



The Important Role of Social Media in Improving the Performance of Law Enforcement Apparatus in Indonesia

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ABSTRACT

The very rapid development of the number of Internet and social media users in Indonesia is affecting all communication and interaction spaces in society. One of them can be a strength in controlling the performance of law enforcement officials. This article attempts to explain the important role of social media in efforts to improve the performance of law enforcement officials in Indonesia. The method used in this research is qualitative research on empirical law with data collection techniques carried out by literature study. The results of the research show that the important role of social media in efforts to improve the performance of law enforcement officials includes as a fast disseminator of information, as advocacy and support for certain cases, as a public pressure provider on officials and the government, exposing cases that are not exposed by conventional media, as media for monitoring accountability and transparency, and as a place for inclusive discussion and debate. The important role of social media should not be overshadowed by the negative impacts of social media such as societal polarization, unequal access, hoaxes and fake news, intimidation and verbal violence. Therefore, anticipation is needed such as digital literacy, social media regulations, education and awareness as well as increasing empathy and sympathy using social media.

INTRODUCTION

The Indonesian Internet Service Providers Association (APJII) in 2024 reported that the number of internet users in Indonesia reached 221,563,479 or 79.5% of the population of Indonesia. Meanwhile, active social media users according to "We are Social" are 139 million or almost half of the population of Indonesia (49.9%). This number is important when associated with "netizens", a term for a group of people who are active on social media every day. With a number that is almost half of the population of Indonesia, these netizens have the power to become social control in society. The power of netizens is often termed "The Power of netizens", a term used to indicate the power of netizens to influence everything in real life through their voices on social media. Various content can be created on each social media, then responded to by other netizens massively so that it will go viral. News or events that go viral will attract the attention of many people from all walks of life and will even influence government policy, the performance of an institution or the good (or bad) name of a person or institution can be created.

This viral event will become a hot topic of conversation if it is not immediately responded to by the relevant parties. In law enforcement in Indonesia, there have been several viral legal cases since the development of social media and have become a widespread concern for the wider community. Like the current viral case of Vina's murder due to the release of a feature film that tells the story of the case. Although the case occurred 8 years ago (2016), because it went viral with various controversies on social media, the case was reopened.

This shows the power of netizens and viral events in the field of law enforcement. Even the term "No viral, No Justice" often appears, which means that viral legal events can be a gateway to achieving justice or accelerating the process of handling cases because they are controlled by the wider community. Law enforcement officers will be heavily controlled by legal observers, academics, the DPR, and other high institutions, including the attention of the president. This phenomenon places the opinion and voice of netizens as being able to influence government policies and the performance of law enforcement in Indonesia. Policies in the digital era like today must pay attention to and accommodate the interests of netizens because the voice of netizens in this era cannot be ignored. Netizens are a representation of the voice of the Indonesian people, which if we look at the number of active people on social media, is equivalent to representing 49.9% of the votes of the Indonesian population. The power of netizens to make an event or legal case that occurs viral then encourages the fast and precise work of the authorities. Although the hope is that the work of law enforcement officers does not just wait for an event to go viral before being carried out seriously.

LITERATURE REVIEW

The power of social media in carrying out social control can play an important role in supporting the performance of law enforcement officers in their work. On the other hand, the performance of law enforcement officers themselves is still lacking, where from survey data conducted by the Indikator

Institute in 2022. The performance of law enforcement officers can be seen from public perception of the condition of law enforcement nationally and the level of public trust in state institutions, especially law enforcement institutions in

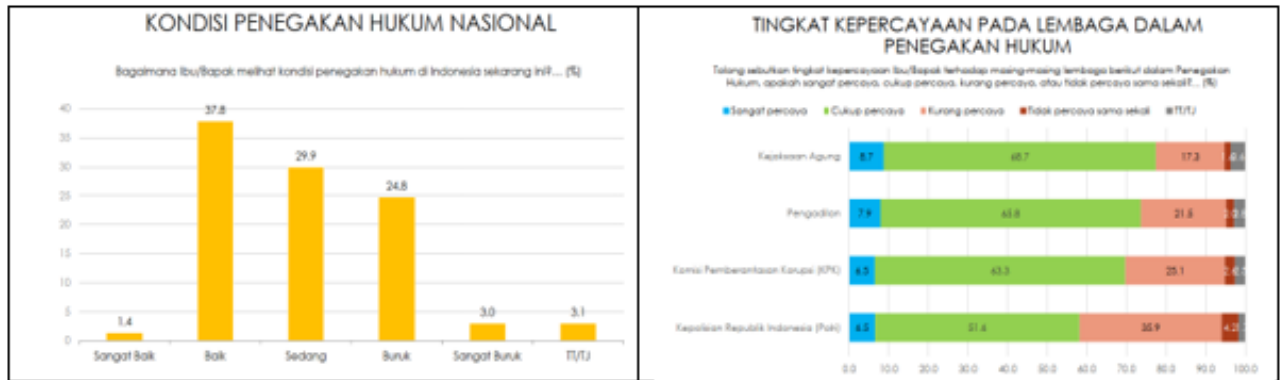


Figure 1. Public Perception of Conditions and Level of Trust in Law Enforcement Institutions

