

RRI's Defense Strategy to Build a Positive Image of Indonesia in the International World

Sonni Agung Saputra^{1*}, Totok Imam Santoso², Air Marshal (Ret.) Bastari Raja Tihang³

Fakultas Strategi Pertahanan, Universitas Pertahanan Republik Indonesia

Corresponding Author: Sonni Agung Saputra sonasnews@gmail.com

ARTICLE INFO

Keywords: RRI, Defense University of Indonesia, News, Radio, State Defense

Received : 03 April 2025

Revised : 25 April 2025

Accepted: 28 May 2025

©2025 Saputra, Santoso, Tihang: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The independence of the Indonesian nation and state on August 17, 1945 could be widely spread to all corners of Indonesia and throughout the world because of the dissemination of the mouthpiece of Radio Republik Indonesia. The fighters at that time carried out the mission to liberate the nation and state of Indonesia and spread widely to the world knowing the proclamation that had taken place by Soekarno Hatta in Jakarta. RRI's role since 11 September 1945 as a non- military defense in the field of broadcasting by providing correct information and news based on data and facts continues to this day. In the defense strategy, the realization of RRI's presence with the Tri Prasetya philosophy contributes to the establishment and establishment of the unitary state of the Republic of Indonesia continues so that in the midst of the rise of social and online media that seems to have no boundaries of the nation state realizing news and information throughout the world. The world community currently knows Indonesia as a nation rich in cultural customs and traditions with polite behavior speech language behavior is maintained by the existence of all moving components including RRI that maintain these values. Then RRI also became the unifying mouthpiece of the nation so that NKRI still stands today amid the threat of domestic and foreign undermining the integrity of the nation and state of Indonesia. The production of quality information and news also continues so that the world recognizes Indonesia in the present era and still views it positively as a sovereign nation.

INTRODUCTION

Since its establishment on September 11, 1945, RRI has become an integral part of Indonesia. With the slogan once on the air stays on the air, RRI is present to provide news information including education to the entire listening community at home and abroad.

As one of the founding parts of the unitary state of the Republic of Indonesia and helped maintain the establishment and integrity of the nation and state of Indonesia to this day and witnessed being a mouthpiece of independence from the year 45 until the Dutch military aggression when the establishment of the emergency government of the Republic of Indonesia in Bukittinggi, West Sumatra.

RRI continues to uphold the sacred promise of loyalty to the nation and state of Indonesia, especially with the Tri Prasetya pledge which is part of maintaining national values and continues to radiate internationally.

Radio Republik Indonesia Public Broadcasting Institution LPP RRI with the existence of 69 stations from Sabang to Merauke makes the reach of news information dissemination becomes massive. Based on government regulation PP number 11 of 2005 concerning LPP, RRI is a public broadcasting institution established by the state that is independent and for the benefit of the community.

The challenges of the age of media existence in the midst of convergence and information disruption make RRI continue to develop in the face of various realities of society easily exposed to misleading and even untrue information or hoaxes.

The size of Indonesia from Sabang to Merauke based on data from the Ministry of Home Affairs in 2024 which consists of around 17,508 islands spread across 38 provinces with 416 regencies and 98 cities makes Indonesia's reach very wide (Kementerian Dalam Negeri, 2024). The population in Indonesia is also very large based on data from the BPS central statistics agency in 2024 reaching more than 281 million people with a land area of up to 1.9 million km² and ethnicity in Indonesia is also very large reaching 1340 ethnic groups making the challenge of disseminating news information reaching all circles (Badan Pusat Statistik, 2024).

In maintaining the integrity of the Unitary State of the Republic of Indonesia, reliable news information that is validly verified with checks and balances from all lines is a must so that it can get public accountability for the data and facts presented.

The dangers of hoaxes for Indonesia are significant and have far-reaching impacts on all aspects of society. The polarization of society due to hoaxes divides people, strengthening differences between socio-political and religious groups. Hoaxes can also trigger violent social unrest and conflict between communities. Hoaxes also damage the reputation of individual organizations or institutions against public trust. With the rise of hoaxes, people become skeptical and distrustful of correct information, making it difficult to disseminate accurate information.

