

Strategy Of Over Coming Hate Speech To President Jowo Widodo On Social Media At Presidential Election In 2019 The Perspective Of Cases Study

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ABSTRACT – The party of democracy in Indonesia has been identical with the competition among the candidates who has been struggling for power. The dynamics behind the 2019 Presidential Election demands the society to be literate toward the media information. With regards to the statement, the hate speech has been a global phenomenon that overwhelms Indonesia. In Indonesia, the hate speech has appeared altogether with the fake news during the 2014 Presidential Election, the Governatorial Election in the 2017 Province of Jakarta Special Capitol and the 2019 Presidential Election. Specific to the 2014 and 2019 the Presidential Election, two candidates have joined the competition consecutively namely Prabowo and Joko Widodo or popularly known as Jokowi.

In the case of the 2019 Presidential Election, the only difference is that Jokowi has been the incumbent while Prabowo has been the contender. In relation to the phenomenon, the Presidential Communication Team and the Office of Presidential Staff have a division that specifically deals with the hate speech in the social media. Departing from this fact, the study on the Role of the Presidential Communication Team that deals with the hate speech is important to conduct so that the hate speech might be minimized in the social media. The results of the study show that the strategies that President Jokowi has implemented in dealing with the hate speech are involving law enforcement officers, fostering the role of civil society, running campaign activities, displaying banners, establishing social network, delivering speech in front of public or demonstration, delivering speech in religious lectures, delivering speech in both the printed and the electronic mass media, delivering speech in the pamphlets and forming the Presidential Team and the Office of Presidential Staff in welcoming the 2019 Presidential Election.

Keyword : Hate Speech, Social Media, 2019 Presidential Election, Strategy

INTRODUCTION

Nowadays, an overwhelming issue has been widely spread as the time gets closer to the 2019 Party of Democracy in Indonesia. The overwhelming issue has been widely spread the supporters between the two candidates of president and vice president for the general election in April 17th, 2019. Then, this overwhelming issue has been related to the allegation of competition for taking over the votes from the Indonesian population. The allegation of the competition itself has been more interesting this year because the incumbent has decided to go for the second candidacy. Certainly, there will be a strong struggle for power between the group of Joko Widodo as the incumbent and the group of Prabowo as the contender in manipulating the strategies of their victory. The competition is described vividly in the social media, such as Facebook, Twitter and Instagram, which has been part of the digital power recently.

Thus, it is clear that Internet has been the new media power nowadays since Internet has been able to make individuals communicate to one another without any limit on both of the time and the location. In the same time, gradually the number of Internet users in Indonesia has been increasing. The results of a study by a market research institution named e-Marketer show that the netter population in the Archipelago has been 83.70 million people by 2014 (e-Marketer, 2014, accessed from https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media). Indonesia has attained the sixth place out of 25 Internet-User Countries from 2013 until the 2018. The data might be consulted in Figure 1 below:

Top 25 Countries, Ranked by Internet Users, 2013-2018						
millions						
	2013	2014	2015	2016	2017	2018
1. China*	620.7	643.6	669.8	700.1	736.2	777.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.6	252.3	283.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.9	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3
14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16. South Korea	40.1	40.4	40.6	40.7	40.9	41.0
17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18. Italy	34.5	35.8	36.2	37.2	37.5	37.7
19. Spain	30.5	31.6	32.3	33.0	33.5	33.9
20. Canada	27.7	28.3	28.8	29.4	29.9	30.4
21. Argentina	25.0	27.1	29.0	29.8	30.5	31.1
22. Colombia	24.2	26.5	28.6	29.4	30.5	31.3
23. Thailand	22.7	24.3	26.0	27.6	29.1	30.6
24. Poland	22.6	22.9	23.3	23.7	24.0	24.3
25. South Africa	20.1	22.7	25.0	27.2	29.2	30.9
Worldwide***	2,692.9	2,892.7	3,072.6	3,246.3	3,419.9	3,600.2

Note: individuals of any age who use the internet from any location via any device at least once per month; *excludes Hong Kong; **forecast from Aug 2014; ***includes countries not listed
Source: eMarketer, Nov 2014

Figure 1. 25 Top Countries of Internet Users from 2013 until 2018
Sumber : e-Marketer

Essentially, in overall the number of the Internet users throughout the globe has been projected to reach 3 million people by 2015. Thus, it is further predicted that three years after 2015, namely 2018, approximately 3.6 million people throughout the globe will access the Internet for at least three times in a month. Every developing country, including India and Indonesia, still has some space for the development on the number of the Internet users, which size might be two digits in each year. Compiled from the data provided by the Association of Internet Service Provider in Indonesia (APJII, *Asosiasi Jasa Penyedia Internet di Indonesia*), the penetration of the Internet users in Indonesia has experienced significant increase in each yer. The number of Internet users in Indonesia has been 143.26 million people by 2017, increasing from 132.7 million people by 2016 (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2019, p.2). Thus, it is apparent that the social media has facilitated individuals to access numerous information.

