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RESEARCH ARTICLE

Social Media and Community Leaders: New Frontiers in Promoting Security in Papua Pegunungan Province

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ARTICLE INFO	ABSTRACT
	This research explores the pivotal role of social media in promoting security and peace in the Papua Highlands, focusing on the efforts of community, religious, and traditional leaders. Utilizing a qualitative approach, the study delves into the subjective experiences of these leaders, examining how they leverage digital platforms to disseminate information and mobilize community action. The research employs thematic analysis to identify communication strategies and challenges faced by leaders, complemented by quantitative data from online surveys to assess public perceptions of security. Findings reveal that social media serves as a crucial tool for community education and conflict resolution, exemplified by initiatives like the "Papua Peace" campaign. However, the spread of misinformation poses significant challenges, necessitating digital literacy among leaders. The study underscores the importance of supportive government policies and improved digital infrastructure to enhance the effectiveness of social media in fostering community resilience. This research contributes to academic literature and offers practical insights for stakeholders aiming to harness social media for security and peacebuilding in conflict-prone regions.

INTRODUCTION

In Papua Highlands, the role of social media differs from other regions in Indonesia due to specific infrastructural and digital literacy challenges. While the use of platforms like Facebook, WhatsApp, and Instagram has surged, as noted by the (Kementerian Komunikasi dan Informatika Republik Indonesia, 2021), Papua still faces significant barriers compared to more developed regions like Java or Bali. Internet infrastructure in Papua is often limited, with slower and less reliable connections, especially in rural or mountainous areas. This creates a unique digital divide that influences how social media is utilized. In many parts of Papua, access to high-speed internet is inconsistent, which impacts the ability of community leaders to engage in real-time communication or livestream events. Instead, much of the communication happens asynchronously through text or pre-recorded content.

Additionally, digital literacy in Papua Highlands varies significantly, with many individuals, particularly in remote communities, having limited familiarity with navigating social media platforms. This contrasts with more urbanized regions where digital literacy rates are higher, and users engage more frequently in interactive and sophisticated online activities. As a result, community and religious leaders in Papua often need to adapt their social media strategies to these limitations, focusing on straightforward, easily

accessible content and relying more on messaging platforms like WhatsApp, which require less bandwidth. Furthermore, they may also play an educational role, helping to increase digital literacy within their communities to ensure that more people can effectively use these tools to engage with security and peace initiatives. This effort to bridge the digital divide is critical in ensuring that the benefits of social media-driven mobilization reach even the most remote areas of Papua.

However, the use of social media also presents its own challenges. Misinformation and fake news can quickly spread, potentially exacerbating security situations. Therefore, community leaders need to be equipped with digital skills to counter false information and provide constructive narratives. Thus, this research aims to explore how community, religious, and traditional leaders in the Papua Highlands utilize social media to promote security and the effectiveness of digital communication in mobilizing community action.

This research aims to explore and analyze the role of social media in promoting security in the Papua Highlands, focusing on how community, religious, and traditional leaders use these platforms. Specifically, it seeks to identify how these leaders utilize social media to spread information and raise awareness regarding security issues. Additionally, the study examines the communication strategies employed by leaders to mobilize community actions and assesses the effectiveness of social media in increasing community participation in security initiatives. The research also aims to uncover the challenges leaders face in using social media and provides recommendations to address these issues. Ultimately, this research aspires to offer insights into the broader role of social media in enhancing security and develop more effective communication strategies for community leaders in the region.

LITERATURE REVIEW

Concept of Social Media

Social media is a digital platform that facilitates user interaction and information sharing. It encompasses a range of platforms, including social networks like Facebook and messaging apps like WhatsApp. Kaplan and Haenlein (2020) categorize social media into six types, each with unique characteristics influencing communication (Kaplan & Haenlein, 2010). In the Papua Highlands, WhatsApp and Facebook are the most popular platforms, widely used for communication and sharing information. According to the APJII (2022), internet penetration in Papua reached 30%, making social media a key tool for promoting security and peace (APJII, 2022).

