



NADA ID

PROMOTING PEACEFUL NARRATIVES TO YOUTH IN INDONESIA

Defeating violent extremist organizations requires targeted efforts to reduce the appeal of these groups and their ideologies. Propaganda plays a critical role in violent extremism (VE) organizations' identity. It will continue to do so because although they are losing their physical territory, they are still seeking ways to inspire new support in the digital environment by spreading provocative and hateful messages to nurture intolerance.

Hateful propaganda and intolerant narratives in Indonesia have been produced and disseminated by groups that aim to gain support from the digital and social media users. Social media has also been used as a tool to recruit youth to become active members or supporters of violent extremist groups.

As an organization whose mission is to build sustainable peace for generations to come, Search for Common Ground (Search) Indonesia believes that it is crucial to counter VE narratives and ideology by shaping a resilient society. The Promoting Peaceful Narratives in Indonesia (NADA-ID) project is designed to build the capacity of local messengers to produce and disseminate alternative messages to counteract the appeal of violent extremism (VE). Search - Indonesia aims to reduce the influence of violent extremist narratives among internet users - particularly youth in Indonesia, as a response to growing intolerance and online hate speech in recent years.

PROGRAM ACTIVITIES

1. Research to identify specific drivers and messaging tools used by extremists in at-risk communities.
2. Design and implement a Creative Multiplatform Messaging Campaign that provides alternative messages to VE narratives.
3. Monthly adaptation workshops where a Messaging Hub Task-Force will monitor implementation of the messaging campaign and update information on the VE landscape.
4. Social media influencer videos on peace and tolerance
5. Social media messaging training for University students
6. Viral Post Competition that will kickstart a youth-led messaging campaign
7. Inter-Religious dialogues between youth and religious leaders
8. Messaging capacity building for members of CSOs and grassroots networks and social media influencers.
9. Seed Grants for localized messaging campaigns by influential CSOs and grassroots networks and social media influencers.



NEEDS ASSESSMENT AND FIELD-LEVEL CONSULTATIONS

Between March to April 2018, Search – Indonesia, through the research consultant Love Frankie, conducted a needs assessment to identify the main drivers of extremism; actors seeking to influence young people online; the mechanisms, narratives, and channels used by these actors and the various degrees of success. Search - Indonesia also conducted field level consultations with P-CVE experts and youth to gain their insight on how a social media campaign that provides alternatives to violent extremist narratives should be carried out. The research resulted in CVE initiatives in general and various recommendations for the NADA-ID social media campaign.



MONTHLY ADAPTATION WORKSHOP WITH THE MESSAGING HUB TASK FORCE

Search – Indonesia through Yayasan Bani Abdurrahman Wahid (YBAW) formed the messaging hub task force (called Dapur Narasi) in April 2018, whose members consist of individuals from organizations and government bodies working in P-CVE and the promotion of peace, tolerance, and diversity, as well as communications practitioners. The messaging hub task force meets on a monthly/bi-monthly basis to discuss updates and changes to the VE landscape and narratives used by VE and hardliner actors. The members have met 9 times to discuss the strategy of the social media campaign and the narratives they can use in responding to these changes and potential collaborative efforts between task force members.



INTERFAITH DIALOGUES

Inter-religious dialogues bring together youth from across the religious spectrum in Indonesia to discuss shared values and grievances and how they can work together to overcome differences.

Search – Indonesia has worked with Yayasan Bani KH Abdurrahman Wahid (YBAW) and the Young Interfaith Peacemaker Community (YIPC) to carry out 12 interfaith dialogues for the areas of Greater Jakarta, West Java, Central Java, and East Java. 480 individuals have been involved in interfaith dialogues, embedded in various activities such as the GUSDURian Network Bi-annual Meeting, Community Management Training of Trainers, and Student Interfaith Peace Camps.

In the Community Management Training of Trainers, YBAW focused on strengthening the youth capacity to become facilitators of community management training.

