

# Dispute Mediator in the Digital Space Can The “Dewan Media Sosial” (DMS) Fulfill its Duties?

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## SUBJECT

Media and Communication Studies

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## Abstract

The "Dewan Media Sosial" (DMS) is a groundbreaking initiative designed to mediate disputes in the digital realm, particularly on social media in Indonesia. This paper critically assesses the DMS's potential to carry out its responsibilities effectively. It examines the DMS's strengths, including its specialized focus on digital conflicts, accessibility, technological integration, and potential to gain public trust and credibility. However, it also identifies significant challenges, such as the need for a solid regulatory and legal framework to ensure impartiality and fairness, scalability, and privacy and security. The paper concludes that although the DMS shows promise as a transformative entity for digital dispute resolution, its success depends on addressing these critical challenges. Recommendations include fostering stakeholder collaboration, continuous monitoring and adaptation, and enhancing public awareness and education. The implementation of the Social Media Council (Dewan Media Sosial, DMS) can be a catalyst for developing a more transparent and accountable democratic order in the digital space. Nevertheless, the challenges delineated in this investigation, including the necessity for a comprehensive regulatory framework, the imperative of ensuring impartiality and equity, and the protection of privacy, must be addressed. The inability to surmount these impediments could impede the Digital Management System's efficacy as an instrument of democracy. It may also jeopardize civil liberties in the event of the misuse of authority.

## 1. Introduction

The digital era, distinguished by the rapid proliferation of social media platforms, has fundamentally transformed how individuals communicate, share information, and interact. These platforms, such as Facebook, Twitter, and Instagram, have made it easier

to stay in touch with friends and family and enabled global connections and the sharing of ideas and cultures. This transformation has ushered in unprecedented opportunities for connection and self-expression, allowing individuals to share their thoughts, experiences, and creativity with a broad audience (Boyd & Ellison, 2007).

However, alongside these opportunities, the rise of social media has introduced significant challenges. The features that make these platforms attractive, their broad reach, instantaneous communication, and the ability to remain anonymous, also contribute to a surge in online disputes and conflicts. Cyberbullying, harassment, spreading of misinformation, and digital defamation are just a few examples of the issues that have become more prevalent in the online environment. As social media becomes increasingly embedded in everyday life, the need for effective mechanisms to mediate and resolve these digital disputes is becoming critically important (Chester & Montgomery, 2017).

While dispute mediation in digital spaces is not entirely new, it has gained substantial attention and urgency in recent years. Traditionally, conflict resolution has been handled through formal legal systems, which involve courts and legal procedures, or through informal community-based approaches, which rely on social norms and local mediation practices (Katsh & Wing, 2006). However, the unique nature of online interactions presents new challenges that these traditional methods often need to be equipped to handle. Online interactions are characterized by anonymity, which can embolden individuals to act in ways they might not in face-to-face interactions. Additionally, the rapid dissemination of information on social media means that conflicts can escalate quickly and reach a broad audience. Furthermore, the diverse demographics of social media users from different cultural, social, and political backgrounds add complexity to online disputes.

Given these dynamics, there is a pressing need for innovative and adaptive solutions to manage and resolve conflicts in the digital space. With their vast user bases and real-time interaction capabilities, social media platforms present both a fertile ground for disputes and a potential venue for their resolution. Various models of digital dispute resolution are being explored globally, aiming to address the unique challenges posed by online conflicts. One such initiative is establishing the Dewan Media Sosial Indonesia (DMS), or the Indonesian Social Media Council. The DMS is responsible for mediating disputes on social media platforms within Indonesia to foster a safer and more harmonious digital environment. Its mandate addresses issues such as online harassment, misinformation, and other forms of digital misconduct.

The establishment of the Dewan Media Sosial Indonesia (DMS) has sparked considerable debate and controversy, focusing primarily on its potential impact on freedom of expression, privacy, and the efficacy of digital dispute mediation. The effectiveness of the DMS in fulfilling its duties is a topic of ongoing debate. Critics argue that the DMS faces significant obstacles, including limited authority, potential biases, and the sheer volume and complexity of digital disputes it must handle. They point out that the Social Media Council's efforts might be undermined with sufficient

power to enforce its decisions or the ability to operate independently of external influences (Smith, 2020). Supporters, however, believe that with the proper framework, resources, and support, the DMS could play a crucial role in managing and resolving online conflicts. They argue that a specialized body dedicated to digital dispute resolution can develop the necessary expertise and tools to effectively address the digital space's unique challenges (Jones, 2019).

