Strategies for Strengthening Digital Media in the Delivery of Humanitarian Law Information in the Era of Society 5.0

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INDEXING	ABSTRACT
Keywords: Keyword 1; Strategies Keyword 2; Digital Media Keyword 3; Information Keyword 4; Humanitarian Law Keyword 5; Society 5.0	Digital media plays a crucial role in accelerating the distribution of information related to humanitarian law. The goal of this research is to develop a strategy to strengthen the role of digital media in delivering information about humanitarian law in the era of Society 5.0. This research employs a qualitative descriptive approach. Data in this qualitative descriptive study were collected from various documents and literature, including reference books and scientific articles. The data analysis method used in this study is the SOAR (Strengths, Opportunities, Aspirations, Results) approach. The research results indicate that there are 7 strengths and 4 opportunities that digital media possesses in conveying information about humanitarian law. From these strengths and opportunities, five aspirations were obtained which serve as the basis for formulating strategies to strengthen the role of digital media. Strategies for Strengthening Digital Media in the Delivery of Humanitarian Law Information in the Era of Society 5.0 can be reinforced and developed by carrying out the following roles (1) Organizing human resource training for TNI personnel developed to enhance the capabilities of TNI personnel in the professional management of digital media, (2) Organizing training for TNI personnel in the development of Artificial Intelligence, (3) Encouraging the authorities to formulate regulations that govern the development of intelligent and accurate digital media in the implementation of humanitarian law, (4) Creating effective and targeted digital content in the delivery of humanitarian law information, and also (5) Managing digital media professionally, so that humanitarian law information can be disseminated effectively to the public.

INTRODUCTION

Digital media plays an important role in accelerating the distribution of information related to humanitarian law, enabling communities from different parts of the world to access it more easily and quickly. Internet technology, information regarding protection for conflict victims, human rights, and humanitarian principles can be disseminated through various digital platforms, such as websites, social media, and news apps. Furthermore, the speed and wide reach of digital media also support efforts in educating about humanitarian law (Hamstead et al, 2018).

In the era of Society 5.0, the distribution of information regarding humanitarian law has become increasingly crucial to ensure that humanitarian values remain prioritized in the ever-evolving digital world. With technological advancements and the widening access to information, society needs to be provided with a comprehensive understanding of human

rights, protection for victims of conflict, and legal regulations in emergency situations (Shereshevsky, 2022). The use of artificial intelligence, big data, and the Internet of Things can accelerate the dissemination of this information more effectively, allowing society to understand and apply humanitarian principles in various aspects of life, including in the digital realm (Iacovitti, 2022).

The goal of this research is to develop a strategy to strengthen digital media in delivering humanitarian law information in the Society 5.0 era. This research can serve as a reference for the Indonesia National Army Information Center of Indonesia (Pusat Penerangan TNI) and the official social media accounts of the Indonesian National Army in efforts to disseminate humanitarian law to all parties, including TNI personnel and the public.

LITERATURE REVIEW
Definition of the Role of Digital Media in the Delivery of Humanitarian Law Information

Digital media plays a significant role in delivering information in real-time, allowing the public to access news and the latest developments quickly and easily. Thanks to internet technology, various digital platforms such as news portals, videos, social media, and streaming applications provide information without the need to wait for print publication. This speed and ease keep people connected with global issues, important events, and trends in various fields, including politics, economics, and entertainment (Sora et al, 2017; Coleman, 2020; Ogunwole et al, 2022).

Digital media plays an important role in disseminating messages about humanitarian law, the protection of human rights in war, and regulations related to the ethics of war that are also connected to humanitarian law. Digital media is available across various platforms and digital applications, whether through online sites, social media, or informational media. Digital media can also serve as an educational tool about the principles of humanitarian law and current humanitarian issues. Digital media offers comprehensive access options for readers in order to expand the values of humanitarian law (Dumitru and Bodoni, 2021; Akhmatova and Akhmatova, 2022).

Definition of Digital Media Strategy in the Delivery of Humanitarian Law Information

Digital media strategies in disseminating humanitarian law focus on leveraging technology and digital platforms to enhance public awareness and understanding of humanitarian principles in conflict situations. With a structured approach, information can be delivered through websites, social media, podcasts, educational videos, and interactive campaigns that capture the attention of a wide audience. Additionally, the use of data analytics and artificial intelligence allows for content personalization to be more relevant to user needs (Marelli, 2020; Dinh and O'Leary, 2025).

RESEARCH METHOD

This research uses a qualitative descriptive approach, which is a method aimed at describing, explaining, and detailing a phenomenon through narratives or words. This approach generates descriptive information about the object being studied, both in the form of written reports and oral communication (Safarudin et al, 2023). The main goal of the

qualitative descriptive method is to gain a deep understanding of the characteristics, context, and meaning of a phenomenon (Malahati et al, 2023). Data in this qualitative descriptive research was collected from various documents and literature, including reference books and scientific articles. The collected data serves as the basis for formulating strategies. The primary data sources for this research are reference books and scientific articles on humanitarian law and digital media.

