

The Implementation of Counter Narrative Strategy to Stop the Development of Radicalism among Youth

A Study on Peace Generation Indonesia

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The phenomenon of radicalism is still an interesting issue for both national and international politic scholars. Considering the improvement of technology and globalisation, the radical groups are adjusting their movement, they abandon traditional methods and go for more modern ones. The radicalisation process, through online media and radical narration, is highly effective to influence and recruit the youth. This paper aims to analyse the method to fight against the narration with the unit of Peace Generation Indonesia. The method used in this paper is a qualitative descriptive method since the study aims to describe and analyse the Peace Generation strategy in tackling radicalism among Indonesian youth. The theory used in analysing the problems of this study is the Counter Narrative theory by Zeiger (2016). This theory states that to formulate an effective counter narrative strategy must cover nine steps. The results of this study indicate that Peace Generation Indonesia has succeeded to execute counter-narrative strategy effectively.

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“All our experience of tackling terrorism tells us that the hardware is useless without the software”. The quote is stated on the cover of the book titled ‘Bringing it Home’ (2006) by Briggs and friends. The phrase claims that dealing with terrorism requires both soft power and hard power approaches. The problem of terrorism is a complex problem; therefore, a multi-approach to the problem is crucial. Due to the improvement of technology, terrorist group movements have metamorphosed; it is shifting to more modern methods rather than a traditional one. The terrorist groups are adapting in terms of effort and influence to recruit as many youth as they can. Many scholars have researched about new patterns and acts of terrorism, some research reveal that terrorist groups have used the internet as a new medium to carry their act, some studies (Weimann, 2006, p. 6) showed that terrorists use internet media to spread propaganda, raise funds and launder money, recruit and train members, communicate and conspire, and launch attacks when governments try to fight and arrest them orthodoxly.

In addition, global scholars have done a lot of research on the relationship between radicalism and terrorism, as well as how terrorists use online media to conduct activities and recruiting youth (Azca, 2013; Qodir, 2013; Khelmy & Pribadi, 2013; Baedowi, 2013; Qodir, 2016; Anis, 2018; Al-Rawi, 2016; Ramakrisna, 2016; Schlegel, 2008; Veiluleux & Lepage, 2014). According to Bakti (2016, p. 160), the recruitment of the youth is executed secretly. The fact shows that most of the perpetrators, suicide bomber and other forms of terrorism in Indonesia are still young. The result of a collaboration survey between the Ministry of Foreign Affairs, INSEP, and Detachment 88 in 2012 revealed that 47.3% of terrorists are young people with ages of 21-30 years old (Bakti, 2016, p. 160). Furthermore, Wahid Foundation (2016) surveyed on the potential of radicalism in Indonesia, and the result showed that 7.7% of respondents were willing to take radical action when the opportunity arose, and 0.4% had taken radical action. If it is projected to be around 150 million Muslims in Indonesia, there are about 11 million (7.7%) and 600 thousand (0.4%) people.

The data above indicates that terrorist groups target youth to join them, the term radicalism is indeed different from terrorism, as stated by Maarif in (Fanani, 2013, p. 5) that:

Radicalism is more related to the model of attitudes and ways of expressing one's religiosity, while terrorism clearly includes criminal acts for political purposes. Radicalism is more related to internal religious problems, whereas terrorism is a global phenomenon that requires global action. However, radicalism can sometimes turn to terrorism, though not mandatory (*Islam and the Challenge of Managing Globalisation, 2002*).

The attempts to radicalise youth are effective for terrorists to perpetuate their regeneration and ideals, due to Indonesian proverb which says that *one death grows a thousand*. When a terrorist is caught, either he is alive or dead, it does not mean that their movements will recede and disappear. The fact is the otherwise, terrorism will re-emerge and give birth to new terrorists, and even the number can increase. Moreover, the Ministry of Communication and Information of the Republic of Indonesia released data on the handling of radicalism-terrorism content from January 2017 to April 2019, the data showed that there were 13,151 radical contents spread across online media platforms; 494 sites, File Sharing 502, Telegram 614, Google / Yourube 678, Twitter 1,411, and Facebook / Instagram 9,452.