The current situation of Indonesia, which is also a multi-party and group and sect, makes it a vulnerability for the life of the nation and state. The hoax issue is one way to attack and even bring down those who do not share the same

interests in various matters. In this case the state must not lose so that with the existing elements of the agency and human resources, RRI as the vanguard of information security sources provides a trusted source.

RRI provides information certainty so that resilience becomes more real so that people can absorb reliable sources of information through news that is widely distributed with existing networks. Nations in the world can also remain familiar with all RRI programs including getting accurate news information related to actual issues in the country.

To overcome the dissemination of reliable information, there must be an effort to create information of check and check validity and based on accurate data and facts. In the current era, mastering online social media with the discipline of multimedia is very important in counteracting hoaxes because a lot of misleading information circulates from these media.

The public is exposed to and even trusts sources of information created from social or online media that are not necessarily verified by the press council or mainstream media institutions so that massive dissemination takes place quickly. In the era of media disruption and convergence, RRI as a public broadcaster established by the government must be able to ensure reliable information to the public with accurate, balanced, transparent and reliable data and facts. RRI can also be a connector between the families of Indonesian people who are abroad to work, study or pursue various other activities with relatives in the country.

This effort is one part of continuing to build love for the country for people in various parts of the world while maintaining their identity as a nation and state of Indonesia. With various information technologies that exist and owned by RRI, it can reach all levels of the world because currently there is a digital RRI that can be accessed by people in any part of the world.

Sir Arthur F Lykke's End Way Mean which includes a strategic model that effective strategy requires an understanding of the desired results. The purpose of the method to achieve these results the means and resources necessary for the method to succeed the desired goal or objective must be clear. The method or action taken to achieve the goal is a strategy or plan of action by means of instruments or tools used to apply the chosen method.

This model emphasizes the importance of balancing all the elements. Thus, a successful strategy requires that the means chosen are capable of achieving the desired goals and that the means available are sufficient to support the means. If one of the elements is not balanced the success of the strategy is jeopardized.

This journal will explore a number of views from informants inside and outside RRI as part of adding to the repertoire of research related to information resilience as a form of state defense. By using qualitative research methodology and interview data collection techniques and literature review, it produces a recommendation to create a pattern of information resilience system from RRI.

Sources of information from informants who use data collection methodology with direct interviews are meaningful because researchers ask questions related to the impact and influence of reliable news on the life of the

nation and state. Then there are also several other questions such as optimizing the revitalization of the role and function of RRI as a mandate from laws and government regulations that make it a trusted source of information. How can the public trust what is delivered with various multimedia disciplines of online media or social media even through conventional radio.

The role and function of RRI is also very massive because currently all media have various interests both material and long-term from the owners of media companies. RRI also has interests but its interests are broader because it is a public broadcasting institution established by the government so that it can provide more meaning to the life of the people of the nation and state.

But now RRI must also be able to improve because the challenges of existing human resources are a concern so that with an increase in the quality and quantity of competence can realize the ideals that already exist in laws and government regulations. RRI stands on all sects and religious beliefs so that with neutrality related to the source of information through news. RRI also provides input advice on various matters that touch the lives of the people of the nation and state so that the government becomes a strategic partner of trusted sources of information and news to be packaged according to public needs.

With various programs at RRI pro 1 pro 2 news center voice of Indonesia and so on, RRI provides a vehicle for public intelligence through the education of news certainty information security prevents hoaxes for the establishment and establishment of the nation and state of Indonesia until whenever.

Gap: Although LPP RRI has carried out the function of public broadcasting in presenting reliable information in the midst of hoaxes, ideally its strategic role has not been fully designed, measured and utilized in the framework of national defense based on strategic theories such as Ends-Ways-Means, as it should be in a universal defense strategy.