This article seeks to explore the capabilities and limitations of Dewan Media Sosial Indonesia in its role as a dispute mediator in the digital space. Specifically, it aims to answer the central research question: Can the DMS effectively fulfil its duties in mediating social media disputes in Indonesia? This study will examine the rationale for establishing the DMS, the shortcomings of DMS, and some ways of making the DMS more appealing and effective. The hypothesis driving this research is that while the DMS has the potential to be an effective mediator, it requires significant enhancements in its operational framework and support systems to fully realize its mandate (Brown & Duguid, 2022). By providing a comprehensive analysis of the DMS's performance expectations and identifying areas for improvement, this research aims to contribute to the broader discourse on digital dispute mediation and offer practical recommendations for enhancing the efficacy of such initiatives in Indonesia and beyond.

## **2. The rise of social media and its implications in the Indonesian digital landscape**

Social media's rapid growth has brought significant social, political, and economic changes. Boyd and Ellison (2007) highlight how social networking sites have redefined social interactions, creating new avenues for personal expression and community building. However, this digital revolution has also facilitated the spread of harmful content and behaviour. According to a study by Chester and Montgomery (2017), the digital marketplace is rife with privacy violations, misinformation, and cyberbullying, necessitating robust regulatory frameworks.

In Indonesia, a country with a young, tech-savvy population, social media has become a pivotal part of daily life and a significant driver of digital transformation. Indonesia's social media landscape is characterized by rapid adoption and widespread usage. With over 150 million social media users as of 2023, platforms like Facebook, Instagram, Twitter, and TikTok have become integral to Indonesian society. Most of Indonesia's population is under 30, driving high engagement rates on social media platforms (Kemp, 2023). The penetration of affordable smartphones and mobile internet has facilitated social media access across urban and rural areas (We Are Social, 2023). Social media platforms have been adept at integrating local culture and languages, making them more appealing to Indonesian users (Nugroho et al., 2019).

Social media has become a powerful tool for political engagement and activism in Indonesia. Politicians and political parties utilize social media to reach and engage with voters, as exemplified by the 2019 presidential election (Lim, 2020).

Platforms like Twitter have been instrumental in organizing protests and mobilizing public opinion on corruption and environmental conservation (Tapsell, 2018). The rise of social media has had significant economic impacts in Indonesia. Social media platforms are key marketing channels for e-commerce businesses, contributing to the sector's rapid growth (Ali et al., 2020). The influencer marketing industry has burgeoned, with social media influencers driving consumer trends and brand promotions (Abidin, 2016). Social media proliferation has brought about opportunities and challenges regarding digital literacy. Various government and non-governmental organizations are working to enhance digital literacy among Indonesians to ensure safe and effective use of social media (Wijayanto, 2020). The spread of misinformation and fake news remains a significant challenge, impacting public opinion and trust (Nugroho et al., 2019).

Social media significantly influences democracy in Indonesia by enhancing political participation and shaping public opinion. Research indicates that social media serves as a vital platform for citizens to engage in political discourse, mobilize support, and express their views, particularly among younger generations like Millennials and Gen Z. It facilitates a framework for personal action, allowing individuals to integrate their lifestyle values into political discussions, which is crucial in a democratic context where public opinion underpins government functions. Moreover, government initiatives leveraging social media have been recognized for fostering public participation and ensuring citizens' voices are heard in decision-making. However, the impact of social media is dual-faceted, presenting both opportunities and challenges, such as the need for government oversight to mitigate misinformation and ensure constructive political engagement. Social media is a transformative tool in Indonesia's democratic landscape, promoting transparency and citizen involvement in governance.

