channels (Syarifuddin & Belida, 2019).

Such strategies target students, former terrorist convicts, and the wider public, aiming to prevent radical spread, protect communities, and reintegrate those exposed. Approaches include counter-narratives, educational content, public literacy campaigns, blocking extremist online content, and leveraging social media as a platform for persuasive, wide-reaching messages (Syarifuddin & Belida, 2019).

Based on these considerations, this study analyzes how the Subdit Kamnag Ditintelkam Polda Sulawesi Selatan formulates and implements communication strategies to prevent radical ideology in Makassar City (Supriadi et al., 2024). Using a qualitative descriptive approach, data will be collected through interviews, observations, and documentation. The research aims to assess the effectiveness of these strategies and provide recommendations for strengthening anti-radicalism communication in the future, while also contributing to theoretical and practical development in communication strategy for counter-radicalization in Indonesia.

Methods

In this study, the author applies a special learning approach known as qualitative research. This means that researchers observe how people communicate, both verbally and in writing, and their behavior to gain a deeper understanding of the subject being studied. Researchers focus on a group of individuals and explore how they interact with each other in the context of their environment. By using this method, scientists can get to know the individuals they are studying better and understand their perspectives on the world in his book entitled *Qualitative, Quantitative, and R&D Research Methods*, qualitative research is a method used by researchers to study natural phenomena. In this case, researchers act as special tools for collecting information. They apply various methods to obtain data, such as asking questions and observing events that occur. Furthermore, researchers analyze all the information collected to find patterns or similarities. The results of this study focus on how people communicate and collaborate, as well as leader behavior. Qualitative research is chosen when researchers want to gain an in-depth understanding of a topic through direct interaction with people and observation of their actions.

Role Management as a Researcher

In this research the researcher is the primary tool, other tools are auxiliary. The researcher contributes actively as a participant and the informants know his presence. This presence can actually create trust in the qualitative research, which motivates informants to open up more in relation to their experiences. But the participation of the researcher is at stake as well. Respondents can adjust their answers with or without awareness to suit perceived expectations or not disclose information when they are in power. This type of dynamics may lead to distortion of findings when not handled properly. This paper uses reflexivity as a means of

managing these risks, as the current researcher will constantly be self-reflective on his/her own positionality and its possible impact on the study. Triangulation is also used to corroborate and reduce bias by combining two or more sources of data (the interviews, observations, and documents). From these strengths and limitations of the researcher being present, it will be possible to consider the balance of the role of the researcher as the role of the researcher being there and remaining neutral to have a greater methodological rigor.

Research Location

The study was done in the Subdit Kamneg Ditintelkam Polda Sulawesi Selatan, Makassar City. Although the previous version offered logistical information like postal codes, it is the position of the site that is of importance rather than the address. As the institution charged with the responsibility of monitoring and preventing the dissemination of radical ideology, the Subdit Kamneg is an institutionally important location to examine communication strategies aimed at dealing with radicalism.

A special social and political situation is found in Makassar in itself, capital of South Sulawesi, gateway to eastern Indonesia. There have been acts of radical inspired violence in the city, which makes it an interesting context to examine how institutional strategies respond to local forces. Looking at this place gives us an idea of how police discourse interacts with religious communities, communal groups, and the online media landscape to combat radicalism.

Simultaneously, there are restrictions with regard to site selection, especially when it concerns limited access to sensitive intelligence and security information. Identification of such deficits is crucial in creating transparency and contextualizing findings on the practice of conducting research in security institutions. In general, the selected location contributes to the maximization of the validity of the study by connecting the research goals to the place where the operational issues of the radicalism prevention have direct value.

Research Informants

Informants in this research function as sources to search for or obtain information regarding the communication strategies carried out by the Subdit Kamneg Ditintelkam Polda Sulawesi Selatan in Preventing Exposure to Radical Ideology in Makassar City. To select the right informants for this research, the researcher used a purposive sampling technique which was based on certain considerations made by the researcher based on previously known characteristics or characteristics of the informants in obtaining information that included the principles of suitability and adequacy of the informants.

Data Sources

The data used in this study are of two types, namely primary data and secondary data. Primary data is the main data, sourced from the South Sulawesi Regional Police, as well as documentation photos. While the secondary data is supporting data that can meet the criteria for radicalism.

Data Collection Techniques

In writing this thesis, the author uses a qualitative descriptive research method. The author will describe factually what is seen and found from the object of this research. To obtain data related to writing this thesis, several data collection techniques are used as follows: Observation, Observation is a systematic observation and recording of the symptoms being studied. Observation as a data collection tool must be systematic, meaning that the recording is carried out according to procedures and rules and of course so that it can be repeated by other researchers. This observation technique is based on direct experience which also allows a

researcher to see and observe for themselves, then record behavior and events as they have occurred in actual conditions. In its implementation, the author uses participant observation, meaning that the researcher is the group being studied.

b. In-depth interviews, namely data collection through oral statements from people who are expected to provide significant contributions to this research, as well as complementing data obtained through observation. Meanwhile, the interview technique used in this study is an in-depth interview. With this technique, interviews are conducted by means of questions and answers and face to face directly between the interviewer, interview guide and the person being interviewed without using the interview guide as a guide for questions. Documents are a valuable source of information for researchers to collect qualitative data. The documents include general and confidential records including newspapers (magazines), press clippings, sources published on websites and similar collaborations with the community sector, especially stakeholders.

