

Digital Activism in Social Movements and Its Influence on the Implementation of State Administration in Indonesia

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Abstract

The existence of digital platforms provides a new space for people to interact. In this case, interaction in the form of activism also takes advantage of the role of technology in carrying out social movements. This social movement can then influence how the implementation of state administration in Indonesia is carried out. This research then examines how digital activism through social movements affects state administration in Indonesia. This type of research is descriptive qualitative research. The data used in this study comes from various research results and previous studies, which still have relevance to the contents of this research. The results of this study then found that the emergence of technology caused many people to become literate in the world of activism. This causes many changes in the dynamics of the Indonesian state, especially in politics. The emergence of digital activism has led to the need for various changes in regulations and administrative regulations in Indonesia.

Keywords: Digital Activism, Social Movements, Technology, Politics.

Introduction

For thirty years, the media industry in Indonesia has been in the grip of Suharto and his cronies to become a propaganda tool and perpetuate power. Soeharto also controlled the media as a flow of information by silencing journalists, and the media criticized the government. This condition changed when the reform era began, with significant changes occurring in the press, journalism, and the media industry (Sumiati, 2020).

The history of the 1998 reform in Indonesia shows proof of the success of activism and social movements mediated by digital technology, although the technology used is, of course, not as sophisticated as the current digital technology. The movement in the reform era shows how the circulation and amplification of inflammatory information can circulate outside the mainstream media distribution network. This information then becomes the fuel for movement knots which can eventually transform into a big wave of change (Lengauer, 2021).

After the conclusion of the new order, Indonesia entered a period of reform that resulted in a number of significant changes in the framework of the telecommunications and information technology industries and media convergence. Since 2010, the state has undertaken efforts through the Ministry of Communication and Informatics (Kominfo) to enhance technology infrastructure (Dwivedi et al., 2022). Despite this, the project was hindered by bureaucratic issues, access mapping, and even corruption inside Kominfo. The affordability of smartphones, the cost of internet subscription packages offered by cellular carriers, and the rise in the number of locations offering wi-fi connection services in various regions of Indonesia have all contributed to the growth of internet usage (Aminah & Saksono, 2021).

In Indonesia, the adoption of digital technology has always been met with enthusiasm, particularly from business players who believe that digital technology has the ability to serve as a catalyst for the digital economy. This is further backed by the fact that a number of global social media businesses view Indonesia as a crucial market for the promotion of their products. The enormous number of people contributing to the growth of the digital economy has made Indonesia an attractive investment destination for digital technology companies (Li et al.,

2020).

Nevertheless, technical advancements in Indonesia cannot be viewed solely from an economic standpoint. As one of the most important countries in Southeast Asia, Indonesia's use of technology must be analyzed in light of its social goals, which can range from community empowerment, innovation in the context of education, overcoming economic inequality, and resolving human rights issues to other social movements that promote social justice, prosperity, and a healthy democratic climate. These factors increase the importance and necessity of ongoing research on digital activism (Fatimah et al., 2020).

This research then aims to see how digital activism develops in social movements. Then it will also be seen how it affects the state administration in Indonesia.

Literature Review

1. Digital Activism

Thanks to the internet, many social movement organizations have become transnational or have more ability to change their organizational form to become transnational organizations. Even though digital activism has become increasingly global, the implementation of digital activism is still influenced by contextual factors, including political, economic, and social factors (Gorwa, 2019). Common methods of digital activism include online petitions, email bombings, virtual sit-ins, hacktivism, DOS (Denial of Service) attacks, hashtag activism, and advocacy for the use of an open source. Van Laer and Aeiist describe two categories of digital activism: internet-based and internet-supported. "Internet-based activism" is a newer 'virtual' activity compared to "Internet-enabled activism," which is a 'physical' activity or a traditional form of activism but facilitated by the internet (Ireland, 2022).

Whichever method is used, the three elements of digital activism that will have a meaningful impact on society are integration, the listening before engaging method, and the shift from online interaction to offline interaction. Online and offline actions complement each other, and today's social movement organizations almost always use both measures (Granic et al., 2020). 'Digitally correct activists' include offline to show that their group comprises 'real' people. The internet also helps disseminate information on how to carry out demonstrations safely and successfully, although it will not significantly reduce some practical barriers. In addition, it should also be noted that various social media features must be used to maximize the success rate, for example, using only one type of social media, for example, Twitter, will not be enough (Maly, 2019).

