

Government Communication Strategy in Building National Defense Information Resilience in the Era of Media Globalization

Didi Hartadi^{1*}, Totok Imam Santoso², Priyanto³

Republic Indonesia Defense University

Corresponding Author: Didi hartadi didi.hartadi@gmail.com

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ABSTRACT

This study examines government communication strategies in strengthening national defense information resilience amid media globalization. The paper contributes by conceptualizing strategic communication as a non-military defense instrument against disinformation and digital influence operations. Using a qualitative literature-based approach, this study analyzes policy documents, academic journals, and official reports published between 2019–2024 related to government communication, information security, and national defense. The analysis focuses on communication coordination, digital media utilization, public literacy, and institutional capacity. The findings indicate that effective information resilience requires integrated inter-agency communication, advanced digital monitoring, participatory public engagement, and transparent messaging. These results imply that strategic government communication is essential to maintaining national stability and safeguarding information sovereignty in a globalized media environment.

INTRODUCTION

In today's era of globalization, developments in information and communication technology have brought about major changes in the fabric of human life worldwide. The flow of information is rapid, massive, and crosses national borders, creating a world that seems borderless. The internet, social media, and digital platforms have become new spaces for information exchange, serving not only for social interaction but also with strategic implications for politics, economics, defense, and national security (Sujanna et al., 2024). Media globalization has given rise to the phenomenon of the information society, where information becomes a commodity with power value. Through information, public opinion can be shaped, perceptions can be directed, and ideologies can be influenced. Amidst this situation, a new threat has emerged: information warfare, which utilizes data, narratives, and perceptions as weapons to undermine a nation's sovereignty without resorting to military force (Rasona Sunara Akbar et al., 2024).

The impact of media globalization on national sovereignty and resilience cannot be underestimated. Through digital media, non-military threats such as the spread of fake news (hoaxes), disinformation, propaganda, and manipulation of public opinion can easily disrupt a country's political and social stability. Influence operations carried out by various actors, both state and non-state, can create social divisions, erode nationalism, and undermine public trust in the government and state institutions. In this context, modern warfare is no longer confined to physical battlefields but also occurs in cyberspace, where information becomes a tool for seizing control over public opinion and beliefs. This indicates that information security is a vital element in maintaining a nation's integrity and stability (David Siregar & Strategy and Campaign, 2024.).

Information security is essentially a country's ability to protect, manage, and utilize information effectively to maintain national security, sovereignty, and integrity. In modern defense systems, information has become a strategic domain on par with land, sea, air, and cyberspace. (Dinata Hanum et al., 2024.) For Indonesia, a country with high ethnic, religious, and cultural diversity, information security is crucial to prevent national disintegration and maintain the integrity of the Unitary State of the Republic of Indonesia (NKRI). Weaknesses in information management can create various vulnerabilities, ranging from the emergence of social polarization, weakening public trust in the government, to increasing the potential for conflict due to differing perceptions spread through digital spaces (Rahmawati et al., 2021).

In this context, the government plays a strategic role in building and strengthening national information resilience. The government serves not only as a policymaker but also as a primary communicator, capable of managing messages, disseminating accurate information, and building a positive narrative that strengthens national identity and spirit. The government's communication strategy must be designed adaptively to the dynamics of global media developments and changing consumer behavior in the digital era (Munir, 2024). The government needs to use a participatory, transparent, and collaborative communication approach, involving various stakeholders such as the public,

media, academics, and defense institutions so that strategic messages can be conveyed effectively and form a collective awareness of the importance of maintaining the resilience of national defense information (Indiarto Kusno Hadi et al., 2025).

However, implementing government communication strategies in the era of media globalization faces increasingly complex challenges. Media fragmentation makes information control increasingly difficult, while the speed of information dissemination allows fake news or disinformation to spread faster than official clarifications. Furthermore, the public's low digital literacy makes them vulnerable to the influence of misleading information. Furthermore, coordination between government agencies in handling defense information issues remains suboptimal. Therefore, the government's communication strategy must be developed comprehensively, using a systematic, data-driven approach and in-depth research.