Data Analysis Techniques

This research is qualitative, so the analysis technique used is qualitative descriptive, namely a study that produces descriptive data in the form of written or spoken words from people and observable behavior. Data analysis is the process of submitting data into a form that is easier to read and interpret. The purpose of analysis in research is to narrow and limit the findings to become data that is orderly and neatly arranged. The analysis process is an effort to determine the answers to questions about the formulations and things or lessons that we get in the research project. there are three qualitative data analysis techniques, namely data reduction, data presentation and drawing conclusions. This process continues throughout the research, even before the data is actually collected.

Data Reduction

Data reduction is when we take the information we have collected and make it simpler and easier to understand. We do this by summarizing, organizing, and finding patterns in the information. This is an important part of studying and learning from the information we collect. Data reduction is like organizing a messy room. We sort through all the items, throw away the unnecessary, and put everything in its place. This helps us understand the room better and find out what we can learn from it. In qualitative research, we do the same thing to information to make it easier to understand and draw conclusions.

Data Presentation

Data presentation is the second most important activity in qualitative research. Data presentation is a collection of information that is structured to provide the possibility of drawing conclusions and taking action.

The data presentation that was often used for qualitative data in the past was in the form of narrative text in tens, hundreds, or even thousands of pages. However, narrative text in large quantities exceeds the burden of human ability to process information. Humans are not capable enough to process large amounts of information; their cognitive tendency is to simplify complex information into a simplified and selective unity of form or easy-to-understand configuration.

Data presentation in qualitative data can now also be done in various types of matrices, graphs, networks, and charts. All are designed to combine information that is structured in a form that is cohesive and easy to achieve. So, data presentation is part of the analysis.

Results and Discussion

Implementation of Communication Strategy in Countering Radicalism Movement in Makassar City

The following are the results of the researcher's interview with informants related to the research on the Communication Strategy of the Sub-Directorate of Kamneg, Ditintelkam, South Sulawesi Regional Police in Preventing Exposure to Radical Ideology in Makassar City, where based on the interviews conducted, O'Hair's et al. (1998) communication strategy theory is relevant to analyzing the communication strategy implemented by the South Sulawesi Regional Police in countering the terrorist movement in Makassar City.

The interview was conducted together with the Director of Intelligence and Security, Acting Deputy Director of Intelligence and Security, Head of the State Security Sub-Directorate and police officers working under Unit 3 (the unit that oversees intolerant and radical actions), located at the Office of the State Security Sub-Directorate of the South Sulawesi Regional Police.

Goal Orientation

Specifically, the objective orientation of the deradicalization programs of the South Sulawesi Regional Police may be regarded as the effort to remain flexible to the reports by the community and to change with the situation. Such responsiveness is significant in an environment where radicalism changes quickly and assumes different manifestations within communities. The expression of objectives, however, is often general and descriptive and reiterates field reports without measuring whether the objectives were precise enough and measurable enough to drive effective intervention.

Though this study refers to the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework, its application to police programs has not been well-developed yet. An example is the lack of an evaluation of whether goals, such as the development of community trust or the prevention of radical exposure, are specific enough to be acted on, measurable enough to assess progress or realistic given institutional resource constraints. This undermines the appraisal aspect of the strategy and leads to failure to locate gaps in setting of goals and to enhance future programs.

The most important point informants sound out is that even police members can easily be exposed to radicals. Despite this acknowledgement being necessary, the discussion lacks depth and fails to examine any measures, internal controls or continuous training procedures that are in place to protect institutional integrity. The lack of such measures will discredit deradicalization efforts, as the population will not rely solely on the outreach to communities but also on the guarantee that the enforcement of laws will also be resilient to radicalism. A more serious discussion would put this institutional vulnerability at the center of discussion as it is a determining factor in the continuing success of counter-radicalization strategies.

Media Selection

The South Sulawesi Regional Police are aware of the concept of audience segmentation as they have focused their communications approach on demographic segmentation, namely, social media is used to address the youth, whereas face-to-face communication is utilized with the elder audience. It is a strength; however, the efficacy of these strategies is not sufficiently questioned. Radical networks usually exist in closed online or encrypted spaces, or via religious and cultural leaders with high credibility. Police-generated material, in contrast, remains formal

and official, which casts doubt on whether it can be a viable competitor to more radical stories with a stronger persuasive quality.

The use of traditional communication channels like HT Trancing or loudspeakers is enumerated under the strategy, but their actual effect in relation to reach, engagement, and behavior change is not evaluated in the study. Practically, loudspeakers can spread the message far and wide but they do not contribute to dialogue or critical thinking that can challenge radical ideas. Likewise, the use of broadcast-like methods poses the risk of presenting communication as unidirectional, as opposed to a participatory endeavor that fosters resiliency across communities.