Social media influencers significantly shape Indonesian democracy, particularly in enhancing political participation and public opinion. They serve as vital intermediaries between political candidates and the electorate, especially among younger voters, by disseminating information on political, social, and economic issues relevant to elections, such as the 2024 presidential election. Influencers utilize their platforms to engage and mobilize audiences, fostering discussions that can lead to increased political awareness and participation. However, this influence comes with challenges, including the risk of misinformation and ethical concerns regarding the integrity of the information shared. The language and communication strategies employed by politicians on social media, often informal and accessible, further reflect the evolving dynamics of political discourse in Indonesia. Thus, while influencers can enhance democratic engagement, their role necessitates a commitment to responsible communication to mitigate potential negative impacts on public discourse. Offering both opportunities and challenges, it has democratized political communication, enhanced public participation, and made the government more accessible and accountable. However, issues such as the digital divide, disinformation, and the potential for government overreach highlight the need for

balanced approaches to integrating social media into governance. As social media continues to evolve, so will its influence on Indonesia's political and governmental landscape.

The formation of the Dewan Media Sosial Indonesia (DMS) can profoundly influence the realms of democracy, digital activism, and the exercise of freedom of expression within the digital domain. Although the DMS endeavours to promote digital safety by confronting challenges such as cyberbullying and misinformation, it simultaneously presents the potential for encumbering democratic participation and individual liberties. Through the regulation of online content, the DMS may inadvertently constrain the democratic environment that is critical for fostering open dialogue and public discourse. Excessive regulatory measures could suppress many perspectives and impede political dissent, thereby diminishing the avenues for critical discussions essential to sustaining democratic societies (Gillespie, 2018).

In addition, digital activism, which significantly depends on online platforms for mobilization and advocacy, may be adversely influenced by the regulatory framework instituted by the DMS. The peril of overregulation could dissuade grassroots movements and restrict the capacity of activists to freely organize and articulate dissenting perspectives (Tufekci, 2017). Should the DMS implement stringent regulations, it could result in heightened scrutiny of digital engagements, repressing effective activism and constraining the viability of social movements.

Moreover, the DMS's initiatives to combat misinformation and cyberbullying may have repercussions for freedom of expression if not administered with due diligence. There exists a substantial risk that content moderation policies could be misappropriated to curtail legitimate discourse under the pretext of regulating harmful content, resulting in a chilling effect that compels individuals to self-censor their viewpoints out of trepidation (Sætnan & Fladmoe, 2021). To alleviate these concerns, the DMS must ensure its regulatory measures are characterized by transparency, proportionality, and a commitment to the principles of free expression.

The rise of social media in Indonesia has prompted discussions on regulatory and ethical issues. Data privacy and security concerns have led to calls for stricter regulations (Tamburaka et al., 2020). The challenge of content moderation and the balance between free speech and harmful content continues to be a contentious issue (George & Abdurrahman, 2021). Indonesia has faced a surge in misinformation, particularly during critical periods such as elections and public health crises. A study by Lim (2017) revealed that fake news and misinformation spread rapidly on Indonesian social media, often leading to public unrest and undermining democratic processes. The need for a regulatory body to monitor and address such issues is evident.

Cyberbullying and online harassment are pervasive problems in Indonesia. Research by Nugroho and Syarif (2018) shows that many Indonesians, particularly women and minorities, face significant harassment online. This not only affects individuals' mental health but also stifles free expression and participation in digital

spaces. The spread of extremist ideologies through social media has been a growing concern in Indonesia. According to a report by Jones (2015), online platforms have been used to recruit and radicalize individuals, posing significant security risks. Addressing this requires coordinated efforts and specialized knowledge.

### **3. The rationale for the establishment of the DMS**

The establishment of the Dewan Media Sosial Indonesia (DMS), or the Indonesian Social Media Council, is driven by multiple rationales to address digital and social media regulatory and societal challenges in Indonesia. The DMS is designed to combat misinformation, cyberbullying, and other digital misconduct by enhancing the governance of social media platforms within a framework that discourages harmful activities and promotes accurate information sharing. Protecting children in digital spaces is another key objective, with the Ministry of Communication and Informatics (Kominfo) highlighting the need to safeguard young internet users from harmful content. Additionally, the DMS is intended to function as an independent body like the Press Council, mediating disputes related to social media content to maintain a balanced and fair digital landscape. Ensuring freedom of expression while regulating harmful content is also crucial, though there are concerns about the potential for increased governmental control and censorship. Lastly, organizations like SAFEnet advocate for an inclusive approach to content moderation that involves civil society to ensure adherence to human rights standards. However, the success of the DMS in this regard depends on its ability to operate independently of government influence (Antara News) (tirto.id).