Based on this description, it can be concluded that amidst the rapid flow of media globalization, government communication strategies play a crucial role in building national defense information resilience. Research on these communication strategies is urgently needed to understand how the government manages strategic communications in facing the challenges of information globalization and the effectiveness of these communication policies in strengthening the nation's resilience against complex and dynamic information threats in today's digital era.

LITERATURE REVIEW

Government Communication Strategy Theory

Government Communication Strategy refers to a systematic and planned effort by state institutions to manage information, messages, and communication channels in order to achieve policy objectives, maintain legitimacy, and influence public understanding. According to strategic communication theory, government communication is not merely the dissemination of information but a continuous process involving message design, audience segmentation, media selection, feedback analysis, and evaluation (Sari et al., 2022).

In the context of national defense, government communication functions as a strategic instrument to build public awareness, strengthen trust in state institutions, and counter information-based threats such as disinformation, hoaxes, and propaganda. Effective government communication requires coordination across institutions, message consistency, credibility, and responsiveness to public sentiment. This theory emphasizes that communication effectiveness is strongly influenced by institutional capacity, communicator competence, and the ability to adapt to the dynamics of digital media ecosystems.

Information Resilience Theory

Information Resilience Theory explains a nation's capacity to withstand, adapt to, and recover from information disruptions that threaten social stability, public trust, and national security. Information resilience is not limited to technical cybersecurity measures but includes social, cultural, institutional, and communicative dimensions. According to national resilience perspectives,

information resilience is an integral part of ideological, political, social, and cultural resilience that supports national defense (Rahmawati et al., 2021).

In the era of media globalization, information resilience depends on the ability of the government and society to manage information flows, verify accuracy, and prevent the amplification of misleading narratives. Government communication plays a central role in this process by providing authoritative information, strengthening public digital literacy, and fostering collective responsibility in safeguarding information sovereignty. Weak communication strategies may lead to information vulnerability, public polarization, and declining trust in official institutions.

Media Globalization Theory

Media Globalization Theory describes the increasing interconnectedness of global media systems, where information flows rapidly across national borders through digital platforms, social media, and transnational news networks. This theory highlights that globalization has transformed media into a powerful force capable of shaping public opinion, political behavior, and national identity (Castells, Network Society).

While media globalization offers opportunities for openness and participation, it also creates serious challenges for national defense, particularly through the spread of disinformation, digital propaganda, and influence operations. Governments face difficulties in controlling narratives and responding quickly to information threats. Therefore, strategic communication becomes essential to ensure that national narratives remain dominant, credible, and aligned with constitutional values in a highly fragmented media environment.

Government Communication as a Non-Military Defense Instrument

The concept of non-military defense emphasizes the use of non-armed instruments such as ideology, diplomacy, education, and communication to protect national sovereignty. Within this framework, government communication functions as a form of soft power that strengthens public trust, social cohesion, and national identity (Arbani, 2024).

Strategic communication enables governments to counter information warfare without coercion by shaping perceptions, reinforcing national values, and encouraging public participation in information defense. Participatory Communication Theory further supports this view by emphasizing that effective defense communication must involve the public as active actors rather than passive recipients of information.

Contextual Framework (Qualitative)

Based on the reviewed theories, this study adopts a qualitative contextual framework that positions government communication strategy as the central mechanism influencing national defense information resilience within the environment of media globalization.

In this framework:

1. Media Globalization creates information threats (disinformation, hoaxes, propaganda).
2. Government Communication Strategy (coordination, transparency, digital media use, public participation) acts as a non-military defense instrument.
3. Information Resilience emerges as an outcome reflected in public trust, digital literacy, narrative stability, and national defense awareness.

This framework emphasizes the interaction between institutional communication capacity, digital media dynamics, and societal participation in maintaining national information sovereignty.