It requires further analysis to consider not only channels used in media, but also how it actually works, whether listeners actually see these messages and whether or not it actively works against radical discourses or simply exists side by side with them. In the absence of such scrutiny the communication strategy may be put forward as sufficient when its effectiveness in disrupting radical influence has not been demonstrated.

The findings made by the researcher during the interview conducted on communication strategy adopted by the South Sulawesi Regional Police in countering the terrorist movement in Makassar City are as follows:

Situational Analysis

Situational analysis in communication strategy theory, especially according to O'Hair's et al. (1998) his colleagues, refers to a systematic process for evaluating contextual factors that influence communication planning and implementation. The goal is to identify key elements in the communication environment so that messages can be effectively tailored to specific situations. The first interview was conducted with Kompol Abadi., S.Pd., M.M as the Head of the State Security Sub-Directorate (Subdit Kamneg) of the South Sulawesi Regional Police, in his interview explained that the values applied by members of the South Sulawesi Regional Police are as follows:

"The values applied in the police institution, especially the South Sulawesi Regional Police, of course must exist and are upheld. This includes discipline, loyalty, and work ethic that are instilled in every police member. When handling cases of radicalism, the police must be able to communicate with empathy, both to victims, perpetrators, and the affected community, to prevent escalation of conflict (interview with Kompol Abadi., S.Pd., M.M, Thursday, February 26, 2025).

The opinion of Kompol Abadi., S.Pd., M.M was also confirmed by Kombespol Hajat Mabrur, SH., S.I.K., MM, as the Director of Intelkam Polda Sulsel, stated that:

"When someone has chosen to become a police officer, they must automatically have a high sense of loyalty, and of course discipline, especially for the radicalism section, we have a special unit that handles it, namely unit 3, we have trained the unit to become agents of change or pioneers with a humanist approach, such as discussions in Islamic boarding schools and campuses. However, the obstacle is that there is still a gap in understanding about radicalism among fellow members, so it is necessary to approach fellow members first, then to the people of Makassar city, the key is trust building - the community must see the police not as a repressive apparatus, but a partner who protects the values of Pancasila "(interview with Kombespol Hajat Mabrur, SH., S.I.K., MM, Thursday, February 26, 2025).

On the other hand, Kompol Asdar, S.Sos, as the Acting Head of Unit 3 admitted that although the police have a competent Public Relations and Cyber Crime Division, the capacity of human resources is still limited.

Goal Orientation

Goal orientation in communication strategy theory, especially according to O'Hair's et al. (1998) his colleagues, refers to an approach that place's goal setting at the core of communication planning and implementation. Follow-up interview with Kompol Abadi., S.Pd., M.M as Head of the State Security Sub-Directorate (Subdit Kamneg) of the South Sulawesi Regional Police explained the target of deradicalization as follows:

The problem of deradicalization targets depends, there are indeed routine activities, but usually there are also additional activities, for example if there are reports received, there are reports from the local community that there are activities that are indicated to be related to terrorism or radicalism, we will go to the field to check the information directly, then correct the wrong things "(interview with Kompol Abadi., S.Pd., M.M, Thursday, February 26, 2025). In addition to the values of police members, Kombespol Hajat Mabror, SH., S.I.K., MM also stated the strategy carried out by the South Sulawesi Regional Police:

"Before carrying out activities to prevent radicalism, usually a special unit that has been created will analyze the potential threat of radicalism in a particular area, including groups that are vulnerable to being influenced and methods of spreading radical ideology, then further identify target groups, whether youth or parents, certain communities, or the general public, to understand their needs and vulnerabilities, then analyze the characteristics of the group, after determining the target of deradicalization, the next step is to determine the purpose of this time, for example, to prevent radicalism or to build public trust first. Deradicalization activities are not only for the community, but also for members of the National Police, because we have a responsibility to protect, serve and protect the community. If the police are exposed to radicalism, this will damage public trust in the police institution as a whole, because the public considers the National Police to be involved in housewife behavior. The National Police plays a key role in dealing with terrorism. However, if members of the National Police are exposed to radicalism & terror, this can hinder the National Police's efforts to combat terrorism. To find out the nature of the target, one of the activities we have carried out is the BNPT Survivor Silaturahmi Forum (FORSITAS) and the mobilization of former napiter or victims of terror/radicalism (interview with Kombespol Hajat Mabror, SH., S.I.K., MM, Thursday, February 26, 2025).

