

RESPONSIVE REGULATION FOR NON-PLATFORM MEDIA: CHALLENGES AND OPPORTUNITIES IN INDONESIA

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Abstract

This research investigates the regulation of non-platform media in Indonesia from a legal perspective. Non-platform media, such as social media, blogs, and personal websites, have become influential communication tools in modern society. The study explores various relevant aspects, including freedom of speech, inequality in access, ethics, international cooperation, and the role of the government. The research employs a qualitative approach, allowing for a deep understanding of the non-platform media phenomenon. The literature review is used to construct a framework of relevant theories and concepts related to the research topic and to identify current research trends in the context of non-platform media. The objective of this research is to comprehend how the Indonesian government regulates non-platform media with the existing rules and regulations and its impact on the media industry and the public. Using a qualitative approach, this research aims to provide in-depth insights into the complex debate surrounding the regulation of non-platform media in Indonesia and how these regulations can achieve a balance between freedom of speech and the protection of the public.

Keywords: Digital Journalism; Freedom of Expression; Homeless Media; Media Regulation; Social Media

INTRODUCTION

The regulation of non-platform media in Indonesia represents the government's response to profound changes in the way people access and consume news and media content. The phenomenon of non-platform media provides independence to content creators to express their views without being tied to conventional platforms (Maddox & Malson, 2020). However, it also poses several challenges in terms of regulation and ethics.

In addition to non-platform media, a similar concept in the rise of digital journalism is called homeless media. This concept refers to social media accounts that produce news content using social media as their "home" and don't require a traditional homepage. This type of media emerged due to the development of digital technology and the increasing usage of smartphones and the internet (Marconi, 2015).

The development of the internet ecosystem has led to a significant shift in lifestyle and consumer trends in news consumption. The younger generation, in particular, prefers accessing information and news through new media, such as social media, rather than traditional media. Risang B. Dhananto, a user acquisition manager at opini.id (one of Indonesia's digital media platforms), has proposed key concepts for digital media: the editorial team must be adaptable and stay informed about the unique characteristics of each social media platform; digital media gains a competitive advantage through content marketing; and understanding the audience on each social media platform is crucial, as these platforms serve as their marketing channels (Bintari, 2016).

In Indonesia, homeless media accounts operate independently of traditional media groups under The Press Council, posing several challenges in terms of regulation and ethics. Examples of homeless media include popular social media news accounts on platforms like Instagram, Twitter, and Facebook, where news content is shared directly through posts, stories, and live updates without the need for a dedicated website.

One of the major challenges in regulating non-platform media is the complexity of the internet, which blurs the boundaries between content creators and consumers. Freedom of speech in non-platform media allows anyone to become a content creator and easily disseminate information worldwide without strict oversight. This challenge creates the potential for the spread of inaccurate, disinformation, and harmful content that can harm society and undermine freedom of expression (Vese, 2022).

Regulations in Indonesia must address these challenges while also taking into consideration issues of user data privacy and security. Content creators in the non-platform media often gather personal user data for marketing or analytical purposes (Fuchs, 2013). For instance, YouTube creators use analytics tools to gather viewer demographics and engagement metrics, while Instagram influencers collect data on followers' preferences. Podcasters track listener habits, bloggers monitor visitor data, and e-commerce platforms gather customer information. Clear regulations are needed to ensure transparency, protect user privacy, and govern data collection, sharing, and usage practices in these contexts.

Furthermore, it's crucial for regulations to provide clear guidelines on the collection, use, and protection of user data by content creators in non-platform media. This includes ensuring that users have adequate control over their personal data and that it is used ethically and in compliance with applicable data privacy laws.

On the other hand, responsive regulations can stimulate creativity and innovation in the media industry. Non-platform media provides opportunities for independent content creators to explore various forms of engaging and bold content (Nurochman et al., 2022). Regulations that enable this can foster a more dynamic and diverse media market (Krisnawati, 2018).

In Indonesia, the government has enacted various laws and regulations governing non-platform media. For instance, Law Number 19 of 2016 on Electronic Information and Transactions (ITE Law) is a pertinent regulation concerning electronic transactions, which encompass non-platform media. The ITE Law provides a crucial legal foundation to safeguard user data security and privacy while regulating the dissemination of defamatory, hateful, or threatening information through non-platform media (Rajab, 2018).