The use of social media has been distributed to numerous regions in Indonesia namely: (1) 21.60% in Sumatera; (2) 55.70% in Java; (3) 6.60% in Borneo; (4) 5.20% in Bali; (5) 10.90% in Celebes, Mollucas and Papua (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2019, p.4). In relation to the figure of the distribution, the increasing use of social media in the same time leads to the increasing number of virtual crime. As a result, there should be a special team for overcoming this situation. Then, from a number of virtual crimes, the most apparent case is found in the case of hate speech and hoax, which have been massively circulating in the social media nowadays. The reason is that the social media activities have always been started by sharing, collaborating and connecting (Sugiyanto, 2017:9-16).

As part of virtual crime in the digital context, actually the case of hate speech has been arranged in the Law of Republic of Indonesia Number 11 Year 2018 on Electronic Information and Transaction. On the other hand, in the context of criminal the arrangement for the case of hate speech refers to the Indonesian Criminal Code (*KUHP, Kitab Undang-Undang Hukum Pidana*) under the articles of Provocation and Incitement. A solid example of hate speech, which has been referred by the researchers as the example of the hate speech nowadays, in the real world is the statement by the Jero Wacik toward the reporters. The Alliance of Independent Journalists (*AJI, Aliansi Jurnalis Independen*) has accused that Jero Wacik has insulted the profession of reporters with his statement because through his statement Jero Wacik has taught his subordinates to bribe the reporters by using lunch and gift. Such case, thus, will be easier to identify in the digital world nowadays since the phenomenon of hate speech is not a taboo anymore.

The hate speech phenomenon becomes a matter that should be understood by all Indonesian people. The reason is that this issue has been so widely spread that it has the potentials to erode the diversity in Indonesia. If there is not any effort to eliminate the hate speech, then the elements of tribe, religion, race and class might be benefitted again as the propaganda media of certain parties in packing certain issues into the hate speech. The context of the hate speech refers to the statement or the writing of an individual that has been publicly delivered with the aim at inciting and disseminating the hatred of the people who hold different opinion, race, tribe, religion, gender and alike (Gun Gun Heryanto et al., 2017). Since the hate speech has been considered to have potential disintegration capacity, Indonesia has formulated the regulations for the hate speech in the Law Number 19 Year 2016 on Electronic Information and Transaction. This Law is popularly known as the UU ITE among the Indonesian people.

This condition has been given attention by Mr. President Joko Widodo, who asserts that Indonesian people should preserve the diversity and build the solidarity regardless the religious background, the tribe and the class. The statement by Mr. President Joko Widodo is a state of his attitude toward the dynamics that have been overwhelming the nation. Through the bold statement by Mr. President Joko Widodo, relevant information might be traced and accessed through a number of media such as book, encyclopaedia, abstract and recently-used Internet.

The presence of handling strategy serves as the efforts of building the society so that the society will be able to filter the access and the use of the social media. Therefore, the presence of social media within the society should be utilized as an accurate communication tool for sharing the expressions or the opinions, which might be immediately viewed by the public. Departing from the statement, the communication between the government officials and the public should be harmoniously established through the appearance of the new media nowadays instead of being a tool for denouncing the officials in the State, resulting

in the misunderstanding between the two parties. Based on the background that has been previously elaborated, the researchers would like to conduct a study under the following title: "STRATEGY OF OVER COMING HATE SPEECH TO PRESIDENT JOWO WIDODO ON SOCIAL MEDIA AT PRESIDENTIAL ELECTION IN 2019 THE PERSPECTIVE OF CASES STUDY".

The focus of the study is the strategy that has been implemented for dealing with the hate speech toward President Joko Widodo in social media during the 2019 Presidential Election from the perspective of case study. Then, the focus will be elaborated further into the following problem formulations: (1) What are the strategies that have been implemented for dealing with the hate speech toward President Joko Widodo in the social media during the 2019 Presidential Election?; and (2) What are the obstacles before the strategies that have been implemented for dealing with the hate speech toward President Joko Widodo in the social media during the 2019 Presidential Election?