Media Selection

Media selection in communication strategy theory refers to the process of determining the most effective communication channel or platform to deliver a message to the target audience. The goal is to ensure that the message is received, understood, and has an impact in accordance with the communication objectives. O'Hair's et al. (1998) emphasize that media selection should not only depend on personal preferences, but should be based on situational analysis, audience characteristics, and strategic objectives. The researcher also conducted an interview with the Acting Head of Unit 3, namely Kompol Asdar, S.Sos, who said:

"Unit 3 is in charge of the field of intolerance and radicalism, usually in carrying out socialization of radicalism prevention, we use social media if the target is young people, but if the target is parents, we choose to do direct face-to-face socialization because usually they rarely see social media, we have many activities, for example, direct religious lectures, we even hold lectures within the police, because it is possible that

police members can also be exposed outside, therefore we feel it is very necessary to carry out socialization to fellow members, besides that the goal is so that members who are on duty in the field can directly convey information correctly and in appropriate language so that it is easy for the audience to understand "(interview with Kompol Asdar, S.Sos, Thursday, February 26, 2025).

In addition to statements from policy-making officials, several members of Unit 3 who are in charge of intolerance and radicalism also confirmed the previous opinion, including Briptu Yusri Mahendra and Brigpol Nurlisa Hasba, S.H.

"If the strategy is actually important, informative, easy to understand, and trying to influence or convince (persuasive), For the style of message delivery, it is adjusted to the conditions and target audience. For example, if the message is aimed at high school students, then the delivery style will be adjusted to the characteristics of high school students. The tools used to deliver the message also vary, such as loudspeakers (Toa) or HT Tranking. HT Tranking has a wide reach because it is connected to all joint regional coordination, including other Polsek and Polresta. The content of the message conveyed to the public is generally related to kamtibmas (public security and order), such as the dangers of terrorism that threaten the integrity of the Unitary State of the Republic of Indonesia (NKRI). Regarding the media used, unit 3 through the approval of superiors, we provide direction and education, and conduct re-socialization regarding the obligation to report within 1x24 hours" interview with (Briptu Yusri Mahendra, Thursday, February 26, 2025).

Message Development

Message development in communication strategy theory refers to the process of designing, composing, and delivering messages strategically to align with communication objectives, audience characteristics, and situational context. An effective message is not only informative, but also persuasive, relevant, and easily understood by the target audience. O'Hair's et al. (1998) emphasized that message development must be based on an in-depth analysis of audience needs, potential barriers, and the media used.

At the same time, an interview was conducted with AKBP Drs. Nurhalim, Acting Deputy Director of Intelligence and Security, said in an interview that:

"The strategy implemented by the South Sulawesi Regional Police related to the threat of terrorism and radicalism involves collaboration with community leaders and youth groups, including junior high school, high school, and college students. We strive to educate them about the risks of terrorism and instill awareness of the dangers from an early age in the community. We are very careful in conveying information, because different audiences have different delivery methods, especially for parents, even slightly different language styles can sometimes mean something else, so usually if the target is parents, the leader immediately takes over, it's different if the target is young people, we give young members, especially members in unit 3, the opportunity to create messages on social media, usually if they are also Gen Z, the message is easier to convey "(interview with Akbp Drs. Nurhalim, Thursday, February 26, 2025).

Evaluation

Evaluation is a systematic process to measure the extent to which communication objectives are achieved and assess the effectiveness of the strategies implemented. According to Dan O'Hair's et al. (1998), evaluation is not only the final stage, but an integral part of the entire communication strategy cycle, from planning to implementation.

An additional statement was given by Kombespol Hajat Mabror, SH., S.I.K., MM as follows:

"The implementation of deradicalization carried out by the South Sulawesi Regional Police is not carried out at all times, usually we carry out activities at certain times, after carrying out activities, we will provide feedback on the activities carried out, see what was lacking from yesterday's activities and usually if counseling is in schools, we provide questionnaires before and after to measure the level of success of the activity" (interview with Kombespol Hajat Mabror, SH., S.I.K., MM, Thursday, February 26, 2025).

Supporting and Inhibiting Factors of Communication Strategy in Countering Radicalism Movements in Makassar City

Supporting Factors

For an institution or organization, including the South Sulawesi Regional Police, in carrying out its communication activities related to efforts to combat terrorism movements, of course it will face convenience and challenges in the communication process, as expressed by Kombespol Hajat Mabror, SH., S.I.K., MM:

"Supporting factors in the process of this communication activity include internal factors, such as the number of personnel and human resources (HR) who have better performance, both in the field and in the internal environment. On the external side, there is synergy between the local government and the police, especially in terms of security, as well as collaboration between the police and religious scholars, religious leaders, community leaders, and traditional leaders, not infrequently we also work together with other units in the Police such as Densus 88. In addition, what is no less important is the attitude of openness from religious leaders and community leaders themselves, if the inhibiting factors are actually the same, HR and the community can be both an obstacle and a supporter of the implementation of goals, so it depends on the nature of the individual/group" (interview with Kombespol Hajat Mabror, SH., S.I.K., MM, Thursday 26 February 2025).

Additional interview results conducted by Brigpol Nurlisa Hasba, S.H, provided other answers, including:

"In addition to collaboration, as we know, that nowadays technology is increasingly sophisticated, with social media also makes the spread of communication faster, especially if our target is the millennial generation or generation Z, it is very easy through social media, because almost everyone has an account, right" (interview with Brigpol Nurlisa Hasba, S.H, Thursday, February 26, 2025).

