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Stakeholder Survey Stakeholders' Perceptions, Experiences, and Recommendations on Mis/Disinformation and Information Governance in Indonesia

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Objectives

- The development of generative AI and various online content formats **required updates to the definitions of mis/disinformation**. However, there has been no consensus among stakeholders on what content qualifies as mis/disinformation and what does not.
- The 2024 elections served as a trigger for collaboration among stakeholders (government, technology platforms, civil society, media) to handle mis/disinformation. **It remains uncertain** whether this collaboration will **continue or fade** after the elections.
- Among the various programs and efforts to combat mis/disinformation, it is essential to assess expert opinion to determine **which efforts were deemed effective and not effective**. This assessment could provide a baseline for evaluating future programs.



Survey Methods

Aspect	Details
Target Respondents	The survey respondents represented a wide spectrum of stakeholder groups in Indonesia's information governance, including government entities (ministries, law enforcement agencies, electoral management bodies), technology platforms, civil society organizations, academics, journalists, and mass media.
Data Sources	(1) CSIS stakeholder database; (2) Respondent application form. (3) Snowballing methods based on interviews with previous respondents.
Sample Size	The target was 200 respondents . The survey successfully interviewed 194 respondents . After validation and verification, 189 respondents were declared eligible, while 5 respondents did not meet the verification criteria. This survey data was based on 189 respondents.
Interview Methods	58.29% of the interviews were conducted in face-to-face, while the rest were conducted online (via Zoom), especially for respondents located outside Jakarta or abroad. Nevertheless, face-to-face interviews remained the preferred method.
Quality Control	Quality control was implemented in multiple stages, including respondent recruitment, enumerator training, data collection, and data validation and verification.
Survey Period	November 15 – December 30, 2024.

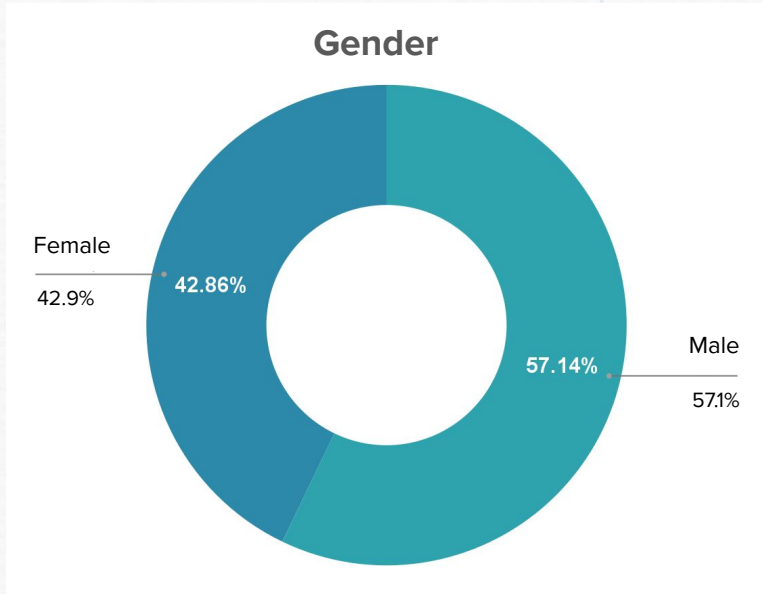


Explored Questions

- How do stakeholders perceive the prevalence and impact of mis/disinformation—including AI-based ones—[on public trust in the context of the 2024 elections?](#)
- Which groups of actors play the most significant roles in the production and mitigation of mis/disinformation in Indonesia, and what is the level of coordination among stakeholders in dealing with it?
- Which mis/disinformation mitigation models are considered effective, and what challenges arise in content moderation and information literacy efforts?
- What are the [main challenges](#) in building a sustainable multistakeholder collaborative model for addressing mis/disinformation?



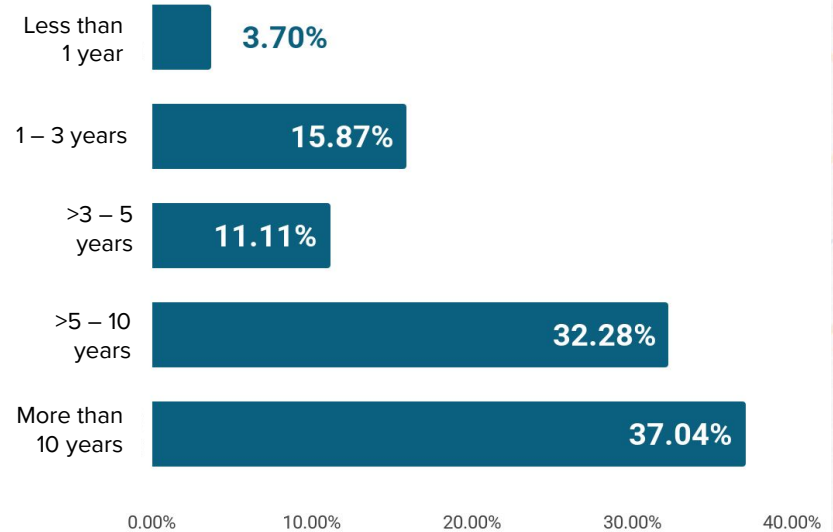
Respondent Profile



The majority of respondents were **male (57.1%)**, followed by **female respondents (42.9%)**.