Van de Monk stated that 'protest is a political action by powerless groups', and at a certain level, activism is a way to convey political protest and people's aspirations. This raises the aspirations of citizens and reduces the traditional social hierarchy between the elite and the protest group (Martelli, 2021). Information and communication technology provides space for citizen political participation and discussion, considering that communicative interaction is essential in a democratic society. Therefore, digital activism has provided space for democracy to rise higher than before (Pantarari, 2022).

Another advantage of the internet for political engagement is overcoming obstacles in the form of limited funds, where the internet provides a virtual platform for free. Information dissemination can also be immediate and real-time, resulting in smoother coordination and mobilization of organizations on a global scale. Space and time are also no longer an obstacle, and activists no longer need to be in the exact location to take action on the same issue (Mourtzis

et al., 2022).

For alternative politics, the internet has become a space against hegemony where citizens and movement groups can be free from the narratives carried by the mainstream media. The internet also provides opportunities for disseminating information that the mainstream media would usually suppress. Van de Donk also argues that social movement organizations can be more effective than political parties in shaping public opinion (Chitanana, 2020). Political or corporate leaders can be held accountable at any time, as today's technology allows for on-the-spot documentation of every significant event. This benefits social movement organizations in running demonstrations smoothly, as the rapid flow of information can significantly reduce government oversight (Bareis & Katzenbach, 2022).

Even so, digital activism still has its problems. Citizens without internet access are still unable to participate in digital activism. Even those who have access but do not follow digital literacy skills may not fully benefit from alternative political participation. Suppose social disparities related to access to digital technology and digital literacy persist. In that case, the more affluent and educated people will be the only ones to benefit from the internet (George & Leidner, 2019). Don't also forget that some areas of the world may not have great digital freedom due to the strict censorship of their governments. So, in this case, the internet remains a hegemonic space. Without freedom on the internet, one does not have the opportunity to contribute to social or political change (Cao et al., 2022).

2. Social Movement

Theoretically, the concept of a social movement is a movement that was built based on community initiatives to make demands for changes in government institutions and policies that are felt to be or are no longer following the wishes of some people. Jurgen Habermas defines Social Movements as defensive relationships of individuals to protect their public and private spheres against attacks from the state and market system (Clarence-Smith & Monticelli, 2022).

According to Anthony Giddens, a social movement is a collective effort to achieve common interests and goals through collective action regardless of the intervention of established institutions. In more detail, Kaih stated that social movements could be interpreted as informal groups that are organized with efforts to achieve social goals, especially in terms of changing social structures and values (Deflorian, 2021). A similar opinion was also expressed by Mayer and Tarrow, who defined social movements as political resistance carried out by ordinary people who joined more influential groups in society (Hager et al., 2022).

Mirsel, in his book entitled *Social Movement Theory*, defines social movements as a set of beliefs and non-institutional actions carried out by a group of people to advance or hinder societal changes. Mayer and Tarrow, in the work *Social Movement Society* inclusively define social movements, namely shared challenges based on common goals and solidarity in ongoing interactions with elite groups, rivals or enemies, and authorities (da Silva Neto & Chiarini, 2021).

Two sides stand out from the definition of social movements: first, organized efforts to make changes in institutions through social movements that involve "collective challenges". These challenges often focus on public policies or are directed as benchmarks initiating broader changes in structures, social and political institutions, the distribution of social security, and the conceptualization of social and political rights and responsibilities (Mackenzie, 2022). Second, social movements have political goals encompassing changes in the distribution of power and

authority. These political goals can only be achieved through ongoing, continuous interactions with political actors outside the movement, the most important of which are political allies, competitors, and power holders (Bryson et al., 2021).

In addition, Denny JA explained the things that influence the birth of a social movement, namely:

- a. Social movements are born with conditions that provide opportunities for the movement. A moderate government tends to provide more opportunities for the birth of social movements than a very authoritarian government (Milianty et al., 2023).
- b. Social movements arise because of widespread dissatisfaction with the existing situation. For example, urbanization. Changes from a traditional society to a modern society that are not matched by proper preparation will have an impact on social change, which will result in a widening economic gap between the rich and the poor, the gap and dilution of exalted values, and a crisis of social identity (Sovacool et al., 2022).