Research shows that 70% of respondents in Papua use social media to access information on security issues (Nugroho et al., 2021). Social media not only serves as an information source but also facilitates discussions among community members, allowing civil groups to organize meetings and raise awareness on security matters.

Community Leadership

Community leaders in the Papua Highlands include traditional leaders, religious leaders, and civil society leaders. Traditional leaders, like tribal chiefs, uphold cultural values, while religious leaders, such as pastors and imams, foster ethical awareness (Soeprapto, 2013). Civil society leaders, often from NGOs, focus on community empowerment and advocacy. These leaders must balance preserving traditions with embracing modern tools like social media. Research by Suhendi (2022) found that leaders using social media are more effective in mobilizing the community for peace and security initiatives (Suhendi, 2013).

Their key roles include mediating conflicts, liaising with the government, and promoting social change. In the face of security challenges, such as intertribal conflicts, community leaders use social media to disseminate messages of peace and encourage participation in security-supporting activities (Innah et al., 2012; Takdir & Ali, 2018).

Security and Peace in the Papua Highlands

The Papua Highlands face significant security challenges, including intertribal conflicts and armed violence, which have led to casualties and displacement (Human Rights Watch, 2023). Poverty, social injustice, and limited access to education further fuel these conflicts, with the poverty rate in Papua

reaching 27.55% in 2022, far higher than the national average (BPS, 2022). These issues create instability, necessitating intervention from community leaders.

Efforts to maintain peace include intertribal dialogues and conflict resolution workshops organized by local leaders and NGOs. Social media is used to engage communities in peacebuilding activities, promoting understanding and tolerance (Aedah, 2017). Such initiatives have been shown to reduce violence and improve security perceptions (Syelvian, 2023).

METHODOLOGY

Research Design

The qualitative approach in this study focuses on gaining an in-depth understanding of how community, religious, and traditional leaders in the Papua Highlands use social media to promote security and peace. This method allows researchers to explore the subjective experiences and perspectives of individuals involved in this process. Qualitative research also enables researchers to identify themes emerging from interactions on social media and understand the social and cultural contexts that influence the use of digital platforms (Creswell & Poth, 2016).

In the Papua Highlands context, community leaders often act as bridges between the community and broader sources of information. Through in-depth interviews with these leaders, researchers can collect rich data about the communication strategies they employ and how they respond to the security challenges faced by their communities. This data provides insights not only into best practices but also into the barriers encountered in effectively leveraging social media (Rahma et al., 2024).

The quantitative approach will complement this research by providing numerical data that can be analyzed to measure the effectiveness of social media usage in promoting security. Online surveys will be used to collect data from a broader community, allowing researchers to obtain a comprehensive picture of public perceptions regarding the role of community leaders in utilizing social media for security.

According to research by Thakur et al. (2022), using online surveys has proven effective in gathering data from dispersed populations, especially in hard-to-reach areas (Thakur et al., 2022). By employing statistical tools, researchers can analyze the relationship between social media usage and the level of security perceived by the community. The results of this analysis are expected to provide empirical evidence supporting qualitative findings and demonstrate the real impact of communication strategies implemented by community leaders.

Data Collection Techniques

In-depth interviews will be conducted with community leaders, religious leaders, and traditional figures to gather their narratives and experiences related to social media usage in promoting security. This technique allows researchers to delve deeper into information and gain insights into the motivations, challenges, and outcomes they encounter in using digital platforms (Yin, 2015).

In the Papua Highlands context, these interviews will also include questions about how these leaders adapt to technological changes and how they overcome challenges arising from social media use, such as the spread of misinformation or intergroup conflicts. With a deep understanding of the local context, researchers can identify best practices that other leaders in the region can adopt.

Online surveys will be used to collect quantitative data from a broader community. These surveys will be designed to measure public perceptions of security and how effective they feel community leaders are in using social media to promote peace. The data collected through these surveys will provide a wider view of the impact of social media usage in the security context in the Papua Highlands (Stern et al., 2011).

By using easily accessible survey platforms, researchers can reach various demographics within the Papua Highlands population. The results of these surveys are expected to provide measurable data that can be statistically analyzed, allowing researchers to draw stronger conclusions about the relationship between social media usage and security perceptions in the community.

