The roles of social media toward Indonesian’s resilience after terrorist bombing in Jakarta 2016

J Berewot¹, A Fibra¹ and Supria²

¹Communication Department, Faculty of Computing and Media, Bina Nusantara University, Jakarta, Indonesia 11480
²Computer Science Department, Faculty of Computing and Media, Bina Nusantara University, Jakarta, Indonesia 11480

jberewot@binus.edu

Abstract. The emergence of social media has led to a new stage with wide range of usage to national resilience toward terrorism. During Jakarta attack, bombs and gunfire in January 14, 2016 many Indonesians defied terror with messages “We are not afraid” and “Unite Indonesia” They are using the hashtag #KamiTidakTakut, which can be translated as “We are not afraid”, or hashtag #JakartaBerani, which means “Jakarta is brave”. The next day, Indonesia regained national resilience by having normal activity. This research attempts to examine the roles of social media toward Indonesian’s national resilience after the bombing. This research gathered data from social media such as Facebook, Path, Instagram and Twitter on posting, sharing posting, tweeting and re-tweeting during the event of a terrorist attack. Methodology approaches conducted in this research were qualitative study by questionnaire. This research offers insights into a broad range of views from users of social media about the use of social in building national resilience. The strength of the report is that it provides in-depth understanding of social media users and enhances government the use of social media for building national resilience.

1. Introduction

On January 14, 2016, a series of bombs have killed at least seven people in the Indonesian capital Jakarta, with shots fired outside a cafe as police moved in. Many people believed that the bomb attacked in Jakarta was able to destroy the state of the economy, politics and security condition in Indonesia and at that time many people distressed of the recurrence of riots in May 1998. However, a few hours after the incident of bomb attacks, Jakarta citizens responded to it in different ways in social media busy propagandizing and spreading the information that took place in the area around the Sarinah, Jakarta.

During the attack many Indonesians posting “Kami tidak takut” which can be translated into we are not afraid or “Jakarta Berani” which means Jakarta is brave messages and photos to others which keeping other people in different regions updated with the latest condition. Many Indonesian dispersed supporting messages, condemning the terrorist attack and messages which containing funny and unique memes. All of these things seemed to divert the problem is happening and there was a swift of condition where people were no longer frightened by the situation. They were no longer scared and worried about the condition
during the attack, instead they became united through the news, information and through the jokes sent in social media. Thus, this kind of action influenced the ability of Indonesia to regain national resilience soon after attack and retrieved its normal condition.

The capability which concerns fundamentally with a community, system or individual to cope with disturbance, threats and hazards associate are the major things to focus in the sustainability of growing risks and uncertainty future of within social, economic and environmental changes of a nation. This capability refers to a resilience which has a framework of individual and communities before, during and after an emergency situation such as a terrorist attack which recently happened in Jakarta, capital city of Indonesia last January 2016.

The Jakarta Post reported international community has praised the Indonesian government for handling Sarinah terrorist attacks and its aftermath. The United Nations Security Council (UNSC) also applauded the swift response taken by the Indonesian authorities in dealing with the attack. Indonesians were able to defy terror with powerful message on social media - ‘we are not afraid’. Thousands of people were tweeting the hashtag #KamiTidakTakut after the bombing.

Social Media arrange for ability online for people to make a profile, enable them to share and exchange messages and multimedia content. Some examples of popular social networks include Facebook, Twitter, and YouTube. Through social media people can create groups to share information and communicate privately. Social media is used as a mean of communication which enabling people to communicate easily and more secure, disseminate information and support to establish good national resilience and defying the terrorist attacks. Initially the information conveyed through social media is scary at the incident, but after sometime derived the information which united such as “we are not afraid” Indonesia unite”, “Jakarta bersatu” and even funny information regarding to the incidents as it is shown in these figures below.

People were interested more into the Satay Seller Story instead of the bomb. As quote from social media “This satay booth just 100 meter from the terrorist attack area just 2 hours a go and this guy still grill his satay and people keep ordering the satay. This is Jakarta!! You can't terror Jakarta People!! Fear is not in our dictionary.”

Handsome and fashionable police officers involved in handling this event gained more attention from Indonesians compare to the attackers. Instead of finding out names of the attackers, Indonesians were interested in finding information on Police officers’ names. Quotation from social media “Indonesian police (are) fashionable. They kick the terrorist's ass with their Adidas camo and Gucci sneakers! (And coach bag too?)”

A day after the bomb attack, the location where the bomb took place quickly recovered and changed into famous site visit. Hawkers sold food and people came to take pictures with their friends and relatives. Sarinah suddenly became a well-known and potential business spot, the attackers failed to ruin Jakarta or Indonesia’s economic condition at that time.

2. The Jakarta Bomb Meme

During the incident, Indonesians sent many jokes throughout social media in forms of memes and pictures. These messages were widely spread in short period of time. Instead of spreading fear, Indonesians decided to transform the message into something fun and entertaining which kept them happy and less fear of the incident.