Method

This research will be carried out using a qualitative approach. This research method is a descriptive analysis to see how digital activism is implemented in social movements. The data used in this research comes from various previous studies and studies that still have relevance to the content of this research. Research data that has been successfully collected will be immediately processed by researchers so that later the results of this research can be found.

Result and Discussion

1. Social Movements in Forming Laws

The opportunity for the public to participate in forming laws and regulations has been accommodated in the positive legal provisions of Article 96 Law No. 12 of 2011 concerning the Formation of Legislation. By adhering to the principle of openness in the law, the public can provide input orally and in writing in the Formation of Legislation. Input verbally and in writing can be done through public hearings; work visits; socialization; seminars, workshops, and discussions.

In the meantime, those who have an interest in the substance of the proposed law are referred to as the community. Each Legislation Draft must be easily accessible to make it easier for the public to submit oral and written feedback. Implementation of community participation in the formation of laws and regulations at this time has begun to be developed. Participation by the community as stakeholders (stakeholders) can be carried out by providing input orally and in writing in the framework of planning, drafting, and discussing draft laws and regulations following the DPR Standing Orders.

In accordance with the principles of good governance, which include community involvement, accountability, and openness, public deliberation of proposed legislation is also a type of good governance. Similarly, according to Rahardjo, the purpose of transparency and public participation in the legislative process is to preserve neutrality. Neutrality signifies equity, fairness, and protection for all parties, particularly the community, and reflects the conflicting forces and interests in society. Participation decisions and outcomes are a useful source of knowledge and a commitment to the democratic system since they reflect the needs and wishes of the community.

Absorption of people's aspirations to realize welfare legislation can be done by opening space for the participation of all components of society. As mentioned by Handoyo, the participation space includes the following:

- a. Open access to information for all components of society regarding the process of drafting a statutory regulation;
- b. Formulate the rules of the game, especially those concerning transparency in the preparation and formulation of Draft Legislation;
- c. For the first step in implementing monitoring, it is necessary to jointly formulate a procedure to accommodate the people's aspirations in the Deliberation of Laws and Regulations.
- d. Together with the House of Representatives, draft a code of ethics as well as form an Honorary Council whose membership composition consists of elements from the DPR RI, the public, academics, and the mass media;
- e. Expanding the network of cooperation among civil society, which so far has been on an ad hoc basis. The network of collaboration must be a permanent while, at the same time, there is a division of tasks and responsibilities to monitor the process of formulating legal rules.

These principles must be considered in increasing participation and active participation by the public in forming laws. For this reason, the normative framework mentioned above certainly needs to be implemented at the practical level.

2. Application of Technology in the World of Politics

The most interesting aspect of modern political communication is the use of new media, specifically the Internet as a medium or communication channel that is increasingly utilized by the general public. This also makes political actors, politicians, political figures, bureaucrats, interest group activists, pressure groups, and mass media journalists required to be more adaptive to the use of the internet, both static and dynamic. Obtaining information, distributing ideas, soliciting, demanding, protesting, and publishing alternative policy recommendations can all be accomplished significantly more quickly via the internet. Everything seems more efficient and swift than when utilizing print or broadcast media.

In supporting political candidates for legislative elections, presidential elections, and regional head elections (pilkada), for instance, social media plays a crucial part in the political marketing system in Indonesia. Political campaigns no longer rely just on traditional media, such as television, newspapers, magazines, radio, tabloids, brochures, pamphlets, and banners; they now also utilize the internet.

Heryanto also explained that in disseminating public policies and creating cohesiveness of support, government agencies, the DPR, and the judiciary have also used the internet. Likewise, individuals and community groups that express demands, support, or other political input, can now freely use the internet as a channel. Techniques for using the internet are also becoming increasingly diverse, ranging from professionally managed personal or institutional websites and free blogs to accounts on social networking sites.

The current dynamics of socio-political life present access to an increasingly open world of information. One reason is the presence of new media, such as the internet. Online media, especially social media, comes with interactive and multimedia characteristics. In various situations, netizens share messages and make the internet a new public sphere. Besides having the potential to become a communication channel that gives a bigger role to netizens, contemporary media often presents several problems in its utilization. Media or political literacy becomes very important and decisive in this context.