As a response to the problem, Indonesian government through the National Counterterrorism Agency (BNPT) made strategic steps to overcome the issue, they divided the steps in three sequences; national preparedness, counter radicalisation and deradicalisation strategies. As a derivative of the national strategy, the BNPT created a counter-narrative program to anticipate the threat of radicalism targeting young people. However, the counter narrative program did not work very well, the participation and involvement of non-government element is necessary. Reppie (2016) studied the counter narrative model with analysis on the community's vulnerability against the threat of radicalism in Indonesia, the results of the study revealed that Indonesia is at a high level of vulnerability. Furthermore, Idris (Reppie, 2016, pp. 123-124) said that the counter narrative strategy in Indonesia is still tenuous. The narration created today through the media is powerless, the cause is lack of involvement of academics and religious leaders to write or participate in compiling counter-narratives understanding. The power to overcome a misguided understanding of jihad is too fragile. On the other hand, Anis (2018) stated that a counter narrative strategy must be designed with a more creative and younger approach so the youth will pay attention.

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Therefore, this paper will review how counter-narrative strategies in tackling the development of radicalism among youth. The unit of analysis of this research is the Civil Society Organisation (CSO) called Peace Generation Indonesia, Peace Generation or more known as Peacegen which is a non-profit organisation that engages in the field of peace education with a focus on developing methods and learning media in creative and innovative ways. Peacegen, which has been established for almost 12 years, has remained consistent in fighting radicalism. Peacegen has also received a number of appreciations and awards both from within and overseas. From the background description above, this scientific paper is entitled Counter Narrative Strategy in Tackling the Development of Radicalism in Youth (Studies in Indonesian Peace Generation).

Theoretical Review

In writing this scientific paper, the authors used previous studies as a reference to explore relevant concepts and theories about radicalism and counter narratives so that they can be useful for analysing the problems that will be discussed in this paper.

Radicalism and Terrorism

Radicalism and terrorism are two different terms, yet they are highly related. The authors try to collect the concepts of radicalism and terrorism theoretically from several literatures. According to Taher, (Azca, 2013, p. 24) the term “radical” is derived from the Latin, radix which means, “root”. Therefore, “thinking radically,” means thinking with deep understanding. Furthermore, Simon Tormey (Azca, 2013) argues that:

“Radicalism is a concept that is contextual and positional, its presence is the antithesis of the orthodox or mainstream, whether social, secular, scientific, or religious, radicalism does not contain a set of ideas and arguments, but rather contains positions and arguments of ideology that questions or sues something (or everything) that is considered established, accepted, or becomes a public view. (p. 25)”

While the definition of terrorism, according to Smelser and Mitchell (2001), is “the systematic use of terror, especially as a means of coercion”(p. 14). Simply put, terrorism is an act of terror carried out systematically and it is inseparable with violence. The link between

radicalism and terrorism is in the process of transformation of forms, radicalism is considered to be a stage to terrorism.

Radicalism Stages

The process of radicalisation of a person is indeed complex, according to Bowman and Grieve (Hussain, 2014, p. 6), almost all academic literature, empirical studies, social scientists, policy makers, even intelligence and security agencies all believe that the radicalisation process is a complicated, long and dynamic process with the ultimate goal of producing cruel terrorists.

The process and stages of radicalisation is divided to four by Silber and Bhat (2007, p. 6), they are (1) Pre-Radicalisation (pre-radicalisation phase), (2) Self-Identification (self-identification phase), (3) Indoctrination (Indoctrination), and (4) Jihadisation (Jihadist phase). Similar to Silber and Bhat, Hussain (2014: 6) tried to simplify this radicalisation process into four stages without violence, namely; (1) The Bait, (2) Pre-Radicalisation, (3) Semi-Radicalisation and (4) The Trap or Radicalisation.

