



Creative Digital Literacy in Reducing War Flaming on Social Media

Melisa Arisanty¹, Yasir Riady², Selly Anastassia Amellia Kharis³, Sri Sukatmi⁴, Edward Zubir⁵ & Muhammad Ajmal⁶

^{1,2,3,4,5} Universitas Terbuka, Indonesia

⁶ Allama Iqbal Open University, Islamabad, Pakistan

*Email: melisa.arisanty@ecampus.ut.ac.id,

ABSTRACT

War flaming constitutes one of the perilous practices prevalent on social media platforms. This might result in discomfort associated with social media usage, leading to melancholy, anxiety, excessive worry, and disturbances in mental health. War Flaming has become a prominent issue that necessitates enhancing digital literacy on social media platforms. This study employed a qualitative methodology, with data collected through observation, in-depth interviews, and Focus Group Discussions (FGD). Informants were selected using standard case sampling. The selected informants include the Directorate of IKP from the Ministry of Communication and Information of the Republic of Indonesia, SiBerkreasi, digital technology and culture experts, and specialists in social campaigns. The findings indicated that digital literacy building aimed at mitigating war flaming on social media involved creating innovative social campaigns through pertinent language and a human-centric literacy approach. This strategy seeks to engage Generation Z, empowering youth communities as proactive advocates against hoax narratives on social media. It emphasizes collaboration among governmental entities, community leaders, and journalists within the anti-war flaming educational initiative, alongside the optimization of TikTok and Instagram for disseminating positive content, and partnerships with young influencers to promote the significance of digital reputation. Creative digital literacy, facilitated by social campaigns and multisectoral cooperation, effectively mitigates war flaming on social media, enhances Gen Z awareness, and promotes mental health through affirmative material.

Keywords: War Flaming, Digital Literacy, Netiquette, Social Campaign, Social Media, Millennial Generation

INTRODUCTION

The dynamics of social media usage have garnered significant interest from various stakeholders. Social media, on one side, offers numerous advantages for enjoyment, information retrieval, and virtual relationship building. Conversely, numerous social issues stem from the detrimental utilization of social media. The myriad issues encompass the persistent dissemination of false information, concerning cyberbullying conduct, and challenges related to digital security and online gambling (Nugraha et al., 2024). This study examines the societal issue of cyberbullying behavior. This cyberbullying activity is deemed detrimental, particularly for the victims (Darawsheh, 2023). Research indicates that cyberbullying is a perilous form of bullying in cyberspace, resulting in adverse experiences for both victims and perpetrators (Alomar & Alabady 2023).

The advancement of communication technology has significantly transformed the potential for cyberbullying among social media users. This is further intensified by many possibilities on social media, including the simplicity of creating secondary accounts, the convenience of sharing content or information, and the straightforwardness of commenting and uploading any material (Saidah & Trianutami, 2022). The attributes of social media may lead to the emergence of cyberbullying. Data indicates that 61.8% of social media users have encountered cyberbullying (Arafa, A., & Senosy, S, 2017). Cyberbullying frequently transpires on numerous social media sites, including Instagram, Facebook, and Twitter (Hannako et al., 2024).

Numerous forms of cyberbullying are readily observable on social media, including harassment, flame, exclusion, denigration, outing, stalking, and masquerade. Data indicates that 44% of all cyberbullying incidents on social media constitute flaming behavior (Mahasneh et al., 2024). War flaming constitutes blasphemy, characterized by mutual insults and conflicts on social media platforms. Flaming is a form of cyberbullying characterized by the transmission of hostile communications including abusive and disrespectful language, sometimes employing animal analogies, directed at individuals or groups, either individually or within online communities (Martutik et al., 2024). Hostilities are frequently observed in the comment sections of social media platforms. Flaming is deemed harmful, not only to the victim but also to other social media users who encounter the comment. The frequent occurrence of war flame can be detrimental to the victim, perhaps leading to mental health disturbances and severe depression. Moreover, it can lead to emotional distress stemming from feelings of blasphemy, along with heightened anxiety and terror (Arisanty & Wiradharma, 2022). The phenomenon of war flame has not been extensively examined by scholars in the domain of digital literacy. Simultaneously, incendiary discourse is a perilous conduct that adversely affects social media users.

Research on flame is rather scarce; prior studies have focused on cyberbullying within social media platforms. Numerous researchers, like Andersen (2021), elaborate on the definition and depiction of flaming in social media. The subsequent researchers, Ardi et al. (2020) examine flaming by categorizing its forms and providing examples within social media contexts. Additionally, Lee and Jin (2019) exclusively examine the sub-factors of self-concept related to flaming behavior on social media. Further, Bansal & Sharma (2011) examine the literature on flaming, particularly the classification of war flaming in mediated communication inside digital media.

The previous studies examine the manifestations of flame behavior and its representations. Research is required to address the prevention of flame behavior dissemination on social media. This study seeks to determine the most effective digital literacy strategy for mitigating the prevalence of war-related flaming on social media by developing a suitable social campaign, particularly targeting Generation Z. The primary factor for the segmentation of social advertising is Generation Z, as evidenced by a poll conducted with 200 respondents identified as flaming perpetrators, revealing that 71.9% fall within the age range of 13 to 22 years, categorizing them as part of Generation Z. This project aims to enhance digital literacy for Generation Z, as this cohort was born and nurtured during the digital era amidst major technical advancements (Kominfo, 2021).