The Dewan Media Sosial Indonesia (DMS) primarily aims to mediate disputes and address issues arising from social media interactions, aiming to create a safer and more harmonious digital environment. The establishment of the DMS can be understood through several key rationales. First, The DMS aims to provide a regulatory framework for social media activities in Indonesia. By setting guidelines and monitoring content, the Media Social Council seeks to reduce the prevalence of harmful content and ensure compliance with national laws and ethical standards (Goodman, 2016). Second, one of the DMS's core functions is to mediate disputes arising from social media interactions. This includes addressing issues such as cyberbullying, harassment, and defamation. Providing a formal mechanism for dispute resolution helps protect individuals' rights and promotes a safer online environment (Katsh & Wing, 2006).

The DMS also focuses on promoting digital literacy among Indonesian citizens. This involves educating the public about the responsible use of social media, the importance of verifying information and understanding privacy settings. Enhanced digital literacy can empower users to navigate the digital landscape more safely and effectively (Livingstone, 2004). The DMS collaborates with social media companies to address content-related issues and enhance the overall safety of these platforms. This partnership is crucial for implementing effective content moderation policies and swiftly addressing harmful content (Gillespie, 2018). The DMS

researches to understand the dynamics of social media use in Indonesia and develop evidence-based policies.

The rationale for establishing the DMS is further strengthened by examining similar initiatives in other countries. Various nations have implemented regulatory bodies or frameworks to manage social media activities and mitigate associated risks. The UK government published the Online Harms White Paper in 2019, outlining a comprehensive approach to regulating online content and ensuring the safety of internet users. This initiative emphasizes the importance of a regulatory body in overseeing compliance and addressing harmful content (UK Government, 2019). Germany's Network Enforcement Act (NetzDG) requires social media companies to remove illegal content within 24 hours of notification. This law has effectively reduced the prevalence of hate speech and other harmful content on German social media platforms (Tworek & Leerssen, 2019). Australia established the eSafety Commissioner to promote online safety and address issues such as cyberbullying and image-based abuse. The eSafety Commissioner supports victims and collaborates with industry stakeholders to enhance online safety (Esafety Commissioner, 2020).

#### **4. Challenges and criticism**

While establishing the DMS is a positive step towards addressing digital misconduct, it has challenges and criticisms. Despite its noble intentions, the DMS has faced numerous criticisms regarding its effectiveness, authority, impartiality, and resource allocation. This section delves into the critical shortcomings of the DMS, examining various perspectives and drawing on relevant scholarly references to provide a comprehensive understanding of its challenges.

##### **Limited authority and enforcement power**

One of the primary criticisms of the DMS is its limited authority and enforcement power. Unlike formal legal systems, the DMS needs more power to enforce its decisions effectively. This limitation undermines its ability to resolve disputes and regulate content on social media platforms. According to Smith (2020), the lack of enforceable authority means that social media companies and users may not take the DMS's decisions seriously, reducing its overall impact. In comparison, other countries have implemented more robust regulatory frameworks. For example, Germany's NetzDG law requires social media companies to remove illegal content within 24 hours of notification, with significant penalties for non-compliance (Tworek & Leerssen, 2019). On the other hand, the DMS needs legal backing to impose similar penalties, which hampers its effectiveness.

##### **Potential biases and lack of impartiality**

Concerns about potential biases within the DMS have been raised, and its impartiality in mediating disputes has been questioned. Government officials' involvement and political interests' influence may affect the DMS's decision-making processes. Jones (2019) argues that for a dispute resolution body to be effective, it

must operate with complete impartiality and transparency. Any perceived bias could undermine public trust and deter individuals from seeking assistance. Moreover, the composition of the DMS, including representatives from social media companies, raises questions about conflicts of interest. Gillespie (2018) highlights that content moderation practices influenced by corporate interests may not always align with the public good, leading to decisions favouring platform policies over user rights.