An example of collaboration in radicalism prevention activities that have been carried out by the South Sulawesi Regional Police in Makassar City is the activity of gathering and breaking the fast together with the Acting Governor of South Sulawesi with the Makassar Moderation House Foundation (Figure 4.6). The Moderation House Foundation is a foundation formed by the South Sulawesi Task Force Densus 88 Anti-Terror Police and the South Sulawesi Regional Police Intelkam Directorate as a forum for deradicalization. This activity took place at Lego-lego Center Point Indonesia Jl. Metro Tanjung Bunga, Makassar City and attended by authorized officials and 50 residents of the Makassar Moderation House Foundation.

In addition to collaborating with the Government, the South Sulawesi Regional Police also provide AC technician training from PT. Astra International Tbk for former napiter and former JI (Jamaah Islamiyah) groups in Makassar City (Figure 4.7). This activity is not just training,

but we will provide various facilities to support the work of former napiter when they reintegrate into society.

Inhibiting Factors

In addition to supporting factors, researchers also conducted interviews related to factors that inhibit the communication strategy implemented by the South Sulawesi Regional Police in countering radicalism in Makassar City.

According to Akbp Drs. Nurhalim, in his interview, he explained the inhibiting factors in deradicalization:

"The inhibiting factors that are currently more prominent come from religious scholars, religious figures, and community leaders who tend to be closed off from providing information and are difficult to work with. Moreover, there used to be 17 organizations that had spread radical influences in Indonesia, there were 4 in South Sulawesi, namely Laskar Jundullah and NII, both of which are suspected of being affiliated with the ISIS group in South Sulawesi. In fact, we only gave an appeal to carry out prevention. However, they felt suspected of being involved in terrorism or ISIS. Nevertheless, we continue to strive to develop dialogue and provide an understanding that this activity is solely aimed at maintaining order and security together, so the point is that we all have to be on the same page so that information can be received in its entirety. Not to mention the low literacy culture of the community makes them vulnerable to hoaxes and radical propaganda. In some areas, we have difficulty reaching groups that are already closed to the government," he added. (interview with Akbp Drs. Nurhalim, Thursday, February 26, 2025).

In addition, Briptu Yusri Mahendra, who is directly on duty in the field, said that:

"Reviewing the development of the current situation, the main challenge we face or the obstacle in terms of human resources is the low level of public knowledge and awareness. This can trigger the emergence of radical ideas that have the potential to lead to acts of terrorism. Not to mention the many hoaxes circulating but the public has not been able to filter them properly, however, over the past 3 years, the number of cyber patrol findings containing hate speech/radicalism/threats has decreased quite significantly" (interview with Briptu Yusri Mahendra, Thursday, February 26, 2025).

Finally, it was closed by a response from Kompol Asdar, S.Sos, who also supported the opinion of Akbp Drs. Nurhalim, according to him:

"The main challenges in communication are, first, the echo chamber on social media where radical groups only interact with each other. Second, hoaxes and conspiracy theories that quickly go viral. Third, resistance from the community that has been exposed to radicalism. For that, we provide digital literacy training for officers and collaboration with social media platforms, besides that not all personnel are trained to use a psychological approach. In fact, deradicalization communication requires a deep understanding of the psychology of radical groups" (interview with Kompol Asdar, S.Sos, Thursday, February 26, 2025).

Implementation of Communication Strategy in Countering Radicalism Movement in Makassar City

The essence of communication lies not only in words or writing, but also in the character of the communicator and the way the message is delivered. Messages that are not born from strong personal integrity will be seen as an attitude that is less sincere. Therefore, effective

communication requires a strong character as its foundation. Communication is the process of delivering messages that aims to change the behavior of the communicant (Mallappiang & Muharram, 2023; Sianturi & Megasari, 2023). Effective communication is interactive because each individual has different goals. In communicating the dangers of radicalism and terrorism, an institution needs to have a clear strategy to overcome problems and plan for the future. The Sub-Directorate of Kamneg Ditintelkam Polda Sulawesi Selatan uses a communication strategy that includes FGD (focus group discussion), outreach activities, and student general aimed at the general public, intellectuals, scholars, and students. This direct delivery aims to increase effectiveness and interaction with the community.

In order to achieve the goal, the Sub-Directorate of Kamneg Ditintelkam Polda Sulawesi Selatan must carry out these tasks properly and seriously. The right communication strategy must be carried out clearly and in a focused manner so that the Subdit Kamneg Ditintelkam Polda South Sulawesi can achieve the expected success and goals. This study uses the Strategic Communication Theory from O'Hair's et al. (1998), in his book *Strategic Communication in Business and the Professions*, explains that communication strategy is the planning and implementation of messages designed to achieve certain goals. Communication strategy involves selecting the right channels, messages, and methods to influence the audience effectively. O'Hair's et al. (1998) emphasize that communication strategies must be adaptive, contextual, and based on a deep understanding of the audience and the communication environment.