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Counter Narrative Strategy

Schmid (cited in Reppie, 2016, p. 38) argues that counter narrative is an attempt to oppose extremist messages and extremist violence, both directly and indirectly through various online and offline streams. In the same article, Casebeer and Rusell in (Reppie (2016, p. 39) explain that the most effective way to fight terrorism is to develop better stories to replace the narratives of terrorist groups.

To get an idea of how effective counter narrative strategies, the authors try to study and examine the counter narrative concepts that have been studied by several previous researchers. there are plenty of guidebooks and concepts to design effective counter narrative strategies, including the Aristotelian model reviewed by Casebeer (2005), an effective communication planning model by Cangara (2017) and an effective counter narrative by Zeiger (2016).

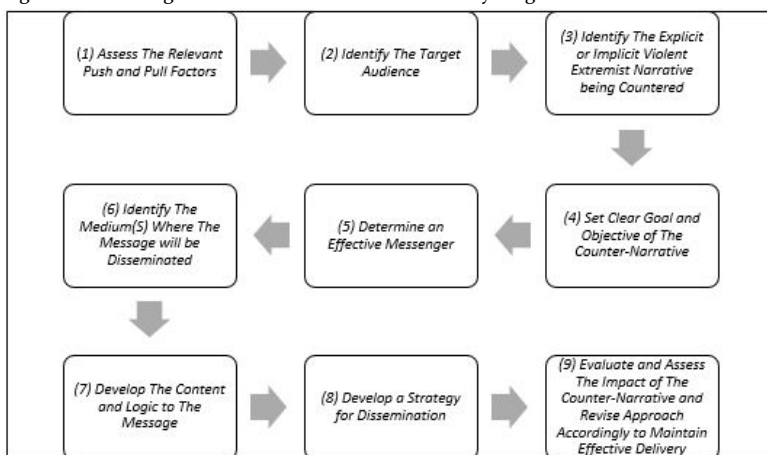
First, Casebeer (2005) in his research used the Aristotelian model to evaluate counter narrative strategies in counteracting narratives of extremism. The Aristotelian model is a classical theory of the philosopher Aristotle with a rhetorical triangle theory namely Etos, Logos, Phatos. This theory is a basic theory and is widely used in communication science.

Second, counter narrative strategy contains elements of the communication process, so the approach of this research analysis is actually closer to the communication discipline, as for the communication elements in the counter narrative strategy framework consists of sources, messages, channels, recipient, effects, feedback, and the environment or situation (Cangara, 2017, p. 36).

Third, in the process of exploring literature, the authors used a counter-narrative guide to extremism entitled *Undermining Violent Extremist Narratives in South East Asia*. The book of 'How to Guide' (2016) by Sara Zeiger contains more details and operations on how to design counter-strategy narrative. Zeiger tries to outline nine stages in designing an effective counter narrative strategy, that is; (1) Assessing the relevant push and pull factors, (2) Identifying the target audience, (3) Identifying the explicit or implicit violent extremist narrative being countered, (4) Set clear goal and objective of the counter-narrative, (5) Determine an effective messenger, (6) Identify the medium (S) Where the message will be disseminated, (7) Develop the content and logic to the message, (8) Develop a strategy for dissemination, (9) Evaluate and assess the impact of the counter-narrative and revise approach according to maintain effective delivery.

To understand the stages of the Zeiger counter narrative strategy (2016), the authors try to summarise it in the form of a flowchart. The following is a picture of the counter narrative stages:

Figure 1. Nine Stages of Effective Counter Narrative by Zeiger



Source: Adopted by the author from Zieger (2016, p. 3)

Research Method

This study aims to see how the counter narrative strategy carried out by Peace Generation (to describe and explain); therefore, a qualitative approach was utilised. Since the problem is unclear, holistic, complex, dynamic and meaningful, it is impossible for the data in such situations to be captured by qualitatively. This research was conducted through a study and observation on the Peace Generation in counter-narrative attempt. Thus, the right approach in this research is a qualitative one, because according to Sukmadinata (2009, p. 60) qualitative research (Qualitative Research) is a study aimed at describing and analysing phenomena, events, social activities, attitudes, beliefs, perceptions, the thinking of individuals individually or in groups. Furthermore, McMillan and Schumacher (Sukmadinata, 2009, p. 96) revealed that qualitative studies in general have two objectives, which are describing and exploring.

