

Realizing Peace in the Digital World: Community Participation in Spreading Messages of Peace on Social Media

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ARTICLE INFO

Kata Kunci:

Messages of peace;
Social media;
Conflict;
Hoaxes;
Hate speech.

Article history:

Received 2024-04-17
Revised 2024-04-20
Accepted 2024-05-20

ABSTRACT

The dissemination of messages of peace on social media has a significant impact on shaping public opinion and attitudes toward social and political issues. However, there is still limited understanding of how messages of peace are disseminated and received by social media users. This research aims to explore and understand how messages of peace are disseminated and understood by social media users, as well as the factors influencing this process. A qualitative approach is used in this research with data collection procedures through online observation and in-depth interviews with 30 social media users. Data were analyzed through data restatement, data display, and data verification steps. The findings of the research indicate that social media users have various ways of disseminating messages of peace, ranging from sharing positive content to debating controversial issues with a peaceful approach. Factors such as content, social context, and user identity influence the effectiveness of messages of peace in achieving their dissemination goals. This research concludes that the dissemination of messages of peace on social media is a complex phenomenon influenced by various factors. However, with a deeper understanding of patterns and factors influencing the dissemination of messages of peace, more effective strategies can be developed to promote peace and tolerance in the online world.

ABSTRAK

Penyebaran pesan perdamaian di media sosial memiliki dampak signifikan dalam membentuk opini publik dan sikap terhadap isu sosial dan politik. Namun, pemahaman tentang bagaimana pesan perdamaian disebarkan dan diterima oleh pengguna media sosial masih terbatas. Penelitian ini bertujuan untuk mengeksplorasi dan memahami bagaimana pesan perdamaian disebarkan dan dipahami oleh pengguna media sosial, serta faktor-faktor yang memengaruhi proses ini. Pendekatan kualitatif digunakan dalam penelitian ini dengan prosedur pengumpulan data melalui observasi online dan wawancara mendalam dengan 30 pengguna media sosial. Data dianalisis melalui langkah-langkah restrukturisasi data, tampilan data, dan verifikasi data. Temuan penelitian menunjukkan bahwa pengguna media sosial memiliki berbagai cara untuk menyebarkan pesan perdamaian, mulai dari berbagi konten positif hingga berdebat tentang isu kontroversial dengan pendekatan yang damai. Faktor seperti konten, konteks sosial, dan identitas pengguna memengaruhi efektivitas pesan perdamaian dalam mencapai tujuan penyebarannya. Penelitian ini menyimpulkan bahwa penyebaran pesan perdamaian di media sosial

adalah fenomena kompleks yang dipengaruhi oleh berbagai faktor. Namun, dengan pemahaman yang lebih dalam tentang pola dan faktor yang memengaruhi penyebaran pesan perdamaian, strategi yang lebih efektif dapat dikembangkan untuk mempromosikan perdamaian dan toleransi dalam dunia online.

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1. INTRODUCTION

In an era where social media has become one of the primary means of interaction and information exchange, the emergence of conflict and tension issues is increasingly prominent in the digital space (Harshman, 2018; Zeitzoff, 2017). Amidst the unlimited flow of information, messages of peace are becoming increasingly important to disseminate in order to counteract the spread of hoaxes, political polarization, and to enhance the quality of the digital environment (Abdel-Fadil, 2019; Kušen & Strembeck, 2018). Awareness of the escalation of conflict and the potential destructiveness of inaccurately verified information has prompted this research. The importance of spreading messages of peace on social media is not only about maintaining order and harmony in the digital realm but also in shaping positive perceptions and attitudes of society towards evolving issues (Vanel, 2022).

Previous literature studies have highlighted a number of positive impacts of spreading messages of peace on social media, including improving individual psychological well-being and strengthening social bonds within society (Prianto, 2022). However, there is a gap in the literature regarding concrete strategies to address the practical challenges faced in efforts to disseminate messages of peace. Moreover, phenomena such as filter bubbles, echo chambers, and the role of fake accounts or bots in spreading disinformation and propaganda also need to be further researched (Holohan, 2019). Therefore, this research aims to fill these gaps in the literature by investigating trends in the dissemination of messages of peace, community participation in spreading them, as well as the constraints and challenges faced in promoting peace in the digital realm.