This research concentrates on digital ethics, a component of digital literacy, in the development of a digital literacy design. Digital ethics is commonly referred to as netiquette. It encompasses four primary areas: 1) digital ethics for internet users, 2) awareness and comprehension of diverse information, including hoaxes, hate speech, pornography, cyberbullying, and negative content, 3) knowledge and understanding of appropriate interaction, participation, and collaboration on digital media in alignment with established rules and ethical standards, and 4) foundational knowledge and understanding of interactions governed by digital ethics regulations (Kusumastuti et al., 2021).

This research identifies and designs digital literacy, particularly in the context of social campaigns regarding netiquette on social media. Further, it recommends creative strategies to address the issue of online flaming, specifically for Generation Z.

This study employed a qualitative research approach with a case study research strategy. A case study was grounded in the distinctiveness of the selected cases in this study, which were deemed exceptional with diverse data collection techniques to achieve a more thorough research outcome. The research data collection technique involved conducting in-depth interviews, observations, and focus group discussions with several expert practitioners.

The informants in this study were selected through purposive sampling,

ensuring that informants were chosen based on their relevance to the specific case being examined. The researchers identified informants using the principle of typical case sampling, which involved selecting samples that aligned with the requirements of a given case. The chosen samples were relevant and might even have participated in the phenomenon or case under investigation. The participants in this study included representatives from the Directorate of IKP at the Ministry of Communication and Information of the Republic of Indonesia, members of SiBerkreasi comprising academics and practitioners, digital technology and culture experts, and specialists in social campaigns.

The data collection process for this research commenced with developing instruments in qualitative research. The development of research instruments was structured according to the research objectives, followed by the organization of keywords into a composition of questions aligned with the relevant concepts and subconcepts. Furthermore, once the instrument was prepared, the researchers conducted in-depth interviews and FGD with all selected informants. The interview and FGD results were subsequently transcribed, followed by the coding process in the next phase. The coding process was comprised of three distinct stages: open, axial, and selective coding. Following the coding phase, the subsequent step involved analysis and discussion. Ultimately, through the analysis and discussion, digital ethics for the prevention of war flaming was established.

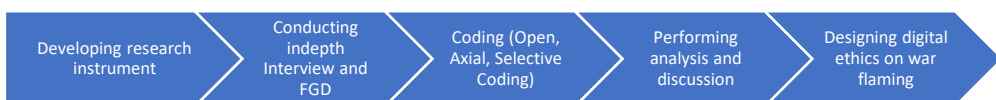


Figure 1. Stages of Digital Literacy Design for War Flaming Prevention

Source: Researchers' personal preparation

RESULTS AND DISCUSSION

Flaming is a form of cyberbullying or bullying on social media. This phenomenon occurs following the development of digital technology which makes it easier for us to obtain information and respond to everything freely. This freedom seems to be everyone's fortress to protect themselves. In the era of democracy, everyone is entitled to freedom of expression. This makes them forget their limits, and even cannot control their behaviors in using social media until flaming behavior, behavior that can be categorized as violent and detrimental to others, occurs.

Flaming is a form of online communication on social media, which is hate speech, comments, or tweets that evoke an atmosphere of heated emotions for the person reading it. Often this online communication rarely considers people's feelings face-to-face, provoking a hot atmosphere (Mardianto, 2019). Provided left unattended and ignored, flaming can become more prevalent among social media users. It requires contributions from many parties to deal with these problems. Don't let such a thing become normalized by the community because norms and ethics are extremely deviated.

The rise of flaming on social media has become an urgency for the government. The community demands the role of the government to increase digital literacy as a preventive measure to prevent flaming and create peaceful social media activities. This is a challenge for the government to reduce flaming on social media.

Designing creative social campaigns

Generation Z, the largest generation using social media, is a group that typically performs war flaming. They need to be given digital literacy awareness to reduce war flaming on social media. The rapid dissemination of information through social media can be used as a forum to run creative social campaigns friendly to Generation Z. In approaching Generation Z, it is necessary to have a simple way and language relevant to them. Generation Z is also critical in receiving information with a high sense of curiosity, but they do not like heavy language.

Designing a creative social campaign can begin with casual education using simple languages relevant to Generation Z. Although it sounds conventional, everywhere and anytime, education is a common thing that should be the best solution. In education, it is also possible to collaborate between parties who understand the problem of flaming on social media. Often what develops in Indonesian society, education is always considered mandatory. The informant said that since childhood, we have always been taught to get good grades, be smart in class, and excel. But we are not taught how to achieve self-pride. Nor is it taught to pursue something to be able to achieve it. Therefore, when we grow up, seeing how life goes is frustrating.

This is relevant to the previous research that in making social campaigns, especially on social media, it is necessary to start with education to increase awareness and knowledge of the importance of digital literacy to Generation Z. This education is expected to lead Generation Z to be more intelligent in social media and participate in spreading the education to others. The education is in the form of relevant social campaigns using social media such as Instagram, considering that Instagram is a media that is still popular among the public (Eugenia, 2022).

Therefore, education is important considering the literacy level of the

Indonesian people which is still relatively low. Previous research related to the implementation of digital literacy policies in the prevention of cyberbullying, policy implementation is an implementation process that starts from abstract conditions and questions about implementation requirements so that the implemented policies are successful. In making policies, the government needs to review policies to see the impact on the community when the policy is implemented.

Previous research suggested that there is a common thread with findings in the field that this education can start from building light and creative dialogues with Generation Z. The problem is that the government feels that they have done a lot but people feel that what the government is doing is not meeting their expectations. Therefore, there is no common thread because of the absence of dialogue. An example that is growing in society is the government's discourse to oversee Netflix. For the community, this should not be the priority. It is a good idea for the government to pay full attention to conventional media that is starting to collapse due to the presence of social media. From the flaming cases happening today, there is still a gap in the focus between the government and the community. Therefore, it is important to equalize goals and perceptions, so that we can support each other in each program. Misperception should not happen between the parties, and collaboration should be the priority to achieve the same goal.