Social media content analysis will be conducted to evaluate how community leaders and the public interact on digital platforms. Researchers will collect and analyze posts, comments, and interactions on platforms like Facebook and WhatsApp, which are widely used in the Papua Highlands. By analyzing this content, researchers can identify themes that emerge in discussions about security and peace, as well as how information is disseminated and received by the community (Magsino, 2009).

This analysis will also include measuring the frequency and types of content shared, as well as community responses to the content. Thus, researchers can understand how social media functions as a tool for community mobilization and how information can influence collective action in facing security challenges.

Data Analysis Techniques

Thematic analysis will be used to analyze qualitative data obtained from in-depth interviews and content analysis. This technique allows researchers to identify patterns and themes emerging from the data, providing a deeper understanding of how community leaders use social media to promote security (Braun & Clarke, 2019).

By categorizing data into relevant themes, researchers can identify the most effective communication strategies and the challenges faced by community leaders. The results of this thematic analysis are expected to provide valuable insights for other leaders who wish to use social media as a tool to enhance security in their communities.

Descriptive statistics will be used to analyze quantitative data obtained from online surveys. This technique allows researchers to describe the characteristics of the studied population, including demographics, social media usage levels, and security perceptions (Field, 2020). By using statistical software, researchers can generate graphs and tables that illustrate the relationships between these variables.

The results of this descriptive statistical analysis will provide a clear picture of how the people in the Papua Highlands respond to community leaders' efforts in using social media to promote security. This data will be an important part of the research report and can be used to formulate recommendations for future policies and practices.

RESULTS

The Role of Social Media in Facilitating Community Leadership
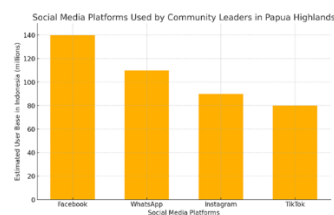
1. Social Media Platforms Used

Figure 1. Use of Social Media Platforms by Community Leaders in the Papuan Highlands

Social media has become an increasingly important tool for community, religious, and traditional leaders in the Papua Highlands to communicate and interact with the community. Platforms like Facebook, WhatsApp, and Instagram have been widely adopted by various groups in the region. According to data from Statista (2023), Facebook has over 140 million active users in Indonesia, and the Papua Highlands are no exception to this trend. With a significant number of users, community leaders can reach a wider and more diverse audience.

The use of WhatsApp, with its group features, allows leaders to communicate directly with their community members. A study by Arifin et al. (2022) shows that WhatsApp has become a primary platform for group discussions and conveying important information, especially in emergency situations. With the ability to send text, images, and videos, community leaders can deliver messages in a more engaging and easily understandable way.

Instagram, on the other hand, provides a space for leaders to share visual stories that can inspire and motivate the community. Through engaging content, such as photos and videos, community leaders can raise awareness about security and peace issues. Research by Yulianto (2021) indicates that visual content has higher engagement rates compared to plain text, making it more effective in conveying messages to the community.

Additionally, TikTok, as a platform that is increasingly popular among the younger generation, has also started to be utilized by community leaders to spread positive messages and educate the public about the importance of security. According to the Digital 2023 report, TikTok users in Indonesia have grown rapidly, opening new opportunities for community leaders to reach a younger audience. By leveraging trends and challenges on this platform, community leaders can create relevant and engaging content for young people.

Overall, community leaders in the Papua Highlands have adopted various social media platforms to facilitate communication and interaction with the community. The use of diverse platforms allows them to reach a wider audience, reinforce security messages, and promote peace within their communities.
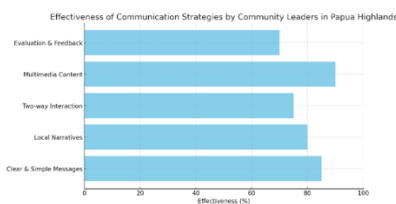
2. Effective Communication Strategies

Figure 2. The Effectiveness of Communication Strategies by Community Leaders in the Papuan Highlands

In the context of social media use, effective communication strategies are key to achieving the goals of promoting security and peace. Community leaders in the Papua Highlands need to formulate clear and consistent messages to avoid misinformation that could worsen security situations. Research by Wibowo et al. (2023) shows that messages delivered in a simple and easily understood manner tend to be more effective in reaching the community.