LITERATURE REVIEW

Several studies have been conducted with regards to the conflict management strategy. For example, the results of a study by Mohamad Muspawi have implied the strategy of handling the conflicts that have been caused by stress. Then, the conflict management strategy might be classified into five categories namely: (1) Avoidance; (2) Accommodation; (3) Competition; (4) Compromise or Negotiation; and (5) Problem-Solving or Collaboration. Furthermore, conflict might be understood as the contradiction between the expectation of an individual, other people and organization and the reality. Similarly, conflict might be classified into five categories namely: (1) Intrapersonal Conflict; (2) Interpersonal Conflict; (3) Inter-Individual and Inter-Group Conflict; (4) Intra-Group Conflict within the Same Organization; and (5) Inter-Organization Conflict. In order to overcome the conflict, there are five strategies that might be implemented namely: (1) Identification; (2) Diagnosis; (3) Solution Agreement; (4) Implementation; and (5) Evaluation.

Strategy might also be defined as an overall approach that has been related to the implementation of ideas, plans and executions for an activity within a certain period of time. According to Rangkuti, strategy is a tool for achieving the main objective, which might be viewing objectively the internal and the external conditions within an organization so that the organization might anticipate the environmental changes that take place on the external aspects (Rangkuti, 2009: 3). Similarly, Arifin defines communication strategy as a communication planning that includes strategy and, therefore, strategy planning management entails the actions that should be taken whereas planning itself includes how the actions might take place (Vania, 2019:36).

According to Mintzberg (2007), strategy consists of several concepts. The first concept is that strategy might be considered as a planning that will clarify the directions that an organization should undergo rationally in manifesting the long-term objectives. Then, the second concept is that strategy might be the reference that has been related to the assessment toward the consistent or inconsistent behaviour as well as actions taken by the organization. Next, the third concept is that strategy might be defined as the angle that an organization has positioned during the conduct of the organizational activities. Subsequently, the fourth concept is that strategy might be defined as the perspective that entails the integrated vision between an organization and its environment, which has been the limit for the organizational activities. Last but not the least, the fifth concept is that strategy might be the details on the tactical steps of an organization that contains information for deceiving the competitors.

Almost all of the societies throughout the globe establish communication through media. With all of the facilities that have been offered, media become a tool that has been highly favoured by the society for establishing communication. According to Kaplan & Haenlein (2010:59), social media is a group of Internet-based application that has been established on the Web 2.0 ideological and technological basis and enables the creation and the trade-off that has been resulted by the content users. The use of media as an individual communication tool has been increasing as having been apparent from the data issued by the APJI (*Asosiasi Pengguna Jasa Internet*, the Association of Internet Service Users): by 2017 the number of Internet users in Indonesia has been 143.26 million people. Based on the data, it might be stated that most of the Indonesian people have used the media as their aid in establishing communication both in the form of hate-speech issue handling and in the form of tribe, religion, race and class-based issue handling.

METHOD

The method that had been adopted in the study was the qualitative method using the case study approach. Through this method, the researchers strived to describe all of the events that had taken place in the field and later analysed these events in order to meet the objective of the study. Then, the concept of the case study that had been utilized in the study was limited to the intrinsic case study. Through the use of the concept, the researchers would like to identify a specific case namely hate speech. The identification is conducted because the case of hate speech exposed specific peculiarity. Specific to the study, the researchers would uncover all of the variables that might lead to the hate speech toward the President Joko Widodo and eventually would identify the efforts of handling the hate speech by means of media literacy to the society.

The data had been gathered through by involving trustworthy source in an in-depth interview and using documentation study. The source in the conduct of the study was the Presidential Communication Team and the Office of Presidential Staff, which had been dealing with the case of the hate speech toward the President in the social media. The data that had been gathered later were analysed through descriptive stage, thematic analysis and assertion on several literature reviews based on the problem formulation. On the other hand, the paradigm that had been adopted into the study was the constructivism paradigm since the researchers would like to observe the logical foundation of an individual that might define the direction, the objective, the set of belief that might guide his or her actions.

Furthermore, the object of the study was the hate speech that had been directed to Mr. President Joko Widodo as the President of the Republic of Indonesia in the social media. After all of the data had been completely gathered, the data were analysed by using the symbolic convergence theory in order to answer the problems that had been formulated in the study.

RESULTS AND DISCUSSIONS

After the data have been gathered and analysed, the analysis results will be discussed further in the following sections. The discussion is divided into three sections namely Hate Speech Phenomenon, Strategy for Handling the Hate Speech in the 2019 Presidential Election and Obstacles in Implementing the Strategy for Handling the Hate Speech. Each section will be elaborated further in the following section.

Hate Speech Phenomenon

Hate speech has recently been mostly found phenomenon in the social media. Through the randomness, facilitation and freedom in accessing the Internet, many individuals have started to lose social control upon the social media management. The system behind the freedom of speech for all Indonesian people has indeed been formulated in the constitution. Not to mention, every part of the society holds the freedom to share their opinion in the already available public space. However, the freedom of speech seems to misused by some people and such situation has triggered the occurrence of many academic studies toward the hate speech.