During the training, they instilled tolerant and pluralistic values of the late K.H. Abdurrahman Wahid (also known as Gus Dur, former president of Indonesia who was also considered to be the Indonesian Father of Pluralism). The training of trainers aimed to empower youth who are local leaders and provide them with facilitation skills that can help them become positive changemakers that drive social change in their communities.

Search - Indonesia also supported YIPC in the implementation of Student Interfaith Camps, a series of regular events that bring together individuals from different religious backgrounds to reflect on their religions. The participants also had the chances to clarify misconceptions about each other's religion through sharing sessions that provide an opportunity for open and respectful dialogue. Participants of the Peace Camp left with a new perspective on interfaith relations.

12 
EVENTS

480 
PARTICIPANTS

Our work with Maverick

In August 2018, Search - Indonesia, with the support of Maverick Communications Solutions, held the 'Jaga Jari, Jaga Hati' workshop in Bogor, Indonesia. Fifteen participants from various backgrounds, including NGOs and CSOs working in P-CVE, youth, and creative persons, discussed the situational analysis and the objectives that Search's CVE campaign should aim to achieve. Participants were then guided through an exercise to identify the target audience's journey to extremism. They were also asked to brainstorm ideas on how to prevent target audiences from proceeding to the next stage in this journey in the form of key messages, tactics, and channels that could be used to engage the audience.

A prototype version of the campaign was tested during Netizen Fair 2018, an annual event on digital literacy held by Siberkreasi, a national movement in Indonesia to overcome the spread of negative content through the internet (fake news, cyberbullying, and online radicalism). Search - Indonesia, with the support of Maverick and Campaign.com, opened a booth named Journey #ForChange at Netizen Fair 2018 and carried out online competitions using the campaign-related hashtags. During the campaign period, 803 posts containing either #CapekGakSih, #forchange, #AkuTemanmu hashtags, or "Beda, Tapi tetap" keywords were found on Twitter, Facebook, Instagram, and YouTube. The campaign received 4,592 likes and 421 comments. Search and Campaign.com's booth at Netizen Fair managed to attract 252 visitors.



Our work with NU Media

Search - Indonesia, in partnership with NU Media, has produced various articles on the website and social media accounts of Islami.co that emanated tolerance and diversity. Although the pieces were placed on Islami.co, the content did not discuss diversity and tolerance from the sole perspective of Islam, and some of the article writers came from different religious backgrounds.

This partnership has produced and disseminated 103 articles, 16 videos, and 10 infographics that aim to counter extremist narratives and provide peaceful alternative narratives. The content includes videos such as Berbagi, Apapun Agamamu (Sharing, Regardless of Your Religion), Kisah Nur dan Pardi yang Pulang dari ISIS (The Story of Nur and Pardi Who Returned from the 'Islamic State'), and Kisahku Bersama Lusi, Sahabatku yang Kristen (My Story with Lusi, My Best Friend Who is a Christian).



Our work with Cameo Project

Cameo Project and Search - Indonesia have collaborated to produce four videos with Key Opinion Leaders (KOLs). The first video, titled Cara Merusak Perdamaian (How to Ruin Peace) was a satirical sketch that aimed to educate people on what they should avoid doing in order to maintain peace, which includes spreading fake news ('hoax') and adopting an 'eye for an eye' attitude.

The second video, 'Mimpi untuk Indonesia' (My Dream for Indonesia) features Sakdiah Ma'ruf, an Indonesian female stand-up comedian who was awarded the 2015 Vaclav Havel Prize for Creative Dissent and is known for addressing extremism in her stand-up routines; Savic Ali, founder and director of Islami.co, an online platform that is dedicated to spreading information and ideas that support peace and tolerance; and Abdul Qowi Bastian, a former editor at Rappler Indonesia and lecturer at Universitas Multimedia Nusantara. The video calls for viewers to reflect on the challenges faced by Indonesia and how Indonesians must work together to maintain peace.