The data analysis method used in this research is the SOAR (Strengths, Opportunities, Aspirations, Results) approach, which serves as a strategic planning tool focusing on strengths to understand the overall system. SOAR is a development of the SWOT analysis by David Cooperrider aimed at evaluating individuals' abilities to design future-oriented strategies based on four main elements: Strengths, Opportunities, Aspirations, and Results. SOAR combines the strengths and opportunities to create optimal aspirations and results (Stavros and Caldwell, 2017).

According to Ardyansha and Nasrulloh (2022), the SOAR paradigm is different because it emphasizes the identification and utilization of strengths and opportunities, rather than just focusing on weaknesses, challenges, or threats. Although weaknesses and threats still exist, this approach does not overlook them, but instead reorganizes them to align with the opportunities and insights obtained from interviews. Thus, deficiencies and threats can be transformed into strengths that support the strategy.

RESULT AND DISCUSSION
The Strength Factors of Digital Media in Delivering Humanitarian Law Information

Based on the research that has been conducted, seven factors of the strength of digital media in the delivery of humanitarian law information were identified. These strength factors serve as considerations in the formulation of strategies based on aspirations and outcomes. The following are the 7 factors:

Table 1. The Strength Factors of Digital Media in Delivering Humanitarian Law Information

Number	Strengths Factors
1.	Digital media can accelerate the dissemination of information in society (Alghamdi *et al*, 2023 ; Muchira, 2023)
2.	Digital media can be integrated with artificial intelligence. (Rai *et al*, 2019 ; Zagorulko, 2023)
3.	Digital media can count the number of internet users accessing content and information (Vilanti *et al*, 2017)
4.	Digital media can predict trends and internet user behavior in the present and future (Zhong, 2021)
5.	Digital media can be accessed in real time (Coleman, 2020)
6.	Digital media has features such as writing, videos, and social media interaction spaces (Hardoyo *et al*, 2024)
7.	Digital media can be an effective means for branding and product promotion (Afrilia, 2018 ; Kohli *et al*, 2018)

Source: Author, compilation of various sources (2025)

The Opportunities Factors of Digital Media in Delivering Humanitarian Law Information

Based on the research conducted, four factors of opportunities in digital media for conveying humanitarian law information have been identified. These opportunity factors are considerations in the formulation of strategies that are based on aspirations and results. The following are the four factors:

Table 2. The Opportunities Factors of Digital Media in Delivering Humanitarian Law Information

Number	Opportunities Factors
1.	Digital media can be integrated with future robot technology (Liao dan Cao, 2025)
2.	The number of digital media users is predicted to continue increasing. (Twenge *et al*, 2019)
3.	Digital media can continue to transform with various versions of artificial intelligence development (Liu *et al*, 2024)
4.	Digital media can be developed to support learning in military education (Bailey, 2016)

Source: Author, compilation of various sources (2025)

Aspirations and Results Factors

Aspirations are obtained after the researcher provides the strengths and opportunities possessed by digital media in delivering humanitarian law information. Meanwhile, results or Results are the follow-up of the strategies in the form of strategies provided so that digital media can be a means of delivering humanitarian law information. Based on this explanation, the table of Aspirations and Results is obtained as follows :

Tabel 3. Aspirations and Results Factors

No.	Aspirations	No.	Results
1	The importance of TNI personnel being more responsive to humanitarian law	1	Organizing human resource training for TNI personnel developed to enhance the capabilities of TNI personnel in the professional management of digital media.
2	The importance of military education supported by artificial intelligence or AI	2	Organizing training for TNI personnel in the development of Artificial Intelligence
3	The importance of smarter and more accurate digital media in conveying humanitarian law information	3	Encouraging the authorities to formulate regulations that govern the development of intelligent and accurate digital media in the implementation of humanitarian law.
4	The Importance of Effectiveness in the Dissemination of Humanitarian Law Information	4	Creating effective and targeted digital content in the delivery of humanitarian law information
5	The importance of creative content that highlights the significance of humanitarian law.	5	Managing digital media professionally, so that humanitarian law information can be disseminated effectively to the public.

Source : designed by Author (2025)

CONCLUSION

Strategies for Strengthening Digital Media in the Delivery of Humanitarian Law Information in the Era of Society 5.0 can be reinforced and developed by carrying out the following roles :

1. Organizing human resource training for TNI personnel developed to enhance the capabilities of TNI personnel in the professional management of digital media
2. Organizing training for TNI personnel in the development of Artificial Intelligence
3. Encouraging the authorities to formulate regulations that govern the development of intelligent and accurate digital media in the implementation of humanitarian law.
4. Creating effective and targeted digital content in the delivery of humanitarian law information.
5. Managing digital media professionally, so that humanitarian law information can be disseminated effectively to the public.

The suggestion that can be provided from this research is that the Indonesia National Army Information Center of Indonesia and the official social media accounts of the Indonesian National Army can implement the strategies conveyed by the author in this research. Thus, a digital media owned by the TNI can be created to disseminate the values of humanitarian law.

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