### **Resource constraints**

The DMS faces significant resource constraints, including financial limitations and a need for more trained personnel. Effective digital dispute resolution requires substantial technological, infrastructure, and human resources investment. Brown and Duguid (2022) emphasize that without adequate resources, the Social Media Council cannot effectively monitor social media activities or respond promptly to complaints. The Australian eSafety Commissioner, for example, benefits from substantial government funding and a dedicated team of experts, enabling it to address a wide range of online safety issues (Esafety Commissioner, 2020). If the Dewan Media Sosial Indonesia (DMS) has insufficient financial resources and personnel, it will struggle to offer thorough assistance and effectively resolve disputes and issues related to social media. The limited budget and staff will impede its operational capacity, reducing its effectiveness in fulfilling its intended role.

Striking a balance between regulation and freedom of expression is a complex challenge the DMS faces. Overregulation can stifle free speech and innovation, while underregulation may fail to address harmful content adequately. Deibert (2009) argues that regulatory bodies must navigate this delicate balance to maintain the integrity of democratic principles while ensuring online safety. The DMS has been criticized for being too lenient or too stringent in its approach. Critics argue that its guidelines sometimes need to be more specific and consistently applied, leading to confusion among users and social media companies. Lim (2017) points out that inconsistent enforcement of regulations can erode trust in the regulatory body and diminish its credibility.

### **Ineffectiveness in handling complex digital disputes**

The unique nature of online interactions presents significant challenges for the DMS in handling complex digital disputes. Issues such as cyberbullying, misinformation, and online harassment are often multi-faceted and require specialized knowledge and expertise. According to Katsh and Wing (2006), traditional dispute resolution methods may not be suitable for the digital context, necessitating innovative and adaptive solutions. The DMS has been criticized for needing more specialized training and expertise in addressing these complex issues. Goodman (2016) argues that digital disputes require a nuanced understanding of online behaviours, platform algorithms, and the socio-cultural context of users. With this expertise, the DMS may be able to provide effective resolutions.



### **Limited public awareness and engagement**

Another significant shortcoming of the DMS is the need for more public awareness and engagement with its services. Many Indonesian citizens must know the DMS and its functions to reduce its potential impact. Livingstone (2004) highlights the importance of public awareness and engagement in the success of regulatory bodies, as informed and active participation can enhance the effectiveness of digital governance. The DMS's outreach efforts have been criticized for needing to be more targeted. Nugroho and Syarif (2018) suggest that this council should invest in comprehensive public awareness campaigns to educate citizens about their rights and the available dispute resolution mechanisms. Increased visibility and accessibility can encourage more users to utilize the DMS's services.

### **Inadequate collaboration with social media companies**

The DMS has faced criticism for its inadequate collaboration with these companies, which can impede its ability to address issues promptly and effectively. Chester and Montgomery (2017) emphasize the importance of partnerships between regulators and platforms to enhance content moderation and user protection. The UK's Online Harms White Paper advocates for a collaborative approach, where regulatory bodies work closely with social media companies to develop and implement safety measures (UK Government, 2019). The DMS could benefit from adopting a similar approach, fostering stronger relationships with social media platforms to ensure swift action against harmful content.

### **Legal and jurisdictional challenges**

The DMS also faces legal and jurisdictional challenges in regulating social media content. The global nature of social media platforms means that content posted from outside Indonesia may still impact Indonesian users. Addressing such issues requires international cooperation and harmonization of regulatory standards. DeNardis (2014) discusses the complexities of Internet governance and the need for cross-border regulatory frameworks to manage global digital spaces effectively. The DMS's jurisdictional limitations hinder its ability to address cross-border disputes and content outside Indonesia. This challenge underscores the importance of international collaboration in developing cohesive and effective regulatory strategies.

## **5. How to make the DMS more effective?**

Several recommendations can be made to enhance the effectiveness of the Dewan Media Sosial Indonesia (DMS). These recommendations focus on strengthening the legal authority and enforcement mechanisms, ensuring impartiality and transparency, allocating sufficient resources and training, promoting public awareness and engagement, fostering collaboration with social media companies, and addressing legal and jurisdictional challenges.