Sources of data in the study are the main informants as primary data sources such as the founder of Peacegen. Primary data can be obtained from the source directly, analysed and recorded directly, as well as interviews, observations, and documentation. While secondary data can be obtained from existing data, which includes literature, important documents relating to the research topic. Researchers use purposive sampling technique in determining the resource which means that the data collection techniques are based on the objectives. The researchers determine the informants in advance. The informants in this study are those who are strongly relevant with the topic.

Discussion

The development of radicalism in Indonesia

Based on literature and the data that have been obtained, radicalism group movement in Indonesia is a reincarnation of the DI / TII. This is justified by historians terrorism experts such as Sydney Jones (2011), Solahudin (2011) and Azra (2015). The dissolution of DI / TII in 1962 did not shorten their movements, after 10 years, the DI / TII movement reborn with a different name which is the Jihad Command, then it changes the name to Jemaah Islamiyah (JI), Jemaah Anshorut Tauhid (JAT), Jamaah Anshoru Syariah (JAS) and Jamaah Ansharu Daulah (JAD). These groups still have the same goal which is establishing Daulah Islamiyah. In its journey, radical groups in Indonesia are interconnected with radical groups both in regional areas and global areas, so that their strength and networks expand.

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Radicalism groups recruit youths with the aim of making them permanent members and even executors in every action. Based on the data obtained by the authors (BNPT, 2015 & 2018), (Peace Media Center, 2017), and (Republika, 8 August 2016), terrorists who have been arrested or who have been exposed are 17 to 30 years old in average. In addition, based on data obtained from the results of the LAKIP survey (2011), INSEP (2012) and BIN (2017) found that the possibility of youth influenced by radicalism in Indonesia was considerably high.

The development of technology and the rapid flow of information and globalisation help terrorists adapt in developing their networks and group movements. If they used to recruit someone directly through meeting face to face (offline radicalisation), they now do the process of radicalisation by utilising social media (online radicalisation). Data shows that many cases of young people have been successfully radicalised through online networks (BNPT, 2018). The topic of radicalisation methods through this online network has also been studied by several academics such as Syahrul (2011), Weimann (2006), Anis (2018) and Schlegel (2018). Their results reveal that in the digital age, radicalism-terrorism grows and develops by leaving the old style, now they are moving with a new style of making digital media an arena of battle, such as *Facebook, Twitter, Youtube, Instagram, Telegram, WeChat, Flickr* and *WhatsApp*.

Peace Generation Indonesia's Counter Narrative Strategy

According to Zeiger's (2016) theory, the counter narrative analysis will be divided into nine stages.

Assessing the Push and Pull Factors of Terrorist Recruitment

Based on Zeiger's theory (2016), the first step in planning an effective counter narrative strategy is to assess the push and pull factors, these two factors are the cause of the success of the radicalisation process. This identification process is intended to ensure planning and implementation of the counter narrative program is on point. The findings showed that Peacegen has fulfilled this first step of the strategic step, the pull and push factors can be identified in the 12 NDP that Peacegen has formulated. The 12 NDP is the answer to all roots of conflict, including radicalism. The 12 NDP covers a learning method called conflict tree, it identifies each problem of students, and the problems lead to one of the point in 12 NDP. For example, Islamophobia is the second

value of 12 NDP in category of prejudice where students are taught to understand prejudice, then they have to distinguish facts and prejudices, and realise its danger.