Susanti (2021) emphasized that there are five qualities of campaign messages that can be attractive to Generation Z: credibility, message style and ideas, material selection, interpretation, and message motivation. Algifari (2021) also supports the need for creative social campaign strategies called 'what to say' and 'how to say'. Therefore, verbal content or messages are not enough; they must be translated visually or non-verbally. Compared to heavy news, this campaign can run in creative ways such as education through humanists to humorous short videos that are more attractive to Generation Z. We can choose topics friendly to young people and urgent for them. News that is too serious will not get attention from Generation Z. Therefore, there needs to be a more creative pattern.

Empowering Young Communities in Digital Literacy Campaigns

In response to flaming and various social issues, especially in digital media, which is a serious case, the government has a strategy to build a community whose members consist of the younger generation and involve them to synergize together. Digital literacy targeting Generation Z does require creativity from young people. Therefore, this community consists of young people who are the main targets of social media, seeing the potential of young people who are still high in spirit and always thirsty for new things, which necessitates the government to embrace them to become agents of change in spreading digital literacy

awareness today. This community is called the SohiB Community which is part of @indonesiabaik.id

The government, especially the Ministry of Communication and Information Technology (Kominfo), calls it Sobat Hebat Indonesia Baik whose followers are young people or Gen Z. Young people are considered a generation that is active in social media, and they understand how social media works. Kominfo invites young people who are members of the SohiB Community to jointly use social media wisely by diligently creating, posting, and sharing positive content. This is vital to maintain balance in social media.

In addition to these young communities, based on interviews with other informants, there are several agencies that also empower a group of creative young people and can be categorized as a young community with criteria such as, they have a wide network that makes it easy to collect crucial information, in this case a large number of followers are part of the character of the wide network they have. Members of the youth community can have conversations with audiences on social media to make the message conveyed persuasive and personable. The ability of buzzers to produce content such as journalistic knowledge and information framing/selection (Sisrilnardi, 2023). The dominant buzzer is synonymous with a negative meaning, but in response to negative comments, it turns out that this buzzer can play a role in neutralizing an issue. This is called a positive buzzer. Although it is always associated with a negative perception, the role of buzzers in the youth community is not so. The community is formed on the basis of a common focus on digital literacy without provocation and still prioritized journalistic principles.

According to Juditha (2019), even though buzzers work behind the scenes, their role and performance cannot be arbitrary. They work in total to guard issues on social media for 24 hours. Their task is to develop social media strategies and implementation, design socialization designs based on goals, and measure the effectiveness of messages. They also have content writers, who will create narratives to post on social media accounts. There are also those tasked with overseeing issues and sharpening these issues. They are also the ones who monitor if there is an attack from the opponent. The buzzers will map their targets. These methods have recently been maximized by creating blog services, link sharing, virtual communities, and others to make it easier for social media users to collect information. The goal is raising the issues to be trending topics. There is another study that the role of buzzers on social media in shaping public opinion in the 2024 election is very significant. They play the role of marketing that introduces the brand or the issue raised (Nainggolan, 2024). However, the presence of buzzers often considered negative needs to be the attention of all parties so that they are not ambiguous which can become a boomerang in itself.

One of the works of this young community is that when the issue of Mr. Jokowi is hot, flaming occurs on almost all social media which is felt to be very excessive. This community seeks to neutralize through comments. They comment or reply to the flaming with a discussion that has a more positive connotation, reminds the good side, provides evidence of real work, and so on to neutralize the existing tension.

Although all the collaborations between organizations/agencies and the community are strategic designs to neutralize issues with positive facts, the course of collaboration with the young community must still look as natural as possible. That way, the comments coming from this community look simple and easy to understand. Their presence in the midst of the controversial issue is only as a neutralizer by presenting appropriate facts, not leading to praise or provoking.

Collaboration of the Government, Community Leaders, and Journalists in the Anti-War Flaming Education Program

Technological developments allow parties concerned about certain issues to convey their message to the audience easily. The number of young people who have begun to voice their attention to the concerning issues shows that an initiative to voice them has become a positive trend. That way, it is necessary to maximize social media as an available channel so that the message conveyed can be more accepted by the audience (Rachmawati, 2023).

One of the benefits of social media is collaboration. Through social media, collaborations can be formed effectively. The speed of social media in disseminating information can be a helpful feature in this collaboration process. With social media that allows many people to gather at a distance, a collaboration between various parties can run. This collaboration is considered to be a very important strategy because the government cannot stand and run alone without the help of other parties.

Referring to research that states that there is interactivity in the use of social media, it is considered necessary to be equipped with an understanding related to collaboration with the public on social media. Collaboration is a cooperation between an account and its users on social media to make good things more effective and efficient (Husna, 2021). Moreover, the purpose of the program is education. It requires collaboration from many parties who can reach Generation Z on social media. Generation Z has role models that they follow on social media. Such important figures can be invited to collaborate so that all messages can be well received.

Several informants agree to prevent flaming behavior. One of the prevention strategies is collaboration. This behavior is not only the responsibility of the government. The government also has limitations and cannot control so many social media users, especially since new technologies are always emerging.

Therefore, it is necessary to adapt quickly to keep up with technological developments.

Inviting people who understand the social media and the way to use it according to their needs. The government requires collaboration to acknowledge the purpose of using social media and its implications. Social media is a communication facility. Communication is irreversible, something that is said to be irrevocable. Therefore, whatever posted on social media, even if it is deleted, it will not change anything.