The argument of this research lies in the urgency to understand the role of social media in promoting peace amidst increasingly complex and varied information flows. Considering the positive impacts that can result from the dissemination of messages of peace on social media, this research is important to further explore effective strategies in disseminating these messages and overcoming the challenges faced in the process. Through a deeper understanding of trends, community participation, and related challenges, it is hoped that this research can make a significant contribution to optimizing the role of social media as a means to build peace and social harmony (Hirblinger, 2023).

The objective of this research is to comprehensively explore how messages of peace are disseminated on social media, including their trends, community participation in spreading them, as well as the constraints and challenges faced. Furthermore, this research aims to provide a better understanding of the role of social media in promoting peace and to offer concrete and sustainable recommendations to enhance the effectiveness of these efforts. By achieving these objectives, it is hoped that this research can make a meaningful contribution to developing effective strategies in harnessing the potential of social media as a tool to strengthen peace and social harmony in society (Kester, 2022).

2. RESEARCH METHOD

This research employs a qualitative approach that allows for an in-depth understanding of the phenomenon of spreading messages of peace on social media (Lune & Berg, 2017). The qualitative approach enables researchers to explore the perspectives, attitudes, and experiences of social media users holistically, thus providing a deep understanding of the complexity of the phenomenon under study (Grunewald, 2021).

The research procedure involves systematic steps in collecting and analyzing data. First, the researcher selects participants representing various backgrounds, ages, and genders. Then, the researcher conducts in-depth interviews using WhatsApp and Zoom applications as interaction platforms. Interviews are conducted in a closed manner to ensure the security and intimacy of the participants.

Data collection techniques involve online observation and in-depth interviews with 30 social media users. The selected participants comprise a mix of males and females from various age groups, making them representative in depicting societal perspectives on the dissemination of messages of peace on social media. Online observation is conducted to understand the context of social media usage and trends in spreading messages of peace, while in-depth interviews are conducted to gain a deeper understanding of the participants' views, attitudes, and experiences related to the research topic.

Data analysis is carried out through the steps of data restatement, data display, and data verification. Data collected from online observation and in-depth interviews are restated to identify patterns and emerging themes. Subsequently, data are presented through narratives and relevant quotes to describe the main findings. Finally, data verification is conducted through the triangulation process, which involves comparing and aligning findings from various data sources to ensure the accuracy and reliability of the analysis. With this systematic research approach and procedure, it is expected that this research can yield meaningful and relevant findings regarding the dissemination of messages of peace on social media (Svensson, 2023).

3. RESULTS AND DISCUSSION

3.1. Public Awareness of Messages of Peace

The level of public awareness regarding the importance of spreading messages of peace on social media is a key aspect in understanding the role of social media in promoting peace. Through this research, we conducted interviews with 30 social media users from various backgrounds, representing an age range of 17 to 40 years old. In closed interviews conducted via WhatsApp and Zoom applications, we asked the interviewees why they considered it important to spread messages of peace in the digital world. The majority of the interviewees provided strong responses regarding the importance of messages of peace on social media, providing consistent reasons (Grunewald, 2021).

The results showed that the majority of interviewees considered it important. Their reasons included: 1) to prevent users from falling into the trap of hoaxes, which breed hatred, 2) to prevent political polarization due to differences in opinions and beliefs, 3) to maintain a peaceful and quality digital world. The issue of hoaxes has become a negative trend in the use of social media, which is why one interviewee emphasized the importance of spreading peace on social media.

"Of course, it is very important for us to spread messages of peace on social media. Too often, we see fake news or hoaxes spreading rapidly on platforms like WhatsApp and Facebook. This can be very dangerous as it can foster hatred among users. I believe that by spreading messages of peace, we can help reduce the spread of such news and encourage users to fact-check information before further disseminating it."

On the other hand, another interviewee explained the importance of peaceful messages to avoid polarization resulting from heated electoral politics.

"It cannot be denied that social media often becomes a breeding ground for political polarization that divides communities. I believe that spreading messages of peace on social media is crucial to address this issue. When we respect differences in opinions and beliefs, we can create a more harmonious environment on digital platforms. By reinforcing values of tolerance and understanding, we can prevent harmful political polarization and build a more united and inclusive society."

Furthermore, according to some other interviewees, the importance of spreading messages of peace is to ensure that the social media landscape, especially in Indonesia, becomes healthier and of higher quality.

