

Digital Counter-Narrative Strategy: A Model for Preventing Radicalism Through Social Media

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ABSTRACT

This research analyses the development of the 4C Model (Context, Communication, Collaboration, Connection) as a digital counter-narrative strategy to prevent the spread of radicalism on social media. This study uses a literature review of 25 journal articles published between 2015 and 2024 to develop a comprehensive strategic framework for digital radicalism prevention efforts. The research data were collected through a systematic review of academic articles from Google Scholar, focusing on digital counter-narrative strategies and social media radicalisation. The study adopted Chris Heuer's 4C framework in data analysis. The results show that the 4C Model offers an effective approach to developing digital counter-narrative strategies. Context emerges as the fundamental component determining implementation success, demonstrated through the importance of understanding audience characteristics and local context. Communication requires multimodal approaches and authentic storytelling, while multi-stakeholder collaboration proves crucial in building program credibility. Connection through active digital community building becomes key to program sustainability. The research provides practical recommendations for implementing the 4C Model in the Indonesian context, including the development of a local content database and a structured monitoring system. The Model requires continuous adaptation to the dynamic changes in the digital landscape and target audience characteristics.

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INTRODUCTION

The spread of radical ideology through social media has become a serious threat to today's society. Various extremist groups utilize digital technology to spread propaganda, recruit new members, and coordinate violent actions more easily and quickly (Awan, 2017).

This phenomenon not only threatens national security but also disrupts the social order and diversity that are the foundation of national life. The rapid development of communication technology, especially social media, has provided a wide space for the spread of effective and persuasive extremist narratives, thus requiring serious attention and a comprehensive prevention strategy (Conway, 2017). Without proper preventive measures, radical ideology can spread rapidly, creating potential conflict, and damaging social cohesion in society. In Indonesia, the threat of digital radicalism is increasingly real, especially because of the high internet penetration which provides great opportunities for extremist groups to reach a wide audience through social media. According to the Indonesian Internet Service Providers Association (APJII), by early 2024, there were 221.56 million Indonesians who were active internet users (APJII, 2024). This shows how the penetration rate of digital technology, especially the internet, has continued to increase in recent years. In line with this, according to the Digital 2024 report from We Are Social, as many as 49.9 percent or around 139 million of the total population of Indonesia actively used social media as of January 2024 (We Are Social, 2024). Platforms such as WhatsApp (90.9%), Instagram (85.3%), and Facebook (81.6%) are the most popular among Indonesian internet users.

Radicalism, defined as the attitudes and actions of individuals or groups seeking drastic change through violent means (Tawaang & Mudjiyanto, 2021), has grown rapidly in the digital realm. Data from the Indonesian National Counterterrorism Agency (BNPT) in 2023 showed that there were 2,670 pieces of digital content containing IRET (Intolerance, Radicalism, Extremism, Terrorism), most of which were posted on social media platforms Facebook and Instagram (Setiawan, 2023). Radical groups use social media to spread their ideologies because these platforms offer wide accessibility, anonymity, and the ability to reach a global audience. Radical groups use content strategies such as videos, memes, and emotional narratives designed to influence vulnerable individuals (Tufekci, 2018). The process of spreading radical messages often begins with general content, such as social or political criticism, to attract new audiences. Once the audience is interested, they are introduced to more ideological narratives (Gill et al., 2017). This stage is known as the initial process of radicalization, where individuals begin to perceive extremist views as offering solutions to their problems (Neumann, 2013). In addition to systematic patterns of dissemination, extremist groups also use strategies of strengthening collective identity. They divide the world into two camps, "us" and "them," to polarize society (Berger, 2015). This approach strengthens the sense of connectedness within the group and encourages individuals to support radical actions. However, social media also offers significant opportunities to prevent radicalization. Counter-narrative campaigns have been used to debunk myths and lies spread by radical groups. Narratives that promote peace, social inclusion, and cross-cultural understanding can counter extremist messages that often focus on hatred, intolerance, and violence.

Various counter-narrative campaigns have been launched to provide alternative narratives to the public. One example is the "Extreme Dialogue" project in Europe that successfully educated young people about the dangers of extremism through personal stories of former extremists and victims of extremist violence (Schmid, 2013). The campaign used

social media to disseminate videos that attracted thousands of users. In addition, technology companies also play an important role in preventing radicalism. Facebook, Twitter, and Google, for example, have developed algorithms designed to detect and remove radical content before it spreads further. However, challenges in early detection remain, especially since radical groups use encrypted platforms such as Telegram to avoid surveillance (Berger & Morgan, 2015).