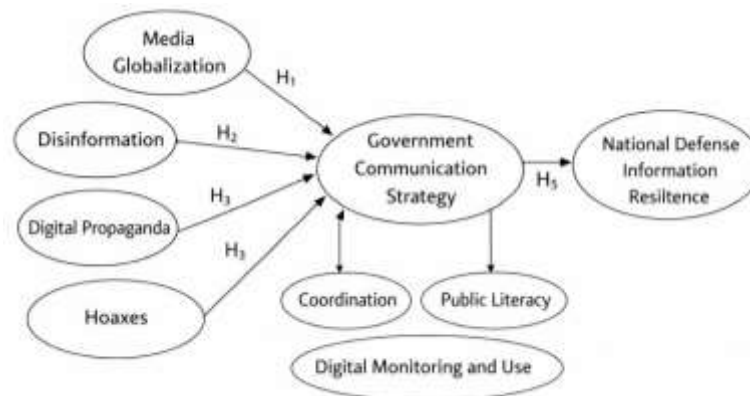


Figure 1. Conceptual Framework

METHODOLOGY

The research method used in this study is library research. The literature study was conducted by searching, reading, and analyzing various relevant reference sources, such as books, scientific journals, official government reports, academic articles, and policy documents related to government communication, information resilience, and national defense. This approach aims to gain a comprehensive understanding of the concepts, theories, and practices of government communication strategies in building information resilience in the era of media globalization. The data collected were secondary, that is, data that was already available and published by various competent parties. The analysis process was carried out descriptively by examining the content and relationships between literature sources to identify patterns, trends, and theoretical perspectives that can explain the phenomena studied.

Through a literature review, this research focuses not only on data collection but also on synthesizing various perspectives and previous research findings to build a robust framework. By examining strategic communication theories, defense theories, and the concept of national information resilience, this research seeks to identify effective government communication strategies in addressing the challenges of disinformation and information warfare in the digital era. The literature review approach also allows researchers to examine the alignment of government communication policies with global media dynamics and national socio-political conditions. Therefore, the results of this literature review are expected to provide a conceptual contribution to the development of

government communication strategies in strengthening national defense information resilience.

RESEARCH RESULT AND DISCUSSION

Overview of Government Communication Strategy

A government communication strategy is a systematic framework that designs how public actors in central and regional governments and state institutions manage information flows, craft messages, select channels, and build relationships with the public to achieve policy objectives and maintain legitimacy. At the most general level, this strategy combines normative objectives (e.g., transparency, accountability), instrumental objectives (e.g., increasing public compliance with policies), and defense/security objectives (e.g., maintaining national stability and information security) (Sakir et al., 2022). A strategic approach focuses not only on one-way message delivery, but also on a two-way process that includes monitoring public opinion, feedback, and message adjustments based on the dynamics of the information environment. Public communication theory emphasizes that when objectives include defense aspects, legitimacy and credibility become the main assets that must be maintained through message consistency, evidence, and concrete actions (Tuana et al., 2023).

Theoretically, the government's communication strategy is rooted in several key theoretical frameworks. First, Agenda-Setting: the government seeks to place priority issues on the public agenda through framing and media emphasis with the aim of influencing public attention so that defense issues gain their proper place in collective discourse. Second, Framing Theory explains how word choice, cause-and-effect narratives, and metaphors influence public interpretation of an issue; the government must formulate frames that reduce ambiguity, emphasize the national context, and position government actions as rational and responsible. Third, Two-Step Flow and Trusted Intermediaries: the effects of messages are often mediated through opinion leaders (religious figures, traditional leaders, local influencers), so an effective strategy combines direct messaging with collaboration with trusted intermediaries (Sujanna et al., 2024). Fourth, in the context of information threats, the Information Warfare/Influence Operations theory and the cybersecurity domain demand a strategy that combines defensive communications (detection, clarification, de-amplification) and offensive public diplomacy (strengthening pro-national narratives persuasively) (Febriani & Juliani, 2022).

The operational components of a government communications strategy include: establishing SMART (Specific, Measurable, Achievable, Relevant, Time-bound) communications objectives; audience segmentation based on demographics, psychographics, digital behavior, and information susceptibility; message design (core message policy, adaptive messages per segment, message toolkits for different channels); channel selection (social media, official website, press releases, traditional media, local influencer networks, mobile apps); monitoring mechanisms (social listening, KPI dashboard, rapid-response unit); and inter-institutional governance and coordination (SOPs, fusion cells, intelligence-sharing protocols). The Diffusion of Innovations theory is relevant

here: to change public information behavior (e.g., stop forwarding hoaxes), messages and channels must facilitate adoption through early adopters, demonstration of benefits, and reduction of the cost of switching to official sources.(Erwin et al., 2024).