Identifying the Target Audience

The second stage in Zeiger's (2016) counter narrative strategy is to identify the target audience or reader. This step contributes in determining the purpose of the message and evaluating whether the message was successful to deliver. In addition, this step has a vital role in promoting and reinforcing messages to reach the most likely and vulnerable individuals on radicalism narration. Based on the findings, the target audience of Peacegen is the common people (general population); most of them are children, then adolescents, and adults. Target projection and target audience can be seen in the image below. Furthermore, the researchers' observations (observations, September 2019) showed that the participants of the Peace Camp program (one of the Peace Academy programs) were followed by various groups including; teaching profession, activist, community, lecturer, influencer, and others. The Peace Camp program aims to form AOPs, which are then given a mission to spread 12 NDP in their respective regions and environments. Not only that, Peacegen invited Syrian returnists to study 12 NDP. It was intended that messages could be conveyed better if delivered by people who had experienced or had been exposed to radicalism. Each target audience is touched with the same narrative, namely 12 NDP by using different methods and if this is faced with the division or classification of the target audience by Zeiger (2016) then the identification of the target audience Peacegen already meets the criteria for this second step, namely (1) General population (General), (2) Key influencers, (3) Sympathisers to violent, (4) Extremist ideas justifiers of violent extremism and (5) Perpetrators of violent extremism (Actors).

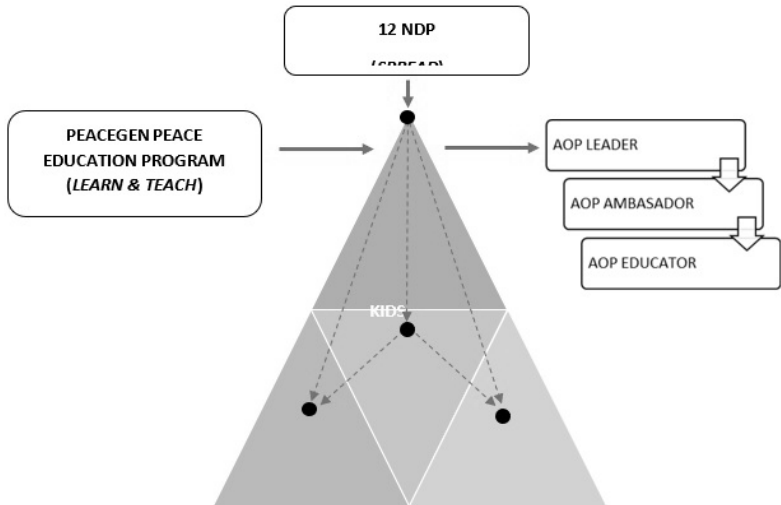
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Identifying the Opposing Narrative

Peacegen does not identify the typology of radicalism narratives; however, Peacegen tries to present an alternative narration to undermine the content of radicalism narration. In contrast, the counter narratives in general that produce rebuttal content or answers the radical arguments. The contents are considered heavy for young people to read. Peacegen's narration is different. The content is deeper and the purpose of the content is to build awareness and internalise a process of

Figure 2. NDP Target Audience Projection Image

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Source: Images processed by the author

12 NDP that have been formulated. The main target of the Peacegen narrative is children since they are easier to influence than the adults. This step is taken as part from early prevention efforts.

Zeiger's theory (2018) on the classification of radical narratives are: (1) Religious narratives or ideological narratives (the concept of Jihad and differences between Muslims and Non-Muslims), (2) Political narratives (government legitimacy, State concepts and Khilafah), (3) Social-heroic narratives (Glorification of acts of violence, complaints, social pressure) and (4) Economic narratives (economic marginalization), the classification of these radical narratives has generally been answered by Peacegen through the 12 NDP narratives. The following classification of radical narratives composed by Zeiger when faced with 12 Peacegen NDP:

Table 1. Peacegen Narration Counter Identification Table

Radicalism Narrative Classification According to Zeiger (2016):	Peacegen Alternatif Naratives (12 NDP):
Religious / Ideological Narratives	Gades 2, 3, 4 & 8
Political Narrative	Gades 2, 3 and 4
Social-Heroic Narrative	Gades 7
Economic Narrative	Gades 6

Source: Processed by the author

Setting Global Counter Narration

The next step in creating an effective counter narrative strategy is to define the goals. According to Zeiger, there are four kinds of counter narrative objectives, which are; (1) Separation, i.e. changes in behaviour whereby individual's involvement in extremism activities decreases and / or stops (changes in behaviour, ie violence and incitement). (2) Diversion, which is to prevent individuals who are at risk of becoming violent extremists (change their minds). (3) Damaging the Attraction, this aims to reduce the appeal of extremist narratives. (4) Reducing Impact, i.e. isolating threats to limit narrative effects to individuals.