Based on the data above, there are still 24.8% and 3% who stated that the condition of law enforcement in Indonesia is bad and very bad. This means that more than a quarter of Indonesian people consider law enforcement to be still bad. Regarding the level of trust in law enforcement institutions, the National Police is the institution that is least trusted (35.9%) by the public and 4.2% do not trust it at all. Then for the prosecutor's office who have less trust there are 17.3% and for the Court who have less trust there are still 21.5%. This shows that in general the performance of law enforcement officers in the eyes of the public still needs to be improved or is still lacking.

The performance of law enforcement officers is considered less than optimal based on the data above, also supported by the many viral cases that highlight the performance of law enforcement officers, both police, courts and prosecutors. Law enforcement officers usually immediately handle these viral cases due to strong public pressure. In this context, this article attempts to analyze the role of netizen power in controlling the performance of law enforcement officers in Indonesia.

METHODOLOGY

This study uses a qualitative research method on empirical law. In a qualitative context, empirical is not only quantitative (numbers/statistics), but also includes sociological phenomena or facts in the field related to law in everyday life. This is in line with what Yin mentioned, that empirical legal analysis has moved from the dichotomy of a purely quantitative framework, towards qualitative social facts as an alternative to data collection. Paton added that in empirical research, a data collection method called "specific samples" can be used. Qualitative research is basically research conducted in certain situations that exist in real or natural life with the aim of investigating and understanding phenomena: what happens, why it happens, and how the reality being studied occurs. Therefore, qualitative research is based on the concept of "exploration" which is carried out through in-depth and case-oriented studies of a number of

cases or a single case. On this basis, this study takes a qualitative research method approach to empirical law.

Data collection techniques are carried out by online literature studies, whether related to scientific articles or journals, media news, research reports, or statistical data issued by credible institutions. The approach taken is qualitative research, so that data analysis is carried out qualitatively based on the suitability of facts with existing norms supported by relevant theoretical references.

RESEARCH RESULT

Understanding the role of social media in the context of law enforcement performance in general can refer to the concept of social media and the concept of law enforcement performance. Social media emerged as a result of the development of communication and information technology such as computers, communication tools, internet networks and supporting applications. Social media is an online platform that is not bound by time constraints and has long-lasting durability, which allows interaction between users and gets the main value from the content created by the users themselves. Social media allows users to interact flexibly and present themselves in the way they choose, either directly or indirectly, to a diverse audience. Social media is a digital technology that emphasizes user-generated content or interaction between users because it emphasizes online interaction and collaboration. This means that social media can be used to build and share content generated by users so that it has a function for communication, building social networks and collaboration between users. Social media, which allows more dynamic two-way communication compared to traditional media, also helps users build and maintain extensive social networks. Ultimately, social media can also facilitate collaboration between users, both in personal and professional contexts.

Social media in the legal field has many roles related to law enforcement that occurs in each region. Social media platforms such as Facebook or YouTube and Twitter have become significant for law enforcement agencies to communicate with the public. These platforms are used to update the public about criminal events, promote crime prevention strategies, and increase community outreach. Engagement on social media is essential to the effective use of these platforms by law enforcement. Engagement refers to actions such as liking, commenting, and sharing posts. Higher engagement can have a positive impact on the public's perception of and relationship with law enforcement agencies. Users engage with social media content in three main ways: consumption (viewing content), participation (interacting with content), and production (creating content). For law enforcement, understanding these types of engagement helps tailor social media strategies to increase interaction and reach. Active community involvement in social media in the legal field can provide color to the performance of law enforcement officers such as the police, prosecutors and courts.