Government Regulation Number 71 of 2019 on the Implementation of Electronic Systems also regulates the operation of electronic systems, including non-platform media. This regulation covers data security and user protection, offering a more definite legal basis for non-platform media operators (Rumlus & Hartadi, 2020).

Additionally, the Press Council has issued the Cyber Media Reporting Guidelines applicable to non-platform media engaged in journalistic activities in Indonesia (Sandi et al., 2022). These guidelines establish ethical and professionalism standards that non-platform media must adhere to in the conduct of their journalistic activities.

Although Indonesia presently has several rules and regulations governing non-platform media, the government continually strives to review and update regulations in line with technological advancements and societal needs. In addressing the challenges and opportunities in the non-platform media era, responsive regulations are pivotal to maintaining the equilibrium between freedom of expression and content protection in the ever-evolving digital age.

These regulations manifest the Indonesian government's commitment to creating an inclusive and competitive media environment in the non-platform media era. It is crucial to strike a balance between regulations safeguarding public interests and freedom of expression, while preventing regulatory abuse as a media censorship tool, thereby effectively achieving these objectives.

One of the latest proposed regulatory products related to non-platform media is the concept of publishers' rights. Publisher rights are a framework governing the relationship between mass media publishers, such as newspapers, magazines, or news websites, and digital platforms like Google, Facebook, or Twitter. The aim of this concept is to protect the interests of mass media publishers producing quality and balanced news content, while ensuring fair compensation for the use of such content by digital platforms (Sinaga, 2023).

Publisher rights are not new globally. Several countries have implemented regulations accommodating publisher rights, such as France, Australia, Canada, and Germany. For example, in France, the government has enacted laws requiring Google to pay licenses to mass media publishers for the use of news excerpts in its search engine. In Australia, the government has established an ethical code governing collaboration between digital platforms and mass media publishers, including revenue sharing issues (Radsch, 2023).

In Indonesia, the concept of publisher rights is still under review and discussion. The government has expressed its intent to examine the form of regulations to accommodate the proposed publisher rights regulation drafted by the Press Council. The draft, titled "Proposal for Quality Journalism and Responsibility of Digital Platforms," was prepared and submitted by media associations, companies, and journalists (*Dewan Pers*, 2023).

According to the Press Council, publisher rights are necessary to create a healthy and sustainable media ecosystem in the digital era. The Press Council perceives that digital platforms have dominated the digital advertising market in Indonesia, reducing advertising revenue for mass media publishers. Furthermore, digital platforms are seen as not being responsible for the dissemination of fake news or hoaxes, which harm mass media publishers who uphold journalistic ethics.

In the draft proposal for publisher rights regulation, the Press Council suggests several provisions, including: digital platforms must pay royalties to mass media publishers for the use of news content in full or in part, digital platforms must prioritize news content originating from mass media publishers verified by the Press Council (Rizki, 2023). Digital platforms are also required to provide user data transparency and advertising revenue to mass media publishers and must adhere to journalistic standards and journalistic ethics in moderating news content.

Digital platforms like Google have also expressed their response and proposals regarding publisher rights regulations in Indonesia. Google emphasizes the importance of protecting user privacy and not disclosing the distribution of user's personal data to third parties. Google also suggests that regulations should not interfere with fair ranking competition and moderation processes that comply with regulations. Additionally, Google offers collaboration with mass media publishers through the Google News Initiative program, which aims to enhance the quality and innovation of journalism in the digital era (Altay et al., 2022).

In facing the non-platform media era, responsive and adaptive regulatory efforts are of utmost importance. The government needs to collaborate with the media industry and other stakeholders to develop a regulatory framework that aligns with the current media dynamics. Regulations should be capable of maintaining the balance between freedom of expression and content protection in the ever-evolving digital age.

As a country with a rapidly growing digital media and internet industry, Indonesia bears the responsibility to create an inclusive and competitive media environment in the non-platform media era (Junaedi et al., 2023). Success in addressing the challenges and harnessing the opportunities presented by the non-platform media phenomenon will form a solid foundation for a cultured and ethical media ecosystem that benefits the Indonesian society and advances the nation in this digital era.

However, in addressing the proposed publisher rights regulation, concerns have arisen that it could be used as a media censorship tool. When digital platforms are required to prioritize news content from verified mass media publishers by the Press Council, there is potential for the selection of content to be politicized or misused to censor differing or critical opinions about the government or authorities. Therefore, it is essential to ensure that publisher rights regulations are not utilized to suppress freedom of expression or encourage media censorship.