How long have you been working in areas related to information and communication technology, social media, and digital platforms?

Work experience in the digital field

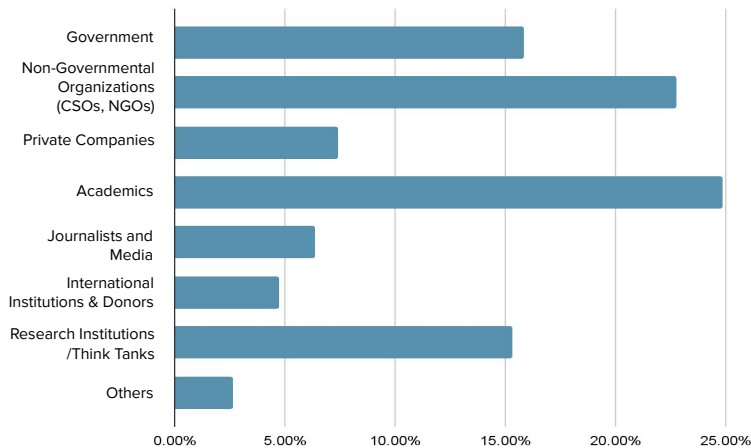


The majority of respondents **had more than five years of experience (69.32%)** in the ICT and digital fields.



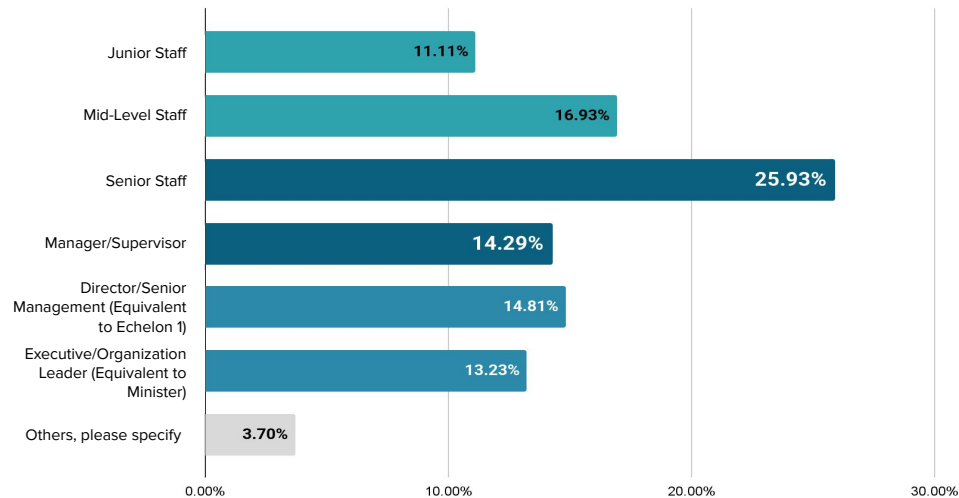
Respondent Profile

Which stakeholder group best represents your role in Indonesia's current digital information ecosystem?



The survey asked respondents for their **individual opinions**, not as representatives of their institutions or organizations. Some respondents also had experience working in more than one sector.

What is your position within your current organization?