Based on the data obtained by researchers, Peacegen already has four kinds of counter-narrative objectives. This can be seen from the following Peacegen program objectives:

Table 2. Analysis of the Objectives of the Peacegen Program

No	Program Name	Purpose			
		Disengagement	Diversion	Limiting Impact	Undermining Appeal
1	Creator Muda Academy	√	√	√	√
2	Frosh Project ID	√	√	√	√
3	Sekolah Cerdas			√	√
4	Boardgame for Peace	√	√	√	√
5	PeaceTival & Rock The Peace		√	√	√
6	Training dan Workshop	√	√	√	√
7	FIP (Finding The Inner Peace)	√	√	√	√
8	PGKids		√	√	√
9	Peacesantren		√	√	√
10	Master Peace	√	√	√	√
11	Breaking Down The Wall		√	√	√
12	Walk the Peace		√	√	√
13	Kick for Peace		√	√	√
14	Plant the Peace		√	√	√
15	Talk the Peace	√	√	√	√

Source: processed by the author

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Determining Effective Messenger

Peacegen's steps in embracing peace have three pillars, which are Learn, Teach and Spread. Agent of Peace is an excellent program based on these three steps, Agent of Peace (AOP) has a role to teach and spread the value of peace in their schools and communities. The AOPs are the frontline of Peacegen in sowing the seeds of peace in Indonesia. AOP is a term for people who have participated in 12 NDP training. Everyone can become an AOP, to do so, one should accomplish three missions: learn, teach and spread the value of peace in the community.

Peacegen formed Agent of Peace (AOP), spread throughout Indonesia with the mission of deploying 12 NDPs, through a work unit called Peace Academy Peacegen, and conducted training as well as workshops to select the AOPs. Based on the observations of researchers (observations, September 2019), Peace Academy held a program called Peace Camp, the program was attended by participants from various circles (heterogeneous), various age range, profession, community, religion, and including Syrian returnists. In addition, Peacegen has also cooperated with local and central government in implementing 12 NDP to the community.

Conforming with Zeiger's (2016) message-conveying classification that consist of (1) Family, (2) Community Actors and Religious Leaders, (3) Former brutal extremists (formers), (4) Victims and survivors and (5) Government, Peacegen has fulfilled the messenger deciding stage.

Developing Content and Message Logic

The next step is to develop the content and logic of the counter narrative message. According to Zeiger (2016) the development of counter narrative content (or alternative narratives) must consider structures and logic that is similar to extremist narratives, furthermore, the best approach is to use simple and clear messages. However, there is also room for innovation in developing counter-narratives approaches, especially by creating alternative and positive narratives, on local culture

Conforming to counter narrative strategy undertaken by Peacegen, Peacegen has carried out the sixth stage. Peacegen produces alternative narratives to counter radicalism among youth, Peacegen comes in a different way through a popular culture approach. Additionally, the narratives produced by Peacegen are light and easy to understand, for example, the story of Syrian returnists who return to Indonesia is made into comic stir that are interesting for youth.