In facing the non-platform media era, responsive and adaptive regulatory efforts remain crucial. The government must collaborate with the media industry and other stakeholders to develop a regulatory framework aligned with current media dynamics. Regulations should strike a balance between safeguarding public interests and freedom of expression while preventing regulatory misuse as a media censorship tool.

The main purpose of this research is to analyze the regulatory landscape surrounding non-platform media in Indonesia, particularly in response to the evolving patterns of news consumption and the emergence of new digital media concepts like "homeless media" and "publisher rights." This study aims to understand the challenges and opportunities presented by non-platform media, focusing on issues such as user data privacy, content creation, journalistic ethics, and the role of regulations in fostering a balanced and ethical media environment. Additionally, the research seeks to evaluate the effectiveness of existing regulations and propose recommendations for responsive and adaptive regulatory frameworks that align with current media dynamics, maintain freedom of expression, and protect public interests in the digital age.

This research emphasizes the need for regulatory frameworks to be adaptive and responsive to the changing dynamics of the media landscape. It suggests that regulations should be tailored to address specific issues and concerns rather than imposing a rigid set of rules. This concept is enshrined in international human rights law and is fundamental to a democratic society (Donnelly, 1999). It protects the right of individuals to express their opinions and ideas without fear of censorship or reprisal (Quinn & Levine, 2014). This field of study examines the principles and values that should guide media practitioners in their work. It encompasses issues such as accuracy, fairness, and respect for privacy.

These concepts are relevant to the research problem because they provide a framework for understanding the challenges and opportunities of regulating non-platform media in Indonesia (Fahlevi et al., 2019). Responsive regulation theory highlights the need for flexible and adaptable regulatory approaches that can keep pace with the rapidly evolving media landscape. Freedom of expression is a crucial consideration in any discussion of media regulation, as it is essential to strike a balance between protecting this fundamental right and addressing the potential harms of harmful content (Brown, 2015). Media ethics provides guidance on how media practitioners can operate responsibly and ethically in this new media environment.

The findings of the research will be interpreted in light of these concepts. For example, the study will examine how responsive regulation principles can be applied to the regulation of non-platform media in Indonesia. It will also consider how freedom of expression can be protected while addressing the spread of misinformation and harmful content. Additionally, the study will explore how media ethics can be promoted in the non-platform media environment. The existing research on non-platform media in Indonesia is limited. There is a need for more research on the following topics: The impact of non-platform media on Indonesian society and the effectiveness of existing regulations on non-platform media.

METHODOLOGY

This research falls under the category of qualitative research. According to Creswell (2002), qualitative research is an approach to explore and understand the meanings attributed by individuals or groups to a social or human issue. Qualitative research uses data in the form of words or images, rather than numbers, and relies on inductive, holistic, and contextual analysis.

Qualitative research methodology was employed in this study because it sought to comprehend the phenomenon of media without a platform in Indonesia by examining various related aspects such as regulation, freedom of expression, and creativity. The research aimed to explore how the Indonesian government regulates media without a platform through various rules and regulations and its impacts on the media industry and society.

In this study, a literature review was employed for various purposes that support the formulation and resolution of issues related to the phenomenon of media without a platform (Bennett & Royle, 2023). Firstly, this technique aided in constructing a theoretical framework and concepts relevant to the research topic, providing a strong foundation for further analysis. Secondly, the literature review was utilized to trace the development and recent research trends related to media without a platform, offering crucial insights into contemporary issues in the media industry.

Moreover, through the literature review, researchers could compare and critique previous research findings related to the phenomenon of media without a platform. This allowed for the identification of gaps in knowledge that required further investigation, making a significant contribution to knowledge development in this field. The literature review also played a role in formulating specific and well-founded research hypotheses or questions, ensuring that the study was conducted with a clear focus and purpose.

The use of the literature review method in this research was chosen for strong reasons. Firstly, this study necessitated valid and reliable literature sources to provide an accurate and trustworthy portrayal of the media without a platform phenomenon. By using reputable literature sources, this research could enhance the credibility and validity of its findings. Secondly, the complexity of the media without a platform phenomenon required researchers to consider various related aspects, such as regulation, freedom of

expression, creativity, privacy, security, and more. Through the literature review, researchers could access diverse and comprehensive sources, enabling them to present a holistic and comprehensive analysis. Finally, it was crucial to understand the regulatory context of media without a platform in Indonesia and its impacts on the media industry and society. A literature review encompassing current and relevant sources assisted researchers in gaining insights into how the government regulates media without a platform through various rules and regulations.