The role and the function of the social media might be utilized as part of the campaign strategy during the 2012 Gubernatorial Election in the Province of Jakarta Special Capitol, which results have stipulated Joko Widodo and Basuki Tjahaja Purnama as the Governor and the Vice Governor of the Province of Jakarta Special Capitol. At the beginning, the Campaign Team of Jokowi utilized the social media as the campaign media or the campaign tool, which had been effective as the centre of attraction within the party of democracy in Indonesia. The use of social media became more interesting whenever Mr. Jokowi was portrayed while he was either doing activities or making decisions.

With regards to the above phenomenon, the hate speech has come to surface due to the activities or the decisions that Mr. Jokowi has performed or has taken. The wide and open information that has been the main characters of social media has made the users to be unable in understanding the limits that they should not break. Through the wide and open freedom in surfing the social media, society (both individuals and groups) might easily share their expressions and sometimes the activities of sharing these expressions lead to several negative impacts. One of the most apparent negative impacts is the clear and present increasing intensity of the hate speech around that period.

The case of hate speech has frequently taken place in Indonesia. With regards to the statement, the freedom of expression in social media does not solely become the reason behind breaking the limit on the use of social media. Actually, Indonesia has already had specific regulations about the hate speech in the social media. These regulations have been formulated in the Law Number 19 Year 2016 on Electronic Information and Transaction, which is popularly known as Law of Electronic Information and Transaction (*UU ITE: Undang-Undang Informasi dan Transaksi Elektronik*) among the Indonesian people. These regulations have been outlined because there have been numerous cases of hate speech that appear to the surface within the dynamics of the social media among the Indonesian people. The data form the Indonesian National Police Department (*POLRI, Kepolisian Nasional Republik Indonesia*) have shown the high rate of the hate speech-related cases. Up to December 2017, the Indonesian National Police Department has been dealing with 3,325 hate speech cases. This figure has increased approximately 44.99% from the previous year (2016), which has been 1,829 cases (detik.com, December 29th, 2017). In the same time, the Indonesian National Police Department has stated that since the middle of 2017 until the end of December 2018 the hate speech contents that have been widely spread in Indonesia already hit 3,884 items (news.okezone.com, January 15th, 2019).

In the era of information technology nowadays, the phenomenon of high number on the hate speech case is not totally surprising. Many experts have predicted the occurrence of such phenomenon. In fact, almost all of the countries throughout the globe have anticipated the occurrence of the hate speech by setting certain prohibitions. The legal standing for setting the prohibitions might be different from one country to another in terms of the scope, the perpetrator and the target of the hate speech. Despite the prohibitions, there are three countries in the world that do not design the criminalization policy for the hate speech or the hate incitation namely: (1) The United States of America; (2) San Marino; and (3) Holy See (Verkhosky, 2016:37).

The examples on the case of the hate speech that has taken place in Indonesia might be consulted in Table 1 below.

Table 1.
 The Hate Speech Case in Indonesia

Year	Content of Hate Speech
2017	Ahok has been considered as a blasphemer of certain religion during the Gubernatorial Election in the Province of Yogyakarta Special Region.
2018	President Joko Widodo has been criticized due to the overwhelming number of foreign workers, especially the one from China, who has been in Indonesia.
2018	The resurgence of the Indonesian Communist Party during the reign of Jokowi
2018	President Joko Widodo has been nicknamed as the henchman of the Indonesian Communist Party. The Alliance of Independent Journalists has alleged that Jero Wacik has insulted the profession of journalists due to the statement that has suggested

	his subordinates to bribe the journalist by using lunch and gift.
August 7 th , 2008	Prita Mulyasari. Prita shared her opinion about the service delivery of Omni International Hospital through e-mails. Her dissatisfaction toward the Omni International Hospital has been delivered through the suggestion form available in the hospital.
December 15 th , 2009	Luna Maya's tweet in her Twitter account: "I am completely confused why people nowadays have been more of the devil than the devil itself ... Have all people been completely the devil? Infotainment has been more despicable than murderer! May your soul burn in hell!"

Strategy for Handling the Hate Speech in the 2019 Presidential Election

In order to explain the strategy for handling the hate speech toward Jokowi as the President of the Republic of Indonesia in the social media from the perspective of case study, several methods might be implemented namely: (1) interview; and (2) literature reviews that involve numerous sources serving as the main data on the validity of the study results. Referring to Porter (1996) in his article entitled "What is Strategy?", it is explained that strategy is a peculiar aspect with valuable position and strategy involves a number of different activities. When an individual has provided or performed several things through a different point of view, this situation might be considered as a strategy.