LITERATURE REVIEW

Government Regulation No. 11/2005 states that RRI is a Public Broadcasting Organization established by the state that is independent and in the interest of the public. Currently, the Public Broadcasting Organization of the Republic of Indonesia Radio LPP RRI with the existence of 69 stations from Sabang to Merauke makes the reach of news information dissemination massive (Pemerintah Republik Indonesia, 2005).

Information is data that has been processed and analyzed so that it has a certain meaning. Information can come from various sources and is not always related to current events (Jogiyanto, 2005).

Information characteristics:

1. May be subjective rather than objective
2. Not tied to a specific delivery format
3. Used for specific purposes including decision making.

Report on current events or events that are conveyed to the public with the aim of providing relevant and actual information. Usually written by journalists by prioritizing the journalistic principles of 5W and 1H (Institut Bisnis dan Informatika Kwik Kian Gie, 2023).

News characteristics:

1. Based on facts and data
2. Objectively presented
3. Contains the elements of 5W 1H what who where when why and how

Research methods that help readers understand the basic concepts of the research. Qualitative research is a research approach that aims to understand social or human phenomena in depth and context (Semiawan, 2010)

The focus on meaning and interpretation of qualitative research focuses on understanding the meaning and interpretation given by participants to the phenomenon under study. This research uses an inductive approach, which starts from specific data then builds more general theories or concepts. This research uses in-depth data collection methods such as observation interviews and document analysis.

Effective strategy requires an understanding of the desired results. The purpose of the method to achieve these results the means and resources required for the method to succeed the desired goal or objective must be clear. The method or action taken to achieve the goal is a strategy or plan of action by means of instruments or tools used to apply the chosen method (Lykke, 1997).

This model emphasizes the importance of balancing all the elements. Thus, a successful strategy requires that the chosen means are able to achieve the desired goals and the available means are sufficient to support the means. if one of the elements is not balanced the success of the strategy is threatened with incompleteness.

This journal will explore a number of views from informants inside and outside RRI as part of adding to the repertoire of research related to information resilience as a form of state defense. By using qualitative research methodology and interview data collection techniques and literature review, it produces a recommendation to create a pattern of information resilience system from RRI.

METHODOLOGY

In this journal, the author uses a qualitative research methodology with data collection techniques of observation interviews and document analysis. Then also conduct direct observation at the RRI headquarters and conduct a literature review of a number of literacies such as government regulations related to the establishment of LPP RRI and literacy related to journalistic information news.

RESEARCH RESULTS

Based on a number of literacy and also direct interviews internal and external to RRI, with the existing equipment and human resources owned, RRI has a role and importance as a public broadcasting institution established by the government and sourced from the government's budget to be a strategic partner in maintaining the integrity of the Unitary State of the Republic of Indonesia (NKRI). RRI with the widest network and frequency coverage out of the country sourced from state finances, it is one of the vital objects that is useful for disseminating enlightening educational news information to all Indonesian people.

The current condition with media conferences and social media is a challenge for all angkasawan to do their best by presenting accurate news based on data and facts and using multi-platform conventional and digital media as a way to disseminate. Making RRI a non-military defense in the field of information and news, especially abroad as Indonesian diplomacy related to the education of news and correct information in Indonesia. Maintaining the identity of the Indonesian nation to the Indonesian people who are abroad to continue to love Indonesia by adhering to traditional values.

DISCUSSION

Today's challenges require us to be able to amplify information and news through various media, both social and mainstream. Information technology also continues to develop rapidly along with various multi-platform findings that exist in online networks.

RRI, which has been established in Indonesia since September 11, 1945, continues to improve itself as the times progress. The responsibility as a media sourced from the central government budget is important in order to increase the capacity of human resources. The current era also faces the problem of the rise of misleading and even untrue issues or hoaxes circulating in the community using social media online networks.

The non-military defense strategy of the Public Broadcasting Corporation of Radio Republik Indonesia is important so that the certainty of accurate information and news based on data and facts can be consumed by the public against various incorrect and even misleading information. So that the international community gets accurate information based on data and facts that are widely distributed from RRI with optimal overseas coverage.