In practice, government communication strategies in the era of fragmented media require the principle of layered communication: a combination of 1) speed (quick response to false claims), 2) depth (substantial explanations and evidence in official channels), 3) reach (maximizing reach through popular platforms), and 4) resonance (adapting messages to local cultural values and identities). The Social Amplification of Risk theory suggests that failure to respond quickly and appropriately to issues can trigger the amplification of small social risks into large ones through sharing and emotionalization, so operational priorities should be to reduce time-to-clarify and strengthen valid sources (Sulistiyowati, 2021). In addition, crisis communication approaches (e.g., Situational Crisis Communication Theory SCCT) provide guidance on selecting response strategies (deny, diminish, rebuild, bolstering) based on attribution of blame and public expectations; in the defense context, the dominant strategies are inoculation (prebunking) and rapid correction (*Muchtar et al., 2023*).

Institutional and governance aspects also determine the effectiveness of a strategy. Governance theory emphasizes the importance of horizontal and vertical coordination: horizontally between ministries/agencies (K/L) for message synchronization and intelligence sharing, and vertically between the central and regional governments for message adaptation to local contexts (Sulistiyowati, 2021) Formal mechanisms such as information verification SOPs, responsibility matrices, integrated collaboration platforms, and cross-agency training programs strengthen organizational capabilities. On the human resources side, organizational capability theory states that the capacity for social listening, narrative analysis, rapid content production, and evidence-based public communication should be core competencies of government communication units (Ayudia & Wulandari, 2021).

Equally important is measuring effectiveness. A theory-based approach to communication evaluation recommends a combination of metrics: output (number of messages and frequency), outtake (exposure and reach), outcome (changes in knowledge, attitudes, and intentions), and impact (changes in behavior and level of information resilience). Practically, key metrics include response time to issues, changes in public trust, the volume and speed of disinformation dissemination, engagement rates on official channels, and the extent of public digital literacy. Regular evaluation allows for adaptive learning by changing frames, channels, or tactics when indicators indicate failure.(Sari et al., 2022).

Finally, strategic challenges and trade-offs must be recognized. Governments face a dilemma between speed and accuracy: hasty clarification risks spreading incomplete information, while protracted verification creates space for disinformation to amplify. Normative challenges also exist: countering disinformation can conflict with freedom of expression if not grounded in a legal

framework and transparency. Therefore, an effective and ethical communication strategy combines human rights principles, independent auditing of interventions, and community engagement to build resilience a theoretical and practical framework that positions communication as a democratic policy instrument responsive to information threats in the global media era.

Government Communication as a Non-Military Defense Instrument

Within the framework of a comprehensive national defense system, government communications occupy a strategic position as part of the non-military defense instrument. Non-military defense essentially encompasses all national potential that is not in the form of weapons, but plays a role in maintaining stability, sovereignty, and national resilience through strengthening ideology, politics, economics, social, cultural, and information. According to Law Number 3 of 2002 concerning National Defense, non-military defense is carried out by ministries, non-ministerial government institutions, and all components of society according to their respective fields. In this context, government communications become a strategic tool for shaping public opinion, strengthening the spirit of nationalism, consolidating public support for state policies, and countering negative external influences that could weaken the nation's morale and integrity (Sutrasna, 2023).

Theoretically, the role of government communication in non-military defense can be explained through the theory of social construction of reality (Social Construction of Reality) put forward by Rahmawati & Asep Adang Supriyadi (2025) This theory explains that social reality is shaped through communication, where meaning and truth are not always objective but rather constructed through symbolic interactions and discourse. In the context of defense, the government, through its communication strategy, plays a role in constructing a social reality about the importance of national unity, threats to information sovereignty, and the values of national defense. Thus, communication is not only a means of conveying information but also an arena for forming collective consciousness, which is the basis of national resilience.

Furthermore, within the framework of Communication Hegemony Theory, adapted from Antonio Gramsci, the government plays a crucial role in shaping dominant narratives that support national stability and integrity. Hegemony in this context does not mean suppressing public opinion, but rather an effort to maintain a social consensus based on national values, the constitution, and state ideology. Through strategic communication, the government creates a "discursive space" where national values, social solidarity, and collective responsibility for national security are continuously reproduced. This process is crucial amidst global narrative competition, where non-state actors, interest groups, and other countries can use digital media to construct counter-narratives that undermine national cohesion.