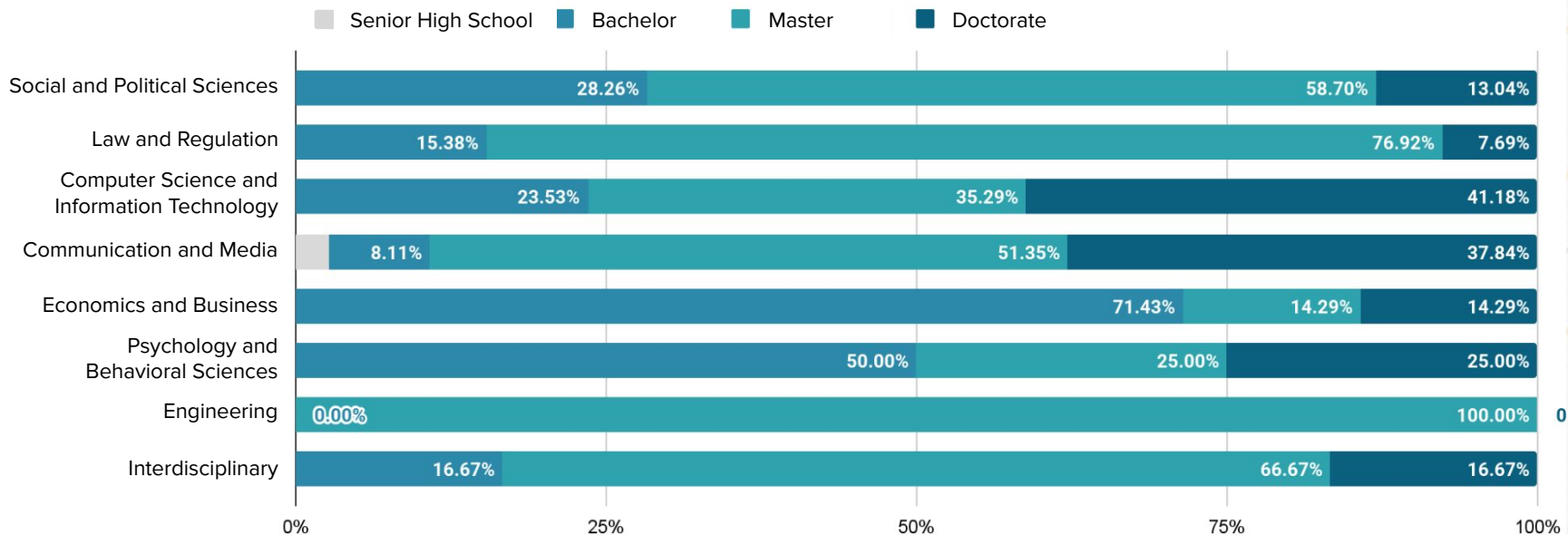


The majority of respondents held **senior staff or managerial positions (40.22%)**. Meanwhile, the proportion of respondents in director/executive roles (**28.04%**) was balanced with those in junior or mid-level positions (**28.04%**).



Respondent Profile

Field of Study and Highest Level of Education

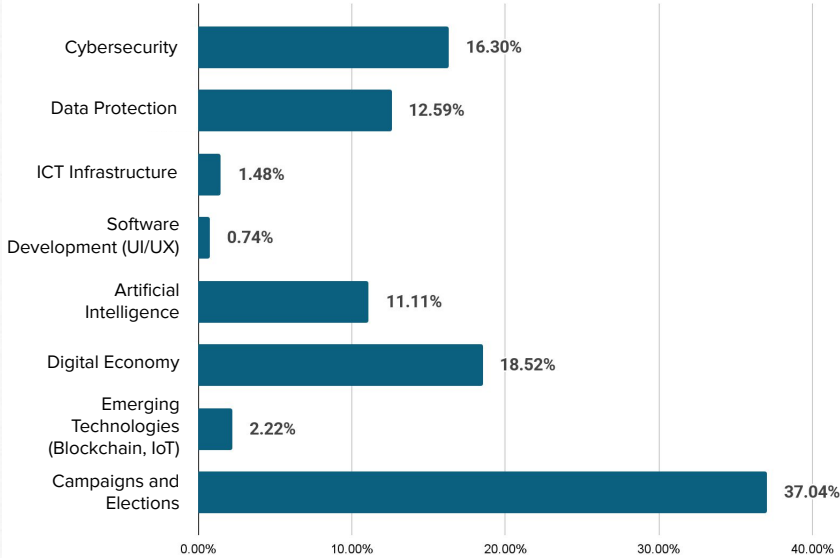


The majority of respondents held a **Master's degree (55.56%)**, followed by **Bachelor's degree (24.34%)**. **19.58%** of respondents held a **Doctorate**.