In the era of information technology nowadays, the phenomenon of high number on the high speech case has not been quite surprising. The reason is that the hate speech might be easily found by the society in the social media. Many experts have predicted that such phenomenon will be steadily increasing. In fact, almost all countries throughout the globe have anticipated the hate speech by setting the prohibition for such case. Despite the prohibition, these countries have differences in terms of scope, perpetrator and target. In overall, there are only three countries in the world that do not set any prohibition on the hate speech namely: (1) the United States of America; (2) San Marino; and (3) Holy See (Verkhovsky, 206: 37).

With regards to handling the hate speech, several strategies for handling the hate speech toward the President of the Republic of Indonesia in the political year have been implemented. First, the hate speech has been handled by involving the law enforcement apparatus since the law enforcement apparatus has been the neutral party within the context of the political competition. Second, the hate speech has also been handled by involving the society during the countdown to the 2019 Presidential Election (Rachman, 2018, *Dua Strategi dalam Memerangi Ujaran Kebencian dan Hoaks di Tahun Politik*, accessed from <https://nasional.kompas.com/read/2018/03/28/18202521/dua-strategi-dalam-memerangi-ujaran-kebencian-dan-hoaks-di-tahun-politik> on December 3rd, 2019).

The state apparatus, such as the Indonesian National Police Department, has issued certain policy which serve as the direction and the guideline for the police officers in the field with regards to the allegation of hate speech. The intended policy is the Official Circular of the Head of the Indonesian National Police Department Number: SE/6/X/2015 on the handling of Hate Speech (*Surat Edaran Penanganan Ujaran Kebencian (Hate Speech), Kepolisian Nasional Republik Indonesia*, accessed from <https://kontras.org/home/WPKONTRAS/wp-content/uploads/2018/09/SURAT-EDARAN-KAPOLRI-MENGENAI-PENANGANAN-UJARAN-KEBENCIAN.pdf>, on December 3rd, 2019).

The Circular is required to be distributed to the sectoral and the resort police department throughout Indonesia. The objective of the circular letter is to inform all of the Indonesian National Police Department members to understand the handling procedures for the hate speech case. In the Circular, it is explained that Hate Speech refers to an act of crime that has taken the form of humiliation, defamation, unpleasant acts, provocation, incitation, hoax, and all actions which objective or impact leads to the act of discrimination, the act of violence, the loss of life and/or the social conflict that might disintegrate the nation especially in Indonesia.

The case of hate speech might be experienced by anyone, especially the state officials like Mr. Joko Widodo as the President of the Republic of Indonesia who have been the President of the Republic for two periods consecutively. With regards to the context, the scope of the hate speech consists of tribe, religion, school of certain religion, faith and belief, race, inter-class, skin colour, ethnicity, gender, diffable community and sexual orientation.

The case of hate speech, on the other hand, might also be handled by using certain media such as: (1) campaign activities; (2) banner; (3) social media network; (4) public speech delivery or demonstration; (5) religious lecture; (6) printed media or electronic media; and (7) pamphlet. In dealign with the widely-spread hate speech that President Joko Widodo has experienced, Mr. President has established the Presidential Communication Team and the Office of Presidential Staff nearby the 2019 Presidential Election. The establishment of the Presidential Communication Team and the Office of Presidential Staff becomes important in balancing and neutralizing the information around the hate speech during the election.

In order to establish the synergy of information to the public, President Joko Widodo has issued the Presidential Intstruction Number 9 on the Management of Public Communication in June 25th, 2015. The content of the Instruction is related to the harmony among the numerous government policies and programs for the public. The government policies and programs should be under the single direction by the President (Humas Sekretariat Kabinet Republik Indonesia, accessed from <https://setkab.go.id/presiden-jokowi-tandatangani-inpres-no-92015-tentang-pengelolaan-komunikasi-publik/>, on December 3rd, 2019, 11:26 PM Western Indonesian Time).

The handling of hate speech toward President Joko Widodo during the 2019 Presidential Election through the establishment of Presidential Communication Team has been considered important for the governance. The reason is that the President might not be able to establish the direct communication with the people all the time. Not to mention, there is a need to establish a special team which main duty is to manage the flow of accurate and structured information in the government. The Presidential Communication Team itself has been established based on the Presidential Decree issued in May 2015.

The background behind the establishment of the Presidential Communication Team is that Mr. President would like to establish more effective communication. As a result, whenever there is news or information which content contradicts to, or which content might be a propaganda against, the facts behind the President of the Republic of Indonesia, the questions around the news or the information will be sent to the Presidential Communication Team. Then, the Presidential Communication Team will clarify the news or the information and discuss what kind of communication that will be delivered to the public with Mr. President (accessed from <http://www.cnnindonesia.com> on November 7th, 2019).