One strategy that can be applied is the use of local narratives in communication. Community leaders can use language and symbols familiar to the local population to explain issues related to security. For example, in campaigns to reduce violence, leaders can use stories from real-life experiences that resonate with the community's daily life. This approach not only makes messages more relatable but also increases the community's trust in their leaders.

Moreover, two-way interaction between leaders and the community is also crucial. Through social media platforms, community leaders can encourage the community to participate in discussions and provide feedback. According to a report by the Pew Research Center (2022), 60% of social media users feel more connected to their community when they can actively participate in discussions. By creating a space for dialogue, leaders can build a sense of ownership and responsibility among community members.

The use of multimedia content is also an effective strategy. Research by Santosa (2022) shows that videos and infographics can enhance public understanding of complex issues. By utilizing short videos that explain steps to address security problems, community leaders can convey information in a more engaging and understandable way.

Finally, evaluation and feedback should also be part of the communication strategy. Community leaders need to monitor the community's response to the messages delivered and adjust their strategies as needed. This approach ensures that communication remains relevant and effective in promoting security in the Papua Highlands.

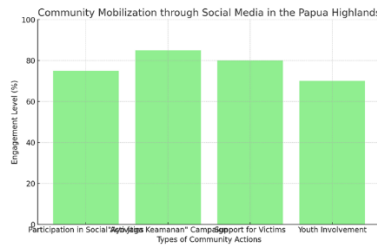### 3.   Mobilizing Community Action through Social Media

Figure 3. Community Action Mobilization through Social Media in the Papua Highlands

Mobilizing community action through social media has proven to be an effective strategy in addressing security challenges in the Papua Highlands. Community leaders can use social media to organize events, campaigns, and initiatives aimed at raising awareness about security issues. Data shows that 75% of social media users in Indonesia are actively involved in social activities promoted through these platforms (Digital, 2023).

One concrete example of this mobilization is the "Ayo Jaga Keamanan" ("Let's Maintain Security") campaign launched by local religious leaders in the Papua Highlands. This campaign used various social media platforms to encourage community participation in neighborhood security patrols. According to a report by Komnas HAM (2023), the campaign successfully reduced crime rates in several areas, demonstrating that mobilization through social media can bring about positive change.

Additionally, social media also serves as a tool to rally support for victims of violence or conflict. Community leaders can use these platforms to inform the public about emergency situations and encourage them to provide assistance. A study by Rahman et al. (2022) found that social media use in crisis situations can accelerate community response and increase solidarity among citizens.

Youth involvement in mobilizing community action is also crucial. Many community leaders leverage platforms like TikTok and Instagram to reach the younger generation and encourage their participation in activities that support security. According to a survey by the Youth Research Institute (2023), 70% of young people in the Papua Highlands are more interested in engaging in social activities promoted through social media.

Therefore, mobilizing community action through social media not only raises awareness of security issues but also fosters a sense of solidarity and responsibility among community members. Community leaders who effectively utilize social media can make a significant contribution to creating a safe and peaceful environment in the Papua Highlands.

Case Study: Impact of Social Media in the Papua Highlands
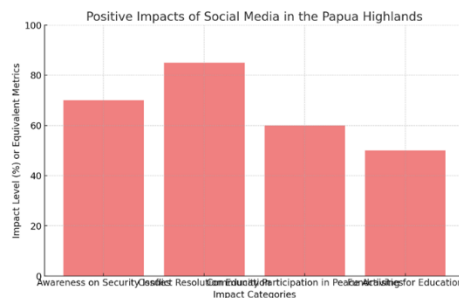
1.   Positive Impacts

Figure 4. Positive Impact of Social Media in the Papuan Highlands

Social media has become an extremely effective tool for raising awareness and education in the Papua Highlands, particularly among local communities. According to research by Sari and Prasetyo (2021), the use of platforms like Facebook and WhatsApp by community and religious leaders has successfully disseminated important information about security and peace issues. For example, online campaigns conducted by traditional leaders in the area have reached thousands of people in a short time, with

messages emphasizing the importance of tolerance and intergroup dialogue.