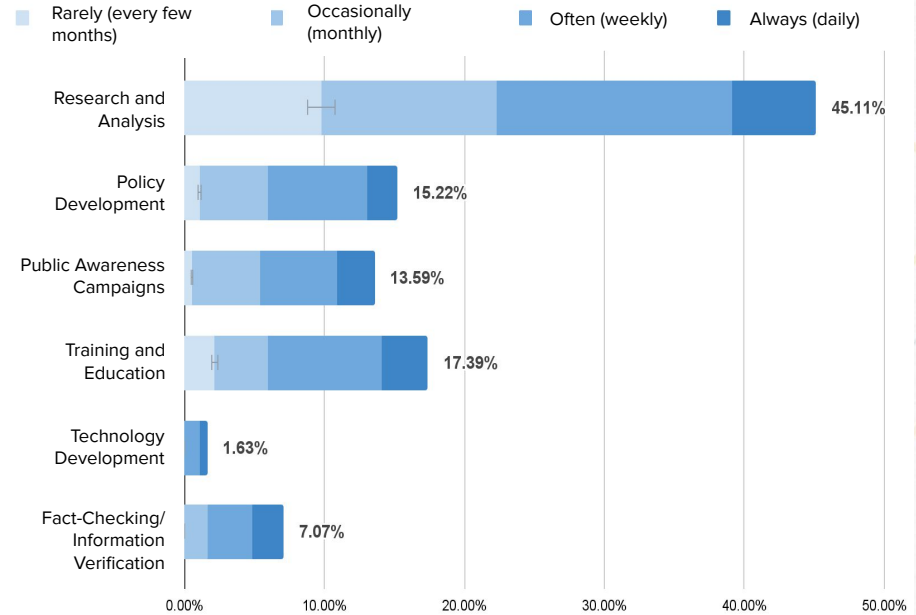
Respondent Profile

What area of expertise best represents you?



More than a third (37.04%) of respondents identified **campaigns and elections** as their primary area of expertise.

How often do you participate in activities or initiatives related to mis/disinformation, and in what capacity?



The frequency of participation in mis/disinformation-related activities/initiatives **was relatively balanced** between respondents who participated frequently and those who participated infrequently.



Part One

When discussing mis/disinformation, are we on the same page?



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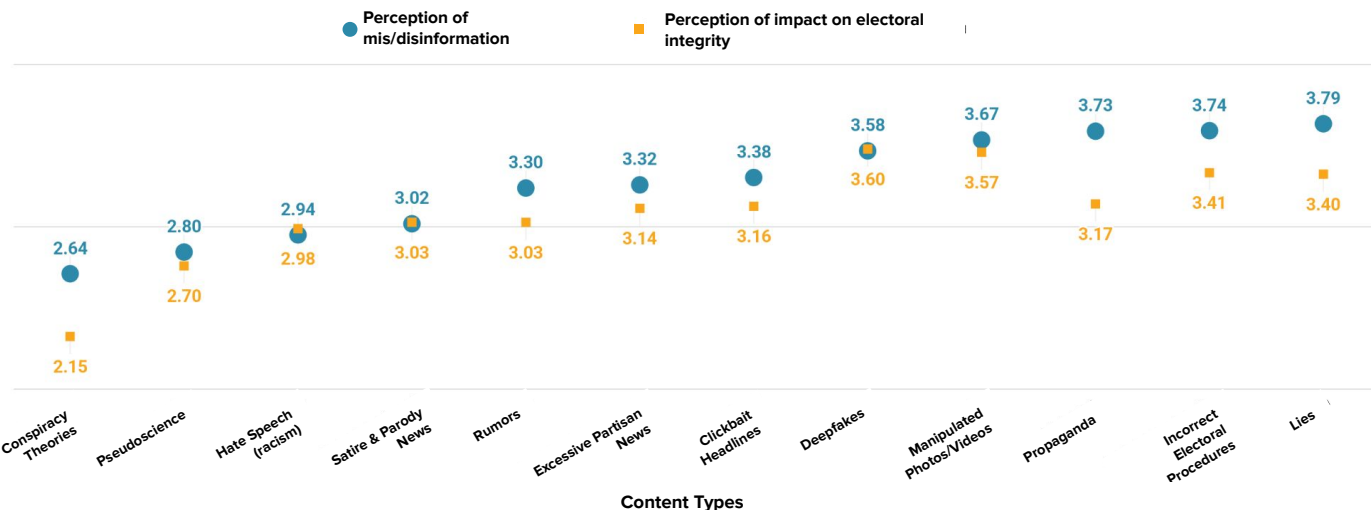
Survey Period November 15 – December 30, 2024



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Perceptions of mis/disinformation

Does the following content constitute mis/disinformation, and how serious is its impact on the integrity of the 2024 elections?