Although social media is often seen as a tool for spreading radicalism, it also has significant potential for prevention efforts. One effective strategy is through a digital counter-narrative campaign (Rustandi & Muchtar, 2020). This campaign can be carried out through various forms such as memes, videos, infographics, and other creative narratives. The government, NGOs, and individuals with influence in cyberspace (influencers) can play an important role in this effort. The biggest challenge is ensuring that these counter-narrative messages are relevant, interesting, and reach audiences vulnerable to radicalisation. However, there is a research gap regarding the effectiveness of counter-narrative strategies in Indonesia. To date, there has been no comprehensive strategic guide to designing and implementing digital counter-narratives that take into account the unique characteristics of Indonesian audiences. Previous research has highlighted the importance of credible and audience-appropriate counter-narratives (Briggs & Feve, 2013). Reed et al. (2017) from the International Center for Counter-Terrorism (ICCT) emphasized the need to understand the psychological and social motivations of the audience in order to design an effective counter-narrative. Afandi (2019) studied the counter-radicalism narrative program carried out by GP Ansor Surabaya and found that it implemented various concrete programs, such as the formation of a cyber army and digital literacy training. Meanwhile, Conway (2017) mapped how extremist groups use social media features to effectively spread their messages. However, this study still lacks a holistic approach adaptable to the Indonesian context.

This study aims to develop a comprehensive digital counter-narrative strategy using the 4C Model approach (Content, Context, Channel, Community). This model offers a systematic framework that includes relevant content, an in-depth understanding of the audience context, selection of appropriate communication channels, and community empowerment (Braddock & Horgan, 2016). By using the 4C Model, this study is expected to produce strategic guidance that is not only theoretically effective but also practically implementable to counter the spread of digital radicalism in Indonesia. This model provides a flexible framework for addressing challenges in developing and implementing digital counter-narrative strategies across various social media platforms.

This research is expected to address the urgent need for a systematic strategy to prevent the spread of radicalism through social media. This research not only provides theoretical contributions to the study of digital radicalism but also offers practical solutions for governments, NGOs, and communities in addressing this challenge. Thus, this research is an important step in efforts to strengthen social cohesion and maintain diversity amidst the threat of digital radicalism.

The framework of thought in this study comprises three main theories for analysing radicalisation prevention strategies. Digital communication and social media theory, digital radicalisation theory and the 4C Model (context, communication, collaboration, and connection) as follows:

1. Digital Communication and Social Media Theory

Digital communication theory explains how messages can be effectively disseminated through social media that allows interaction between the sender and recipient of the message. Van Dijk (2012) in his book *The Network Society: Social Aspects of New Media* explains that communication in the digital world has several main characteristics that distinguish it from traditional communication, namely:

- a. Interactivity: Communication on social media is two-way, where users are not only recipients of information, but can also provide responses or feedback that can be directly distributed to a wider audience. This creates space for dynamic discussion and exchange of ideas.
- b. Multimodality: Communication on social media can be done through various formats, including text, images, video, and audio. This allows messages to be delivered in a richer and more interesting way, increasing the chances of the message being received and understood by various audiences.
- c. Global Reach: Social media allows messages to be spread quickly and widely, across geographical and cultural boundaries. This gives the potential for messages to reach a worldwide audience, forming virtual communities that can influence the opinions and behaviors of its users.

This theory helps in understanding how social media influences users' perceptions and behaviors, and how messages can spread virally through digital platforms. In the context of digital radicalization or counter-narratives, this characteristic is very important because it influences how quickly extremist ideologies or peaceful messages can be accepted by a wide audience.

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1. Digital Radicalization Theory

The process of radicalization on social media can be understood through the Digital Radicalisation Model developed by Koehler (2014). This model explains that online radicalization occurs through four stages, each of which plays an important role in a person's journey towards adopting extremist ideologies and the potential to commit violent acts. These stages are as follows:

a. Initial Exposure to Radical Content

In the first stage, individuals begin to encounter extremist content in cyberspace, either actively seeking it or accidentally encountering it. This content often takes the form of videos, articles, or messages that contain extreme ideologies that can influence an individual's perspective on the world.

b. Engagement with Online Extremist Communities

After being exposed to radical content, individuals begin to engage with extremist communities on social media platforms or online forums. Here, they interact with other members who share their views, reinforcing the ideology they have adopted and building a sense of belonging to the group.

c. Internalization of Radical Ideology

At this stage, individuals begin to internalize the ideology they have encountered and engaged with, viewing the extreme views as the correct way to see the world. This process can be accelerated through selective or curated information from the online communities they participate in.

d. Mobilization Toward Action

The final stage is mobilisation, where individuals who have internalised radical ideology begin to plan and carry out actions consistent with their extreme beliefs. This could be recruitment into a terrorist group or participation in violent acts.

2. 4C Model in Digital Counter-Narrative Strategy

According to Chris Heuer's theory in the book Engage (Solis, 2010, p. 263), there are four important components in the use of social media, known as the 4C concept.

- a. The first component is Context, which refers to "how to form a message or story (information) such as the form of the message itself, the use of language and the content of the message" (Solis, 2010, p. 263). Context is important because it determines how the message can be conveyed and understood by the audience, given the existing situation and conditions.