Wijayanto et al. (2019) stated that the competence to participate and collaborate is a unique and distinctive competency formulated by Japelidi and is closely related to the social consequences of digital literacy. This competency is useful for not only individuals but also a group. In this case, it cannot overcome the flaming problem on its own. Collaboration from many parties - the government, educational institutions, the community, and competent journalists - in terms of digital literacy is required.

Most of the informants consume news through online media portals. What is known to the public is that currently, conventional media is also starting to develop on social media. Therefore, the receipt of information becomes faster. This is a good point. Therefore, it is important for the flaming prevention strategies. We know that media has a wide exposure, reaching a wide audience. With the hope, these online media can create intelligent news framing. Media also has a responsibility in this regard, making news that follows journalistic rules, and spreading information neutrally. Furthermore, media is responsible for making news without any provocation or intimidation of certain parties. Because the sensitive things that are provoked will explode on their own. Many users will be provoked, so that flaming occurs with various motives.

Seeing the big role of the media, the government involves the media in this flaming prevention strategy. The information conveyed by this media must be proven true and can be accounted for. Being part of the media, journalists or news writers also have an equally important role. Serving in the field to find news, collect information from sources, then disseminate it to a wide audience.

Kominfo explained that they also formed a kind of special division whose focus is improving people's understanding and intelligence, called Indonesia Baik and SiBerkreasi. Indonesia Baik and SiBerkreasi consist of competent people who have broad insights in terms of digital literacy. The combination of academics, practitioners, and journalists has made Indonesia Baik stronger and more strategic. Indonesia Baik can also be a forum for those who want to share experiences and insights, especially about digital literacy or social media itself. Having the same goal, both academics and journalists seem to be guerrillas on social media to spread correct information without bias and without provoking.

Their task revolves around digital literacy education so that people are more aware of the importance of social media literacy, and flaming can be reduced.

Optimization of TikTok and Instagram social media in viralizing positive content

Continuous technological developments can be directed to positive things. There are innovations that follow these developments. Recently, there are a lot of innovations happening on social media, such as the phenomenon of online shops. A lot of people use social media to make a living, even social media has been considered a productive office for some people. This is what is meant by the importance of knowing the purpose of using social media.

The informant also shared information about a video showing the figure of women exporting banana leaves through social media. This is a positive action. Helping the economy of small communities that continue to want to develop. Then, the rise of TikTok Shop can also be used as an example. An application that was initially blasphemed has developed like a super app that presents many features.

[Firamadhina \(2021\)](#) emphasized that TikTok presents an informal education with general or specific knowledge depending on what content is presented by a creator. One example of education and activism on TikTok is the use of hashtags to carry out a campaign. TikTok users are also dominated by generation Z, so the content is relevant for Generation Z. TikTok indirectly groups education into several categories, such as academic education, cooking education, and general education which includes social insights. Some also educate about digital literacy. Generation Z is an active generation. They want to contribute with campaigns relevant to daily life. Therefore, it is necessary to design a campaign that raises simple issues in daily life from a group of Generation Z.

TikTok is currently a social media widely used for promotion. Optimizing TikTok as a means of promotion also needs a strategy, such as identifying the target audience to be targeted, planning content creation, creating creative content and attracting audiences, optimizing the features contained in TikTok, consistency and frequency in uploading content, interacting with audiences who respond to content, integrating TikTok promotions with other promotions, and evaluating the results obtained from content ([Denada, 2024](#)). Therefore, many features are used in creative campaign content. Creativity that involves Generation Z must be developed and optimized to be more effective and efficient.

Not all social media users in Indonesia are bad. Because right and wrong and good and bad depend on us. Some users use social media to support their creativity. This is an interesting finding that the trends that are developing on social media also show that Indonesian people are innovating, and trends like these should be multiplied and can be a strategy in preventing flaming or

cyberbullying behavior.

The rapid development of trends on social media gives an idea that all forms of flaming or cyberbullying can also pass quickly alternating with the next trends. Therefore, this can be used as a strategy in preventing or reducing flaming. Positive content from the public on social media needs to be encouraged to enter the trending algorithm so that the negative things that heat up can be subdued or reduced. This also invites many parties to synergize together in creating more massive creative content. There are potential creators who can be supported by either the government or other parties. This will be a very positive program if there is a contribution from the community. There needs to be a desire to move forward and stop spreading hate speech. There is a term "Don't give a stage" for people who perform flaming. Therefore, to increase public awareness, it is necessary to remind one another and share positive information.

Collaboration with Young Influencers in Campaigning the Importance of Digital Reputation

[Kholik \(2023\)](#) explained that collaboration with influencers is a strategy that involves cooperation between brands or companies with individuals who have large and influential followers on social media or online platforms to increase brand awareness. Collaboration with influencers is an effective way to reach hard-to-reach audiences through conventional marketing methods and build stronger brand awareness. Collaboration with influencers can not only help brands reach relevant audiences in a more personal and convincing way but also help create consumer trust through recommendations from individuals respected by their followers. With careful planning and the right selection of influencers, this collaboration can be an important element in a brand's marketing strategy to increase awareness and achieve success in the competitive digital era.

Generation Z who are active on social media have role models within their daily scrolls. The power of influencers is really influential in shaping their mindset. Having a large number of followers certainly gives more responsibility for an influencer. All trends spread by influencers can be emulated by Generation Z. Therefore, influencers are the parties that need to be invited to collaborate with the government.