Researchers also conducted an interview with the President Director of LPP RRI, Dr. Hendrasmo, who in an interview with researchers explained that currently changes in the mindset of all airmen continue to occur. Mastery and use of new media such as social media and online, including TV and radio, is a must. Hardware is an important part in increasing the capacity of competence to answer the challenges of the times in the era of media distribution. Updating tools using information technology is one way to reach all listeners, viewers and observers of RRI to understand and understand the network pattern of disseminating information and news.

From the broadcasting content, education to the audience takes place so that they understand and comprehend what is an actual issue to respond wisely and take meaning from everything that is happening. This pattern of public learning is very important in the current era in order to know what is going on and the public's attention so that they can understand and understand the current situation.

In the current era, disseminating content is not only voice or radio but also takes artificial intelligence that allows all to know and understand according to understanding through animated info graphics and video photo moving images that can be seen directly in the community. From the online side, it also continues to prioritize news through the rri.co.id website and RRI Digital, displaying and

presenting the latest trusted news to become public reading material. Readers of rri.co.id are also very developed because the need for information and news is presented through innovative and creative ways of interacting attractively with readers.

In terms of improving human resources, there is also continued self-development from the education and training research development center that takes place periodically to increase competence. The curriculum is also adapted to the current situation so that there is a lot of study material related to the development of the potential of an angkasawan in the field of broadcasting and journalism. The responsibility of being a public broadcaster established by the government also comes a day from the Press Council. Press council commissioner Asep Setiawan emphasized the attitude of behavior to maintain professionalism neutrality and independence.

The solution to every problem must also be the focus when creating information resilience so that with the mindset of acting behavior of RRI journalists, professionalism and balance become one of the important keys in carrying out journalistic duties. RRI has the noble value of Tri Prasetya in which there is also a basis for thinking the behavior of every airman to be able to remain professional.

This value includes efforts to protect the tool from those who have bad interests for the nation and state. Then carry out broadcasts and news honestly with a good conscience and noble character. Furthermore, what is no less important is that every angkasawan must be neutral and independent in carrying out their duties by standing in all political party groups and the interests of the nation above all.

A strategic model that effective strategy requires an understanding of the desired results. The purpose of the method to achieve these results the means and resources required for the method to succeed the desired goal or objective must be clear. The method or action taken to achieve the goal is a strategy or plan of action by means of instruments or tools used to apply the chosen method (Lykke, 1997).

With this theoretical method, the essence of the End-Ways-Means framework can be identified:

- End: The purpose of RRI's non-military defense strategy is to provide a good image of Indonesia to the international community as well as to instill love for the country to Indonesians in various countries.
- Ways: RRI's strategy utilizes multiplatform broadcasting and editorial neutrality with reach to all corners of the world.
- Means: with the support of RRI's human resources and correspondents abroad including representatives in various world organizations can embrace providing a good image of Indonesia to the international community.

The analysis shows that the balance of these three elements is crucial to ensure an effective information defense strategy. RRI's international network with broadcasters such as the Asia Pacific Broadcasting Union ABU has made

RRI a world-class public media owned by the nation. The pattern of educational approach by inviting all elements of society to be part of the solution of a government that continues to move forward and in harmony with the times is one of the keys to the success of journalists on duty with balanced news and information that is accurate and reliable based on data and facts can be a strategic input for the central and regional governments to do the best for the community.

Efforts to create news information related to Indonesia's positive image to the international community are very important to build a narrative of Indonesia as a peaceful and prosperous country with the principle of free and active politics.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This research concludes that LPP RRI has great potential as an instrument of national information security in the context of non-military defense. With a wide network and legitimacy as an independent state-owned institution, RRI is able to counteract the spread of hoaxes and build a single narrative of state defense to spread widely to the international world to build a positive image of Indonesia. It also strengthens the Indonesian value of love for the homeland for Indonesians abroad by staying familiar with and knowing the latest information in the country.

The End-Ways-Means model shows that strategic goals in the form of a defense strategy can be achieved if RRI is supported by competent human resources, the latest digital devices, and accommodating policies. However, there are still challenges in the aspects of personnel competence and operational budget sustainability.