- b. Communication, as the second component, is explained as "a way to share stories or messages (information) such as listening, responding, and growing in various ways that make users feel comfortable and the message is conveyed well" (Solis, 2010). This emphasises the importance of two-way, interactive communication on social media.
- c. Collaboration is the third component, defined as "working together between the sender and receiver of the message so that the message delivered is more effective and efficient" (Solis, 2010). Collaboration allows the creation of shared values and meanings between the sender and receiver of the message.
- d. Connection, which is defined as "maintaining the relationship that has been built between the sender and receiver of the message" (Solis, 2010). Ongoing connection is key to building engagement and maintaining the effectiveness of communication on social media.

RESEARCH METHOD

This study uses a literature review to explore the role and analyze models of radicalism prevention through social media. This literature study aims to identify, review, and evaluate all relevant research to answer the research questions set (Triandini et al., 2019). In this approach, researchers will collect and analyse relevant literature, including academic journals, books, research reports, and articles on radicalisation and the use of social media.

Researchers will identify and categorize content related to three main aspects: (1) development of digital counter-narrative strategies, (2) implementation of the 4C Model in preventing radicalism, and (3) the effectiveness of counter-narrative campaigns on social media platforms. Social media enables rapid, widespread dissemination of messages, allowing effective counter-narrative strategies to reach a larger audience (Fisher, 2015). Through a critical analysis of existing literature, this study aims to develop a comprehensive digital counter-narrative strategy to prevent the spread of radical ideology. The steps taken in writing this article are as follows (Ascarya, 2021): (1) The first step is to determine the research idea or research topic to be carried out; (2) The second step is to start looking for literature according to the topic being raised; (3) The third step is to select and sort the literature that has been obtained to be more specific to the topic that has been determined; (4) The fourth step is to start making an article outline from the introduction to the references; and (5) The fifth step is to start compiling the article by analyzing each literature to be reviewed in the discussion of this research.

The journals used as sources for this research are drawn from credible academic databases, such as Google Scholar. The researcher set the publication time frame from 2015 to 2024 to obtain the most relevant and up-to-date data. The focus of the search is on literature that examines the relationship between social media and radicalism, both in terms of the spread of radical ideology and in prevention efforts through counter-narrative campaigns and radical content-detection technology.

Table 1 Reference Data Analyzed

No.	Author (Year)	Research Title
1.	Abdi, M. A. (2021)	<i>The Role Of Counter Narrative In Response To Youth Radicalization in Garissa Township Sub County, Garissa County.</i>
2.	Azca et al. (2019)	A Tale of Two Royal Cities: The Narratives of Islamists and Counter-Narratives in Yogyakarta and Solo
3.	Briggs, R., & Feve, S. (2013)	Review of Programs to Counter Narratives of Violent Extremism.
4.	Carthy, S. L., & Sarma, K. M. (2023)	Countering terrorist narratives: Assessing the efficacy and mechanisms of change in counter-narrative strategies.
5.	Carthy, S. L., Doody, C. B., Cox, K., O'Hora, D., & Sarma, K. M. (2020)	Counter-narratives for the prevention of violent radicalisation: A systematic review of targeted interventions.
6.	Fernandez, M., Asif, M., & Alani, H. (2018)	Understanding the Roots of Radicalisation on Twitter.
7.	Ferdous, S. (2023)	Radicalization through Social Media: Thinking Differently.
8.	Ghifari, I. F. (2017)	Radikalisme di Internet. Religious
9.	Hakim, Y. R., Bainus, A., & Sudirman, A. (2019)	The Implementation of Counter Narrative Strategy to Stop the Development of Radicalism among Youth: A Study on Peace Generation Indonesia
10.	Huda, A. Z. (2019)	Melawan Radikalisme Melalui Kontra Narasi Online
11.	Hussain, G., & Saltman, E. M. (2014)	<i>Jihad Trending: A Comprehensive Analysis of Online Extremism and How to Counter it.</i>
12.	Mariani, I., Cancia, M., & Ackermann, J. (2023)	Interactive Digital Narratives and Counter-Narratives. Systematising knowledge to derive clusters as lenses of observation. <i>In GAME</i> (Vol. 11, No. 1), pp. 5-32).
13.	Miller, R., Liu, K., & Ball, A. F. (2020)	Critical counter-narrative as transformative methodology for educational equity.
14.	Muthohirin, N. (2015)	Radikalisme Islam dan Pergerakannya di Media Sosial.
15.	Puspita, R. (2020)	Kontra-Radikalisasi Pada Media Sosial Dalam Perspektif Komunikasi
16.	Senaharjanta, I. L. (2018)	Peran kapitalisme global dalam penyebaran ideologi radikal di media sosial.
17.	Setiawan, B., Hidayat, E. R., Widodo, P., Saragih, H. J. R., &	Tantangan dan Strategi Pencegahan Konflik akibat Intoleransi dan Radikalisme di Era Digital untuk Mewujudkan Keamanan Nasional.