Classified as mis/disinformation

Not classified as mis/disinformation

High impact on electoral integrity

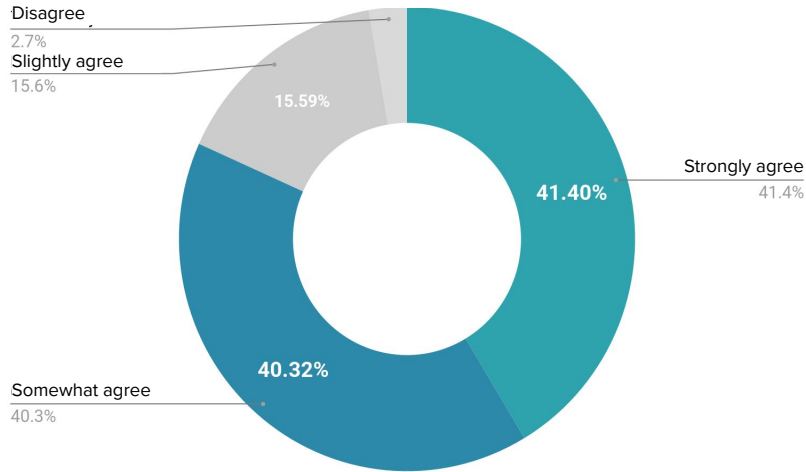
No impact on electoral integrity

Deepfake content (mean score: 3.60) and **manipulated photos/videos (mean score: 3.57)** were perceived as having the greatest impact on electoral integrity. Respondents were less certain about whether **hate speech/racism** and **satire/parody news** would be classified as mis/disinformation. The variation in responses to different types of content suggests that stakeholders have not yet fully agreed on what content should be categorized as mis/disinformation.

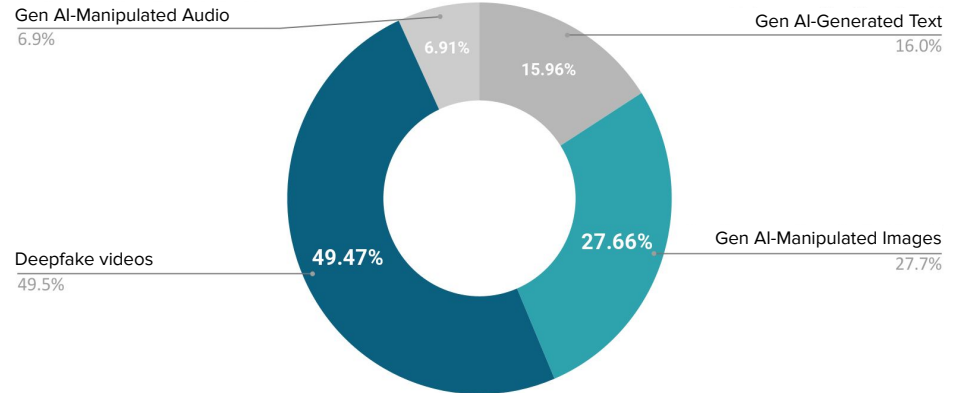


Perceptions of generative AI-based mis/disinformation

To what extent do you agree/disagree that generative artificial intelligence (Gen AI) technology has increased the production and spread of disinformation during the 2024 Elections?



What types of AI-based mis/disinformation pose the greatest threat to the integrity of the 2024 Elections?

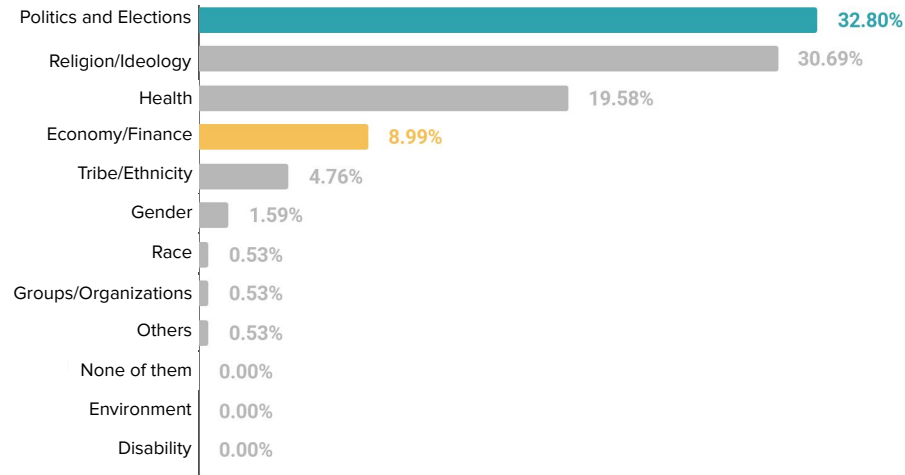


The majority of respondents (81.72%) agreed that generative AI increased the production and dissemination of mis/disinformation during the 2024 Elections. **Deepfake videos (49.47%)** and **generative AI-manipulated images (27.66%)** were perceived as the greatest threats to electoral integrity among AI-generated mis/disinformation.



