

The Islamic State (IS) in Indonesia;

The Effective Use of Social Media Campaign

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Abstract

The era of communication and information technology changed the nature of terrorism in Indonesia. Direct recruitment process of conventional terrorist group, had changed dramatically by the use of social media. Indonesia as the world biggest user of social media also reflected by the changed method of terrorist groups that emphasized on the effective use of social media. IS recruited Indonesian Moslems to do Jihad (holy war) in Iraq and Syria through social media (*facebook, twitter, youtube, and blogspot*) campaigns. The research is focusing on IS's social media campaign, as appeared in Islamic radical media such as *Al-Azam, Al-Mustaqbal, Ar-Rahmah.com*, etc. The research is analyzing on the effectiveness of IS's social media campaign and recruitment process?" Furthermore, the research is also analyzing socio-political factors behind the success of IS recruitment process. Besides analyzing Islamic radical media, field research conducted in several cities in West Java, where recruitment process considered successful. Interviews also conducted with several IS returnees, to know propaganda methods that successfully brought them to Syria and Iraq. The hypothesis is, the success of IS's recruitment are related to the combination of the effectiveness of propaganda and brainwashing techniques in social media, and socio-economic conditions in Indonesia.

Keywords: Islamic State, terrorism, social media, communication.

Background: The Islamic State (ISIS/IS)

Declared on 9 April 2013 by Abu Bakar Al Baghdadi in Syria, ISIS become one of the most important jihadist group against the government of Syria and have established a military base in Iraq. In 2013, they took over the city of Raqqa in Syria, and later, on 4 January 2014 they annexed the city of Fallujah and Ramadi (Iraq). On 9 – 11 June 2014, Mosul the second largest city in Iraq, were seized, and later Tikrit, made ISIS a threat for the Middle East. This group are funded by rich individuals from various Arabic country, especially Kuwait and Saudi Arabia, that favors the fight against President Bashar Al-Assad. Now, ISIS occupied a number of oil