	Sukendro, A. (2024)	
18.	Sumpter, C., & Franco, J. (2018)	Migration, transnational crime and terrorism: Exploring the nexus in Europe and Southeast Asia.
19.	Ummah, A. H. (2020)	Digital Media and Counter-Narrative of Radicalism.
20.	Werdiningsih, R., & Nursanty, E. (2024)	Building Anti-Radicalism Learning Spaces: The Synergy of Architecture, Place Authenticity, and Social Networks.
21.	Wirantoko, D., & Wahyudi, B. (2018)	Counter narrative strategy of terrorism mitigation National Agency in Preventing Terrorism through online media.
22.	Wolfowicz, M., Perry, S., Hasisi, B., & Weisburd, D. (2021)	Faces of radicalism: Differentiating between violent and non-violent radicals by their social media profiles.
23.	Yani, A. A. (2021)	An Examination of Indonesia's Anti-Terrorism Policy During the Covid 19: the Rise of Digital-Based Terrorism Propaganda Among Youths.
24.	Zeiger, S., & Gyte, J. (2020)	<i>Prevention of radicalization on social media and the internet.</i>

Source: Google Scholar, 2024

The journal search process was carried out using primary keywords such as "Digital Counter-Narrative", "4C Model in social media", and "Radicalism Prevention", and combining these keywords using the Boolean operators AND and OR to produce relevant search combinations. The initial Google Scholar search yielded 87 potential articles. Furthermore, the researcher filtered the research obtained according to the predetermined inclusion criteria: 1) Articles discussing digital counter-narrative strategies in the context of preventing radicalism, 2) Research analyzing the implementation of the 4C Model or its components, 3) Studies discussing the effectiveness of counter-narrative campaigns on social media, 4) Sources can be accessed in full text, and 5) Articles published in Indonesian or English. Data collection was conducted in November-December 2024. Overall, the researcher identified 24 relevant full-text journal articles to serve as a basis for analysis in this study.

RESULTS AND DISCUSSION

Analysis of Radical Content Distribution Patterns on Social Media

Analysis of the pattern of radical content distribution on social media can be understood through the perspective of Van's Digital Communication Theory and Koehler's Digital Radicalisation Theory. Van Dijk (2012) explains that the characteristics of social media, including interactivity, multimodality, and global reach, play an important role in the effectiveness of the distribution of radical content. Meanwhile, Koehler (2014) maps the

process of digital radicalisation into four stages: initial exposure, engagement, internalisation, and mobilisation.

Ghifari (2017) identified that the characteristics of radical content on social media utilise aspects of interactivity and multimodality as explained by Van Dijk (2012). Radical content often uses narratives that arouse emotions, such as victimisation narratives that simplify complex issues into black-and-white dichotomies. In addition, extremist groups also utilise manipulated religious symbolism to strengthen their messages. Attractive, professional visualisations and appropriate hashtags are used to expand the message's reach. This aligns with the initial exposure stage in Koehler's model, where content is introduced in an interesting and accessible way to reach a wider audience. Senaharjanta (2018) revealed another dimension of the spread of radical content by analysing the role of global capitalism through social media companies. His research found that social media companies, as representatives of global capitalism, have a dual role: as channels for spreading radical content and as recipients of profits from that traffic. Although social media platforms make blocking efforts, radical content that has gone viral is difficult to stop because it has been distributed through various accounts that are not directly affiliated with radical groups but engage with it for economic gain.

In terms of distribution techniques and recruitment strategies, Muthohirin's (2015) research revealed that radical groups use a systematic and organised approach. They form decentralised virtual cells, use fake accounts to spread propaganda, and coordinate posting times to maximise visibility. Hussain & Saltman (2014) added that radical group recruitment strategies include a personal approach through direct messages, providing a sense of belonging in a virtual community, and exploiting adolescent identity crises. This utilises the interactivity aspect of social media to support the internalisation stage of ideology in Koehler's (2014) model.

Regarding the impact of social media algorithms, research by Fernandez et al. (2018) found that recommendation algorithms play an important role in accelerating radicalisation. Social media algorithms tend to create echo chambers, where users are exposed only to information that reinforces their beliefs, a phenomenon that is a key driver of digital radicalisation. Filter bubbles, as an extension of the echo chamber, further limit exposure to divergent views by automatically filtering content that conflicts with user preferences and prioritising content that matches the user's interaction history. This phenomenon aligns with the characteristics of interactivity described by Van Dijk (2012), in which social media enables individuals to connect with groups that share similar views, accelerating the internalisation of radical ideology.