Academic Recommendations

1. It is necessary to develop a state defense education curriculum that includes defense strategies and media literacy to build a good image of Indonesia internationally.
2. Further research can expand the analysis on state-owned social media platforms and their contribution to cyber defense strategies.

Practical Recommendations

1. The government needs to strengthen the status of RRI with new regulations related to RRI as a place for non-military defense strategies to shape Indonesia's good image to the international community.
2. Increasing the reach of RRI broadcasts both in conventional radio and online through rri.co.id and digital RRI to the international community.
3. It is necessary to increase the collaboration and synergy of RRI with various media from various countries and international organizations to strengthen RRI's position in the world.
World-class
4. There is a need for an agenda to strengthen Indonesian citizens abroad by visiting community centers in foreign countries with arts and cultural ambassadors from various regions in the country.

ADVANCED RESEARCH

Researchers realize that the current journal is far from perfect so that the input of suggestions and criticism from all circles of the system helps the improvement of this journal to be optimally useful for the community, especially maintaining the integrity of nkri in terms of news information to the public.

ACKNOWLEDGMENTS

Thank God the author can complete the national journal for the blessing and grace of Allah subhanahu wa ta'ala and Muhammad Rasulullah sallallahu alaihi wasallam for getting the opportunity to study at the defense university of the Republic of Indonesia. Especially thanks to the supervisors Major General of Indonesia Armed Forces Dr. Totok Imam Santoso, S.IP., S.Sos., M.Tr (Han), Air Marshal (Ret.) Bastari Raja Tihang who have devoted scientific thought power to help complete the international journal.

The author also expresses his highest appreciation to the academic community of the defense university of the Republic of Indonesia for the opportunity to study for a master's degree in defense strategy.

The author would also like to thank the entire extended family, especially his beloved wife Siti Nur Fathiah, who has provided encouragement until the completion of this journal.

To all RRI personnel, we also get appreciation and thanks, especially to the President Director of LPP RRI Dr. Hendrasmo and all the board of directors and the board of supervisors. Indonesia Armed Forces Dr. Totok Imam Santoso, S.IP., S.Sos., M.Tr (Han), Air Marshal (Ret.) Bastari Raja Tihang who have devoted scientific thought power to help complete the international journal.

The author also expresses his highest appreciation to the academic community of the defense university of the Republic of Indonesia for the opportunity to study for a master's degree in defense strategy.

The author would also like to thank the entire extended family, especially his beloved wife Siti Nur Fathiah, who has provided encouragement until the completion of this journal.

To all RRI personnel, we also get appreciation and thanks, especially to the President Director of LPP RRI Dr. Hendrasmo and all the board of directors and the board of supervisors.

REFERENCES

- Badan Pusat Statistik. (2024). *Indonesia Dalam Angka 2024*. BPS-Statistics Indonesia.
- Institut Bisnis dan Informatika Kwik Kian Gie. (2023). *Dasar-dasar jurnalistik*.
- Jogiyanto, H. (2005). *Analisis & desain sistem informasi: Pendekatan terstruktur teori dan praktik aplikasi bisnis*. Yogyakarta: Andi.
- Kementerian Dalam Negeri. (2024). *Data Wilayah Administrasi Indonesia Tahun 2024*. Kementerian Dalam Negeri Republik Indonesia.
- Lykke, A. F., Jr. (1997). Defining military strategy. *Military Review*, 77(1), 183–186.
- Pemerintah Republik Indonesia. (2005). *Peraturan Pemerintah Republik Indonesia Nomor 11 Tahun 2005 tentang Penyelenggaraan Penyiaran Lembaga Penyiaran Publik*. Lembaran Negara Republik Indonesia Tahun 2005 Nomor 28, Tambahan Lembaran Negara Republik Indonesia Nomor 4485. Diakses pada 15 Mei 2025, melalui https://jdih.komdigi.go.id/produk_hukum/view/id/276/t/peraturan+pemerintah+nomor+11+tahun+2005
- Semiawan, C. R. (2010). *Metode penelitian kualitatif*. Grasindo.