Resilience definition, associated with the performance of a system, from danger and its common determinants of experience, vulnerability and shock or stress and hazard. Resilience is not the reverse of vulnerability, as an individual can be both given to an impact and can recover in a timely and competent manner. The approach to resilience presented here considers resilience to be about managing change and eventually thriving (Davies, 1993; Manyena, 2006) in the context of dynamic systems; which has been termed by some as ‘bounce forward ability’ [6]. Norris et al., 2008 has focused resilience as a process than
an outcome which connecting alteration, anticipation and growth in basic structures, actors and functions [7]. In addition the spontaneous use of social networks by people and public authorities, as responding to deep notions of care, trust and empowerment on complex situations. The focus on resilience as a process draws attention to the notion that resilience is not a state but a vibrant set of conditions, as embodied within a system. Indonesia's reaction to terrorism differs greatly from other countries which enable Indonesia to revert its national resilience [8]. Based on the data of Antoci et al, 2011; Ellison et al, 2007 and Dufty, 2011 who have evaluated the importance and the benefits of social media in working together. Therefore, the importance and benefits of social media can encourage the Indonesians to work together in case of national resilience during the bombing attack in Sarinah 2016 [1, 4, 5].

3. Methods

The questionnaire designed through a series of interviews conducted in February 2016 in Jakarta with people who worked nearby Sarinah and became the witness of the incident. Interview was also conducted with people who were active in posting the condition when the incident took place also sending jokes on the incidents.

The questionnaire was designed to identify social media platform being used to post information. These interviews identified issues related to social media use, use of information and motivation to support the anti-bombing using social media. The questionnaire consist of 20 questions mostly multiple parts. The questions focused on the use of social media and information related to the incident and general demographic questions in relation with routine use of social media.

Survey Monkey online was conducted in gathering the data and the link was distributed using snowball sampling technique. The link was sent through Facebook, with an invitation posted link which was then forwarded to WhatsApp and a short message text. The questionnaire was designed to investigate the general use of social media in the incidents.

4. Result

On May 5, 2016 the survey link was sent out through Facebook and in 5 hours there were 543 responses and when it was closed on May 18, 2016 there were 932 respondents. 57.5% of the sample was female and 42.5% was male and all of them are Indonesians. Most respondents lived in Jakarta (55%), while the rest they live in Bekasi (13.5%), Depok (10%), Tangerang (18%) and others (3.5%) they did not specify. Figure no 5 shows the age distribution respondents for this survey. In the survey most more than half respondents (53%) has more than two social media account such as facebook,instagram,path, or twitter.

![Figure 1. Age Distribution](Image)
During the survey, the respondents were asked where did they receive the information on Sarinah bombing for the first time. 30.06% of the respondents indicated they received it from Facebook, 32.51% respondents from Twitter, online news (12.88%), breaking news (9.20%), Whatsapp messenger (11.65 %), witness (1.22%) and others (2.45%) did not specify the source of information. Respondents were also ask what are the social media they would use and rely on in order to receive the updated information.

Most of them indicated to go to Facebook (43%), Twitter (26%), Path (18.5%), and Instagram (12.5%). Initially, during the incident all information received by people regarding to the latest condition was so tense. All news, pictures and information were apprehensive since they contains information on an aggravating situation, condition of the place and victim of the bombing as well. However, in a few hours later the information on social media shifted drastically, where information escalated was no longer about fear, instead the invitation to Indonesia united.

It is also followed by the amusing information which showed contempt of terrorists. People also received and forwded message and information which has no relation with bombing even such as the satay vendors, the appearance of handsome police officers who handled the existing conflicts.

5. Discussion

Data gathered most initial information and factual information regarding to the incidents were received by people from social media such as Twitter and Facebook. More than 50% of the respondents state they preferred to have the updated information and forwarding information they received from Social Media such as Facebook, Instagram and Path. The first reason was because the information provided in the Social Media has positive effect on their psychological condition. Social Media was able to change the tone of crisis situation into something positive for example when there was a hashtag #kami tidak takut which means we are not afraid, #Indonesia bersatu which can be translated into Unite Indonesia. All of these information provoked the sense of good citizens who are willing to support one another.

Secondly, the information sent by many people though social Media had amusement effects which lessen people’s stress condition during the incident. Many information sent were not focused on the terrorist instead on the amusing situation of the incident such as the satay seller nearby the bombing location, handsome police officers, and the funny meme which had turned the situation into something which had entertaining values.

Thus, by referring to the information provide by the respondents in this research, the Social Media were observed as a helpful means of communication in building Indonesia’s resilience in the event of a terrorist attack in Jakarta 14 January 2016. Many of them, especially those whose offices were located nearby Sarinah, informed the situation and condition on the next day was normal as it was before the bombing incidents. People and offices did their activiti es regularly as if there was nothing happened in that area the day before.

6. Conclusions

Interviews and surveys which had been conducted and also experience of researchers showed solid evidence that use of social media in times of crisis, incidents and disaster not only build a good psychological effect of the people but also to restore national resilience after the incident took place. Social Media were observed as a helpful means of communication in building Indonesia’s resilience in the event of a terrorist attack in Jakarta 14 January 2016. Social media was able to increase emergency management capacity and to expand the information especially to the information which Government and
educational institutions need in defying terrorism attack in order to have a better national resilience during shock, stress and hazard situation such as terrorist attack.

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