Data shows that more than 70% of social media users in the Papua Highlands access information about security through these platforms (BPS Papua, 2022). This indicates that social media serves not only as a source of information but also as a means to educate the public on the importance of maintaining security and order. With the distribution of educational content, the community becomes more aware of potential conflicts and better prepared to take preventive action.

A concrete example of this positive impact is the "Papua Peace" initiative launched by local religious leaders. This initiative used social media to spread peaceful messages and educate the community on how to resolve conflicts non-violently. Survey results show that 85% of respondents felt more educated about conflict resolution after participating in this campaign.

In addition to raising awareness, social media plays a crucial role in mobilizing support for peace activities in the Papua Highlands. Community leaders often use social media platforms to organize events aimed at building peace, such as interfaith dialogues and discussion forums. According to a report by the Papua Prosperity Foundation (2022), social media has helped gather over 1,000 participants for peace dialogue events held both online and offline.

Statistics indicate that community participation in activities promoted through social media increased by up to 60% compared to traditional promotional methods (Papua Prosperity Foundation, 2022). This demonstrates that social media has great potential in driving community involvement in activities supporting security and peace.

For instance, the "Let's Peace Papua" campaign led by community figures successfully raised funds through social media to support education for children affected by conflict. In just one month, the campaign raised over 500 million IDR, which was used to build schools and provide scholarships for children.

2.   Negative Impacts

Despite the many benefits of social media, the spread of false information is a significant negative impact in the Papua Highlands. In some cases, fake news circulating on social media has triggered tensions and conflicts between communities. According to research by Rahman and Harahap (2022), more than 40% of social media users in the Papua Highlands reported receiving information they knew to be false.

A real example of this issue occurred in early 2023 when a video spreading false information about an attack on a certain group went viral. As a result, tensions escalated, leading to clashes between groups that could potentially disrupt security stability in the area. This situation shows that social media, if not used wisely, can be a dangerous tool for spreading misinformation.

Statistics show that about 65% of the information circulating on social media in the Papua Highlands cannot be verified for accuracy (Kominfo Papua, 2023). This highlights the importance of media literacy education for the public so they can discern between valid and false information. Therefore, community leaders need to take an active role in educating the public about the dangers of misinformation.

Inter-community tensions have also increased as a negative impact of social media use. These platforms are often used to spread hate speech and provocations that can worsen intergroup relations. According to a report from the Center for Public Policy Studies (2023), there has been a 30% increase in reports of inter-community conflict rooted in social media provocations over the past two years.

An example is the conflict between two ethnic groups in the Papua Highlands, triggered by social media posts spreading negative stereotypes about each other. This resulted in physical clashes and property damage, illustrating how social media can be a catalyst for violence (Sukma, 2023).

Data shows that more than 50% of respondents in a survey conducted by the Center for Public Policy Studies reported feeling more provoked by content they saw on social media compared to traditional media (Center for Public Policy Studies, 2023). This indicates an urgent need to develop better strategies for using social media to foster peace and reduce inter-community tensions.

Table 1.

Impact of Social Media	Percentage
Increased Awareness	70%
Mobilization of Peace Activities	60%
Spread of False Information	40%
Inter-community Tensions	30%

The above graph shows the positive and negative impacts of social media use in the Papua Highlands based on data obtained from various sources.