Government communication in non-military defense is also in line with the Soft Power concept put forward by Arbani (2024). According to Nye, a nation's strength depends not only on its military capabilities (hard power), but also on the cultural appeal, values, and moral legitimacy displayed through diplomacy and public communication. In the context of national information

defense, government communication is a manifestation of domestic soft power: it builds trust, strengthens legitimacy, and influences public behavior to actively participate in maintaining information security. When the government is able to communicate policies transparently, consistently, and credibly, it creates social resilience, a collective deterrent against external influences that could potentially disrupt national security.

From the perspective of public policy communication theory (Public Policy Communication Theory), government communication acts as a bridge between decision makers and the public. Kashuri (2024) describes the policy process as “who says what, to whom, through what channel, and with what effect” a model that emphasizes that the effectiveness of defense policy is also determined by how it is communicated. When defense messages are delivered effectively, the public understands threats, supports state policies, and feels a shared responsibility for maintaining national security. Conversely, unmanaged communication can lead to misunderstanding, suspicion, and even resistance to a state's strategic policies (Khairul Muslim & Taufik, 2025).

In the digital era, non-military threats are no longer conventional, but rather spread through cyberspace and global media. The phenomenon of information warfare is proof that modern defense relies not only on the power of weapons, but also on information resilience the nation's ability to protect and manage the flow of information safely and effectively. Government communications serve as the vanguard in this information warfare. Through a planned communications strategy, the government conducts early detection of hoaxes and disinformation, provides prompt clarification, and instills digital literacy in the public. The theory of Information Defense and Strategic Communication in National Security explains that successfully maintaining information sovereignty depends on the consistency of the national narrative, the speed of response to information threats, and public participation in disseminating accurate messages (Sakir et al., 2022).

Non-military defense functions also require government communications to be persuasive and participatory. Based on the Participatory Communication Theory proposed by Servaes (1999), effective communication must involve the public as subjects, not simply as recipients of information. In the context of information defense, this approach is implemented through the involvement of communities, community leaders, and educational institutions in digital literacy and national defense campaigns. By involving the public, the government not only broadens the reach of its messages but also strengthens the legitimacy of defense policies because the public feels part of a collective effort to safeguard national sovereignty.

Besides being participatory, government communication in non-military defense is also oriented towards building public trust (trust-building). Trust is the primary foundation of national resilience; without it, government messages are easily questioned and lose out to alternative narratives on social media. Effective communication between the government and the public is built through the dimensions of openness, commitment, empathy, and consistency. Within a defense framework, honest and open communication strengthens public trust

that the government acts in the national interest, not narrow political interests. Thus, government communication serves as a social mechanism to maintain state legitimacy in the face of global information disruption.

In practice, government communication as a non-military defense instrument can be seen in several forms: (1) communication of public policy in the field of security and defense through press releases, literacy campaigns, and social media; (2) public diplomacy that prioritizes a positive image of the nation at the international level; (3) coordination of information between state institutions to deal with cyber threats and disinformation; and (4) direct public involvement in monitoring and clarifying information through participatory channels. All of this is in line with Indonesia's Total Defense System (Sishankamrata) doctrine, in which all components of the nation play an active role in maintaining state sovereignty, both through military and non-military forces.

The Role of Digital Media in Information Resilience

Digital media has now become a key arena in shaping public opinion, social perception, and even political legitimacy. In the context of national defense, digital media is no longer merely a communication channel, but rather a strategic space where ideology, national values, and defense narratives are contested. National information resilience depends on how the state, through its government and society, is able to manage, protect, and utilize digital media to maintain national stability and integrity amidst the rapid and often unverified flow of global information. In other words, digital media is a new field of non-military defense that requires intelligent communication strategies, cross-sector coordination, and strong public literacy (Parera & Rahardiansah, 2025.).