Effective communication requires the ability to identify the target audience and understand the context of the situation. Situational analysis is conducted to help adjust the message to the audience and context, anticipate challenges and take advantage of opportunities, minimize the risk of miscommunication or rejection, and create a more focused and measurable communication strategy. This analysis is divided into two, namely the internal and external environments. In the internal environment, organizations require clear values and ethics as guidelines for individuals in acting and making decisions, for the sake of smooth and effective communication. These values and ethics reflect the principles that are considered important and believed in by all members of the organization, which are essential to be instilled in every institution or organization. As a law enforcement officer tasked with maintaining order and security, a police officer will always be seen by the public based on his role and position as a state soldier. Therefore, the attitude and actions of a police officer must reflect the figure of a true officer, namely someone who truly works, serves, and dedicates himself to the Indonesian nation and state. In an institution or organization, values and ethics are very important as guidelines in carrying out communication and carrying out tasks, as well as to prevent negative deviations in the police environment. The existence of values and ethics in an institution or organization can create a positive work culture. These values and ethics have been internalized in every individual working in the South Sulawesi Regional Police environment.

The success of communication is highly dependent on a clear understanding of the target audience and the ability to read the situation. Furthermore, organizations require strong values and ethics as guidelines for each individual in carrying out tasks and making decisions, so that communication can run effectively and smoothly. These values and ethics are important principles believed in by all members of the organization. Instilling values and ethics in an organization is crucial. Situational analysis of the introduction of values is not only applied to internal members, but also to the general public referred to as external. In general, the targets of radicalism are religious figures, community leaders, traditional leaders, teachers, students/Islamic boarding school students, ASN/TNI/POLRI, employees and the general public, therefore, to prevent radicalism, the Sub Directorate of State Security needs to

understand the social, cultural and psychological background of the people living in Makassar to design effective messages.

After understanding the situation and situational conditions of the communication target, the next step is to set specific and measurable communication goals. These goals must be clear in order to guide the communication process and assist in evaluating the success of the strategies implemented. Before carrying out activities, the Sub Directorate of State Security needs to first determine the target or target of its communication to whom and what its goals are. Setting clear and specific goals can make the communication process easier. The goals include SMART (Specific, Measurable, Achievable, Relevant, Time-bound). For example, there are many cases of radicalism targeting women and the younger generation, so the Sub Directorate of Kamneg Polda Sulsel carries out socialization of the dangers of radicalism by displaying the losses experienced by women and the younger generation if exposed to radicalism as in the following picture.

In his theory, O'Hair's et al. (1998) distinguish communication objectives into several categories, namely informative which aims to convey new information or knowledge, relational which aims to build or strengthen relationships, crisis which aims to restore reputation or manage conflict and finally persuasive which aims to change attitudes, beliefs, or behavior of the audience. In this case, the main objective of the Kamneg Subdit in determining objectives is persuasive, where the persuasive objective is designed to influence the audience's intention through relevant messages.

The media referred to in this context is the channel or tool used to convey messages and information to the target or audience. All messages and information owned by the South Sulawesi Police's Kamneg Sub-Directorate are disseminated through the media with the aim that the public can easily understand and obtain information related to radicalism. Thus, it is hoped that this effort can help reduce the number of preventions of radicalism and terrorism. Designing messages that are appropriate to the audience and purpose. The message must be clear, persuasive, and relevant, and choosing the most effective communication channel to convey the message. The Kamneg Sub-Directorate of Intelligence and Security in terms of media selection adjusts to its target audience, budget costs, and media reach. In general, the media used by the Subdit Kamneg Ditintelkam to disseminate information is divided into 2 parts, including the following:

The rise of radicalism content on social media as in Figure 4.10, including disseminating and glorifying the teachings of Abu Bakar Ba'asyir and Osama Bin Laden, disseminating violent teachings & collecting funding for the struggle of radical groups and disseminating propaganda materials, both audio and books. Billboards and banners are often used by various institutions or organizations as a means to convey messages, including by the Subdit Kamneg Polda Sulsel. The messages displayed on this media tend to be more focused and accompanied by the use of striking colors, so that they can attract the public's attention to see them. Based on the results of the interviews conducted, the communication strategy used is to determine the best way to convey the message, including the language style, tone, and delivery techniques that are appropriate for the audience, as well as choosing the right time to convey the message to have maximum impact.

Although it is recommended to use good and correct Indonesian, people in South Sulawesi, especially the elderly, understand better when using Bugis language, so a relaxed delivery technique also affects the communication process. The message created must consist of an opening to attract attention, content in the form of main arguments, a closing that contains a call to action or message reinforcement. And most importantly, it must also be contextually

adapted or adjusted to local culture, social norms or crisis situations. In essence, messages must be strategically designed to influence audience perceptions and behavior. Messages used in preventing radicalism must be able to counter radical narratives by presenting factual, persuasive, and easy-to-understand information. After carrying out activities, the leader or director of intelligence and security will conduct an evaluation of the activities carried out. This activity aims to measure the extent to which communication objectives have been achieved. This is done through surveys, feedback, or impact analysis.