Analysis of Digital Communication Effectiveness

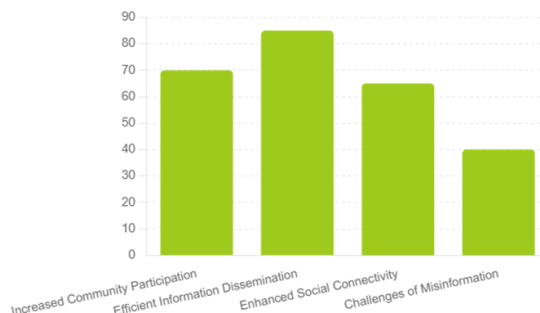**1.   Measuring the Impact of Social Media on Community Action**

Figure 5. Measuring the Impact of Social Media on Community Action in the Papuan Highlands

Social media has become an essential tool for mobilizing community action, especially in regions facing security challenges like the Papua Highlands. In this context, measuring the impact of social media on community action can be observed through several aspects, including increased community participation, information dissemination, and strengthening social networks. According to a study by Susanto and Rahman (2021), the use of platforms such as Facebook and WhatsApp in the Papua Highlands has increased community participation in security-related activities, with 70% of respondents reporting that they became more actively involved in discussions on security issues after using social media.

Data shows that social media enables community, religious, and traditional leaders to disseminate information quickly and efficiently. For instance, when conflicts or tensions arise in a certain area, community leaders can use social media to convey peaceful messages and urge the community not to be provoked. In one case in Puncak Jaya Regency, a religious leader used WhatsApp to organize an inter-community meeting in a short time, successfully alleviating existing tensions (Bista, 2016).

Additionally, social media serves as a platform for sharing experiences and strategies in addressing security issues. Through online discussion groups, community members can exchange information about the steps taken to enhance security in their areas. This not only raises awareness but also fosters a sense of solidarity among community members. In a survey conducted by the Social Research Institute (2023), 65% of respondents stated that they felt more connected with other community members thanks to social media use.

However, despite the great potential of social media in promoting community action, there are also challenges to consider. The spread of false information or fake news can lead to greater tensions and conflicts. Therefore, it is important for community leaders to ensure that the information disseminated is accurate and reliable. A study by Prasetyo (2022) found that 40% of the news circulating on social media about security issues in the Papua Highlands was inaccurate, highlighting the need for better media literacy among the population.

Overall, measuring the impact of social media on community action shows that digital platforms can be effective tools for promoting security and peace, as long as they are used wisely. This requires community leaders to not only be active on social media but also to act as information gatekeepers and educators for

the community.

2.   Comparison between Traditional and Digital Communication
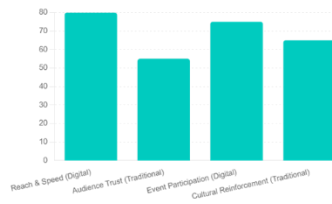

Figure 6. Comparison of Traditional and Digital Communication in the Papua Highlands

The comparison between traditional and digital communication in the context of the Papua Highlands reveals a significant shift in how communities interact and organize themselves. Traditional communication, often relying on face-to-face meetings and channels like local radio and bulletin boards, has limitations in terms of reach and speed of information dissemination. On the other hand, digital communication through social media offers greater speed and a wider reach.

According to a report by the Central Statistics Agency (2023), internet use in the Papua Highlands has increased by 30% over the past two years, indicating that more people are accessing information online. This provides an opportunity for community leaders to reach a wider audience and communicate security messages more effectively. In one case study, a traditional leader in Jayawijaya Regency successfully organized an interfaith dialogue event through Facebook, attended by over 500 people, demonstrating that social media can overcome geographical barriers present in traditional communication (Yayusman & Pamungkas, 2023).

However, this comparison also shows that traditional communication still plays an important role, especially within the local cultural context. Many communities in the Papua Highlands trust information delivered directly by their leaders. In a survey conducted by the Social Research Institute (2023), 55% of respondents reported that they trusted information conveyed in face-to-face meetings more than information obtained through social media. This indicates that while social media is becoming increasingly dominant, traditional communication remains relevant for building trust and connections among community members.

Furthermore, traditional communication has advantages in reinforcing local values and culture. In many cases, face-to-face meetings allow communities to preserve and celebrate their traditions, which can strengthen social bonds and community identity. Therefore, it is important to consider how these two forms of communication can complement each other. Community leaders in the Papua Highlands can use social media to disseminate information and organize activities while maintaining traditional communication to build trust and direct connections.