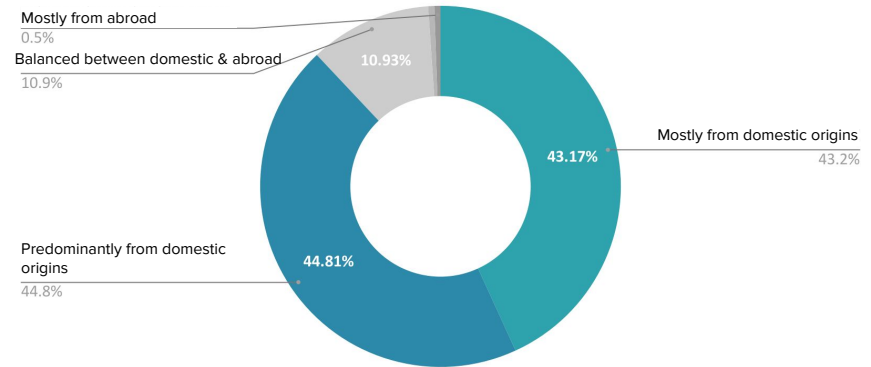
Topics and Origins of Mis/Disinformation

What topics of mis/disinformation do you think are the most harmful to society?



The majority of respondents considered **politics and elections (32.8%)**, **religion/ideology (30.69%)**, and **health (19.58%)** as the most harmful mis/disinformation topics to society.

In your opinion, where does the spread of mis/disinformation in Indonesia primarily originate?



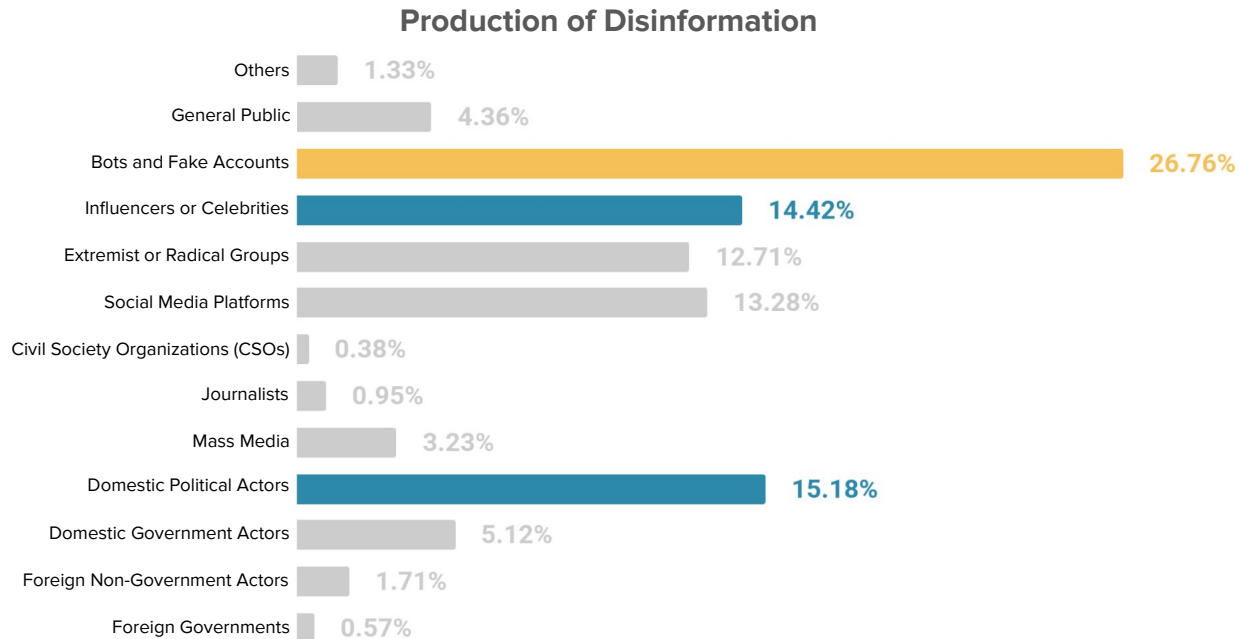
Respondents considered that mis/disinformation in Indonesia **mostly originates domestically (43.17%)** or **predominantly from within the country (44.81%)**.



Perceptions of actors producing disinformation

In your opinion, which of the following sources contribute most significantly to the production of disinformation in Indonesia? (select three, total responses = 527)