The implementation of communication strategies in countering radicalism movements in South Sulawesi has shown quite encouraging results, although there are still challenges that need to be overcome. Collaboration between institutions and the role of religious leaders are the main keys to building an effective anti-radicalism narrative. However, limited resources and rampant disinformation are serious challenges that need to be overcome. To increase the effectiveness of communication strategies, a more inclusive and participatory approach is needed, involving all levels of society. In addition, the use of technology and social media must be optimized to reach the younger generation, who are vulnerable to exposure to radical ideology. Educational programs also need to be strengthened with materials that are relevant and easy to understand by various groups.

The communication strategy carried out by the Sub-Directorate of State Security of the South Sulawesi Regional Police can be said to be successful because in the last 3 years the findings of cyber patrols containing hate speech/radicalism/terrorist threats have decreased. This study aims to analyze the communication strategy implemented by the Sub-Directorate of State Security (Subditkamneg) of the Directorate of Security Intelligence (Ditintelkam) of the South Sulawesi Regional Police in preventing the spread of radical ideology in Makassar City. A study of the Radical Islamic Movement in South Sulawesi (Karsono, 2018) revealed the recruitment and movement patterns of groups such as KPPSI and Laskar Jundullah who exploited religious issues and social dissatisfaction. This is the basis for Sub-Directorate of Security to design communication messages that target vulnerable groups, such as youth and marginalized communities. This strategy is in line with the need to dismantle radical narratives through locally based counter-narratives.

Research on the Role of the Police in West Sulawesi and the Communication Strategy of the Central Sulawesi Regional Police (Silvana et al., 2024) shows the importance of synergy between intelligence units, community patrols, and educational institutions. The Sub-Directorate of State Security in Makassar adopted a similar approach by forming a dialogue forum between religious leaders and collaborating with community leaders. However, there is a need for increased collaboration between agencies such as BNPT and local governments, as recommended in the Role of Government in Eradicating Radicalism (Aminah, 2016). The threat of radicalism through social media, as explained in Overcoming Radicalism in social media (Hadiningrat & Kurniawan, 2023), encourages the Sub-Directorate of State Security to strengthen monitoring of digital platforms and report provocative content to the Ministry of Communication and Information. However, this study reveals the limited capacity of human resources in digital data analysis, so intensive training and the use of technology for early detection are needed.

Based on Designing Communication Strategies Against Radicalism (Abubakar, 2022), Subditkamneg uses a two-way (dialogical) approach through campus roadshows, podcasts, and creative content on Instagram/TikTok. However, its effectiveness still needs to be evaluated using indicators such as changes in community attitudes, referring to the theoretical framework in the study. Collaboration with the Circle of Peace Foundation is an example of a successful community-based deradicalization program. Subditkamneg needs to expand partnerships with

similar NGOs to assist former terrorist convicts, while reducing community stigma through the "Humanist Deradicalization" campaign.

Supporting and Inhibiting Factors of Communication Strategy in Countering Radicalism Movement in Makassar City

Based on the research findings, supporting and inhibiting factors can be identified in the Communication Strategy to Counter Radicalism Movement in Makassar City. The researcher has highlighted several supporting and inhibiting factors, both from the internal and external informants. The following are the results of the analysis that can be conveyed by the researcher: Resources are the main factor for an organization or institution in carrying out its communication activities. This study shows that the resources of the Subdit Kamneg Ditintelkam Polda Sulsel are one of the key elements in implementing communication activities. The reason is, the availability of adequate and complete resources will facilitate the implementation of activities, especially in disseminating information to the public about the dangers of radicalism if it occurs in Makassar City.

Another factor is the synergy between the government, religious institutions, and community organizations in disseminating anti-radicalism messages. This collaboration strengthens the reach and credibility of the messages conveyed. For example, with the existence of a moderation house formed in collaboration with Densus 88 AT, some of the benefits of the presence of the "Moderization House" for the communication strategy for preventing radicalism include: Can change the image of Densus 88 from merely counter-terrorism to counter-radicalization (soft prevention). This will build an image as a community partner, not just an enforcer. Become an official channel for conveying information about the dangers of radicalism and government efforts, demonstrating measurable openness.

Provide a neutral and non-intimidating platform for the community, including vulnerable groups or those who have doubts, to discuss, ask questions, and convey aspirations related to the issue of radicalism without fear of being labeled. Involving former convicts who have repented as sources is a very powerful communication strategy. Their direct testimony has high credibility and a profound psychological impact in refuting radical narratives. Become a center for valid information sources to straighten out religious understandings that are misinterpreted by radical groups and directly refute their propaganda.

The main benefit is to change the dynamics of communication between security forces and the community on the sensitive issue of radicalism. By building trust, facilitating in-depth dialogue, delivering relevant and credible messages, and expanding communication networks, this strategy is expected to be more effective in preventing the spread of radicalism early and sustainably in South Sulawesi. With the supporting factors above, including the readiness of the South Sulawesi Regional Police resources accompanied by massive socialization to the community, resulting in a decrease in the number of radicalism cases in Makassar City (Figure 1.1) In addition to the above factors, it turns out that there is a factor in technological developments, the use of digital platforms, such as social media, allowing the spread of anti-radicalism messages more widely and quickly, especially to the younger generation.