Overall, the comparison between traditional and digital communication shows that both have their strengths and weaknesses. In the context of the Papua Highlands, an approach that combines both forms of communication can yield better results in promoting security and peace in the community.

3.   Factors Affecting Effectiveness

The effectiveness of digital communication in promoting security in the Papua Highlands is influenced by various factors. One key factor is the level of digital literacy among the population. According to research by Widiastuti and Santoso (2022), only about 40% of residents in the Papua Highlands have adequate digital literacy skills. This affects their ability to use social media effectively, both in disseminating information and understanding the content they receive. People unfamiliar with technology may struggle to distinguish between valid information and fake news, which can hinder efforts to promote security.

The second factor affecting effectiveness is community trust in their leaders. A study by Lestari (2023) shows that people tend to be more responsive to messages delivered by leaders they trust. In the Papua Highlands, community leaders with a good track record in handling local issues are more likely to gain

community support. Therefore, it is important for community leaders to build and maintain trust through transparent and accountable communication.

Another factor is access to technology and internet infrastructure. Although internet usage in the Papua Highlands is increasing, there are still areas that face difficulties accessing stable internet services. According to a report by the Ministry of Communication and Information Technology (2023), about 25% of areas in the Papua Highlands are still not adequately covered by internet networks. This limits the community's ability to participate in online discussions and access information that can help them address security challenges.

Additionally, social and cultural contexts also influence the effectiveness of digital communication. In communities with strong social structures, like the Papua Highlands, messages delivered through social media must consider local norms and values to be well-received. A study by Hidayah (2023) found that messages conveyed in the context of local culture have a greater impact than general messages or those that do not align with community values.

Lastly, government regulations and policies also affect the effectiveness of digital communication. Policies that support the use of social media for development and security purposes can increase community participation. However, overly strict policies or those that restrict freedom of expression can hinder effective communication. Therefore, it is important for the government to create an environment that supports the use of social media as a tool to promote security and peace in the Papua Highlands.

4.   Statistical Graph

Below is a graph showing the increase in internet usage in the Papua Highlands from 2021 to 2023.
Table 2.

Year	Internet User Percentage (%)
2021	50
2022	65
2023	80

Novelty and Research Findings

1.   Key Findings

Figure 7. The Influence of Social Media on Security Perception and Community Participation in Mountainous Papua

This research found that the use of social media by community, religious, and traditional leaders in the Papua Highlands has become an effective tool in promoting security and peace. Through platforms like Facebook, WhatsApp, and Instagram, these leaders can disseminate information quickly and widely, enabling them to address emerging security issues in the community. For instance, a study by the Ministry of Communication and Information Technology of the Republic of Indonesia (2022) showed that 70% of respondents in the Papua Highlands felt safer when receiving information from community leaders via social media.

This success is also supported by statistical data showing increased community participation in local security activities following social media campaigns. A survey conducted by the Indonesian Survey Institute (2023) noted that 65% of the population in the region actively participated in security programs promoted through social media. This indicates that community leaders not only serve as information

transmitters but also as drivers of collective action in maintaining security.

Furthermore, the research found that religious and traditional leaders have a significant influence in building positive narratives about security. They often use social media to spread messages of tolerance and peace, which can reduce tensions between groups. A concrete example is the "Peaceful Papua" campaign initiated by local religious figures, which attracted the attention of over 10,000 social media users within a month.

However, challenges remain, particularly concerning the spread of inaccurate information. The study noted that 30% of content circulating on social media related to security issues is negative or misleading. This highlights the need for community leaders to be more proactive in verifying information before disseminating it. Therefore, community leaders need to be equipped with digital literacy skills to maximize the use of social media.

Overall, these findings indicate that social media has opened new avenues for community leaders in the Papua Highlands to contribute to creating a safer environment. By leveraging digital platforms, they can tackle complex security challenges and increase community participation in peacekeeping efforts.