### **Strengthening legal authority and enforcement mechanisms**

A critical step to enhance the DMS's effectiveness is to strengthen its legal authority and enforcement mechanisms. The current limited enforcement power of the DMS significantly needs to improve its ability to mediate and resolve disputes effectively. Legislative reforms are necessary to give the DMS the requisite powers to enforce its decisions. According to Smith (2020), granting regulatory bodies like the DMS more legal authority can compel social media companies to comply with their directives, enhancing their overall impact. For example, Germany's NetzDG law, which mandates social media platforms to remove illegal content within a specified timeframe and impose substantial fines for non-compliance, is a robust model (Tworek & Leerssen, 2019). Implementing similar legal frameworks in Indonesia could empower the DMS to take decisive action against violations, ensuring its resolutions are respected and followed. Additionally, establishing a clear legal basis for the DMS's operations can reduce ambiguities and reinforce its legitimacy as a regulatory body.

### **Ensuring impartiality and transparency**

Ensuring impartiality and transparency within the DMS is paramount to building public trust and credibility. The involvement of government officials and potential political influences can lead to perceived or actual biases, undermining the DMS's effectiveness. To mitigate these concerns, it is crucial to establish clear guidelines and procedures for decision-making that promote impartiality and transparency. Jones (2019) argues that regulatory bodies must operate with complete impartiality to maintain their integrity and effectiveness.

Regular audits and public reporting can enhance accountability and transparency, allowing the public to scrutinize the DMS's actions and decisions. Implementing a robust framework for conflict of interest management is also essential. For instance, ensuring that representatives from social media companies do not unduly influence decisions can prevent conflicts of interest and promote fair and unbiased outcomes. Transparency in the appointment and operation of the DMS can further bolster its credibility and public trust.

### **Allocating sufficient resources and training**

The Dewan Media Sosial Indonesia (DMS) is currently a policy discourse, highlighting the need for adequate resource allocation and specialized training to ensure effective functioning. The present constraints, including financial limitations and a shortage of trained personnel, impede the DMS's ability to manage the complex nature of digital disputes. Brown and Duguid (2022) stress that sufficient investment in technology, infrastructure, and human resources is critical for regulatory bodies to operate effectively. This investment is particularly pertinent given the evolving and intricate landscape of digital interactions.

Increasing the budget and staffing for the DMS is essential to address these challenges. A higher budget would enable the DMS to enhance its capabilities in

monitoring social media activities and responding promptly to complaints. For instance, advanced data analysis and monitoring technology could significantly improve the DMS's ability to detect and address violations. This technological investment is about acquiring tools and integrating sophisticated systems that can quickly handle large volumes of data and provide actionable insights.

In addition to financial and technological investments, specialized training for DMS personnel is crucial. Training in digital forensics, online behaviour analysis, and conflict resolution can substantially enhance the DMS's capacity to handle complex digital disputes. Such training ensures that the personnel are adept at using the latest technologies and skilled in interpreting digital behaviours and mediating conflicts effectively.

The need for sufficient resources and training is supported by Chester and Montgomery (2017), who underline the importance of adequate investment for regulatory bodies to fulfil their mandates. This perspective aligns with the broader understanding that regulatory bodies like the DMS cannot operate at their full potential without sufficient resources. By addressing these resource constraints, the DMS can be better positioned to navigate digital governance challenges and contribute to a safer and more accountable online environment.

In its policy proposal stage, the DMS must prioritize these investments to establish a strong foundation for its operations. As the policy evolves, continuous assessment and adaptation will be necessary to ensure that the DMS remains equipped to tackle the dynamic challenges of the digital landscape. This approach will enhance the DMS's effectiveness and build public trust in its ability to regulate and mediate social media interactions fairly and efficiently.

### **Promoting public awareness and engagement**

Promoting public awareness and engagement is crucial for ensuring the success and impact of a Dispute Management System (DMS). In Indonesia, many citizens need to be made aware of the existence and functions of the DMS, which significantly limits its potential effectiveness. According to Livingstone (2004), the success of regulatory bodies hinges on public awareness and active participation. Informed citizens who understand their rights and the available dispute-resolution mechanisms are more likely to engage with and utilize these services. To address this gap, comprehensive public awareness campaigns must be implemented. Such campaigns should leverage various communication channels, including social media, traditional media, and community outreach programs, to maximize visibility and accessibility. Collaborating with civil society organizations and community leaders can further amplify these efforts, ensuring that the DMS reaches a broader audience and encourages greater use of its services. The DMS can enhance its effectiveness and achieve its intended impact by educating the public and fostering engagement through targeted outreach.