RESULTS AND DISCUSSION

In the legal context of Indonesia, the regulation of non-platform media has become an increasingly relevant topic in tandem with technological advancements and the proliferation of the internet. In recent years, non-platform media, including social media, blogs, and personal websites, have emerged as significant sources of information and powerful means of communication. To comprehend whether legal regulations are imperative for governing non-platform media in Indonesia, it is essential to scrutinize various associated facets.

Non-platform media pertains to content generated by individuals or groups, subsequently disseminated online. This encompasses personal blogs, social media accounts, websites, podcasts, and more. Non-platform media empowers each person to function as an "author" of information without necessitating approval from traditional media entities.

The role of non-platform media has swiftly evolved in contemporary society. It provides a platform for sharing opinions, information, creativity, and even social campaigns. Nonetheless, alongside its affirmative role, non-platform media also harbor the potential for misuse. Instances of disseminating false information, online harassment, and public defamation have become increasingly prevalent through non-platform media.

The question of whether legal regulations are requisite for the governance of non-platform media in Indonesia is a complex issue involving several considerations. Hereinbelow, several perspectives are elucidated to aid in comprehending this matter.

Freedom of Speech and Expression

The principles of freedom of speech and expression are fundamental cornerstones of democracy, valuing the rights of individuals to express their opinions freely (Siryuvasak, 2005). This discussion delves into the principles of freedom of speech and why some argue that media without a platform should not be heavily regulated to uphold this freedom.

Democracy is a system of governance where decisions are made by the majority of the people, requiring active participation from the society. Freedom of speech is one of the key tools that facilitate this participation. Individuals who feel they can express their opinions without the fear of repression are more likely to engage in democratic processes. In societies that cherish freedom of speech, individuals feel at liberty to voice

their views, regardless of how different they may be from prevailing norms or authorities. This forms the foundation for rich and evolving public discourse.

Freedom of speech also plays a vital role in government oversight. It enables journalists and activists to expose corruption, human rights violations, or abuses of power by the government. Without freedom of speech, it would be challenging for society to scrutinize and monitor their governance.

Freedom of speech is also crucial for innovation and social change. It allows individuals to put forth new ideas and critical thinking that can bring positive transformations to society. When it comes to media without a platform, some argue that overly strict regulations may jeopardize freedom of speech. Media without a platform provides a space for individuals to speak directly and disseminate information without going through the filter of traditional media entities or the government.

Some believe that media without a platform should be regulated by the community itself through self-regulation practices (Wahyuni, 2007). This means that individuals and online communities should be responsible for their behavior and set their own norms and ethics. Excessive regulation can open the door to censorship that may suppress differing opinions or controversial content.

Inequality and Information Disparities

In the context of non-platform media, concerns regarding inequality of access and information disparities have come to the forefront. While freedom of speech and expression is paramount, disparities in access and utilization of non-platform media can lead to inequalities in online participation and information access.

In various regions of Indonesia, internet access may not be evenly distributed, with certain communities encountering challenges in obtaining affordable and high-quality internet connectivity (Rumata, 2017). This results in unequal access to online platforms, particularly for those residing in rural areas or underdeveloped communities.

Socioeconomic disparities can significantly influence the extent to which individuals can access and utilize non-platform media. Those with greater resources often have access to better devices and connectivity, whereas economically disadvantaged individuals may face limited access.

Legal regulations can play a pivotal role in addressing access inequality and information disparities. Some approaches through which regulations can mitigate these issues include subsidizing internet access, promoting digital literacy, fostering participation and inclusivity that involves the entire population in the regulatory process, and ensuring that implemented rules are non-discriminatory (Junaedi et al., 2023). Furthermore, technology can also contribute to mitigating access inequality. For instance, the emergence of cost-effective mobile networks and satellite technology has extended internet access to previously isolated regions.