It is apparent that the content hate speech, which has been uploaded by IS for example, might lead to hatred, hostility and offense. Through a Facebook account named “Imran Kumis,” the perpetrator uploaded the content of hate speech on Friday, January 18th, 2019, one day after the first debate session of the president and vice president candidates. In the content, IS mentioned the presidential candidate Mr. Joko Widodo as the incumbent by relating the hate speech to the issue of religion (CNN Indonesia, accessed from <https://www.cnnindonesia.com/nasional/20190121131614-12-362461/polisi-tangkap-pengunggahan-ujaran-kebencian-terhadap-jokowi>, on December 3rd, 2019, 11:16 PM Western Indonesian Time).

The involvement of the team and the figures has been part of the strategy for dealing with the hate speech that the President of the Republic of Indonesia (Mr. Joko Widodo) has experienced as the presidential candidate in the 2019 Presidential Election. Such involvement becomes an important aspect in eliminating and neutralizing the hate speech by using the positive content. The establishment of the Presidential Communication Team thus has become one of the tools in combatting the information in the form of hate speech. This initiative has gained positive response from many parties within the society and is expected to shape a pattern of effective communication in the governance level. In the same time, the team is also expected to prevent any blunder that either Mr. Joko Widodo or his ministers might have committed.

Then, the persons who have become the part of the silencer team (the Presidential Communication Team) for the hate speech around Mr. Joko Widodo might be consulted in Table 2 below.

Table 2.
 Members of Presidential Communication Team

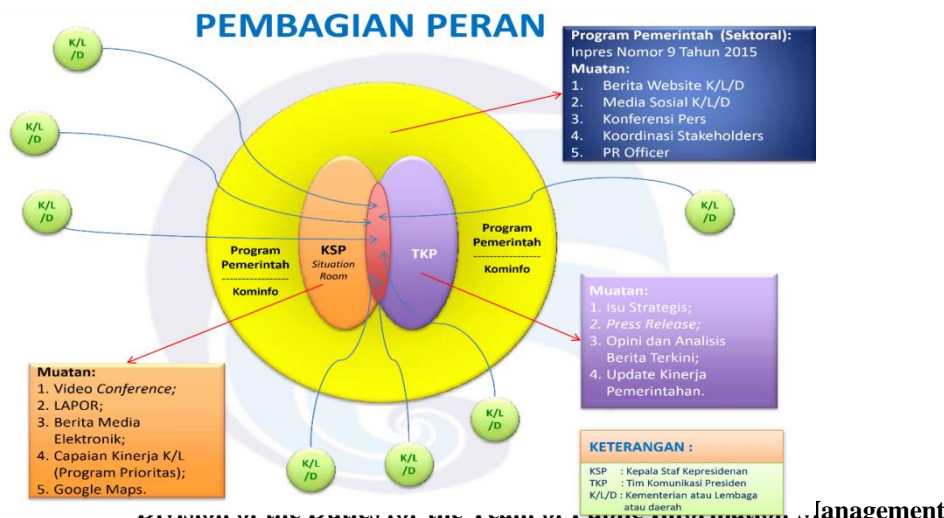
Name	Official	Experience	Education
Sukardi Rinakit or also known as Cak Kardi	Member of Presidential Communication Team. His duty is to accompany the President in the work visit or in the composition of speech script.	<ol style="list-style-type: none"> 1. Executive Director of Soegeng Sarjana Syndicate (SSS). 2. Research Staff in the Center for Strategic and International Studies (CSIS), 3. Ghost Writer for the Minister of Domestic Affairs 4. Political Analyst for the Minister of Defense 	Master Degree in the Department of South East Asian Studies in Singapore
Johan Budi Supto Prabowo or also known as Johan Budi	Presidential Spokesperson. His duty is to clarify or deliver the statement of the President to the public. Consequently, whenever there is any information on the development of certain issue around Mr. Jokowi, he will be the one who delivers the statement of Mr. Jokowi as the President to the public.	<ol style="list-style-type: none"> 1. Reporter and editor in the <i>Forum Keadilan Magazine</i> 2. Reporter and Columnist Editor in the <i>Harian Indonesia Media</i> 3. Editor in the <i>Tempo Magazine</i> 4. Head of Jakarta and Foreign Affairs Bureaus in <i>Tempo Magazine</i> 5. Spokesperson of the Commission of Corruption Eradication (2006-2014) 	State 2 Junior High School Mojokerto (1981) State 1 Sooko Senior High School Mojokerto (1984) Undergraduate Degree from the Faculty of Engineering University of Indonesia (1992)
A.A.G.N. Ari Dwipayana	Presidential Communication Team	<ol style="list-style-type: none"> 1. Lecturer in the Faculty of Social and Politics Gajah Mada University Yogyakarta (1995) 2. Political Observer 	Undergraduate Degree of Public Administration Gajah Mada University (1995) and Graduate Degree of Politics Gajah Mada