Conceptually, the Media Ecology Theory proposed by Marshall McLuhan and Neil Postman emphasizes that media is not merely a means of conveying messages, but also an environment that shapes how people think and behave. In the context of information security, digital media is transforming the landscape of defense communications, making it faster, more open, and more interactive, yet simultaneously vulnerable to disinformation and psychological manipulation. McLuhan called this phenomenon "the medium is the message," meaning that the characteristics of the media itself (speed, algorithms, interactivity) shape social reality more than the content of the message. Therefore, to maintain information security, governments must not only control the content of messages but also understand the ecological structure of digital media: who controls the platforms, how algorithms work, and how the public consumes and disseminates information (Riski Kurniasari et al.2025).

The role of digital media in information security can be explained through two broad dimensions: defensive and offensive. In the defensive dimension, digital media is used to protect the public from information threats such as hoaxes, foreign propaganda, information-based cyberattacks, and public opinion manipulation. The government, along with relevant institutions (such as the Ministry of Communication and Information Technology, the National Cyber and Cyber Agency (BSSN), and the Indonesian National Armed Forces (TNI), plays a role in monitoring (social media listening), early detection of

disinformation, and disseminating clarifications through official digital channels. According to a 2024 report by the Ministry of Communication and Information Technology, more than 11,000 hoaxes were identified on social media throughout the year, with 34% of them related to political and defense issues. Mitigation efforts are carried out through collaboration between the government, social media platforms, and the digital community through literacy programs such as #SmartInternet and #TurnBackHoax (Komara & Widjaya, 2024).

Meanwhile, on the offensive side, digital media serves as a tool for information diplomacy and a means of strengthening the national narrative. The government can use digital media to disseminate nationalist values, promote defense development achievements, and strengthen Indonesia's positive image internationally. Public Diplomacy 2.0 theory emphasizes that modern diplomacy is not only conducted between governments but also between people through digital media. Through platforms such as Twitter, YouTube, Instagram, and TikTok, the government is able to reach a global audience and cultivate Indonesia's image as a peaceful, democratic, and sovereign nation. Thus, digital media plays a dual role: as a bulwark against information threats and a bridge to build international legitimacy (Krisnanik et al., 2024).

From the perspective of National Resilience Theory, information resilience is an integral part of ideological, political, economic, social, and cultural resilience. Digital media can strengthen this resilience if managed according to the principles of national information resilience, namely the nation's ability to ensure truth, safeguard data security, and maintain the integrity of the public narrative. In this regard, digital media's role is threefold:

1. As a strategic communication channel, digital media facilitates the rapid and transparent dissemination of defense policy information.
2. As a tool for public education and literacy, digital media is used to increase public awareness of cyber threats, hoaxes, and propaganda.
3. As an early warning system with big data analysis and artificial intelligence, the government can detect patterns of disinformation spread and respond to them before issues develop into social crises.

From a sociological perspective, the Uses and Gratifications theory is relevant for understanding the behavior of digital citizens. People use digital media not only to seek information, but also for entertainment, self-expression, and social affiliation. In the context of information security, this means that people have the potential to become active actors, both as disseminators of true and false information. Therefore, building information resilience is not enough through supervision, but also by building critical awareness among digital citizens. The national digital literacy program run by the Ministry of Communication and Information and the National Cyber and Crypto Agency (BSSN), for example, has reached more than 13 million participants by 2024. Its impact is evident in the increase in the national digital literacy index from 3.49 (2022) to 3.65 (2024) on a scale of 1–5, indicating increased public awareness of information security (Ahmad et al. 2025).

However, digital media also poses serious challenges. According to data from We Are Social (2025), Indonesia has more than 220 million active internet

users, and 85% of them access political information through social media. This makes Indonesia one of the countries with the highest levels of information exposure in the world, while also being vulnerable to infodemics, the massive spread of false or misleading information. Disinformation related to defense issues, such as "military data leaks" or "foreign political conspiracies," can quickly ignite social instability and undermine public trust in state institutions. Therefore, the role of digital media in information security cannot be separated from algorithm management, platform regulation, and content oversight (Murtopo et al., 2024).

To strengthen national information resilience, the government is implementing an integrated digital communications strategy that includes four main elements: 1). Inter-agency coordination (Kominfo, BSSN, BIN, TNI, Polri) to synchronize messages and responses to strategic information issues. 2). Optimizing official government digital channels such as verified accounts on social media, national news portals, and public information applications to prevent information vacuums. 3). Collaboration with media and civil society in digital literacy, fact-checking, and community engagement programs. 4). Utilizing big data and AI technology for public sentiment analysis, disinformation detection, and hoax distribution network mapping.