The Needs for Ethics and Responsibility

The necessity of ethics and responsibility in non-platform media is a crucial aspect in maintaining the integrity, security, and quality of online communication (Fahrudin, 2021). Although freedom of speech is a fundamental right, it should not be construed as a license to engage in harmful or dangerous actions towards individuals or society at large (Lestari, 2018). One of the primary challenges within the non-platform media ecosystem is the spread of fake news. False information can be highly detrimental, leading to confusion, panic, and even endangering people's lives. The need to identify and address fake news is essential to preserve the integrity of information in the online environment. Regulation can provide the necessary framework to combat the dissemination of fake news and punish those responsible.

Non-platform media can also serve as a space for harassment, bullying, and discrimination. When individuals or groups become targets of online harassment or discrimination, it can have negative impacts on their mental and emotional well-being (Kurnia, 2016). Regulation can require platform providers to address acts of harassment and provide means for victims to report and confront the perpetrators. Protecting children and adolescents from harmful content is a paramount concern. Ethics and responsibility in non-platform media encompass safeguarding minors from access to inappropriate or dangerous content (Besman & Santoso, 2017). Regulation can mandate age controls and content filters for platforms.

Transparency in the sources of information is a crucial aspect in maintaining ethics in non-platform media. Platform providers and users must ensure that shared information has clear and trustworthy origins. Regulation can encourage demands for transparent and honest information (Thomas, 2015).

Platform providers play a pivotal role in upholding ethics in non-platform media. They should be responsible for the content they host or distribute. Wise regulation can require platforms to have strict policies regarding harmful content and take prompt action when ethical violations occur.

Education and awareness of online ethics are also highly important. Training on ethical internet usage and recognizing unsafe or inappropriate content can help individuals become more responsible users (Ariestyani, 2019). While freedom of speech is a fundamental right, the need for ethics and responsibility in non-platform media should not be overlooked.

Prudent regulation should strike a balance between preserving freedom of speech and addressing issues related to the dissemination of fake news, harassment, discrimination, and harmful content. Ethics and responsibility in non-platform media contribute to creating an online environment that is safer, more ethical, and beneficial for the entire society.

International Cooperation

International cooperation in regulating non-platform media is essential because the internet constitutes a global environment that transcends national boundaries. Issues arising in non-platform media, such as the dissemination of fake news, online harassment, or other criminal activities, often involve multiple jurisdictions.

False information can rapidly spread worldwide through the internet. International collaboration between governments, international organizations, and technology companies is crucial to identify and address the challenges posed by hoaxes. Sharing information on hoax trends or the sources of false information enables countries to more effectively combat such problems.

Criminal activities like fraud, the distribution of illegal content, or online harassment frequently involve perpetrators operating across various national borders. International cooperation facilitates more effective investigations and prosecutions of those who transcend these boundaries.

The protection of personal data and online privacy is a vital concern in the digital era (Rumlus & Hartadi, 2020). International cooperation contributes to the development of global norms and standards that ensure better data protection for individuals who share their personal information via non-platform media.

International cooperation assists nations in developing policies and regulations that align in the regulation of non-platform media. This fosters a more consistent and effective framework for addressing the challenges within the non-platform media ecosystem.

Several issues related to non-platform media, such as online terrorism or human trafficking, are global concerns that require collective action. International cooperation allows countries to address these issues more effectively and coherently. Issues arising in non-platform media can also impact international stability and peace. For instance, the dissemination of extremist propaganda poses a global threat. International cooperation in addressing such issues can contribute to global peace and security. Nevertheless, international cooperation in regulating non-platform media presents challenges, including differences in national laws, cultural variations, and political constraints. Therefore, it is of utmost importance for countries to collaborate and develop legal frameworks and norms that align with global interests. Non-platform media is a global phenomenon, and the best solutions often involve collaborative efforts from multiple parties to address the challenges in the digital ecosystem.

The Indonesian Government should collaborate with several key stakeholders to address the challenges and opportunities presented by non-platform media. Firstly, engaging with international governments is crucial to developing harmonized approaches in regulating non-platform media across borders. This collaboration involves sharing best practices, exchanging regulatory frameworks, and coordinating efforts to combat cross-border issues like fake news dissemination and online criminal activities.

Secondly, partnering with international organizations such as the United Nations, Interpol, and regional bodies like ASEAN provides valuable resources and expertise in crafting regulatory policies. These organizations facilitate dialogues among member states to address common challenges effectively.

Thirdly, collaboration with major technology companies operating in the digital media space is essential. This includes social media platforms, search engines, and content sharing platforms. Partnering with these companies can lead to the development of industry standards, codes of conduct, and technological solutions to mitigate risks associated with non-platform media.