Recent research by Wolfowicz et al. (2021) deepens the understanding of the differences in social media activity patterns between violent and non-violent radicals. Through a comparative study of 48 terrorists and 96 nonviolent radicals, this study found significant differences in posting characteristics and interaction patterns. Terrorists tend to share content more often than create original content, and obtain higher levels of engagement in the form of shares. Social media can increase audience engagement with news content, which in turn encourages responses ranging from reading it more thoroughly to commenting and resharing

it through their social networks (Puspita & Suciati, 2020). These findings strengthen the understanding of how the characteristics of social media described by Van Dijk (2012) not only facilitate the spread of radical ideology. However, they can also be used to identify patterns of activity that distinguish violent from non-violent radicals. This study also confirms the important role of social networks in the radicalisation process, where terrorists often have online connections with previous terrorists and actively promote their actions.

This literature analysis underlines how the characteristics of social media described by Van Dijk (2012), interactivity, multimodality, and global reach, facilitate each stage of radicalisation in Koehler's (2014) model. Understanding the interaction between the characteristics of digital platforms and the radicalisation process is important for developing effective counter-narrative strategies. Although most existing research still focuses on mainstream social media platforms such as Facebook, Twitter, and YouTube, the emergence of new platforms like TikTok and encrypted messaging applications creates new challenges for efforts to prevent digital radicalism. Platforms like TikTok are popular among people of all ages, from children to adults, due to their ease of access to entertainment and information (Khansa & Putri, 2022). A thorough analysis of the various studies above underlines the importance of a comprehensive understanding of the distribution patterns of radical content as a basis for developing effective counter-narrative strategies. This strategy needs to consider not only the characteristics of the content and distribution techniques, but also the impact of platform algorithms and the vulnerability of target groups.

Analysis of Digital Counter-Narrative Strategy for Developing the 4C Model

Various studies have examined digital counter-narrative strategies in preventing radicalism. Analysis of these studies is important to identify elements that can be developed in the 4C Model as a comprehensive counter-narrative strategy framework.

1. Context

Context, as the first component in the 4C Model, is a fundamental element in developing a digital counter-narrative strategy. As explained by Chris Heuer in (Solis, 2010), Context refers to "how to form a message or story (information) such as the form of the message itself, the use of language and the content of the message." In the context of preventing digital radicalism, a deep understanding of contextual aspects is crucial to ensure the effectiveness of the message delivered.

Briggs & Feve (2013), in their comprehensive study of 15 counter-narrative programs across various countries, found that the effectiveness of these programs is highly dependent on how well the message is tailored to the audience's characteristics and needs. This study found that programs that consider the demographic, psychographic, and socio-cultural factors of the target audience achieve success rates up to 60% higher than those that use a generic approach. This finding emphasises the importance of customising messages according to the specific context of the target audience.

In the Indonesian context, Huda's research (2019) provides insight into the importance of online counter-narratives in countering radical propaganda in cyberspace. Huda shows that the use of the internet by radical groups as a medium for propaganda, recruitment, and network strengthening can be countered with a comprehensive counter-narrative strategy. This counter-narrative needs to integrate national values, such as tolerance and love for the Republic of Indonesia, that are relevant to Indonesia's local context. In addition, this approach emphasises the importance of empowering credible messengers and using social media as an effective channel for disseminating peaceful content.

Furthermore, Azca et al. (2019), through their case studies in Yogyakarta and Solo, provide valuable insights into how differences in geographic and socio-cultural contexts can affect the effectiveness of counter-narratives. This study found significant variations in the reception of counter-narrative messages across regions, emphasising the importance of a localised approach to developing counter-narrative strategies. Carthy & Sarma (2023) added that the effectiveness of counter-narratives depends on a deep understanding of how audiences process information cognitively. This study found that counter-narrative strategies that give audiences the autonomy to actively refute terrorist narratives are more effective than generic counter-narrative approaches. This suggests that active audience involvement in producing counter-narratives can reduce resistance and increase acceptance of peaceful messages. In addition, this study emphasises that the audience's cognitive reflection ability influences the extent to which they accept or reject extremist narratives. Counter-narrative strategies must consider individual differences in critical thinking capacity in order to be more targeted. This addition enriches the discussion on context in the 4C Model by highlighting the cognitive aspect of the audience and the importance of actively involving them in the counter-narrative process.

Sumpter & Franco (2018), through their comparative study in five ASEAN countries, demonstrate how differing socio-political dynamics influence the effectiveness of counter-radicalisation narratives. Their findings reveal that extremist groups often exploit political instability, social inequality, and corruption to construct narratives that resonate with their target audiences. The massive and uncontrolled spread of such narratives can lead to national fragmentation (Iskandar et al., 2024). This highlights the importance of counter-narrative efforts that actively address local issues radical groups exploit.

