

The 'Peringatan Darurat' Phenomenon: Social Media-driven Movements and Their Implication on National Resilience

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ABSTRACT

This study examines the "Peringatan Darurat" phenomenon, a social media-driven movement against the Regional Election Bill 2024 in Indonesia. Using Resource Mobilization Theory, Framing Theory, and National Resilience Theory, this research explores how digital platforms facilitated mass mobilization while also increasing polarization and distrust in institutions. Findings show that social media enabled decentralized protest coordination, while strategic framing strengthened public engagement. However, the rapid spread of unverified information and the government's reliance on buzzers deepened societal divisions. This study highlights the dual impact of digital activism and suggests improving digital literacy and government transparency to balance civic engagement with national stability. Future research should examine cross-national comparisons and platform algorithms' role in online mobilization.

INTRODUCTION

The current digital era has fundamentally transformed the dynamics of social movements, with social media emerging as a critical tool for mobilizing collective action. Platforms like Twitter, Facebook, and Instagram not only facilitate the dissemination of information but also serve as spaces where narratives are shaped, alliances are formed, and actions are coordinated (Romary, 2017). This was clearly seen in Indonesia with the “Peringatan Darurat” phenomenon, where online awareness campaigns quickly snowballed into offline protests, like that of the Unjuk Rasa RUU Pilkada 2024.

The "Peringatan Darurat" trend demonstrates how movements utilizing social media mobilize public action through online platforms for the creation of awareness. The movement started with social media posts, hashtags, and videos showing outrage against contentious issues regarding the Regional Election Bill 2024 (RUU Pilkada 2024), which was widely perceived as a threat to democratic representation. The online conversations quickly gained traction with users from a wide audience base using hashtags such as #PeringatanDarurat and #TolakRUUPilkada2024 on these digital platforms. Digital platforms enabled the fast spread of information, coordination of protest logistics, and amplification of grassroots views.

The success of these movements can be analyzed through the lens of Resource Mobilization Theory, which emphasizes the role of different resources—like networks, leadership, and mechanisms of communication—in the achievement of collective goals. Social media acts as one of the important resources that overcome the barriers to participation, provide means for decentralized coordination, and create virtual spaces for discussion. Protest organizers, for example, used Twitter threads and Instagram stories to make real-time announcements, organize supporters, and sustain momentum across multiple locations.

However, the role of social media in facilitating movements is not without complexities. The same algorithms that amplify mobilization can also foster polarization and fragmentation. Echo chambers reinforce shared grievances but may exclude differing perspectives, limiting opportunities for broader view. Additionally, the design of these platforms, which prioritizes emotionally charged content, can escalate tensions and intensify divisions.

Previous research has extensively examined the role of social media in transitioning online mobilization into offline protests, and reveals the transformative power of social media in reshaping how collective action is coordinated and sustained in contemporary contexts. Tufekci (2017) explored how digital platforms enabled movements like the Arab Spring and Occupy Wall Street, where social media was instrumental in organizing mass gatherings and amplifying dissenting voices. Cho (2021) explored a specific movement #BlackLivesMatter which became more successful after the involvement of social media. The study emphasizes that social media not only enhances visibility for social movements like #BlackLivesMatter also plays a crucial role in facilitating the transition from online activism to impactful offline actions through strategic communication and emotional engagement. Similarly, Mundt, Ross and Burnett

(2018) also explored the potential of social media in strengthening movements, with the Black Lives Matter movement as their case study.

Despite these advancements, research highlights the complex impact of social media-driven movements. Digital platforms have democratized access to information and reduced organizational barriers, enabling widespread participation in collective actions. However, these benefits come with challenges such as the rapid spread of misinformation, increased polarization, and eroded trust in institutions (Bjola & Papadakis, 2020). In this context, the "Peringatan Darurat" phenomenon offers a unique lens to explore how Indonesian social movements align with global patterns while revealing specific challenges to maintaining social cohesion and national resilience.

While the "Peringatan Darurat" phenomenon highlights the democratizing potential of social media, it also reveals vulnerabilities in national resilience. The rapid escalation of online mobilization to offline demonstrations, particularly in a diverse and decentralized society like Indonesia, can strain social cohesion and worsen societal divides.