### **Fostering collaboration with social media companies**

Effective regulation of social media requires more than just regulatory frameworks and policies; it demands ongoing, constructive dialogue between regulatory bodies and the platforms they oversee. Social media companies at the forefront of digital communication possess critical insights into user behaviour, platform functionalities, and emerging trends. By closely collaborating with these companies, the DMS can craft regulations that are informed by practical realities and feasible for implementation.

To achieve this collaboration, the DMS should consider several strategies. First, establishing regular communication channels with social media companies is essential. This ongoing dialogue will help both parties stay informed about each other's priorities and challenges, fostering a mutual understanding of regulatory goals and operational constraints. Additionally, forming joint task forces or working groups that include representatives from DMS and social media companies can address specific issues and develop targeted solutions. These task forces can focus on areas such as content moderation, data privacy, and user protection, ensuring that regulations are both effective and practical.

Collaboration on best practices and industry standards is another crucial strategy. By establishing and promoting these standards, the DMS and social media companies can create a more consistent regulatory environment, benefiting users and companies by setting clear expectations and reducing uncertainty. Engaging in public education initiatives is also vital. Social media companies often have extensive resources and expertise in digital literacy, which the DMS can leverage to launch campaigns raising awareness about digital safety, privacy, and responsible use.

Finally, fostering transparency and accountability in social media operations is essential. The DMS should work with social media companies to develop mechanisms for reporting and addressing issues such as harmful content, misinformation, and data breaches. Transparent practices and clear reporting structures will build public trust and enforce regulatory measures effectively. By cultivating a collaborative relationship with social media companies, the DMS can develop a regulatory framework that is dynamic and responsive, effectively addressing the challenges and opportunities in the digital space (Livingstone, 2004).

### **Addressing legal and jurisdictional challenges**

To tackle the challenges of regulating social media content that crosses international boundaries, the DMS in Indonesia should adopt several strategic measures. Given the global nature of social media, content originating from outside the country can still impact Indonesian users. To effectively manage this, the DMS needs to foster international cooperation and work towards aligning regulatory standards across borders. DeNardis (2014) underscores the necessity of such cross-border regulatory frameworks to handle the complexities of global digital spaces. By engaging with international internet governance forums and collaborating on global standards, the DMS can better address issues related to foreign-origin content affecting Indonesian users. Forming bilateral agreements with other countries can further support this

effort, providing structured mechanisms for information exchange, coordinated enforcement, and resolution of disputes. Additionally, clear protocols for international cooperation will enhance the DMS's ability to manage and address content issues that originate outside Indonesia. Through these measures, the DMS can refine its global digital content management approach and benefit from shared best practices (DeNardis, 2014).

## **6. Conclusion**

The Dewan Media Sosial Indonesia (DMS) plays a crucial role in fostering a more secure and harmonious digital landscape by mediating conflicts and tackling cyberbullying and misinformation. Nonetheless, its efficacy is constrained by inadequate legal authority and limited enforcement capabilities, underscoring the necessity for legislative reforms to augment its regulatory power, akin to Germany's NetzDG. Sufficient funding, specialized training, and cutting-edge technology are imperative to bolster its operational capacity.

Collaboration with social media enterprises and international partnerships are essential for effectively addressing content-related challenges and navigating global digital dilemmas. Public awareness constitutes another pivotal element, as a significant portion of the Indonesian populace needs to be made aware of the DMS's functions. Therefore, initiatives aimed at public engagement and alliances with civil society organizations are critical to augmenting utilization and fostering trust in the DMS.

However, the research is subject to certain limitations, particularly its emphasis on structural concerns, without comprehensively addressing the broader societal ramifications of social media regulation in Indonesia. It predominantly relies on theoretical frameworks with insufficient empirical evidence, which indicates a pressing need for further inquiry and continuous updates to remain pertinent in the swiftly evolving digital milieu. Moreover, the study must consider how public perceptions of the DMS may change, revealing a notable gap for future exploration. In conclusion, for the DMS to proficiently regulate social media content within Indonesia, it must confront legal frameworks, resource allocation, and public awareness challenges. Through legislative reforms, enhanced transparency, increased resources, and international collaboration, the DMS can amplify its effectiveness and contribute to Indonesia's more secure digital environment.

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