This study shows that Context in the 4C Model includes not only the form and content of the message, but also how the message is tailored to various factors that influence audience acceptance. As emphasised by Chris Heuer in (Solis, 2010), understanding context includes demographic, psychographic, socio-cultural, geographic, and political analysis. Carthy & Sarma (2023) highlight the importance of actively engaging audiences and considering their cognitive reflection abilities to reduce resistance to peaceful messages. In Indonesia, a local context-based approach involving community leaders and specific issues such as intolerance or political instability can increase the effectiveness of counter-narrative strategies (Azca et al., 2019; Huda, 2019). By understanding these dimensions, digital counter-narrative strategies can be designed more effectively and sustainably.

2. Communication

The Communication aspect in the 4C Model, as explained by Chris Heuer in Solis (2010), is "a way of sharing stories or messages (information) such as listening, responding, and growing in various ways that make users feel comfortable and the message is conveyed well." In the context of digital counter-narratives, this principle is particularly relevant to ensuring the effectiveness of message delivery to the target audience.

Puspita (2020) enriches this discussion by highlighting five crucial communication elements in a digital counter-narrative strategy: communicator, message content, media, communicant, and message effect. This study emphasises the importance of communicators' credibility, such as community or religious leaders, in building audience trust in the message. In addition, persuasion techniques using multimedia (video, images, and sound) are an effective means of conveying strong, relevant messages. The emphasis on this multimodal approach aligns with the communication principles of the 4C Model, which support the use of various formats to increase engagement.

Strengthening these findings, Ferdous (2023) highlighted the importance of understanding the psychological factors that shape audiences' responses to extremist content on social media. The study revealed that the impact of digital content depends not only on its form and delivery method, but also on the audience's self-perception and motivation. Ferdous also emphasised that a credible narrative must build trust with the audience by connecting with local culture and values. In the context of counter-narratives, this means designing messages that are not only relevant but also able to penetrate the filter bubbles often created by social media algorithms. Carthy & Sarma (2023) complement these findings by emphasising the effectiveness of tailored narratives in reducing audience resistance to counter-narrative messages. Their study shows that involving audiences in actively creating their own counter-narratives can foster a sense of ownership over the message, thereby increasing its acceptance and impact. In addition, this study emphasises that generic narratives tend to be less successful because they fail to consider the audience's context and psychological needs. These findings support the principle of interactive, participatory, two-way communication, as promoted by the 4C Model.

Research by Wirantoko & Wahyudi (2018) emphasises the importance of using effective communication in counter-narrative strategies. In the context of the National Counterterrorism Agency (BNPT)'s efforts, counter-narrative communication is carried out online and offline. Online, BNPT utilises platforms such as websites and social media to spread peace-narrative messages. Offline, BNPT holds dialogues, seminars, and training for the community. Their findings show that community involvement in this communication process can enhance acceptance of the conveyed narrative and strengthen the counter-narrative's effectiveness. This approach reflects an important aspect of the 4C Model, especially in building connections with audiences through participatory communication and community involvement.

Research by Ummah (2020) also makes a significant contribution to understanding the communication aspect of counter-narrative strategies. Ummah examines the role of digital media in building counter-narratives against radicalism through a study of two online media, namely Islami.co and Ruangobrol.id. The findings show that narratives delivered through digital media are effective in building counter-narratives that focus on moderate Islamic values and tolerance. Through a value-based narrative approach, this media can build audience trust in its content. This study also emphasises the importance of narrative coherence and truth as the main standards for messages to be accepted by the audience.

Based on a synthesis of research findings, the Communication aspect of the 4C Model plays a key role in the digital counter-narrative strategy. Key components of effective communication include the communicator's credibility (Puspita, 2020), the use of a multimodal approach (Puspita, 2020), and an understanding of the audience's psychological factors (Ferdous, 2023). A participation-based approach that allows the audience to create a counter-narrative actively has also proven effective (Carthy & Sarma, 2023). In addition, community involvement through direct dialogue and training (Wirantoko & Wahyudi, 2018) and a value-based approach through digital media (Ummah, 2020) strengthen the success of the counter-narrative strategy. Therefore, effective communication in the context of the 4C Model requires not only good message delivery but also strengthening connections with the audience, adjusting the local context, and active involvement of various elements of society and social media platforms.

3. Collaboration

Collaboration as the third component in the 4C Model, as explained by Chris Heuer in Solis (2010), is "working together between the sender and receiver of the message so that the message delivered is more effective and efficient." In the context of developing a digital counter-narrative strategy, this collaboration principle is crucial to building a comprehensive and sustainable ecosystem to prevent radicalism.

Miller et al. (2020), in their research on the transformative counter-narrative methodology, emphasise that effective collaboration must be based on the principle of empowerment and active participation of all parties involved. They identified that the success of counter-narratives depends heavily on how stakeholders work together to create systemic change. Their research found that a collaborative approach involving multiple voices and perspectives can help produce a stronger, more relevant counter-narrative for the local context. Research by Wirantoko & Wahyudi (2018) also makes an important contribution to the understanding of collaboration in the context of preventing radicalism. They emphasise that efforts to mitigate terrorism through counter-narrative strategies require integration between various institutions and communities. This study shows that the involvement of all components of society, including government institutions such as the BNPT, is crucial to developing an effective strategy to address the spread of extremist ideology through online media. Through this collaborative approach, BNPT continuously monitors online media as an

early-detection step to prevent the potential spread of terrorism, and conducts direct socialisation with the audience to raise awareness of the dangers of radicalisation.