Identifying the Media Where the Message Will Be Distributed

In accordance with Peacegen’s counter narrative strategy “Learn-Teach-Spread”, Peacegen uses the platform to disseminate counter narrative content as a part of spreading the message. Some of those platforms are:

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Table 3. Peacegen’s Media Table / Platform

No	Media/Platform Name	Status	Performance
1	Facebook	Available	Active
2	Twitter	Available	Passive
3	Instagram	Available	Active
4	Youtube	Available	Active
5	Snapchat	None	-
6	Periscope	None	-
7	Whatsapp	Available	Active
8	WeChat	None	-
9	Television	None	-
10	Film	None	-
11	Cinema	None	-
12	Print Media	Available	Active
13	Newspaper	Available	Passive
14	Books	Available	Active
15	Pamphlets	Available	Active
16	Billboards	None	-
17	Comics	Available	Active
18	Face to Face or in person messages	Available	Active
19	Online Websites or Discussion Forum	Available	Passive
20	Radio Broadcasts	None	
21	SMS Celluler-Based Communications	Available	Active
22	Live Event	Available	Active
23	Community Events	Available	Active
24	Panel Discussions	Available	Active
25	Forum	Available	Active
26	Conference	None	-

Source: Processed by the author

Based on the data above, Peacegen has almost used all popular platforms both online and offline. However, the usage of online media is not a goal of counter narratives; it is just a tool instead. Peacegen works in the offline world, online media is a funnel to seek people’s attention since the movement requires plenty of people

Developing Publication Strategy

The next step in the counter narrative campaign is to develop strategies or ways to disseminate counter narrative content. Conforming Peacegen’s counter narrative movement, the eighth step has been fulfilled by Peacegen. The indicators in developing the strategy are as follows:

Table 4. Peacegen’s Publication Strategy Table

a.	Counter narrative campaign time schedule	√
b.	The urgency of counter narratives is made for the target audience	√
c.	Different counter narrative times will be released	√
d.	The ability of counter narrative can enter into many media	√
e.	Campaigns on social media already use keywords, hashtags and / or taglines from interesting messages	√
f.	The target audience supports the key elements of the message created.	√
g.	The audience / target interacts with the narration created.	√
h.	The audience / target interacts with the messenger	√
i.	Call to action and the audience learn more about the recommended action.	√
j.	There are contact numbers, emails, or methods available.	√

Source: processed by the author

In addition, in the publication stage, Peacegen builds a relationship and partnerships with other organisations. This strategy was adopted so that the peace messages could spread more massive, there are 49 organisations that had partnered with Peacegen consisting of CSOs, state and private education institutions and the Government.

Evaluating the Impact of Counter-narrative Programs

The final step is to evaluate the extent of the counter-narrative impact in overcoming radicalism, according to Zeiger’s theory (2016), at

least the counter-narrative evaluation includes the following 4 components; (1) Social media statistics; followers, likes, tweets and retweets, quotes, interactions, clicks and more. (2) Frequency of links shared on social media, (3) Number of contacts (email, telephone, etc.), (4) qualitative assessment of the content based on interactions or comments on several media.