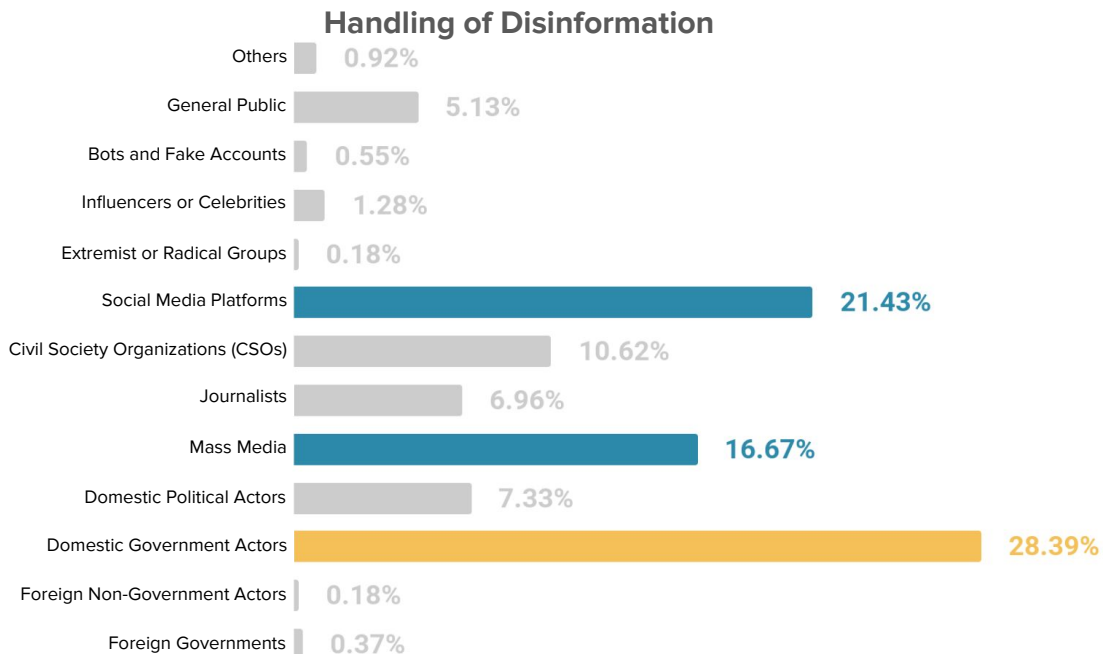
Bots and fake accounts (26.76%) were most frequently identified as major contributors to the production of disinformation, followed by **influencers/celebrities (14.42%)** and **domestic political actors (15.18%)**.



Perceptions of actors handling disinformation

In your opinion, who are the most responsible actors in handling disinformation in Indonesia? (select three, total responses = 546)

Domestic government actors (28.39%) were most frequently identified as the actors primarily responsible for handling disinformation in Indonesia. In addition, **mass media (16.67%)** and **social media platforms (21.43%)** were seen as having critical role to fostering a healthy information ecosystem.



Part Two

Have we taken enough measures to combat mis/disinformation?



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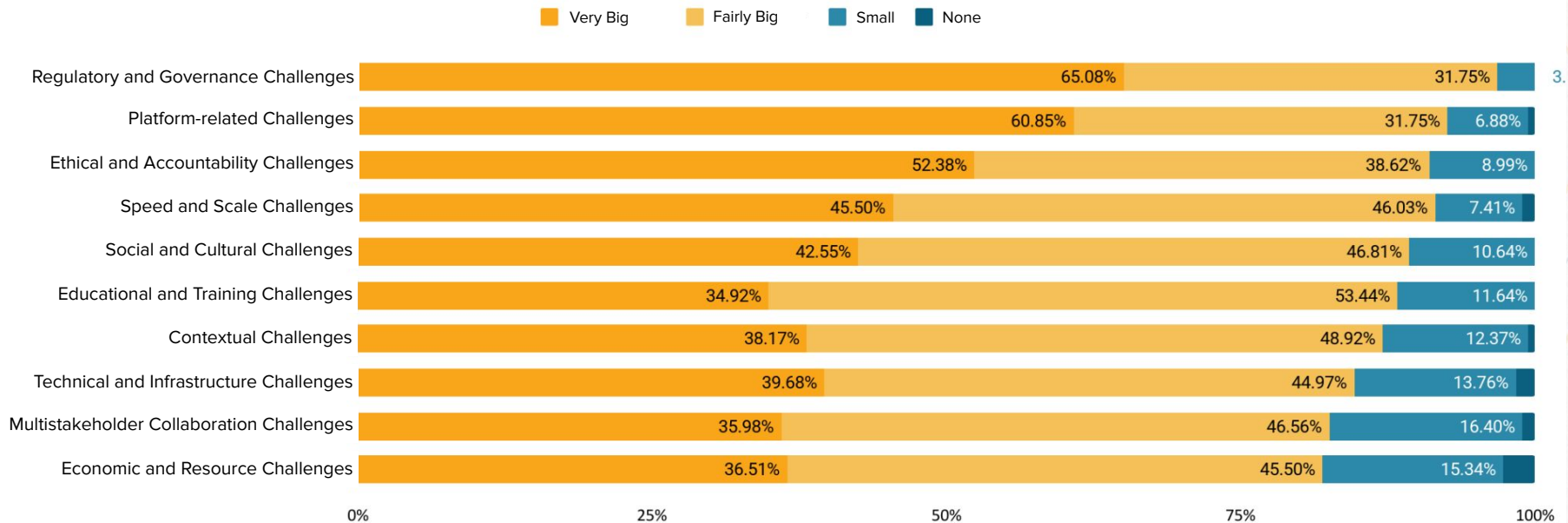


In this survey, we define **content moderation** as the process of **monitoring and filtering user-generated content** on digital platforms to ensure that it meets **certain standards and guidelines**.