3. The Role of Digital Activism in Other Countries

Brazil has a large population and a relatively high number of internet users. In 2012 alone, there were at least 65 million Facebook users in Brazil, making the country the largest market outside the United States. Brazil is also known as one of the top five countries with the most active Twitter users. The high internet involvement and digital activities lead to the establishment of a national digital environment with high connectivity among its people. So, digital activism is becoming a political trend in Brazil. One issue that has caught Brazilian Digital Activists' attention is corruption cases in the Brazilian government. The strategies activists use vary, including organizing crowds for demonstrations, spreading political memes, petitions, and many others.

In 2009, to voice concerns about how corrupt the Congress is and how the role of the Congress is not constitutionally substantial, a campaign initiative known as the Brazilian Movement against Electoral Corruption or Movimento de Combate à Corrupção Eleitoral (MCCE) was founded. The movement was orchestrated by a non-governmental organization that coordinated 50 civil society organizations to launch a signature collection in support of a community initiative to raise the profile of candidates running for legislative office. This is monumental, as, since September 2009, the MCCE has collected at least 1.5 million physical signatures, which is more than the minimum required to introduce the Citizens Act against Congress. In addition to the physical signatures, MCCE has also included an online petition calling for the Ficha Spleen Bill or Clean State Bill to be passed by Congress, and the petition has over 2 million signatures. The group uses Avaaz.org, an advocacy organization that promotes civic activism. The culmination of this effort is when the media catches on to the issue, and that attention allows for the spread of this message which reinforces the relevance of the question in Brazilian society. In June 2010, President Lula Da Silva ratified the law after being approved by Congress.

However, despite the campaign's success in 2010, there are still subjects concerned with people mobilization and digital activism through social media in Brazil. In 2013, a protest against increasing bus fees went viral. A digital protest moved the masses to gather and ended in violent clashes between military police and protesters. Similar protests have occurred frequently, with the 2014 protests against the World Cup, which resulted in critical casualties caused by using force, being the single most publicized example. To ensure and avoid social unrest, Brazil's Central Intelligence Agency can monitor the people's and politicians' digital activities. What's more, the surveillance program allows police to arrest students whose Facebook page has an association with Black Boc. Black Boc's foundations express their version of anarchist political ideology through the destruction of public and private property.

Muggah describes the nature of digital natives in Brazil; how they are connected to the network and dissatisfied with the prevailing ideology of hierarchies with top-down or top-down schemes in a very rigid government. In response to this, the Brazilian government has passed more laws related to censorship. A regressive bill to turn cyberspace into a subject of national security (and one of the most debated bills) is PL 215/2015, or the Big Spy Bill. If the bill is passed, there will be a requirement for Brazilians to provide personal information such as home addresses and telephone numbers when visiting a website, and this will allow the government to regulate situations in the name of a threat to national security. Moreover, in the case of Brazil, digital activist groups find legitimacy through their movements to eventually cause a political backlash. Despite provoking a strong reaction from the government, the group is growing rapidly through the network it has built to bring together issues that are important to Brazilian society. It can be seen that digital activism can and has influenced the dynamics of political participation and legislative change, as well as the struggle to deal with the same social issues.

4. The Role of Digital Activism in Indonesia

The role of digital activism in Indonesia is very much felt in the world of politics, such as the use of campaign media. The implementation of digital activism is mainly carried out using social media. Social media, usually only used as a medium for socializing and communicating with friends and close relatives, is now starting to penetrate communication between individuals and institutions. Social media is seen as a tool for effective interaction between political parties and their candidates, including promoting their products or campaigns. Ahead of the Legislative Elections, Political Parties are starting to be enthusiastic about creating accounts to campaign for their parties and candidates. One example of the role of social media as a media campaign is during the 2008 presidential campaign of Barack Obama in the United States.

Research conducted by Ardha found that internet users in Indonesia in 2012 reached 63 million people, equivalent to 24.23 percent of the country's total population, and is predicted to continue to rise. But unfortunately, the use of social media such as Facebook and Twitter among political parties in Indonesia is still not optimal. This is evidenced by the 12 national political parties participating in the 2014 election, four of which do not have official Twitter accounts. However, the four political parties have Facebook accounts with quite a large number of likes.