Additionally, involving civil society organizations, media watchdogs, academic institutions, and research centers brings diverse perspectives into the regulatory discourse. This collaboration helps in understanding public concerns, assessing regulatory impact, and fostering transparency in the non-platform media ecosystem.

Lastly, engaging legal and policy experts domestically and internationally is crucial for drafting effective regulations. Workshops, conferences, and consultations with experts can help develop robust legal frameworks that balance freedom of expression with the protection of public interests and individual rights in non-platform media regulation.

Government Policy

The government plays a central role in regulating non-platform media, and their responsibility is to establish a balanced legal framework. They need to address various issues that arise in the digital ecosystem, such as the spread of fake news, online harassment, or threats to national security, while safeguarding the individual's freedom of speech, which is a fundamental human right.

However, when the government becomes excessively involved in regulating non-platform media, several risks may emerge. Overly strict regulations can curtail individual freedom of speech and expression, potentially making the public feel inhibited in expressing their opinions or criticizing the government. Excessive government regulation can lead to power abuse (Kamala & Fandana, 2016), where regulations are used to suppress dissenting opinions and views that contradict government policies.

Stringent regulations can pave the way for censorship and unhealthy information control, hindering the flow of healthy and critical information vital in a democratic society.

Excessive regulations can stifle innovation and creativity within non-platform media. When individuals feel restricted in expressing new ideas or different perspectives, this can hinder cultural and intellectual development.

When the government imposes overly strict regulations on non-platform media, it may not allow citizens to learn from the experiences of others and make informed decisions

about the information they receive. This can impede both individual and societal development.

Excessive regulation can also hinder economic growth. Excessive bureaucracy and high regulatory burdens can create an environment that is not conducive to online businesses and startups. Balancing the protection of the public and the freedom of speech is key in regulating non-platform media. The government must strive to create policies that shield the public from real threats, such as the dissemination of fake news, while upholding the fundamental principles of freedom of speech and expression. Understanding the dangers that can arise from excessive regulation is crucial in developing a wise and effective legal framework.

CONCLUSION

The question of whether legal regulations are necessary to govern non-platform media in Indonesia has sparked a series of complex and relevant debates in the context of technological and internet developments. Non-platform media, including social media, blogs, and personal websites, have become fundamental components of modern communication, playing a crucial role in disseminating information, opinions, and facilitating social interactions. In addressing this issue, several comprehensive aspects need to be considered.

One of the most important aspects is the balance between freedom of speech and the protection of society. Freedom of speech is a fundamental right that serves as the foundation of democracy, enabling individuals to express their opinions without fear. However, with this freedom comes the responsibility not to misuse the platform, such as spreading fake news, harassment, or other harmful content. This is where legal regulations play a vital role as they can create a framework to regulate online behavior and prevent the misuse of freedom of speech.

Ethical considerations must also be a primary concern in the regulation of non-platform media. Online ethics encompass actions such as avoiding the spread of fake news, treating others with respect, and avoiding discrimination. Wise regulations should encourage individuals and online entities to adhere to these ethical standards, thereby creating a more ethical and friendly online environment.

The protection of children is another crucial aspect that must be taken into account. Children and teenagers are active internet users and need to be shielded from harmful or detrimental content. Regulations should incorporate age restrictions and child protection measures as part of the rules to safeguard them.

Addressing inequality in internet access and usage is also essential. Some communities have limited access to the internet or limited resources. Regulations should ensure that access to non-platform media remains equitable and does not exacerbate social disparities.

International cooperation is a key component in regulating non-platform media. The internet is a global medium not constrained by national borders, and issues that arise often involve multiple jurisdictions. Cooperation between countries, technology companies, and human rights organizations is essential in addressing global challenges in the digital ecosystem.

Furthermore, it is important for the government to involve the public in the policymaking process. Engaging stakeholders, including individuals, technology companies, and human rights organizations, is a crucial step in achieving regulations that align with the needs and values of Indonesian society. Legal regulations for governing non-platform media in Indonesia are complex and require careful consideration. Striking a balance between freedom of speech and the protection of society, along with a focus on ethics, child protection, access inequality, and international cooperation, is key to creating an effective and sustainable regulatory framework. In the effort to regulate non-platform media, the government must ensure that the regulations are not only efficient but also reflect the values and needs of Indonesian society as a whole.

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