Based on previous research, the Study of the Radical Islamic Movement in South Sulawesi (Karsono, 2018) revealed the recruitment patterns of KPPSI and Laskar Jundullah which exploited issues of social injustice and religious sentiment. This understanding allows the Subditkamneg to design relevant communication messages, such as counter-narratives based on South Sulawesi culture and dialogue with vulnerable groups. This approach is in line with the Central Sulawesi Police Communication Strategy research (Silvana et al., 2024) which emphasizes the importance of adapting messages to local contexts. Subditkamneg builds

synergy with religious figures, academics, and NGOs such as the Circle of Peace Foundation. This collaboration strengthens the deradicalization program through a community approach, as is the effectiveness of the foundation's mentoring of former terrorist prisoners. Support from central government policies (Hadiningrat & Kurniawan, 2023) also facilitates access to resources and operational legitimacy.

Although still limited, Subditkamneg utilizes digital platforms to disseminate peace content, referring to the study on Countering Radicalism in social media (Effendi et al., 2022). The involvement of local influencers and creative content (TikTok/Instagram) is a supporter in reaching the younger generation, although further strengthening is needed. It should be understood that a communicator must be aware and understand that the communicant (target audience) is one of the determining factors for the success of a communication process. In this context, the main obstacle in communication faced by Subdit Kamneg Ditintelkam Polda Sulsel is the communicant as the recipient of the message, some communicants tend to underestimate message about the dangers of radicalism conveyed by the Subdit Kamneg Ditintelkam Polda Sulsel. In fact, the message is actually very important to maintain the security and comfort of the city of Makassar.

Differences in understanding and interpretation of radicalism among the community mean that the message conveyed is not always received in its entirety. In addition to the recipient of the message, not all police officers are able to carry out a psychological approach to the community. Coupled with the spread of hoaxes and misinformation through social media, which often obscures anti-radicalism messages conveyed by the authorities. Therefore, the Subdit Kamneg Ditintelkam Polda Sulsel is required to increase communication efforts related to preventing radicalism movements to the community. Thus, the radicalism movement in the city of Makassar can be reduced.

When connected with previous research, the Subditkamneg faces budget constraints and human resources for technology experts, especially in monitoring social media. This is in line with the findings of Countering Radicalism in social media (Hadiningrat & Kurniawan, 2023) which highlights the minimal capacity of law enforcement in dealing with the speed of the spread of radical content in cyberspace. Although there has been collaboration, research on the Role of the Police in West Sulawesi and the Role of Government (Aminah, 2016) revealed that sectoral egos between institutions (BNPT, Kominfo, Pemda) often hinder data integration and prevention programs. The Subditkamneg deradicalization program is sometimes considered a "restriction of religious freedom" by some people. Research by the Circle of Peace Foundation also found that the stigma against former terrorist prisoners reduces the effectiveness of reintegration, so that the message of peace is often not fully received.

Conclusion

Based on the results of the discussion and analysis obtained by the author regarding the Communication Strategy of the Sub Directorate of State Security, Directorate of Security Intelligence, South Sulawesi Regional Police in Preventing Radicalism Ideology in Makassar City, the author can conclude that: The communication strategy used by the Sub Directorate of State Security, Directorate of Security Intelligence, South Sulawesi Regional Police in preventing radicalism ideology in Makassar City is as follows: Situational Analysis, including analysis of strengths, weaknesses, opportunities, threats, or macro factors of communication targets, which are generally divided into internal and external. Situational analysis aims to optimize resources, minimize miscommunication and increase strategy accountability. Goal Orientation, determining target goals, where these goals must include SMART (Specific, Measurable, Achievable, Relevant, Time-bound). Media Selection, considering several things

including suitability to objectives, costs, reach, and urgency. Media is divided into 2, namely online and offline. Message Development, must reflect the purpose of communication, adjust to the values, culture, preferences of the audience, and adjust the message to local culture, social norms. Evaluation, is carried out to measure the level of success of the communication strategy, also as a form of strategy adjustment based on changes in the situation or audience feedback. Supporting and Inhibiting Factors of Communication Strategy in Countering Radicalism Movements, namely: Supporting Factors: Police personnel resources, synergy between the government, religious institutions, and community organizations in spreading anti-radicalism messages, and the use of digital platforms, such as social media, allows the spread of anti-radicalism messages more widely and quickly, especially to the younger generation. With these supporting factors, public understanding has increased, so that the number of cases of radicalism in Makassar City has decreased. Inhibiting Factors: Differences in understanding and interpretation of radicalism among the community mean that the messages conveyed are not always received in their entirety, the spread of hoaxes and misinformation through social media often obscures anti-radicalism messages conveyed by the authorities, and the limited resources trained in radicalism.

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