Lessening campaign expenses is one of the benefits of utilizing social media. Social media is also advantageous because it enables prospective voters to engage in a two-way conversation with political candidates, as opposed to traditional campaign approaches, which are typically one-way. The nature of political communication between candidates and potential voters can be multidirectional, including communication from candidate to voter, voter to candidate, and amongst voters. The existence of social media can considerably increase the number of voices and perhaps contribute to the formation of opinions. The emergence of opinion succeeded in forming the power of each candidate. The existence of a campaign can quickly bring up matters relating to the movement of political parties. The number of statements can influence potential voters in determining who to vote for.

Ardha noted that although digital activism through social media has great influence as a political campaign tool, the campaign can be successful if both online and offline versions of the campaign are implemented. Because initiatives that concentrate solely on social media and the internet are unlikely to be successful. Not only may social media be used to establish friendships, but also to discuss political topics, government policy, and the conduct of prominent people. Social media should be used as a means of communication, or for self-promotion, socialization, and promoting political parties in building a positive image of a party. The implementation of digital activism through the effective use of social media in politics will usually be seen when elections are held for political campaign purposes.

Digital activism also uses social media to develop the political literacy of Indonesian society, especially the younger generation. The presence of social media, which is widely used by the public, including students, as part of social and political life, should be appropriately maximized. However, the existence of news that does not match the facts and negative things via social media can affect how students' political literacy is not optimal. Pradana explained that social media could not be separated from how people communicate in this era.

Citizens will be aware of their rights and responsibilities as official members of a country, which is one of the reasons why political literacy is vital to the development of democracy in a society. This will have an effect on the emergence of autonomous consciousness in the development of a superior political system and democracy. Surbakti

explained that political awareness is awareness of the existence of rights and obligations as a citizen. This can involve one's knowledge of the social and political environment, as well as one's interest and concern for the social and political environment in which one lives.

To find out how digital activism through social media influences student political literacy, Pradana uses the Spearman Rank Formula (Spearman Rank Order Correlation). Using these calculations, a correlation coefficient of 0.740 is obtained. Based on the Guildford interpretation guidelines it uses, the correlation of 0.740 is included in the strong relationship category. In addition to the results of the role of social media in developing student political literacy, this study also concluded that 48% of student's use of social media was in a good category, 36% was quite good, and 15% was not good. At the same time, student political literacy is 36% good, 43% good enough, and 21% not good.

Digital activism can also increase voter participation, especially among first-time voters, through social movements on social media. As a political communication tactic, social media is relatively young and has become a trending phenomena. Ratnamulyani and Basuki said that social media has a role in encouraging its users to participate actively by providing comments and feedback in an open manner, both for sharing information and swiftly replying online. Their research on the case of the legislative election in 2014 in Bogor Regency shows that the politicians who competed in the election for legislative members did not make optimal use of social media.

Even though the data obtained from APJII at the end of 2013 explained that internet users in Indonesia increased by around 20-30 percent, and the growth reached 33.3%. The environment has changed, namely, the arrival of a new era called the era of digital technology. However, the campaign-style carried out by politicians in Bogor Regency in the 2014 legislative elections is still conventional, rather than using internet networks such as websites, blogs, Facebook, Twitter, WhatsApp, etc. This is one of the causes of voter political participation, especially the participation of first-time voters among students in Bogor Regency, which was still relatively low in the 2014 legislative elections.

Conclusion

In recent years, the prevalence of digital activism has skyrocketed. Diverse social movements mediated by digital technology with various forms and goals have formed and are being discussed in the public discourse. The practice of digital activism is widespread on a global scale and is used to varying degrees according to each region's economic, social and political circumstances. The existence of an alternative political space provided by digital activism is quite essential. However, as a new platform, many things can still be developed from digital activism. Although digital activism will never replace 'traditional' activism, we can see how it has helped fulfill the struggles of several groups to achieve their goals through this research. In its implementation in governance in Indonesia, the emergence of digital activism has caused many Indonesians to be literate about the systems and regulations in Indonesia, especially in politics under the auspices of democracy. Since 2014, campaigns have been carried out online and offline, and community participation has become more intense than in previous years. This led to various new regulations in the state administration system due to the emergence of digital activism in Indonesia.

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