"Supporting the creation of a peaceful and high-quality digital environment is a necessity for all of us. By spreading messages of peace, we can help reduce the noise and conflicts that often occur on social media. I believe that by creating a more positive atmosphere and promoting mutual respect, we can make social media a more productive and beneficial platform for society. By fostering a culture of caring and respecting each other, we can create a safer and more inspiring digital world for future generations."

The findings of this research can be analyzed from several perspectives of relevant theories and literature. First, from the perspective of conflict theory developed by Karl Marx, it can be understood that social conflict arises due to inequality in the distribution of resources and power. In the context of this research, hoaxes and political polarization on social media can be seen as manifestations of information and power inequality (Şahin, 2022). Marx's theory emphasizes the importance of eliminating inequality to prevent social conflict, so the dissemination of messages of peace on social media can be interpreted as an effort to reduce information inequality and promote equal access to accurate information.

Furthermore, from the standpoint of communication theory, there is the concept of gatekeeping developed by Kurt Lewin. Gatekeeping refers to the process of selecting and filtering information that enters the media. In the context of this research, spreading messages of peace on social media can be viewed as an effort to open and maintain access to positive information and promote perspectives that support peace. Thus, the gatekeeping done by social media users in spreading messages of peace can shape a healthier and higher-quality social media environment.

Several studies have highlighted the positive impact of spreading messages of peace on social media. For example, research by Wang et al. (2011) found that exposure to positive and peace-supporting content on social media can enhance individual psychological well-being and reduce stress levels. This finding supports the argument that spreading messages of peace on social media can directly benefit the overall well-being of society.

Additionally, the literature also indicates that active participation in spreading messages of peace on social media can build social solidarity and enhance social cohesion in society. For example, research by Ellison et al. (2011) found that positive and supportive online interactions can strengthen relationships between individuals and promote trust within online communities. Therefore, spreading messages of peace on social media can help strengthen social bonds and expand social support networks in society at large.

Thus, the findings of this research can be understood and supported through various perspectives of existing theories and literature, demonstrating the importance of spreading messages of peace on social media as an effort to reduce conflict, enhance well-being, strengthen social bonds, and promote a healthy and high-quality social media environment.

3.2. Trends in the Dissemination of Messages of Peace

The dissemination of messages of peace on social media is experiencing an increase and positive trend in Indonesian society. The trend of promoting messages of peace gained momentum with the commencement of Indonesia's Presidency of the G20 in 2022. During the G20 Presidency event with the theme "Recover Together, Recover Stronger," Indonesian Foreign Minister Retno Marsudi urged representatives of G20 countries to advocate for messages of peace globally to prevent crises, especially those caused by prolonged conflicts. This call highlights Indonesia's proactive stance in addressing global challenges through diplomatic channels and multilateral platforms. By emphasizing the importance of promoting peace on the international stage, Indonesia underscores its commitment to fostering global stability and resilience in addressing ongoing conflicts. This diplomatic effort aligns with Indonesia's broader foreign policy objectives aimed at promoting peace, cooperation, and sustainable development on a global scale (Hirblinger, 2023).

The trend of spreading messages of peace is also driven in the field of journalism, particularly among journalists. Journalists play a central role as writers and news reporters in conveying messages of peace, writing balanced and quality news. For example, during the event "The Relationship Between Freedom of Religion or Belief and Freedom of Expression in Southeast Asia" in Bali, Deputy Foreign

Minister Abdurrahman M. Fachir emphasized the importance of respecting tolerance and diversity in building harmonious relationships between freedom of religion and expression, with journalists playing a crucial role in this process.

Furthermore, President Joko Widodo also encouraged the Indonesian people to spread messages of peace. During his visit to the Twitter headquarters in San Francisco, United States, President Joko Widodo urged Twitter to disseminate messages of tolerance and world peace. In his tweet, he stated, "I invite @Twitter to join in spreading messages of tolerance and peace worldwide." In his meeting with Twitter CEO Jack Dorsey, the President emphasized the important role of Twitter in democracy in the digital era. He welcomed Twitter's role as one of the world's important media platforms that spread various positive values such as democracy and good governance. Additionally, he expressed his hope for increased cooperation between Twitter and Indonesia in delivering humanitarian messages such as disaster response, as well as messages of tolerance and peace. Furthermore, at the US-ASEAN Summit in Sunnylands on February 15-16, the President also presented his ideas on the use of social media in combating extremism and terrorism, considering the rampant spread of extremism and recruitment calls by terrorist organizations through social media (Chakraborty, 2022).