Correspondingly, [Sono \(2024\)](#) emphasizes that the influence of content relevance on Generation Z behavior emphasizes personalized and contextual content created by influencers. Strategic collaborations with influencers who can align their content with the values and interests of Gen Z audiences are essential. This collaboration can foster deeper relationships and positively influence Generation Z's behavior. Additionally, understanding Generation Z's mindset and preferences is essential for developing effective strategies. Key strategies to influence Generation Z through content include authenticity, transparency,

storytelling, emotional appeal, user-generated content, co-creation, partnerships with influencers, collaboration, personalization, and interactivity. Collaboration with experienced and trusted influencers can provide interesting content and increase credibility. In addition, Generation Z is also more likely to use social media to get information and is influenced by different factors compared to previous generations.

Cooperation with young influencers has begun to be explored by the government. Inviting well-known influencers to promote the real work of the current government, such as Mr. Jokowi who invited Atta Halilintar and Raffi Ahmad to explore the IKN ahead of Indonesia's 79th Independence Day. Atta Halilintar and Raffi Ahmad shared the excitement of exploring the IKN with Mr. Jokowi. This can give an idea to young people that the progress of IKN Development has been successful and worthy of being used as the next capital city.

Besides, the government also invites young influencers to promote Indonesian tourist destinations, especially after the pandemic. This is the government's effort to revive the tourism sector which has declined after the pandemic. A few young influencers contribute to the government's campaign to shape a digital reputation with a humanist approach and relevant to Generation Z. It is common for the government to invite young influencers to government activities. To show his followers that the current government is quite transparent, disseminating information that may not be easily accepted by Generation Z if the information is conveyed by the government. In this case, influencers become a bridge between the government and the community.

Supported by a statement from an informant that beginner creators also need to be supported to produce positive content. They can also be embraced in government programs. Therefore, the dissemination of information through positive content is even more widespread and can cover diverse circles. The informant sees that there is a lot of potential that young people have in this sophisticated era. On TikTok, there are a lot of young people who are positive, educating, and creative.

Persuasive and Creative Messages for Generation Z

In designing social campaign content that appeals to Generation Z, it is important to understand their characteristics and preferences. Generation Z is known as a very active and technologically connected generation. They are quite concerned about social issues developing on social media and want authenticity and honesty from a social movement. The elements that can make social campaigns effective for Generation Z include authentic and transparent messages or content. Generation Z values honesty and openness, especially for sensitive social issues. Messages that feel manipulative or not genuine tend to be ignored. Social

campaigns must show originality and not use excessive imagery. Generation Z is very sensitive to imagery and tends to perceive it as a negative thing.

Generation Z is also concerned about social justice and mental health issues. Social campaigns that are attractive to Generation Z are those that are relevant to their daily lives. Packaged as simply as possible, it is a special attraction for them. Besides, Generation Z is more interested in audiovisuals that are to the point. They quickly get bored of reading or processing information for a long time. For example: TikTok videos that combine short narratives with dynamic graphics about the importance of social action or Instagram videos with engaging infographics about gender equality.

Further, Generation Z grew up in the era of fast information and did not like long writing. They tend to be to the point. Therefore, the campaign message must be conveyed clearly and concisely, whether through text, video, or image. We should avoid long narratives that don't get to the heart of the matter, for example, short taglines such as "Reduce Plastic, Save the Future" or "Self-care is Strong".

The fact that Generation Z loves challenges should also be on concern. We should give them concrete steps to get involved, such as signing petitions, taking part in social challenges, spreading awareness through hashtags, or donating a small amount of money to a social cause. For example: "Challenge your friend for a plastic-free day!" or "Help spread this positive message with a repost."

Also, Generation Z is often inspired by public figures or influencers they consider authentic. Including people they know and admire in a campaign can make the message more engaging. Government should collaborate with TikTok or Instagram content creators who are known to be vocal about environmental or mental health issues.

The other strategy is involving audience participation (user-generated content). Generation Z loves to participate and be part of the movement. We can create a space for them to share stories, experiences, or ideas through social media. For example: A campaign where the audience is asked to share stories or tips on how they take care of their mental health or contribute to environmental sustainability. The use of humor and memes is also vital. Gen Z loves content that is entertaining, humorous, and witty, and often conveys serious messages through humor or memes. It helps the message feel lighter but still effective. For example: A mental health campaign that uses funny memes to show the importance of talking about feelings.

Additionally, Generation Z values diversity. Make sure the campaign reflects inclusivity in terms of gender, race, ethnicity, and cultural background. For example: Campaigns that feature diverse individuals from different backgrounds united for a single cause, such as fighting climate change or advocating for gender

equality. By understanding the values and preferences of Generation Z, social campaigns can be more effective in conveying their message and encouraging their active participation in various important issues.

According to Weniggalih (2023), the identification of issues relevant to Generation Z can be done by conducting comprehensive research on social trends and issues, involving influencers in the process of communication and messaging, and using relevant languages and media. Currently, information technology often uses social media platforms to achieve the goal of persuasive communication to Generation Z. Biba (2023) proves that the most important thing in influencing the perception of Generation Z is whether the information is logical (50.44%). Furthermore, the subject explained that in times of uncertainty, the subject needs to be rational, real (not a hoax), and can be scientifically proven. The second is the credibility of the communicator or the person who conveys the information (38.64%). The subject explained that credible people who can explain current conditions and make the public believe are needed in a wilderness of information that is sometimes confusing. The last is the ability to touch the heart (10.91%). The reason is that emotional touch is necessary to influence others

Based on the presentations from Weninggalih and Biba, Generation Z prefers interesting, creative, and relevant content to the platform they use, using interactive features on social media platforms such as polls, quizzes, or questions and answers, and identifying relevant and popular hashtags related to the issues they want to convey. This is also relevant to the characteristics of Generation Z which is to the point in certain contexts. Therefore, in designing social campaigns, it is necessary to adjust to the character and preferences of Generation Z so that all messages conveyed can be well received.