LITERATURE REVIEW

Introduction to Social Movements and Digital Mobilization

The rise of digital technologies has transformed the way social movements are organized and mobilized. Unlike the traditional movements, which relied heavily on physical gatherings and direct personal interactions, contemporary movements rely on digital platforms in creating virtual spaces for mobilization. Social media platforms such as Twitter, Facebook, and Instagram enable rapid dissemination of information, bypassing traditional gatekeepers like the press. Scholars like Castells (2012) argue that these platforms create "networks of outrage and hope," where grievances are amplified and collective action is coordinated.

Role of Digital Media in Shaping Movements

Digital media platforms have fundamentally changed the dynamics of social movements because they enable fast and extensive communication. However, they come with challenges such as the rise in filter bubbles and the focus on sensational content. Pariser (2011) stated that filter bubbles which are created by algorithm-driven platforms limit exposure to diverse perspectives, reinforcing cognitive biases and fostering echo chambers. In addition, Vosoughi, Roy, and Aral (2018) found that emotionally charged content spreads faster than factual information, further complicating the digital landscape.

Social Movement Theories and Framing Processes

Snow and Benford (1988) emphasize the importance of framing processes in social movements, where organizers construct narratives to resonate with public values and grievances. Effective framing not only attracts participants but also legitimizes the movement's goals. In digital spaces, these frames are often crafted to evoke emotional responses, leveraging the viral nature of social media to amplify their reach.

Resource Mobilization Theory

Resource Mobilization Theory provides a framework to understand how movements succeed by leveraging available resources. McCarthy and Zald (1977) emphasize that resources such as networks, funding, and expertise are critical for sustaining a movement. In the context of social media-driven movements, platforms themselves become resources that facilitate coordination, communication, and recruitment. Furthermore, Bennett and Segerberg (2012) extend Resource Mobilization Theory to include "connective action," a form of mobilization where individuals act collectively through personalized engagement on digital platforms. Unlike traditional collective action, connective action relies less on formal organizations and more on the autonomy of participants to share and amplify messages.

National Resilience Theory

National resilience refers to the ability of a nation to withstand and adapt to internal and external challenges while maintaining social stability. Kaplan (1999) identifies central aspects of resilience, which include political, economic, and socio-cultural spheres. The process of digital mobilization brings both challenges and opportunities for strengthening national resilience. On one hand, it empowers citizens to hold governments accountable; on the other hand, it risks destabilizing social cohesion, especially when misinformation and polarization take root. Bjola and Papadakis (2020) argue that fragmented online spaces undermine trust in institutions, a key component of national resilience.

METHODOLOGY

This research uses a qualitative approach with literature study and content analysis methods. The qualitative approach was chosen because it is suitable for understanding complex and dynamic phenomena. According to Creswell (2014), qualitative methods allow researchers to explore in-depth understanding of phenomena through analysis of text and context. In this study, data analysis was conducted using a descriptive-interpretative approach. The analysis process involved identifying key themes and exploring narratives in the texts.

RESEARCH RESULT

The "Peringatan Darurat" phenomenon gained widespread attention on social media following the approval of the Regional Election Bill 2024 by the Indonesian House of Representatives' Legislative Body (Baleg). Many activists and academics criticized the bill, arguing that it contradicted a Constitutional Court ruling on the minimum age requirement for governorship candidates. This sparked nationwide online outrage, particularly among youth-led activist groups.

Social media played a central role in mobilizing public sentiment, as seen in the rapid spread of the "#PeringatanDarurat" hashtag across platforms like Twitter, Instagram, and WhatsApp. The movement's visibility was further amplified by viral protest visuals featuring the Garuda Pancasila logo with an emergency alert aesthetic, adapted from content by the YouTube channel EAS

Indonesia Concept. These visuals created a sense of urgency and public alarm, reinforcing the movement's core message.



Figure 1. The "Peringatan Darurat" Poster

Beyond online discourse, the movement successfully transitioned into offline protests, with demonstrations occurring in major cities such as Jakarta, Solo, and Makassar. Protest coordination was facilitated through encrypted messaging apps, allowing activists to organize meeting points and real-time updates efficiently. News reports indicated that within 24 hours, the hashtag had been used in over 1.5 million tweets, highlighting the rapid mobilization power of digital activism.

Despite its effectiveness in raising public awareness, the movement also triggered polarizing responses. While civil society groups supported the protests, government-affiliated digital actors, commonly referred to as buzzers, attempted to counter the narrative by promoting pro-government messaging. This created a fragmented digital discourse, with competing perspectives shaping public perceptions of the bill.