Hakim et al.'s (2019) research enriches the understanding of the collaborative aspect in the counter-narrative strategy to prevent radicalism among youth. In their study of Peace Generation Indonesia, the authors show that the success of the counter-narrative strategy depends heavily on the involvement of various stakeholders, including government institutions and civil society organisations. They use a qualitative approach to analyse how Peace Generation successfully implemented the counter-narrative strategy by involving community leaders, academics, and religious leaders. The results of this study confirm that multi-stakeholder collaboration not only increases the effectiveness of messages but also builds trust among diverse communities.

Research by Mariani et al. (2023) enriches the understanding of the collaborative aspect in the digital counter-narrative strategy. They analyse how Interactive Digital Narratives (IDNs) can serve as an effective tool for challenging dominant narratives and promoting inclusive ones. Their research found that the success of IDNs in presenting counter-narratives relies heavily on interdisciplinary collaboration between fields such as Computer Science and the Arts and Humanities. This collaboration creates synergies that allow the development of counter-narratives that are not only technologically robust but also narratively and culturally profound. They emphasise the importance of collaboration among technologists, artists, and researchers across fields to produce effective, sustainable counter-narratives. Recent research by Setiawan et al. (2024) provides a comprehensive perspective on the importance of multi-stakeholder collaboration in preventing digital radicalism in Indonesia. Their study revealed that collaboration among the government, the private sector, civil society organisations, and communities can create more effective and sustainable prevention strategies. They found that programs such as "Together Against Hate", which adopted a collaborative approach, succeeded in producing more coordinated and holistic initiatives that covered various aspects, from education to law enforcement. This study also emphasises that a collaborative approach not only strengthens national capacity to address the threat of radicalism but also builds collective awareness and shared responsibility for maintaining security and social harmony.

From the discussion above, it can be concluded that the Collaboration aspect in the 4C Model has a central role in developing counter-narrative strategies to prevent radicalism. Multi-stakeholder collaboration involving the government, civil society organisations, academics, and local communities has been proven to increase the effectiveness of counter-narrative messages and build trust among various elements of society. Active involvement from all parties not only strengthens the message delivered but also creates the synergy needed to face the challenges of radicalisation in today's digital era. The studies presented show that the success of implementing the 4C Model depends heavily on effectively coordinating stakeholders and ensuring program sustainability through structured collaboration.

Thus, strengthening the Collaboration aspect in the 4C Model is a strategic step that needs to be emphasised in efforts to prevent digital radicalism. This will ensure that counter-

radical narratives are not only relevant but also reach audiences more effectively and have a positive impact on society as a whole.

4. Connection

Connection, as the fourth component in the 4C Model, as explained by Chris Heuer in Solis (2010), is the maintenance of the relationship built between the sender and recipient of the message. In the context of digital counter-narratives, this concept is crucial to ensuring the sustainability and long-term impact of radicalism-prevention programs.

The importance of the connection aspect in counter-narrative strategies is supported by strong empirical evidence. Abdi's (2021) research in Garissa Township Sub-County revealed that counter-narrative programs involving youth dialogue and community forums were not only effective in building sustainable connectivity but also played an important role in preventing the spread of radicalism. The finding that 84.1% of respondents identified the success of community programs that facilitated regular interactions shows the significance of a community-based approach in deradicalisation efforts.

Strengthening these findings, Zeiger and Gyte (2020), in their research on "Prevention of Radicalization on Social Media and the Internet", provide a comprehensive perspective on the role of connection in digital counter-narrative strategies. They found that the success of counter-narrative programs depends heavily on the ability to build and maintain sustainable digital connections. Their study identified three key elements in building effective connections: (1) empowering online communities to counter extremist narratives, (2) promoting positive and alternative messages, and (3) developing digital resilience and media literacy. This study emphasises the importance of a multi-stakeholder approach that involves collaboration among the government, the private sector, and civil society. The focus of a systematic review by Carthy et al. (2020) is active audience engagement. They found that an approach integrating direct contact and relationship-building with target groups has significantly reduced prejudice and hostility between groups. The success of counter-narrative programs depends heavily on building trust and credibility through ongoing interactions. Yani (2021) provides an important perspective on connection in the context of the pandemic. His research reveals how the COVID-19 pandemic has changed the landscape of digital radicalisation and created the need for a different approach to connection. This study found that restrictions on social activities during the pandemic have encouraged radical groups to utilise digital spaces more intensively in building connections with their targets, especially the millennial generation. This study identified four critical factors influencing youth vulnerability: the penetration of radical programs in online learning, the exploitation of the worsening economic situation, the impact of restrictions on religious activities, and low digital literacy.