Performance according to Rivai is the result or level of success in a certain period in carrying out tasks, compared to various standards, targets, or criteria that have been determined and agreed upon together. The performance of an organization depends on the measures used, so that performance assessments

must be rational and objective and pay attention to the interests of employees and the organization. Measurement of the performance of an institution or individual must pay attention to the main indicators of performance, namely work quality, quantity, reliability and attitude of the implementer. Work quality can be measured by accuracy, precision, skills, and success of work results. Quantity of work is measured by the amount of work results and how quickly the work is completed. Reliability is measured by following the instructions of the leader or rules, initiative in working (innovation), diligence, and qualified skills. Attitude can be measured by attitude towards coworkers, attitude towards the organization, and positive attitude towards work and the ability to cooperate with coworkers.

Law enforcement in a narrow perspective can be interpreted as "law enforcement" or enforcement of justice involving law enforcement officers based on existing regulations. In the criminal context, law enforcement in the neo-classical school aims to protect the interests of individuals and the general public from the threat of crime by others. Jimly Asshiddiqie explains that law enforcement is the center of the "life activities" of the law as a whole in accordance with the stages of planning, enforcement and evaluation. Law enforcement involves its implementers, including the police, prosecutors and courts. Law enforcement officers are an important factor in law enforcement, because they are human resources who carry out the processes that must be carried out starting from investigation, prosecution and trial. Another factor is the community that is the subject of the law itself, how they understand the law, their concern and their support for law enforcement steps.

The performance of law enforcement officers is a benchmark for achieving overall law enforcement conditions. Each officer is interrelated in the law enforcement system with their respective roles that support and influence each other. However, as an institution, law enforcement can also be assessed separately. For example, from the results of a public survey, police performance tends to be less than the performance of the prosecutor's office and the judiciary. Therefore, in addition to the overall performance, law enforcement officers can be seen per institution. Public involvement in assessing the performance of law enforcement officers is currently supported by the many growing online media channels, so that the public can function as social control for law enforcement officers.

The performance of law enforcement officers is closely related to law enforcement itself, where good law enforcement officer performance is characterized by high accountability and transparency, responsiveness and use of existing information technology. Social media increases the accountability and transparency of law enforcement by allowing the public to monitor and report existing legal actions or events, including deviant behavior from the officers themselves. This is very possible because the integrity and ethics of law enforcement officers are determined by many internal and external factors. Responsiveness shows that law enforcement officers must be responsive to issues that go viral on social media to maintain public trust. Law enforcement officers, especially the police, will usually act quickly because of viral news that demands

police work, especially related to criminal matters. This is understandable because viral news will put tremendous pressure on the police, police leaders, ministries and councils. Law enforcement officers must utilize technology and social media platforms for communication and dissemination of information widely and intensively. Currently, law enforcement officers must transform to keep up with the times in order to provide public services and communication with the public. Social media provides facilities for effective and efficient two-way communication in interactions between law enforcement officers and the public they serve.

The existence of social media used by netizens for law enforcement strengthens the aspect of democratization in society regarding law enforcement. Social media provides greater access to the public to obtain information about law enforcement and social issues. In addition, social media allows for broader and more democratic public participation, where voices from various levels of society can be conveyed and heard by officials and authorities. Social media can also play a role in reducing the information gap, so that everyone has a more equal opportunity to participate in the law enforcement process democratically and inclusively. Positive interactions between social media and law enforcement will ultimately create increased performance, accountability, transparency and responsiveness in law enforcement. Often the acceleration of cases occurs due to the virality of a case. On the other hand, this provides public education on the rights and obligations of the community in law enforcement as a whole.

Netizens play a significant role in controlling the performance of law enforcement officers in Indonesia. In several criminal or civil cases, netizens' voices have successfully moved law enforcement officers to immediately resolve legal issues that appear slow, unfair or odd. The important role of netizens in controlling the performance of law enforcement officers in Indonesia can be identified as follows:

1. Rapid Information Dissemination

Netizens are able to spread information very quickly, which can put pressure on law enforcement to immediately respond to emerging issues. Viral information can trigger a quick reaction from law enforcement to avoid criticism and maintain the image of the authorities. Social media provides a platform for rapid and widespread information dissemination, allowing the public to find out about law enforcement actions in real time. This often happens in Indonesia in several cases such as street violence by road users, crimes recorded on CCTV, even the behavior of officers who are less than commendable (for example asking for money on the street from traffic violators) and others.

The speed of information provided by social media in real time allows officers to take action against criminal behavior or disruptive behavior quickly. Often if there is a viral incident, the police will have finished handling it within 2 or 3 days. Some are resolved with an apology, punishment or resolved non-litigation. This shows how quickly information spreads and goes viral because it attracts widespread public attention and demands a quick resolution. The

existing officers are helped by the evidence uploaded by netizens so that they are able to quickly follow up on it.