Another trend is also spreading among young people in Indonesia. This was highlighted by the Chairman of the Anti-Slander Society of Indonesia (Mafindo), Septiaji Eko Nugroho, who stated that many young people are now bravely fighting for peace. He sees this as positive because it addresses significant hoax issues. This assertion was made considering that hoax issues have become a global challenge, especially in the context of political years. Many countries experience turmoil due to the difficulty of filtering hoax content in the digital world. Its impact causes societal polarization and the dehumanization of certain groups (Arroyave, 2022).

Another important aspect is the trend of spreading messages of peace by certain religious groups, such as NU (Nahdlatul Ulama). They are actively advocating for peace through various social media platforms. NU promotes peace worldwide through various social media channels. For example, on their website, NU.or.id, their latest article titled "Friday Sermons: Maintaining Silaturahmi to Preserve Peace" loudly advocates for peace through silaturahmi, or maintaining relationships and face-to-face meetings.

The increasing trend in advocating messages of peace is also widely felt by the interviewees in this research. They greatly appreciate the presence of organizations, the government, youth, influencers, and others in spreading messages of peace.

"I am very pleased with the presence of influencers like Habib Jafar, who are persistent in promoting peace through collaborations with artists, singers, and community leaders representing various religions. Their presence has a significant positive impact in spreading messages of peace to the wider community. They have strong influence and can reach a larger audience through various social media platforms. This cross-religious collaboration also shows that peace is not just the responsibility of one group, but is a joint effort from various segments of society to create a more harmonious and peaceful world." (R3, Interview, February 17, 2024).

The increasing trend in the dissemination of messages of peace, especially on social media, reflects the significant role played by various actors in promoting peace. Mass communication theories, particularly agenda-setting theory, can be used to explain this phenomenon. According to this theory, mass media has the power to set agendas or topics considered important by the public. Thus, through increased emphasis on messages of peace by governments, journalists, and community groups, messages of peace become more dominant in the public sphere and influence the perception and behavior of the public regarding peace issues.

Additionally, social theories can provide useful insights into this trend. Social interaction theory, for example, describes how individuals influence and interact with each other in society. In the context of the dissemination of messages of peace, the role of individuals and groups, such as influencers and religious organizations, becomes crucial. They can be effective agents of change in influencing the attitudes and behaviors of society regarding peace. By leveraging the power of social networks and their influence, they can advocate for messages of peace widely and create movements that can strengthen peace efforts overall.

3.3. Community Participation

The positive response to the dissemination of messages of peace in the digital world is good news, indicating that despite the increasing vulnerability to conflict, especially on social media, awareness to make social media clean and of high quality has emerged. With more and more individuals and groups committed to spreading messages of peace, there is a great opportunity to reduce polarization and conflict in the online environment. This strengthens the hope that social media can be a constructive platform for building awareness, understanding, and cooperation in creating peace.

"I am delighted by the presence of government communities, online media, influencers, and public figures in spreading messages of peace. This is because I often feel uncomfortable encountering hateful content targeted at specific groups on social media. With active participation from various parties, I am optimistic that we can create a more positive and inclusive digital environment. Cross-sector collaboration is crucial for reducing the potential for conflict and promoting attitudes of mutual respect and tolerance in the digital space. I hope that with these collective efforts, we can change the narrative on social media to be more peaceful and build sustainable peace."

Similar sentiments were expressed by another interviewee. They admitted that messages of peace in various forms could bring them relief. Their concerns about children consuming divisive content disappeared due to the abundance of peace-promoting content.

"For me personally, messages of peace in various forms, whether in news, reels, short videos on TikTok, quote content, and others, truly make me feel relieved. As a stay-at-home mom who is active on social media, I often worry about the impact of divisive content on my children. However, with the widespread dissemination of peace-promoting content on social media, I feel that this concern is starting to diminish. I believe that these messages of peace can help create a safer and more positive environment for our children in this digital world. Therefore, I wholeheartedly support efforts to spread messages of peace through various social media platforms."

The positive response ultimately influences them to engage in creating and spreading messages of peace. Several interviewees, especially millennials, are always enthusiastic about creating content promoting peace and unity. For example, R10, who sent a picture about peace to the writer that he intends to upload on his Instagram social media.



Image 1: Peace message created by the research participant

Source: Personal documentation, 2024.