A recent and comprehensive approach is offered by Werdiningsih and Nursanty (2024) through the integration of three key elements: educational architecture, authenticity of place, and social networks. They demonstrate how the design of open and collaborative learning

spaces, combined with context-based learning grounded in local culture and strengthened by social networks, can create an effective environment for preventing radicalism. As a concrete example, several schools in Indonesia have implemented this Model by integrating open learning spaces, local wisdom values, and digital platforms to facilitate dialogue and exchange of ideas.

From the series of studies above, it can be concluded that the Connection aspect in preventing radicalism requires a multi-dimensional approach that integrates physical space, socio-cultural context, and digital platforms. The success of a counter-narrative strategy depends on the ability to build and maintain meaningful and sustainable connections with target audiences. The practical implication is that educational institutions and related organisations need to develop programs that combine direct interaction, local context-based learning, and wise use of digital technology, while maintaining structured monitoring and evaluation to ensure program sustainability.

Analysis of various studies on digital counter-narrative strategies reveals that the 4C Model provides a comprehensive and effective framework for preventing radicalism. This model integrates four main components - Context, Communication, Collaboration, and Connection, which complement and reinforce each other in forming a holistic prevention strategy. Context, as a fundamental component, provides a foundation for designing effective counter-narrative messages by considering the demographic, psychographic, and socio-cultural aspects of the target audience. Research shows that programs that are tailored to the local context have a significantly higher success rate than generic approaches. Meanwhile, the Communication aspect emphasises the importance of a multimodal and interactive approach, by paying attention to the credibility of the communicator and the suitability of the message to local values, as well as utilising digital technology to increase the reach and effectiveness of message delivery.

Collaboration is key in optimising resources and ensuring program sustainability through multi-stakeholder involvement. Synergy between government, civil society, academics, and local communities has been shown to produce a more coordinated and sustainable strategy. The Connection aspect complements this model by focusing on maintaining ongoing relationships with target audiences and integrating physical space, socio-cultural context, and digital platforms to build community resilience. The successful implementation of the 4C Model depends on the ability to integrate and adapt each component according to the local context and needs. This requires the development of a structured monitoring and evaluation system, increasing the capacity of program actors, strategic use of digital technology, and empowering local figures and youth as agents of change. The ever-growing challenge of digital radicalism also demands flexibility in adapting strategies, while maintaining local values and wisdom as a foundation.

The 4C Model has proven its effectiveness as a framework in developing a comprehensive digital counter-narrative strategy. This holistic approach not only enables more effective prevention of radicalism but also encourages the development of a society that is more resilient to extremist narratives. By continuing to develop and adapt this model according

to the dynamics of existing challenges, the digital counter-narrative strategy can make a significant contribution to efforts to prevent radicalism in the digital era.

CONCLUSION

Based on an analysis of 25 journal articles published between 2015 and 2024 on the development of the 4C Model as a digital counter-narrative strategy to prevent the spread of radicalism on social media, this study produced several important findings. The 4C Model has been proven to offer a comprehensive strategic framework for developing digital counter-narratives, with Context as a fundamental component that determines the success of implementation. Understanding the local Context, including the values of local wisdom and Pancasila in Indonesia, is crucial to the program's effectiveness. Communication through a multimodal approach and authentic storytelling, Collaboration involving multi-stakeholders, and Connection through the formation of a sustainable digital community are components that complement each other and support the success of the counter-narrative strategy.

However, this study has several limitations that need to be considered. First, the analysis remains limited to literature reviews and does not address the direct implementation of the 4C Model in the field. Second, the majority of sources analysed still focus on mainstream social media platforms, while new platforms such as TikTok require further study. Third, the long-term impact of implementing the 4C Model cannot be comprehensively measured.

Based on these findings and limitations, this study recommends several things for future development. For further research, an empirical study is needed on the implementation of the 4C Model in Indonesia; an evaluation of the Model's effectiveness on new social media platforms; the development of more comprehensive evaluation metrics; and a longitudinal study to measure long-term impacts. For practitioners and stakeholders, it is recommended to develop a database of local content that is relevant to the Indonesian Context, form a multi-stakeholder team for program coordination, build a structured monitoring and evaluation system, and conduct digital storytelling training for program actors. In terms of model development, it is recommended to integrate artificial intelligence into content analysis, develop automated monitoring tools, adjust the Model to the characteristics of new platforms, and develop a more comprehensive evaluation framework. The 4C Model requires a flexible, adaptive implementation that adjusts to the dynamics of the digital landscape and the characteristics of target audiences in Indonesia. It is hoped that this study can provide a foundation for the development and implementation of a more effective digital counter-narrative strategy in preventing radicalism in Indonesia, while opening up opportunities for further, more in-depth research.

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