2. The Role of Advocacy and Case Support

Through social media, netizens can organize campaigns and advocacy to support certain cases or demand justice for victims of injustice. Widespread support from netizens often encourages law enforcement to act more quickly and decisively. Social media plays an important role in advocacy and support for legal cases by mobilizing public support, raising funds, disseminating information, putting pressure on law enforcement, and using hashtag campaigns to increase visibility. In Indonesia, a real example is the murder case of Vina which has attracted the attention of many parties, generating widespread support for Vina's family or those who feel they are victims of the injustice that occurred. Not only support from the general public, but also from legal activists, academics and public officials such as the Regent or members of the Indonesian House of Representatives.

3. The Role of Public Pressure

Pressure from netizens often makes law enforcement officers more careful in carrying out their duties. Public criticism and attention can make them more professional and responsible in carrying out their duties. Social media and netizens play a key role in putting public pressure on law enforcement officers by utilizing the virality of information, hashtag campaigns, and mass mobilization to increase transparency and accountability. They can also encourage changes in policy and action through organized public pressure.

Netizens can put public pressure on law enforcement officers through several structured and effective process steps. The process of how netizens put public pressure on law enforcement officers involves identifying and documenting cases, disseminating information through social media, rallying support, conveying demands, pressure through media coverage, and ongoing follow-up and supervision. Netizens first identify a case or issue involving law enforcement actions. Documentation in the form of photos, videos, or writings is then uploaded to social media. The documented information is widely disseminated through various social media platforms. The use of relevant hashtags can help increase the reach of information. Netizens rally support by encouraging others to share information, sign online petitions, or participate in social media campaigns. Formal demands or requests are made to law enforcement or related agencies through open letters, email campaigns, or hashtags targeting official accounts. The intense public pressure often attracts the attention of mainstream media, which then covers the issue and puts additional pressure on law enforcement. Netizens continue to monitor developments in cases and ensure that law enforcement follows through on the demands that have been filed. Netizens can also update information regularly on social media.

4. Uncovering Cases Not Covered by Mainstream Media

Netizens often uncover cases that may not receive attention from traditional media. This ensures that important issues are not overlooked and

remain in the public and law enforcement spotlight. Social media and netizens play a very important role in uncovering cases that are not covered by mainstream media. Using social media platforms, hashtag campaigns, citizen journalism, crowdsourcing information, and rallying support, netizens can bring public attention to these cases and encourage further action. This can be done through eyewitnesses or individuals involved in an event being able to directly share information, photos, or videos through social media platforms, without having to go through the editorial selection process of traditional media. The use of certain hashtags can help spread information about cases that are not covered by traditional media and rally public support. Netizens can use blogs, vlogs, or citizen journalism platforms to report and document cases that do not receive attention from traditional media. Netizens can collaborate through social media to collect and verify information about a particular case. Through crowdfunding platforms, netizens can raise funds to support independent investigations or help victims of a case.

5. The Role of Supervision of Accountability and Transparency of Law Enforcement Officers

Netizens can spread information and news related to the actions of law enforcement officers, both positive and negative. This creates greater transparency and accountability because officers know that their actions are being monitored by the public. Social media plays an important role in increasing supervision and transparency of the performance of law enforcement officers. By spreading information quickly and widely, social media allows the public to monitor, evaluate, and demand accountability from law enforcement officers. Social media allows the public to monitor and criticize the performance of law enforcement officers directly. Netizens can upload videos or photos of incidents involving the police, which can be used as evidence in cases of violations or abuse of authority. This forces law enforcement to be more accountable and transparent in carrying out their duties. Social media facilitates open communication between law enforcement and the public. Police can use these platforms to provide updates on investigations, new policies, and crime statistics. This helps build public trust and demonstrates a commitment to transparency.

6. Discussion and Debate Platform

Social media provides a platform for discussion and debate on legal issues. This allows the public to express their views and provide direct feedback to law enforcement, which can drive policy and practice changes. The open nature of social media allows social media to provide wider access to information and facilitate participation in global discussions without geographic or demographic boundaries. Social media platforms allow a variety of views and opinions to be expressed, creating a more inclusive space for discussion. The existence of these discussions can drive social change or policy change. Campaigns and social movements can quickly gain widespread support and raise awareness of important issues. Social media allows the public to monitor and criticize the policies of law enforcement officers or the actions of public institutions, which can strengthen accountability. The openness of this space for debate and

discussion allows for dynamic dynamics on an issue or even a legal case, such as what happened in the Vina murder case. Not only the general public, but many legal activists, lawyers, officers are also involved in the debate, even academics. The impact of this discussion and debate can provide education to the public and obtain better policy results.