Manuel Castells' Network Society theory reinforces the understanding that power in the digital age lies in controlling the flow of information within networks (the power of flows). Countries that are able to effectively manage the flow of information will have a strategic advantage, while countries that lose control of their digital networks will face serious vulnerability to social and political destabilization. Therefore, strengthening information resilience through digital media is not merely a government task, but a collective obligation between the state, society, and the private sector to maintain a healthy, safe, and sovereign digital space (Susilo Adi Purwantoro et al., 2021).

Factors Inhibiting Government Communication Strategy

In implementing the government's communications strategy to build national defense information resilience, several key obstacles frequently hinder the effectiveness of the government's messaging and response to the dynamics of public information. These obstacles are multidimensional, encompassing interrelated structural, social, technological, and psychological aspects that influence the overall success of the communications strategy. (Anissa Yuni Muktiarsih et al., 2025). First, from a structural and bureaucratic perspective, coordination between government agencies is often suboptimal. Communication messages issued by different ministries or agencies are sometimes out of sync, creating public confusion. Lengthy bureaucratic processes also make the government slow to respond to issues or disinformation that spreads rapidly on social media. According to a 2024 report from the Digital Strategic Communication Command Center, the average government response time to strategic issues is still 36 hours, even though hoaxes can go viral in just 3–4 hours. This situation aligns with Organizational Communication theory (Kanisa et al., 2025) which emphasizes the importance of an efficient cross-unit communication system so that policy messages remain consistent and are quickly conveyed to

the public. Second, social and cultural factors are another major obstacle. Indonesians tend to trust information from their immediate social circles, such as family, religious figures, or social media groups, more than from official government channels. In a high-context communication culture, (Yusuf et al., 2025) The way a message is delivered is often more important than its content. When government communications are too formal or technocratic, they become difficult for the public to accept. The Indonesian Political Indicators Survey (2024) showed that public trust in government information was only 52.7%, lower than in non-official sources such as local figures (68%). This indicates a trust deficit that hinders the effectiveness of national defense communications. Third, obstacles also arise from technological aspects and people's digital behavior. Although Indonesia's internet penetration is high, digital literacy remains relatively low. Many social media users are not accustomed to verifying information before sharing it. Data from the Ministry of Communication and Information Technology (2024) shows that 64% of internet users have shared information without first verifying its accuracy. The phenomena of confirmation bias and echo chambers cause people to only accept information that aligns with their views, often ignoring official government messages. According to the theory Siti Hafsyah Chaniago et al. (2025), this behavior is difficult to change without a persuasive and participatory communication approach.

Furthermore, ethical and regulatory constraints also need to be considered. In maintaining information security, governments often face a dilemma between information control and freedom of expression. Overly strict policy implementation, such as through the enforcement of the ITE Law, sometimes creates negative perceptions and undermines public trust. However, Public Communication Ethics theory emphasizes that government communications must respect the public's right to express their opinions to maintain policy legitimacy (Parera & Rahardiansah, 2025).

Taken together, these obstacles illustrate that the government's communications strategy requires not only robust technology and infrastructure, but also a humanistic and participatory social approach. The government must strengthen cross-agency coordination, build public trust through transparency, and improve the public's digital literacy to make defense communications more effective, credible, and adaptive to the challenges of the era of media globalization (Riski Kurniasari et al., nd).

Efforts to Strengthen Government Communication Strategy

To address the challenges of media globalization and the growing threat of disinformation, the government needs to strengthen its comprehensive communications strategy, encompassing institutional, technological, and social approaches. This strengthening aims to ensure that government communications are not only informative but also transformative, capable of fostering awareness, building public trust, and strengthening national defense information resilience.

A crucial first step is strengthening coordination between government agencies. Communications messages are often fragmented due to weak synergy between the Ministry of Communication and Informatics, the Ministry of Defense, the National Cyber and Information Technology Agency (BSSN), and

other agencies. The government needs to establish an integrated national strategic communications control center, such as the National Strategic Communication Center (NSCC), to ensure that defense messages delivered across agencies are uniform, timely, and data-driven. Integrated Communication Strategy Theory (Komara & Widjaya, 2024) emphasizes the importance of cross-functional coordination to ensure consistent and credible organizational messaging across all communication channels. With a centralized system like this, the government can respond to issues or hoaxes in real time, reducing the potential for information gaps often exploited by disinformation spreaders.