Table 1. Social Campaign "Prevention of War Flaming"

No.	Content Pillar	Example
1.	Key Messages	"Don't be hot, stay cool!" It can be a simple tagline that reminds them not to get carried away quickly when surfing social media. Visuals: Use interesting graphics, such as fire slowly turning into ice, symbolizing how controlling emotions can cool a situation.
2.	The Importance of Self-Control	"Think first, comment later" Invite Generation Z to think twice before sending comments that may hurt others. Visual: A GIF or short video depicting someone almost writing a bad comment, then a reminder like, "Is this necessary?"

Sources: Processed from various sources

Table 1. Social Campaign "Prevention of War Flaming"

No.	Content Pillar	Example
3.	Hashtag Campaigns	<p>Hashtag: Create a social media challenge with hashtags like #SpeakKindly, which encourages people to share experiences about how they positively handled negative comments. User Participation: Challenge them to post positive responses or motivational words in situations where people usually react negatively.</p>
4.	Collaboration with Influencers	<p>"Influence with Kindness". Collaboration: Invite influencers who are known among Generation Z to talk about their experiences facing war flaming and how they maintain digital ethics. Videos or Reels: Influencers can create content about how they keep online interactions positive and address hate comments in a relaxed way.</p>
5.	Infographic	<p>"Healthy Ways to Discuss in the Digital World" Visual tip: Create infographics that show healthy ways to debate or discuss in the digital world, such as: - "Make room for different opinions" - "Avoid personal attacks" - "If you don't like it, it's better to scroll" Distribution: Post this infographic on platforms like Instagram and Twitter, with a modern design and vibrant colors to grab the attention of Generation Z.</p>
6.	Meme	<p>"Don't Be a Keyboard Warrior" Humor memes: Use popular memes that Gen Z love to satirize the behavior of "keyboard warriors" (people who only dare to attack others behind a computer screen). This meme can be a mild but effective way to remind them of the importance of being kind. Message: "Be brave in cyberspace, but can you say the same thing in the real world?"</p>
7.	Video Challenge	<p>"Flaming to Calming" TikTok or Instagram Challenge: Create a challenge where users share how they turn a comment or discussion that almost became a war flaming into a more productive conversation. For example, users could post videos about how they turned negative comments into positive or understanding replies. Hashtag: #FlamingToCalming or #CoolDownChallenge.</p>
8.	Educational Content	<p>"What is War Flaming & its impact?" Animated videos: Create short animated videos that explain what war flaming is and how it affects others, both emotionally and mentally. Data and Facts: Include statistics on the negative impact of hate comments and war flaming on mental health, such as increased cases of depression or anxiety among adolescents. Call-to-Action: An invitation to stop participating in flame wars and start contributing to more productive and positive conversations.</p>

Sources: Processed from various sources

Table 1. Social Campaign "Prevention of War Flaming"

No.	Content Pillar	Example
9	Social Media Filters	<p>"Positive Vibes Only"</p> <p>Instagram or TikTok filters: Create custom filters that remind users to spread positive comments, with on-screen text like "Positive Vibes Only" or "Only Good Comments Here."</p> <p>Supporting Messages: Below the filter, add a short message like "Being nice online is just as important as being in the real world."</p>
10.	Emotional Videos	<p>"Words have an impact"</p> <p>Strong narrative: Create a short video that tells the story of someone who has been a victim of hate comments and war flaming. This video can end with the message that negative comments are not only hurtful in cyberspace, but can also have an impact in the real world. Message: "What you type, can hurt others. Use your words wisely."</p>
11.	Emphasis on Empathy	<p>"You Don't Know What Other People Are Experiencing"</p> <p>Message: This campaign can raise the importance of empathy, by highlighting that everyone is going through something we don't know. The message is to always be kind because we don't know what the other person is going through behind the scenes. Visuals: Videos with illustrations or animations about how negative comments can worsen the situation of someone who is already experiencing personal problems.</p>
12.	Storytelling	<p>"Experience of Facing Negative Comments"</p> <p>Story-Sharing Content: Encourage users to share their experiences overcoming negative or hate comments, as well as how they managed to maintain a positive attitude. Hashtag: #FightWithKindness or #PositiveEnergy.</p>
13.	Collaboration with Schools or Communities	<p>Webinars or workshops: Teach digital ethics through webinars or online classes, involving schools, youth communities, and public figures. Focus on the importance of maintaining healthy and respectful conversations online. Message: "Being nice online also shows the quality of yourself in the real world." By using a combination of educated, creative, and user participation-based content, these campaigns can be more effective in reaching Generation Z. It's also important to include a clear call-to-action (CTA) so that they feel they have an active role in creating a healthier digital environment.</p>

Sources: Processed from various sources

CONCLUSION

This research suggested that a creative and relevant social campaign approach is essential for reducing war flaming on social media, particularly among Gen Z. This generation appears more readily swayed by a humanistic and humorous perspective. It is essential to design a campaign that emphasizes clear, creative dialogue and employs simple language. An approach to human literacy that prioritizes interaction in the digital realm may assist Gen Z in understanding the significance of upholding communication ethics on social media. Informing individuals that their counterparts in digital media are human beings deserving of respect can diminish the likelihood of online conflict and hostility. Such campaigns can enhance digital awareness and foster a more positive atmosphere on social media.