A 23-year-old man, referred to as R10, explained that by creating peaceful content, he plays a significant role in spreading messages of peace. His main focus is to reduce the level of profanity on social media, especially irresponsible comments towards others. He is determined to address the bad habits in social media, particularly bullying and hate speech.

R10, a 23-year-old man, has a strong motivation to voice messages of peace through social media. For him, engaging in creating peaceful content is a way to play a meaningful role in promoting peace and unity amidst the digital environment often filled with conflict and hatred. His awareness of the negative impacts of irresponsible comments and hate speech motivates him to act as a change agent, with a primary focus on reducing profanity and combating bullying on social media platforms.

Furthermore, R10 demonstrates high enthusiasm and eagerness in creating content that supports peace and unity. As a millennial, he recognizes the significant role of his generation in shaping positive narratives in the digital space. By sending a picture about peace to the writer to be uploaded on his Instagram social media, R10 shows commitment and a strong desire to contribute to creating a more harmonious and tolerant digital environment.

The research findings indicate that the positive response to the spread of messages of peace on social media indicates that society is becoming increasingly aware of the importance of making the digital space clean and of high quality. In this context, the theory of community engagement in social media, as expressed by McMillan and Chavis (1986), can be used as an analytical tool. This theory highlights the importance of individual participation in shaping and maintaining relationships within a community. With more individuals involved in spreading messages of peace, there is a great opportunity to build more positive and harmonious relationships in the digital environment.

Moreover, the finding that people feel relieved by the spread of peace content on social media also aligns with the concept of psychological well-being. The theory of psychological well-being, as proposed by Keyes (2002), emphasizes the importance of the presence of positive factors in an individual's environment to achieve mental well-being. In this context, peace content can be considered as a positive factor that provides relief and comfort to individuals, thus potentially enhancing their psychological well-being.

Additionally, the motivation of the interviewees, as expressed by R10, to engage in spreading messages of peace can also be analyzed using the concept of intrinsic and extrinsic motivation in psychology. Motivation theories, such as those proposed by Ryan and Deci (2000), distinguish between intrinsic motivation, which arises from an individual's internal desire to engage in an activity for personal reasons, and extrinsic motivation, which arises from external influences or rewards. In this case, R10's involvement in creating peace content may be influenced by his intrinsic motivation to contribute to creating a more positive environment on social media, which can provide greater satisfaction and a sense of accomplishment for him.

3.4. Challenges and Constraints

The dissemination of peace messages in digital media is not without challenges and constraints. One of the main challenges is the diversity of opinions and views on social media, which can lead to polarization and conflict. Although peace messages are spread with positive intentions, often this content can be politicized or interpreted differently by various groups or individuals, exacerbating tensions and conflicts (Ndawana, 2023).

In an interview regarding the dissemination of peace messages in digital media, a source expressed their views on the main challenges in these efforts. According to them, one of the most prominent issues is the diversity of opinions and views on social media, which tends to fuel polarization and conflict. "I believe that efforts to spread peace messages in digital media are very important, but we must not overlook the fact that social media is a place where various opinions and views collide," they said (R5, Interview, February 12, 2024). The source emphasized that although peace messages can be spread with good intentions, often this content can be politicized or interpreted differently by various groups or individuals, which in turn can worsen tensions and conflicts. "We often see how peace messages can be distorted or even manipulated by certain parties to achieve their political or ideological goals," they

added. According to them, this indicates that the challenges faced in disseminating peace messages are not only about creating relevant and impactful content but also about addressing various diverse and often conflicting interpretations of the messages.

Furthermore, the phenomena of filter bubbles and echo chambers on social media also pose serious constraints on the dissemination of peace messages. A filter bubble refers to a situation where social media users tend to be exposed only to views and information that align with their own beliefs and opinions, while an echo chamber creates an environment where different views and opinions are ignored or even ridiculed. This makes it difficult to reach a wider audience and expand the impact of peace messages.

In an interview regarding the challenges in disseminating peace messages on social media, a source who wished to remain anonymous shared their views on the phenomena of filter bubbles and echo chambers. According to them, both phenomena pose serious constraints in efforts to spread peace messages. "The filter bubble is a major issue on social media, where users tend to be exposed only to views and information that align with their beliefs and opinions," they said (R14, Interview, February 15, 2024). They further explained that the echo chamber, which creates an environment where different views are ignored or even ridiculed, further complicates the situation. "When we are in an echo chamber, we not only confirm our own views but also reject different views, thereby narrowing the scope of our perspectives," they added. The source emphasized the need for creative and strategic approaches to disseminating peace messages to penetrate filter bubbles and counteract the effects of echo chambers on social media (Sexton, 2022).