DISCUSSION

The "Peringatan Darurat" phenomenon demonstrates how social media serves as a resource for collective action, aligning with Resource Mobilization Theory (McCarthy & Zald, 1977). This theory suggests that successful movements depend on access to key resources such as networks, leadership, and communication channels. In this case, Twitter, Instagram, and WhatsApp acted as primary mobilization tools, allowing activists to coordinate large-scale offline protests efficiently. The decentralized nature of digital activism also reflects Bennett & Segerberg's (2012) "connective action" model, where individuals participate autonomously without requiring hierarchical leadership.

Another crucial factor in the movement's success was the strategic framing of narratives, which aligns with Framing Theory (Snow & Benford, 1988). The protesters framed the Regional Election Bill 2024 as a direct threat to democratic

values, using emotionally charged messages and visually striking protest symbols, such as the Garuda Pancasila in an emergency broadcast style. This framing strategy enhanced public engagement, reinforcing Castells' (2012) "networks of outrage and hope" argument that digital movements thrive when they evoke strong emotional responses.

However, while social media facilitated mobilization, it also introduced challenges to national resilience. The rapid spread of information – often without verification – created digital polarization, which aligns with Bjola & Papadakis' (2020) argument that fragmented online discourse erodes institutional trust. The Indonesian government's reliance on buzzers to counter the movement further intensified public skepticism, as these digital actors were perceived as state-controlled disinformation tools rather than credible sources of engagement. This supports Kaplan's (1999) resilience theory, which emphasizes that societal stability depends on institutional legitimacy and transparent governance.

The "Peringatan Darurat" movement highlights both the opportunities and risks of digital activism. While social media enables rapid mobilization and democratizes access to information, it also poses risks of misinformation, societal fragmentation, and distrust in institutions. Moving forward, balancing civic engagement and national resilience requires proactive solutions, such as enhanced digital literacy, government transparency, and open dialogues between policymakers and civil society.

CONCLUSIONS AND RECOMMENDATIONS

The "Peringatan Darurat" phenomenon underscores the dual impact of social media on contemporary activism in Indonesia. On one hand, digital platforms have proven to be powerful tools for mobilization, enabling rapid dissemination of information and facilitating collective action, as explained by Resource Mobilization Theory (McCarthy & Zald, 1977). The movement's ability to frame the Regional Election Bill 2024 as a threat to democracy, in line with Framing Theory (Snow & Benford, 1988), played a crucial role in gaining widespread public support. However, while digital activism has enhanced civic engagement, it has also contributed to polarization and institutional distrust, as observed by Bjola & Papadakis (2020) in their analysis of fragmented digital spaces. The Indonesian government's reliance on buzzers to counteract public dissent further exacerbated these tensions, reinforcing Kaplan's (1999) resilience theory, which emphasizes the importance of institutional legitimacy in maintaining national stability.

While digital activism is essential for democratic participation, its rapid and unregulated nature presents significant challenges. The unchecked spread of emotionally charged narratives, the prevalence of misinformation, and the growing distrust toward official institutions highlight the urgent need for a more balanced approach to managing digital discourse. Rather than suppressing civic engagement, the focus should be on fostering responsible digital practices, transparent governance, and critical media literacy to mitigate the risks associated with online activism.

To address these challenges, several recommendations are made. First, enhancing digital literacy is crucial in equipping citizens with the ability to

critically assess online information, reducing the susceptibility to misinformation. Collaborative efforts between the government, educational institutions, and independent media organizations can play a key role in promoting fact-checking initiatives and fostering a culture of responsible digital engagement. Second, improving government transparency and public engagement is essential to restoring public trust. Instead of relying on buzzers, the government should adopt open communication strategies and establish platforms for public consultation, ensuring that policymaking processes are more inclusive and participatory. Additionally, encouraging responsible social media use among activists and the general public is necessary to prevent the spread of misleading content while preserving freedom of expression. Social media platforms should also implement algorithmic checks to minimize the amplification of disinformation. Lastly, further research on digital activism and its impact on national resilience is needed to better understand the long-term implications of online mobilization. Comparative studies across different national contexts could offer valuable insights into best practices for balancing digital activism with societal stability.

ADVANCED RESEARCH

This research primarily relies on secondary data sources, including literature reviews and content analysis, which may not fully capture the perspectives of key actors involved in the "Peringatan Darurat" movement. Future research would benefit from primary data collection, such as interviews with activists, policymakers, and digital media strategists, to gain a more comprehensive understanding of the motivations, strategies, and countermeasures involved in digital activism.

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