Emerging communities engaged on social media and knowledgeable about platform dynamics can serve as catalysts for change, promoting digital literacy and addressing contentious issues effectively. Involving individuals in digital literacy initiatives can enhance awareness regarding the prudent use of social media and contribute to minimizing the dissemination of misinformation and harmful content. With the backing of the Ministry of Communication and Information, young individuals within this community can become constructive influencers who can mitigate polarization in the digital realm and uphold balanced discussions on social media.

The collaboration among government entities, community leaders, and journalists is crucial to the effectiveness of the anti-war education program. Initiatives like Indonesia Baik and SiBerkreasi, which engage academics, practitioners, and journalists, facilitate the broader dissemination of digital literacy programs. This partnership enhances initiatives to share precise and non-inflammatory information. Furthermore, optimizing social media platforms like TikTok and Instagram to disseminate positive content, along with engaging young influencers, is anticipated to foster the creation of more educational material and promote behavioral changes among social media users towards a positive and healthy approach.

REFERENCES

- Alomar, A.M. & Alabady, H.S. (2023). The Phenomenon of Cyber Bullying: Interpretation, Confrontation, and the Position of Islamic Law. *Journal of Namibian Studies: History Politics Culture*, 34, 746–768. <https://doi.org/10.59670/jns.v34i.1123>
- Algifari, M.I. (2021). Kampanye Sosial Quarter-Life Crisis Work Life, Love Life, World View Melalui Media Digital. *Dekave*, 11 (2).

- Andersen, I. V. (2021). Hostility online: Flaming, trolling, and the public debate. *First Monday*, 26(3), 1–26. <https://doi.org/10.5210/fm.v26i3.11547>
- Arafa, A. & Senosy, S. (2017). Pattern and correlates of cyberbullying victimization among Egyptian university students in Beni-Suef, Egypt. *The Journal of the Egyptian Public Health Association*, 92(2), 107–115. <https://doi.org/10.21608/epx.2018.8948>
- Ardi, N., Ahmad, A., Daud, N., & Ismail, N. (2020). Speech Act of Flaming in Twitter Status: Issues and Concerns in the Malaysian Context. *Asian Journal of University Education*, 16(4), 109–121. <https://doi.org/10.24191/ajue.v16i4.11961>
- Arisanty, M., & Wiradharma, G. (2022). The motivation of flaming perpetrators as cyberbullying behavior in social media. *Jurnal Kajian Komunikasi*, 10(2), 215. <https://doi.org/10.24198/jkk.v10i2.39876>
- Bansal, A., & Mahadev Sharma, S. (2011). Classification of Flames in Computer Mediated Communications. *International Journal of Computer Applications*, 14(6), 21–26. <https://doi.org/10.5120/1888-2505>
- Biba, A., L. (2021). Persepsi Generasi Z Terhadap Komunikasi Publik Di Masa Pandemi Covid-19. *Jurnal Empati*, 12 (4).
- Darawsheh, N. (2023). The Impact of Cyber Bullying on the Psychological Well-being of University Students: A Study in Jordanian Universities. *Information Sciences Letters*, 12(8), 2757–2768. <https://doi.org/10.18576/isl/120826>
- Denada, N. (2023). Optimalisasi Media Sosial Tiktok Sebagai Sarana Promosi Di Oculus Photo Studio Cabang Galuh Mas Karawang. *Management Studies and Enterprenership Journal*, 4 (6).
- Eugenia, C. M. (2024). Instagram sebagai Media Pendukung Kampanye Pentingnya Literasi Digital.
- Firamadhina, F. I. R. (2021). Perilaku Generasi Z Terhadap Penggunaan Media Sosial TikTok: TikTok Sebagai Media Edukasi dan Aktivasi, 10 (2), 199-208. DOI: 10.24198/share.v10i2.31443
- Habibi, A., Riady, Y., Alqahtani, T.M.(2023) Drivers affecting Indonesian pre-service teachers' intention to use m-learning: Structural equation modeling at three universities E-Learning and Digital Media This link is disabled., 2023, 20(6), pp. 519–538
- Habibi, A., Riady, Y., Samed Al-Adwan, A., Awni Albelbisi, N.(2023) Beliefs and Knowledge for Pre-Service Teachers' Technology Integration during Teaching Practice: An Extended Theory of Planned Behavior Computers in the Schools This link is disabled., 2023, 40(2), pp. 107–132
- Habibi, A., Riady, Y., Alqahtani, T.M.(2022) Online Project-Based Learning for ESP: Determinants of Learning Outcomes during Covid-19 Studies in English Language and Education, 2022, 9(3), pp. 985–1001
- Hannako, N. Y., Latifah, M., & Riany, Y. E. (2024). *THE PHENOMENON OF*