		3. Member of Expert Team in Committee 1 of the Regional Representative Council Republic of Indonesia 4. Member of Expert Team for the Bill of Village Community Development in the Ministry of Domestic Affairs (2008 – 2010) 5. Consultant for DRSP – RTI – USAID (2008 – 2009)	University (2015)
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Data Processed by the Researchers

The process of managing information into the domain of the government becomes another strategy that has been implemented in order to prevent the hate speech toward Mr. Jokowi. Certainly, the management of the information should be in line with the issues that have been developing within the public. Consequently, in order to maintain the balance on the information current within the government, there should be a special unit that deals with the information-management process.

The division of the duties within the team of public information management might be consulted in Figure 2 below.



Sumber : Gun Gun Heryanto, *Handbook Komunikasi Politik: Government Public Relations*

According to the Presidential Instruction Number 9 Year 2015 on the Mass Media Management (Instruksi Presiden Republik Indonesia Nomor 9 Tahun 2015 tentang Pengelolaan Komunikasi Publik, <https://eppid.kominfo.go.id/uploads/inpres-nomor-9-tahun-2015-tentang-pengelolaan-komunikasi-publik1.pdf>, accessed on December 6th, 2019, 03:03 PM Western Indonesian Time), it is mentioned that:

1. The Ministry of Communication and Information serves as the single-narrative composer.
2. The Ministry of Communication and Information prepares, plans and coordinates the agenda setting of the Government.
3. The Government delivers the information, the policy and the program through numerous communication channels immediately and accurately in order to balance the current of the news in the mass media.

On the other hand, the roles of the Ministry/Institution/Regional Government that has been outlined in the Presidential Instruction Number 9 above are as follows:

1. Preparing the substantive data of the priority program regularly to the Ministry of Communication and Information
2. Coordinating the planning, the preparation and the implementation of the public communication in relation to the programs and the policies of the Government
3. Disseminating the public information that has been compiled through the available communication channels

Despite the media management, there are other regulations that have been set for handling the hate speech-related act of crime in the Indonesian Legal Code namely: (1) Law Number 11 Year 2008 on Electronic Information and Transaction; (2) Law Number 9 Year 1998 on the Freedom of Speech before the Public; and (3) Law Number 40 Year 2008 on the Elimination of Racial and Ethnic Discrimination. Unfortunately, these regulations have still been dominated by the interest of the political elites. Usually, these regulations are utilized altogether with the issues of tribe, religion, race and inter-class as the instrument for meeting the political agenda of certain parties. Thus, the grassroot people are not provided with the legal standing by the state upon the hoax that has been circulating among them.

For handling the hate speech, the strategy that has been implemented for most of the time is monitoring the social media. The reason is that the attack of the hate speech has been highly massive, including the one that carries the name of certain

religion, tribe, race and class. Furthermore, the most fundamental attack of hate speech is the one that has been conducted on the behalf of certain religion within the content distribution. The government, therefore, should control the social media channel since social media might have enormous impact on the life of both the state and the nation. The control on the social media channel should be pursued specifically for the sake of the peace and security among the Indonesian people (Todung Mulya Lubis in the launch of *Buku Pedoman Penanganan Ujaran Kebencian di Indonesia* and in the Public Discussion entitled "Peneraban Kebencian, Problem Intoleransi, dan Peranan Penegak Hukum," February 27th, 2017, in Bidakara Hotel).

Obstacles in Implementing the Strategy for Handling the Hate Speech

There will always obstacles in implementing the strategy for dealing with the hate speech since hate speech becomes the most selling phenomenon in Indonesia. Despite the strategy, the obstacles still appear to the surface because the handling of the hate speech in Indonesia has still been weak (Todung Mulya Lubis in the launch of *Buku Pedoman Penanganan Ujaran Kebencian di Indonesia* and in the Public Discussion entitled "Peneraban Kebencian, Problem Intoleransi, dan Peranan Penegak Hukum," February 27th, 2017, in Bidakara Hotel). The departure point of the hate speech attack is the factor or the leader, like President, Vice President, Minister and other state officials, who occupy the strategic position in Indonesia. For example, the President of the Republic of Indonesia (Mr. Joko Widodo) issued a policy (decision) after visiting certain area and the policy (decision) will be the object of the hate speech attack toward Mr. President (Thontowi, Expert Staff of Presidential Communication Republic of Indonesia, August 30th, 2019 01:45 PM in the State Secretary of the Republic of Indonesia).