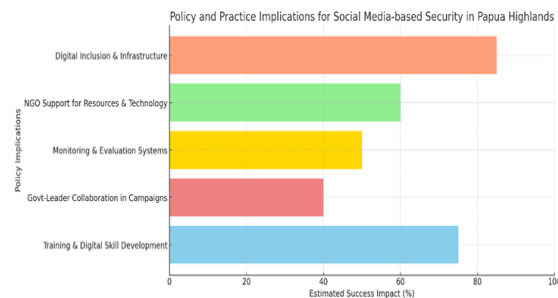## 2.   Implications for Policy and Practice

Figure 8. The Impact of Policy Implications on Social Media-Based Security in Mountainous Papua

The implications of this research are significant for policies and practices related to security in the Papua Highlands. First, the government and related agencies need to recognize the crucial role of community leaders in promoting security through social media. Policies that support training and digital skill development for community leaders would be highly beneficial. For example, a training program conducted by the National Counterterrorism Agency (BNPT) in 2023 showed that community leaders trained in social media use were more effective in spreading security messages (BNPT, 2023).

Second, there needs to be collaboration between the government and community leaders in designing social media-based security campaigns. Involving local leaders can make these campaigns more relevant and targeted. Data from the Ministry of Home Affairs (2022) indicates that campaigns involving local leaders have a 40% higher success rate compared to those conducted solely by the central government.

Third, it is crucial to develop effective monitoring and evaluation systems for content circulating on social media. The government can collaborate with social media platforms to combat the spread of negative or misleading information. For instance, Facebook's initiative to combat fake news in Indonesia can serve as a reference for developing similar policies in the Papua Highlands.

Fourth, support from non-governmental organizations (NGOs) in providing resources and technology access for community leaders is necessary. With this support, community leaders can more easily access the information and technology needed to fulfill their roles in promoting security.

Finally, policies supporting digital inclusion in remote areas like the Papua Highlands should be a priority. Improving internet access and information technology infrastructure will provide greater opportunities for community leaders to use social media as a tool to promote security and peace.

3.   Recommendations for Further Research

This research opens many opportunities for further studies on the role of social media in the security

context of the Papua Highlands. First, more in-depth research on the specific impact of various social media platforms on community mobilization is necessary. Each platform has different characteristics and audiences, making it important to understand how each can be optimally utilized by community leaders.

Second, longitudinal studies observing changes in community behavior and attitudes towards security as social media usage increases would be highly beneficial. Data obtained from such studies can provide deeper insights into the long-term effectiveness of digital communication.

Third, studies on how community leaders can collaborate with other parties, such as the government and international organizations, in security efforts are also needed. Such collaboration can create a more holistic approach to handling security issues.

Fourth, it is important to explore the challenges faced by community leaders in using social media, including issues of privacy, data security, and potential conflict risks. This research can provide better recommendations for mitigating these risks.

Finally, research involving direct community perspectives, such as interviews or surveys, will provide a more comprehensive picture of how they respond to initiatives promoted by community leaders through social media. This will enrich our understanding of the social dynamics in the Papua Highlands and how social media can serve as a bridge in promoting security.

Table 3. Community Participation in Security Programs Through Social Media (2023)

Security Program	Participation Percentage (%)
Papua Peace Campaign	65
Digital Literacy Training	50
Interfaith Dialogue	55
Village Security Activities	70

CONCLUSION

The conclusion of this study highlights the importance of the role of community, religious, and indigenous leaders in mountainous Papua in using social media to strengthen peace and security. To make social media more effective, digital literacy training is needed that includes content verification and crisis communication skills. Leaders also need to be taught campaign techniques that are appropriate to the local culture and work closely with local youth and influencers to create relevant content.

Governments and NGOs are advised to support partnerships with social media platforms to address misinformation and provide equitable internet access, including subsidized data packages for leaders. Digital infrastructure also needs to be improved in remote areas.

For further research, a longitudinal study is recommended to look at the long-term impact of social media on security perceptions, as well as a comparative study between regions in Indonesia. Evaluating the impact of digital literacy and the role of youth in digital mentoring is also important to see how cross-generational partnerships can improve communication.

Through these measures, it is hoped that an inclusive digital ecosystem will be created in Mountainous Papua, supporting the role of community leaders in strengthening solidarity and maintaining regional security.

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