The second step is strengthening the capacity of government human resources (HR). Government officials need to be equipped with modern public communication skills, such as digital storytelling, crisis communication, and the use of big data-based social media analytics. Continuous training is an urgent need to create officials capable of adapting to public communication patterns in the digital era. According to the Competency-Based Communication Management theory (Krisnanik et al., 2024) The quality of an organization's communication is largely determined by the competence of its communicators, both technically (media management) and conceptually (strategic framing). The government can develop a Government Communicator Academy program to train spokespersons, public relations officers, and public officials to be more professional, empathetic, and responsive to public issues.

Third, from an information technology perspective, the government needs to maximize the use of artificial intelligence (AI) and big data analytics to detect and analyze the flow of public information. With sophisticated digital monitoring systems, such as the Digital Strategic Communication Command Center (DSC³), the government can map patterns of hoax spread, identify primary sources of disinformation, and design evidence-based communication interventions. The application of this technology aligns with Information Warfare theory, where victory in the information war is determined by the speed and accuracy of managing data flows. Furthermore, the government also needs to strengthen the cybersecurity of state institutions to prevent strategic information from being easily manipulated or hacked by foreign actors.

Fourth, improving public digital literacy is a key pillar in strengthening national information resilience. The government must promote participatory and contextual digital literacy programs, not simply one-way education. Programs such as the Ministry of Communication and Information's (Kominfo) Cyber Creation and Digital Awareness Program need to be expanded by partnering with educational institutions, community leaders, and positive influencers with extensive reach on social media. Effective communication must involve the public as active subjects, not simply recipients of messages. By involving the public in the defense communication process, a sense of belonging is created in efforts to safeguard the nation's information sovereignty.

Fifth, efforts to strengthen the government's communication strategy must also address transparency and credibility. Amid growing public distrust of official sources, the government must boldly implement the principle of open communication, namely conveying information openly, factually, and in a timely

manner. Public trust can only be built through honest and consistent communication between words and actions. Practices such as regular press conferences, the publication of open performance reports, and public involvement in communication policymaking can strengthen legitimacy and trust in the government.

Furthermore, the government can utilize communication strategies based on positive narratives (strategic framing) to build a national image and spirit within the digital community. With narratives that tap into emotional values and national identity, the government's message will be more easily accepted by the public. For example, digital campaigns themed "Proud to Protect the Nation's Data" or "Strong Because of Accurate Information" can strengthen collective awareness that maintaining the accuracy of information is part of national defense.

CONCLUSIONS AND RECOMMENDATIONS

Overall, the government's communication strategy for building national defense information resilience in the era of media globalization must be integrative, adaptive, and participatory. The government is not only required to convey information quickly and accurately, but also to build public trust through transparency, cross-agency coordination, and the intelligent use of digital technology. Challenges such as disinformation, low digital literacy, and public distrust of official sources require a more humane and collaborative communication approach. By strengthening human resource capacity, expanding public literacy, and building synergy between the government, media, and civil society, government communication can become an effective non-military defense instrument in maintaining information sovereignty and strengthening national resilience amidst the increasingly complex flow of media globalization.

ADVANCED RESEARCH

Advanced research on government communication strategy emphasizes the need for adaptive and integrated approaches in strengthening national defense information resilience amid media globalization. Traditional one-way communication models are increasingly ineffective in addressing rapid disinformation, digital propaganda, and cross-border information threats. Therefore, recent studies highlight strategic communication as a non-military defense instrument that integrates inter-agency coordination, digital media utilization, and public participation.

Advanced research also underlines the importance of data-driven communication through social media monitoring, big data analytics, and artificial intelligence to detect and respond to information threats in real time. Moreover, public digital literacy and trust in government institutions are identified as critical factors in sustaining information resilience. These perspectives suggest that future government communication strategies must be adaptive, participatory, and technologically supported to effectively safeguard national defense information sovereignty in a globalized media environment..

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