Moreover, the existence of fake accounts or bots aimed at spreading misinformation and propaganda is also a challenge in disseminating peace messages. These accounts are often used to reinforce narratives of hatred and conflict and disrupt positive efforts to promote peace and unity. Additionally, security and privacy issues also pose constraints, especially in the context of cyberattacks and data misuse that can disrupt efforts to disseminate peace messages. Therefore, addressing these challenges requires collaborative efforts between governments, social media platforms, NGOs, and civil society to develop effective strategies for disseminating peace messages in digital media and overcoming various obstacles.

In an interview regarding the challenges in disseminating peace messages on social media, a source shared their experience with fake accounts or bots used to spread insults and hate speech. "I have encountered many anonymous accounts and bots aimed at disrupting positive efforts to promote peace and unity on social media," they revealed. They explained that such accounts are often used to reinforce narratives of hatred and conflict, disrupting efforts to promote peace. "Encountering these accounts made me realize how important it is to effectively address this issue to create a safer and more harmonious digital environment," they added. The source underscored the need for collaboration between governments, social media platforms, NGOs, and civil society to develop effective strategies to address these challenges and ensure that the dissemination of peace messages in digital media is not disrupted by malicious accounts (R24, Interview, February 15, 2024).

The challenge of opinion diversity and polarization on social media, this phenomenon has been extensively discussed in literature on social media and conflict. For example, in her book titled "Twitter and Tear Gas: The Power and Fragility of Networked Protest," Zeynep Tufekci elaborates on how social media often becomes a stage for polarization and conflict due to the diversity of opinions available on the platform. This is consistent with the finding that efforts to disseminate peace messages can be hindered by different interpretations of the same content.

Meanwhile, the phenomena of filter bubbles and echo chambers, relevant literature can be found in works such as "The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think" by Eli Pariser. Pariser explains how filter bubbles cause social media users to be exposed only to information that aligns with their views, while echo chambers create an environment where different views are ignored or even ridiculed. These findings highlight the importance of efforts to go beyond filter bubbles and address the effects of echo chambers in disseminating peace messages in digital media (Pecorario, 2023).

Regarding the challenges of fake accounts and bots and security and privacy issues, much literature discusses the negative impacts of misinformation and propaganda dissemination on social media. One example is the book "The Disinformation Age: Politics, Technology, and Disruptive Communication in the United States" by W. Lance Bennett and Steven Livingston. In this book, they discuss how fake accounts and bots are used to spread misinformation and disrupt positive efforts to promote peace and unity. These findings emphasize the need for collaboration between various parties to address these challenges and ensure that the dissemination of peace messages in digital media is not disrupted by malicious accounts.

4. CONCLUSIONS

The conclusion of this research highlights several important aspects regarding the dissemination of peace messages on social media. Firstly, the findings indicate that public awareness of the importance of spreading peace messages on social media is increasing. Research participants consistently acknowledge the importance of spreading peace messages to reduce fake news, political polarization, and enhance the quality of the digital environment.

Secondly, there has been a significant increase in the trend of spreading peace messages, primarily driven by the commitment of various stakeholders such as governments, journalists, influencers, and religious organizations. Efforts from the Indonesian government in international forums, calls from President Joko Widodo, and the active role of community groups like NU demonstrate a positive momentum in promoting peace through social media.

Thirdly, community participation in spreading peace messages is crucial. The positive response from the public to peace-related content encountered on social media indicates an increasing awareness of the importance of a clean and quality digital environment. Moreover, individual participation, especially from the millennial generation, in creating and disseminating peace content demonstrates enthusiasm and eagerness to contribute to creating a more harmonious digital environment.

However, the dissemination of peace messages also faces several challenges. Diversity of opinions and perspectives, the phenomena of filter bubbles and echo chambers, as well as the presence of fake accounts or bots, are some of the obstacles that need to be overcome. Additionally, security and privacy issues are also important considerations in efforts to spread peace messages on social media.

Overall, this research emphasizes the importance of spreading peace messages on social media as a means to reduce conflict, enhance psychological well-being, strengthen social bonds, and promote a healthy and quality social media environment. In facing challenges and obstacles, collaboration among various stakeholders is key to developing effective strategies for spreading peace messages and overcoming various hurdles.

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