The third video 'Lebih Baik Hidup di Negeri Sendiri' was a micro-documentary on refugees in Indonesia that featured prominent refugee activists such as Mozghan Moarefizadeh of Refugees & Asylum Seekers Information Centre (RAIC) and Mohammad Baqir Bayani of HELP for Refugees. They talked about the effect of conflict on refugees, the challenges faced by refugees in Indonesia, and the importance of maintaining peace.

The fourth video was a Point of View (POV) video, 'Emansipasi Wanita di Persimpangan Jalan?' published in the middle of July 2019. This video aims to increase public awareness about gender equality and the role of women in conflict resolution, featuring Indonesian feminists Kalis Mardiasih and Cania Citta. As of October 2019, these videos have reached 402, 462 views.



INFLUENCER #FORCHANGE ACADEMY



From December to March 2019, Search – Indonesia and Campaign.com, a social technology company that focuses on communities that bring individuals and organizations together to create a positive impact on the world, held a series of social media messaging training, titled the Influencer #ForChange Academy. 183 young Indonesians aged 18-30 years old from different educational, cultural, and religious backgrounds, joined the 3-day boot camp in Jakarta, Bandung, Cirebon, Purwokerto, Solo, and Surabaya.

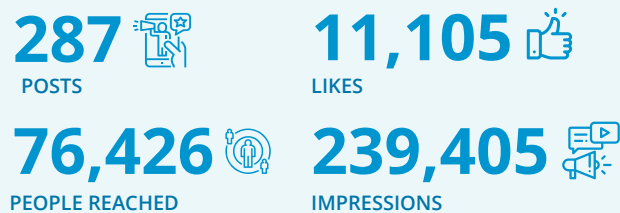
The Academy participants were guided through a process of understanding the issue of violent extremism in Indonesia, the role of youth in prevention and countering violent extremism (PCVE), becoming effective social media influencers, and developing alternative narratives on social media. After the Bootcamp, these young influencers continued to carry out positive campaigns on social media that covered issues on



peace and tolerance, as well as addressing other social problems such as bullying and body shaming.

Participants with the best action plans and follow up campaigns were awarded prizes, and each of them had an opportunity to present their campaign at the Influencer #ForChange gathering held at the office of the Ministry of Technology and Information in Jakarta. The presentations were evaluated by a panel of communication, media, and social campaign practitioners from Islami.co, USAID Harmoni, and the GUSDURian Network. This event also featured prominent media practitioners Oktora Irahadi of Cameo Project, writer Agustinus Wibowo, and podcast creator Iqbal Hariadi, who shared their knowledge through mini-coaching clinic sessions.

#MERANGKAI DAMAI



The PREVENT Consortium's theory of change states that an evidence-based campaign that promotes pluralism by influential and credible public figures or institutions can reduce the appeal of violent extremism. This theory inspired Search for Common Ground Indonesia and the Directorate General of Correctional Affairs, Ministry of Law and Human Rights (Indonesia) to conduct a training on the use of social media in combating violent extremism with 15 Civil Society Organizations on 28 - 30 June 2019.



The training gave birth to #MerangKaiDamai (weaving peace), a movement aims to promote diversity and peace as an effort to counter violent extremism and intolerance through the digital platform. Each CSO has been implementing the material obtained during the training and created a campaign that interprets the hashtag.

#MerangKaiDamai is our hope to inspire and educate internet users in Indonesia to use their digital rights in supporting the right to life and the right to freedom of thought, conscience, and religion. As of October 2019, the movement has created 287 posts, generated 11,105 likes, reached 76,426 people and achieved 239,405 impressions.

ABOUT SEARCH FOR COMMON GROUND

Search for Common Ground is an international humanitarian organization, established in 1982 with a focus on peacebuilding, transform the way the world deals with conflict, away from adversarial approaches, toward cooperative solutions with an emphasis on problem solving. Our mission is to build sustainable peace for future generations by working with all parties from conflict, providing the tools needed to work together and find constructive solutions.

Search works in 36 countries in Africa, Asia, Europe, the Middle East and North America. In Indonesia, Search works with local partners and organizations, supports the process of building a culture of peace through media, dialogue, strengthening community relations and capacity building since 2002.

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