With these roles, netizens can help create a more transparent and accountable environment for law enforcement officers in Indonesia, encouraging them to work more effectively and in accordance with the law and substantive justice that they aspire to. With the role of social media as a control of the apparatus, it is expected to improve the performance of law enforcement officers in Indonesia, from the regional to national levels. Control over the integrity of the apparatus and the performance of case handling by netizens will indirectly provide a cautious effect in working, as well as motivation to immediately get a positive response from the wider community for the achievements obtained.

DISCUSSION

Criminal law enforcement in the digital era is increasingly assisted by netizens who monitor cases so that they remain on track and are not disturbed by irresponsible law enforcement officers. Law enforcement officers need to utilize social media as a complaint tool for justice seekers, who are often assisted by netizens in making cases viral. Netizens have an important role in encouraging improvements and increasing the performance of law enforcement officers through control with social media. Several studies have shown that many viral cases are immediately handled by the authorities, many inappropriate behaviors of officers are also recorded and spread which ultimately result in sanctions. This means that there is a positive role related to social media in relation to improving law enforcement in Indonesia, and it is hoped that there will be an increase in performance as well. Law enforcement officers are currently also starting to use social media to interact intensively with the wider community. Interactions in the form of disseminating information, services, interactions and public opinion to support the performance of law enforcement officers.

However, the power of netizens on social media is like a double-edged sword that can have positive and negative impacts. The positive impact is that information can be spread widely quickly, which can bring about significant changes in law enforcement. The case that was initially hampered could be immediately handled properly by law enforcement officers after being made viral by netizens. Negative impacts arise when netizens do not check the quality of the information first and immediately make it viral. Netizens must be careful in responding to information so as not to mislead themselves or others. Social media often exacerbates polarization by strengthening filter bubbles, where users are only exposed to views that are in line with their own opinions. The spread of false information is very possible because unverified information or hoaxes will spread quickly on social media, confusing debate and influencing public decisions. Not all voices or opinions have equal access on social media, so there is a risk that discussions can be dominated by certain groups. Discussions on

social media often become a platform for verbal violence, intimidation, and harassment of those who have different opinions. Ultimately, social media can be a watershed for democracy, but at the same time, injustice and unequal access can also harm democracy through existing media.

Social media with its important role and all its negative impacts in efforts to improve the performance of law enforcement officers and law enforcement certainly requires some anticipatory movements so that the negative effects do not outweigh the benefits. Therefore, it is important to use social media wisely, both in commenting, sharing information and in debates and discussions. The need for education on critical thinking and digital literacy is very important to help individuals distinguish between accurate and inaccurate information. Various parties need to encourage civilized and empathetic participation in online discussions in order to promote more positive use of social media. The government also needs to formulate smart and appropriate regulations to help reduce the negative impacts of social media while maintaining important freedom of speech. The discussion in this study is in addition to looking at the important role of social media in efforts to improve the performance of law enforcement officers and law enforcement in general, it is necessary to pay attention to the negative impacts of social media. The negative impact must be smaller than the positive impact in the use of social media for law enforcement in Indonesia. This is a challenge going forward on how to create a democratic climate in social media that is fair and equal, as well as the small negative impact of social media on democracy itself.

CONCLUSIONS AND RECOMMENDATIONS

The condition of law enforcement in Indonesia in general is still far from perfect, one of which is indicated by survey data on the level of public trust in the performance of law enforcement officers in this country starting from the police, prosecutors, courts and the Corruption Eradication Committee (KPK). On the other hand, the rapid development of social media provides a breath of fresh air for the public to express their opinions, especially regarding the performance of officers in handling legal cases that occur. At this stage, social control over the performance of law enforcement officers becomes an interesting object for netizens to participate in providing various opinions and behaviors on social media. Based on the identification of this study, it mentions the important role of social media in improving the performance of law enforcement officers, including as a fast information disseminator, providing advocacy and support for certain cases, providing public pressure, providing supervision of accountability and transparency, revealing cases that are not highlighted by the media, and as a place for discussion and debate on various cases. This role as a whole is expected to improve the performance of law enforcement officers in Indonesia, because its potential is very large. However, we must remain vigilant against the negative impacts caused by social media, such as the polarization of society, the spread of hoaxes and fake news, unequal access to the internet as a form of information democracy, and verbal violence and intimidation by certain parties.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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