The discussion over the hate speech might be various and might even turn out into a new dynamic known as digital harassment (aggressive attack in the digital world) since the cases of hate speech have not been well-handled. Not to mention, the steps taken by the Indonesian law enforcement apparatus have still been hesitant. The feat that the enforcement toward the hate speech will be considered violating the human rights is still apparent among the law enforcement apparatus. In the same time, it might even be possible that the Indonesian law enforcement apparatus has not been fully prepared to execute their enforcement function. The weak legal handling of the hate speech has resulted in pressure, discrimination and repression toward the minority groups. Such pressure, discrimination and repression has even been more massive due to an old adagio which states that the one who holds the highest vote is the one who holds the truth (Todung Mulya Lubis in the launch of *Buku Pedoman Penanganan Ujaran Kebencian di Indonesia* and in the Public Discussion entitled "Peneraban Kebencian, Problem Intoleransi, dan Peranan Penegak Hukum," February 27th, 2017, in Bidakara Hotel). However, the constellation in Indonesia supports the proper handling of the hate speech if all parties from the society, the academicians, the religious figures, the public figures and the mass media take participation in eliminating the pressure, the discrimination and the repression toward the minority group within the Indonesian democracy.

CONCLUSIONS

Departing from the results of and the discussions within the strategy for handling the hate speech toward President Joko Widodo during the 2019 Presidential Election, several conclusions might be drawn. In the very first place, the phenomenon of hate speech has been commonly found in the social media especially nearby the party of democracy in Indonesia such as Presidential Election, Legislative Election, Gubernatorial Election and alike. Such phenomenon has been very common because of the variety, the facilitation and the freedom in accessing the Internet; as a result, individuals start to lose their social control in managing the social media. In the same time, the function and the role of the social media has been utilized as part of campaign strategy during the electoral period of Mr. Joko Widodo as the President of the Republic of Indonesia and Mr. Basuki Tjahaja Purnama as the Governor of the Province of Jakarta Special Capitol in 2012. It is apparent that social media has exposed certain impact. The impact has been so huge that every time Mr. Joko Widodo issues a policy or makes a decision hate speech will follow altogether with the hoax contents that enter and widely circulates within the society.

Looking at the phenomenon of hate speech toward the President of the Republic of Indonesia Mr. Joko Widodo during the political year, there are several strategies that have been implemented in order to overcome the hate speech. First, the handling of the hate speech involves law enforcement apparatus, namely the Indonesian National Police Department, because the law enforcement apparatus is the neutral party in the context of political contestation. In this regard, the Indonesian National Police Department should be fair and proportional in enforcing the law. Second, the handling of the hate speech involves the civil society participation in the upcoming 2019 Presidential Election. The involvement of the civil society in handling the hate speech is pursued by performing campaign activities, publishing banners, establishing social media network, delivering speech in front of the public or in the demonstration, delivering speech in the religious speech, delivering speech in the printed media, delivering speech in the electronic media and publishing pamphlet. Third, the handling of the hate speech toward Mr. Joko Widodo nearby the 2019 Presidential Election is conducted by establishing the Presidential Communication Team and the Office of Presidential Staff. The establishment of the Presidential Communication Team and the Office of Presidential Staff is compulsory and important in order to balance and neutralize any information in the form of hate speech. In the same time, in order to establish the information synergy before the public, President Joko Widodo has issued the Presidential Instruction Number 9 on the Mass Media Management in June 25th, 2015. The content of the Presidential Instruction is pursuing the harmony on a number of government policies and programs for the public information. In other words, the information of the government policies and programs that will be released to the public should be in accordance to the single instruction by the President of the Republic of Indonesia.

The establishment of the Presidential Communication Team has been considered important for the running of the governance since the President of the Republic of Indonesia has not always been able to establish direct communication with the public. Not to mention, there should be a special team that deals with the accurate and structured management information flow in the domain of the Government. The Presidential Communication Team has been established based on the Presidential Decree that

was issued in May 2015. The Presidential Communication Team has been expected to serve as the tool for countering the hate speech and, in the same time, has also been expected to create an effective pattern of communication in the governance level. Not to mention, the presence of the Presidential Communication Team has been expected to prevent the occurrence of any blunder that might have been committed by President Joko Widodo or his ministers. The presence of the Presidential Communication Team has attained positive response from the wide public. Last but not the least, the involvement of the figures like Sukardi Rinakit or Cak Kardi, Johan Budi Sapto Prabowo or Johan Budi and A.A.G.N. Ari Dwipayana, altogether with the other team members has become part of the ultimate strategy in dealing with the hate speech that has been targeted toward President Joko Widodo as the presidential candidate in 2019. In other words, the establishment of such team becomes highly important in eliminating and neutralizing the hate speech, especially by using the positive contents that take place recently.

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