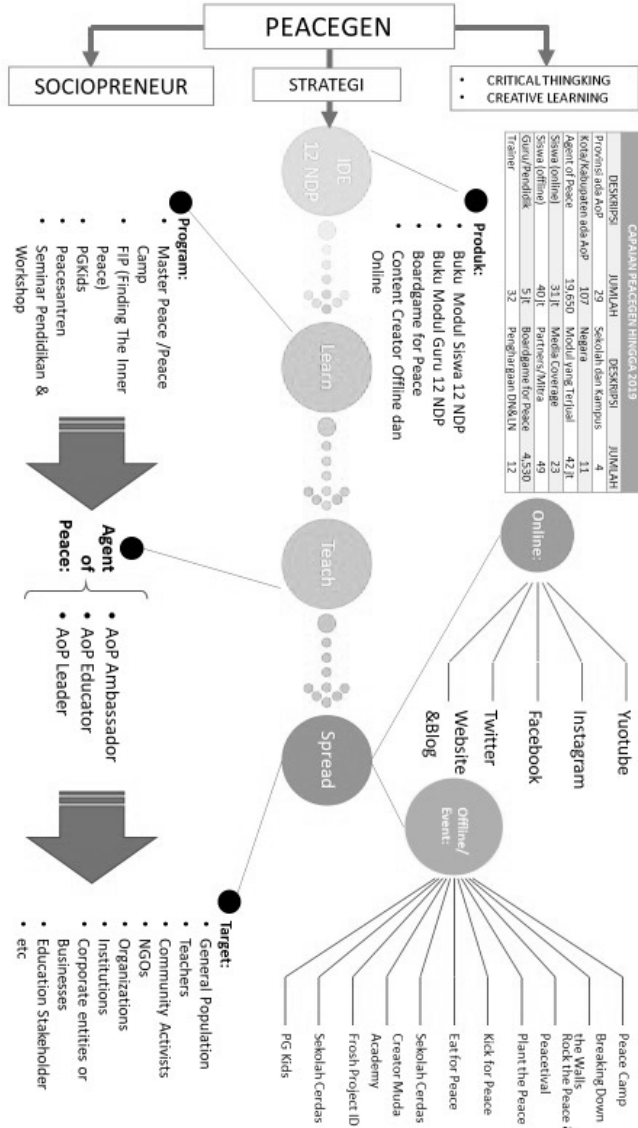
Peacegen always evaluates the success of the programs. Peacegen evaluates at least three elements; (1) Quantity (2) Quality and (3) Continuity or sustainability of the program. In terms of quantity, Peacegen always measures and sees how many people have been involved in the program since delivering the message of peace requires a large number of people. It can be seen in the achievement table in the image below. The data shows that Peacegen's AOPs spreads in 29 Provinces, 107 Cities and Regencies, with a total of 19,650 AOPs throughout Indonesia of the 100,000 AOP target. In terms of quality, Peacegen is monitoring the quality of the narrative products or propaganda. This can be seen from the results of the pretest. Most participants disagree that "extreme violence, terrorism and radicalism were deliberately created by the state and the issue was deliberately exaggerated" the number increased 30.6% in five cities.

Peacegen monitors AOPs that are spread throughout Indonesia by seeing how much intensity and sustainability of the programs. Peacegen ensures that the movement will continue routinely and consistently, Peacegen always calculates the quantity, the quality and how long the program will run. The evaluation results must show the reach of the Peacegen program as well as the result of the evaluation must be able to show how good the reach of Peacegen. Peacegen assures that the program can change other people that are the purpose of Peacegen mission itself. Massive evaluation is conducted once in 6 months, Peacegen also checks whether the members still remembered and followed up the learning. Based on this information, Peacegen has fulfilled the contra-narrative evaluation stage formulated by Zeiger. However, Zeiger evaluation is more to the quantity of the responses, interactions or audience feedback from the communication information media used, while Peacegen evaluates based the data on offline activities.

To make it easier to understand the overall strategy, a flowchart was drawn below which illustrates how the counter strategy of Peace Generation Indonesia works:

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Figure 3. Strategy Counter Narrative Peace Generation Indonesia



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Source: Image processed by the author

Conclusion

The conclusions of this study are as follows. First, the root of radical group movement in Indonesia is a fraction of the old group named DI / TII. They experienced ups and down which then split or intertwined

with other radical groups both regional and global levels. Radical groups' patterns and movements are changing now and the traditional methods turn to modern ones, the cause which made radical groups have adapted to technology and information development, such as creating radical narratives and propaganda through online games.

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Second, Peace Generation Indonesia as a Civil Society Organisation (CSO) successfully created and developed effective counter narratives to overcome the narratives of youth radicalism. Additionally, Peacegen applied a sociopreneur system so that organisations can develop and sustain independently. The implementation of the Peacegen program was driven by youth. Peacegen's counter narrative has a distinctive characteristic, which is using a popular culture approach. Moreover, Peacegen consistently run a peace campaign through media, creative and innovative learning methods.

Finally and with reference to Zeiger's theory, it could be revealed that Peacegen has fulfilled nine stages in performing counter-narrative strategies. However and based on this analytical review, Peacegen's narratives fall into alternative category since the content is light and responds indirectly to the arguments made by radical groups.



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