- CYBERBULLYING BEHAVIOR AMONG TEENAGERS IN PADANG CITY: PRELIMINARY*. 4(08), 7312–7325.
- Husna, A. H. (2021). Kolaborasi Pelanggan di Media Sosial dalam Praktik Customer Relations Instansi Layanan Kesehatan, vol. 1. KomunikasiMu: Journal of Social Science and Humanities Studies.
- Juditha, C. Buzzer di Media Sosial Pada Pilkada dan Pemilu Indonesia. Prosiding Seminar Nasional Komunikasi dan Informatika, 3.
- Kholik, J., R., A. (2023). Literatur Review : Penerapan Strategi Pemasaran Digital dan Kolaborasi Influencer dalam Meningkatkan Kesadaran Merek. Jurnal Ekonomi Manajemen dan Bisnis (JEMB), 2 (2). <https://doi.org/10.47233/jemb.v2i3.1404>
- Kominfo, & S. (2021). *Panduan Internet Untuk Orang Tua*. Kementerian Komunikasi dan Informatika RI.
- Kusumastuti, F., Astuti, S. I., Birowo, M. A., Hartanti, L. E. P., Amanda, N. M. R., & Kurnia, N. (2021). Modul Etis Bermedia Digital. In *Modul Etis Bermedia Digital*. <https://literasidigital.id/books/modul-etis-bermedia-digital/>
- Lee, J., & Jin, C. (2019). The relationship between self-concepts and flaming behavior: Polarity of the online comments. *Journal of Theoretical and Applied Information Technology*, 97(19), 2518–2529.
- Mahasneh, R., Elsherbiny, A., Ghbari, T., & Hammouri, M. (2024). Navigating Cyberbullying: A Cross-National Study of Forms and Responses among University Students in an Online Learning Environment. *Journal of Social Studies Education Research*, 15(3), 229–256.
- Mardianto. (2019). Prasangka dan Ujaran Kebencian Siber: Peran Pola Komunikasi Daring dan Algoritma Media Sosial (Ruang Gema dan Gelembung Informasi). Prosiding Seminar Nasional & Call Paper Psikologi Sosial 2019 PSIKOLOGI SOSIAL DI ERA REVOLUSI INDUSTRI 4.0: PELUANG & TANTANGAN, 74–85.
- Martutik, Santoso, A., Rani, A., Prastio, B., & Maulidina, A. (2024). Exploring flaming in the discourse of negative judgment: invoked strategies used by Indonesian netizens in Instagram comments. *Cogent Arts and Humanities*, 11(1). <https://doi.org/10.1080/23311983.2024.2333601>
- Muhaimin, M., Habibi, A., Riady, Y. (2023) Covid-19 distance and online learning: a systematic literature review in pharmacy education BMC Medical Education, 2023, 23(1), 367
- Nainggolan, M. (2024). Pengaruh Buzzer di Media Sosial terhadap Pembentukan Opini Publik dalam Pilpres 2024. *Journal on Education*, 7 (1).
- Nugraha, A. P., Kurnia, A., Irawan, P., & Putra, P. (2024). *SELF-IDENTITY IN INDONESIA SOCIETY*. January, 1–8.
- Putri, Kinkin Y. S.; Riady, Yasir; and Suwito, Annisa (2024) "Changing Healthy

- Living Behavior in the Post-Pandemic Era: New Communication Culture," *JURNAL KOMUNIKASI INDONESIA*: Vol. 13: No. 1, Article 10.
- Rachmawati, N., F. (2023). Strategi Komunikasi Persuasif Oleh Komunitas Pemuda Berkain Surabaya Dalam Melestarikan Kain Tradisional. *Commercium*, 7(1).
- Riady, Y. (2014) Assisted learning through facebook: A case study of universitas terbuka's students group communities in Jakarta, Taiwan and Hong Kong *Turkish Online Journal of Distance Education* This link is disabled., 2014, 15(2), pp. 227–238
- Riady, Y. (2013). Literasi Informasi sejak dini: pengetahuan baru bagi anak Usia dini. *Visi: Jurnal Ilmiah Pendidik dan Tenaga Kependidikan Pendidikan Non-Formal*. 8(2).159-165. DOI: <https://doi.org/10.21009/JIV.0802.10>
- Riady, Y. (2009). Perilaku Perilaku Pencarian Informasi Mahasiswa Pascasarjana Program Doktor Bidang Pendidikan Bahasa Yang Menyusun Disertasi: Studi Kasus Di Universitas Negeri Jakarta. Tesis. Program Magister Ilmu Perpustakaan dan Informasi, Fakultas Ilmu Pengetahuan Budaya, Universitas Indonesia, Indonesia.
- Riady. Y., Sofwan, M., Mailizar, M., Alqahtani, T. M., Yaqin, L. N., Habibi, A. (2023) How can we assess the success of information technologies in digital libraries? Empirical evidence from Indonesia. *International Journal of Information Management Data Insights*, 3(2), 2667-0968, <https://doi.org/10.1016/j.jjime.2023.100192>
- Saidah, M. & Trianutami, H. (2022). Dramaturgy in Identity Formation on Social Media: A Study on Second Account Ownership on Instagram. *Jurnal Ultimacomm*, 14(2), 267–278.
- Sisrilnardi (2023). Peran Buzzer sebagai Opinion Makers Dalam Proses Reklamasi Teluk Jakarta tahun 2016-2017. *Sibatik Journal*, 2 (3). <https://publish.ojs-indonesia.com/index.php/SIBATIK>
- Susanti, K. (2021). Kreatif Pesan Kampanye Sosial #Nikahkanmaskervaksin Sebagai Upaya Pengendalian Pandemi Covid 19. *Gandiwa: Jurnal Komunikasi*, 1 (2).
- Sono, M. G. (2024). Analisis Pengaruh Kredibilitas Influencer, Relevansi Konten, dan Tingkat Keterlibatan Sosial terhadap Perilaku Konsumen Generasi Z dalam Kampanye Influencer Marketing: Studi Kasus pada Industri Fashion di Indonesia. *Jurnal Ekonomi dan Kewirausahaan West Science*, 2 (1). <https://wnj.westscience-press.com/index.php/jekws>
- Weninggalih, P. (2023). Strategi Komunikasi Persuasif pada Generasi Z Menjelang Pemilihan Presiden 2024. *JIPSi: Jurnal Ilmu Politik dan Komunikasi*, 13 (2).