Content Moderation Challenges

How big/small are the following content moderation challenges for Indonesia today?

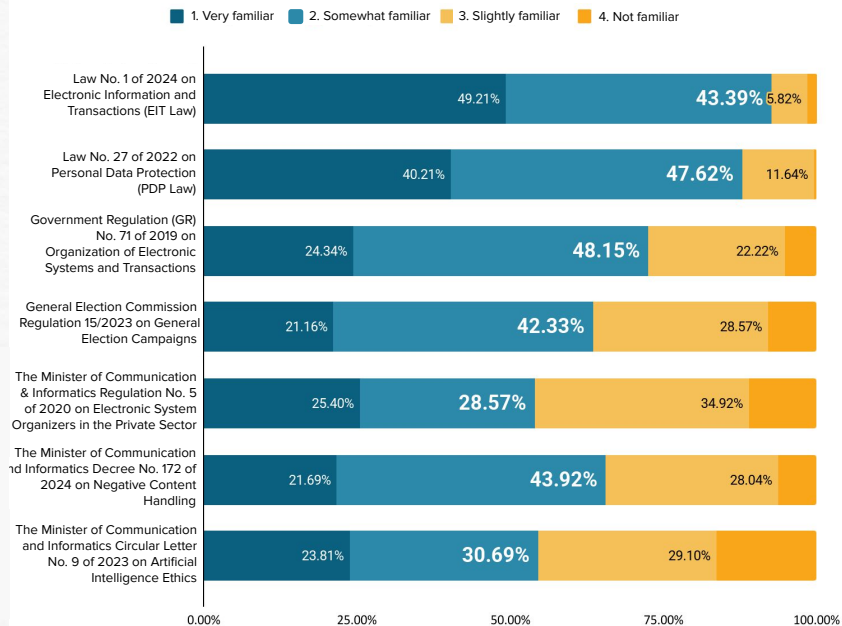


The majority of respondents stated that the content moderation process still faces challenges (**88.6% on average**). **Regulatory and governance-related challenges** were considered the biggest challenges, with **96.83%** of respondents rating them as “very big/big” to this cluster of responses.

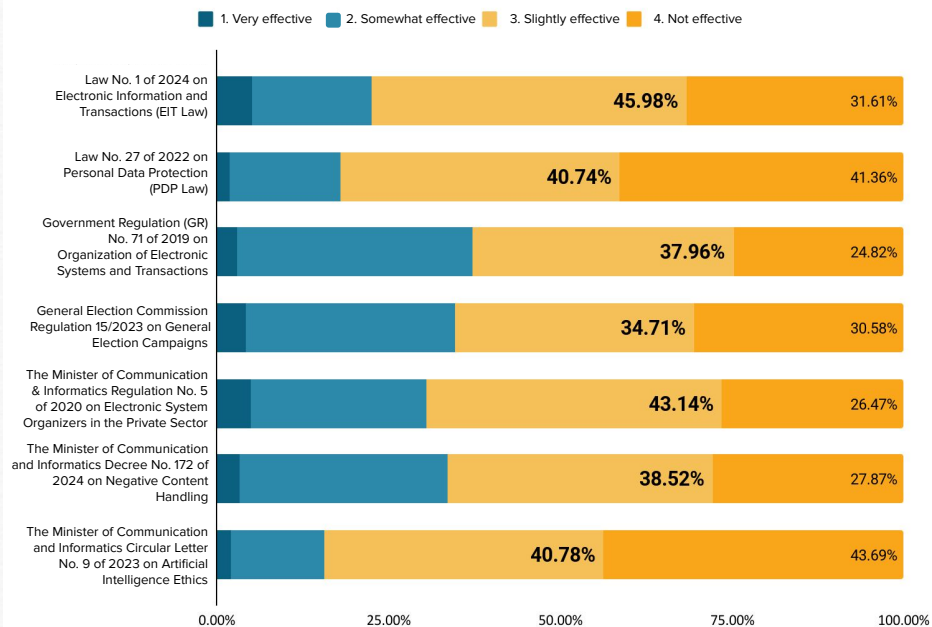


Respondents' familiarity and assessment of regulatory effectiveness

How familiar are you with the following regulations?



In your opinion, are these regulations effective/not effective in addressing mis/disinformation?

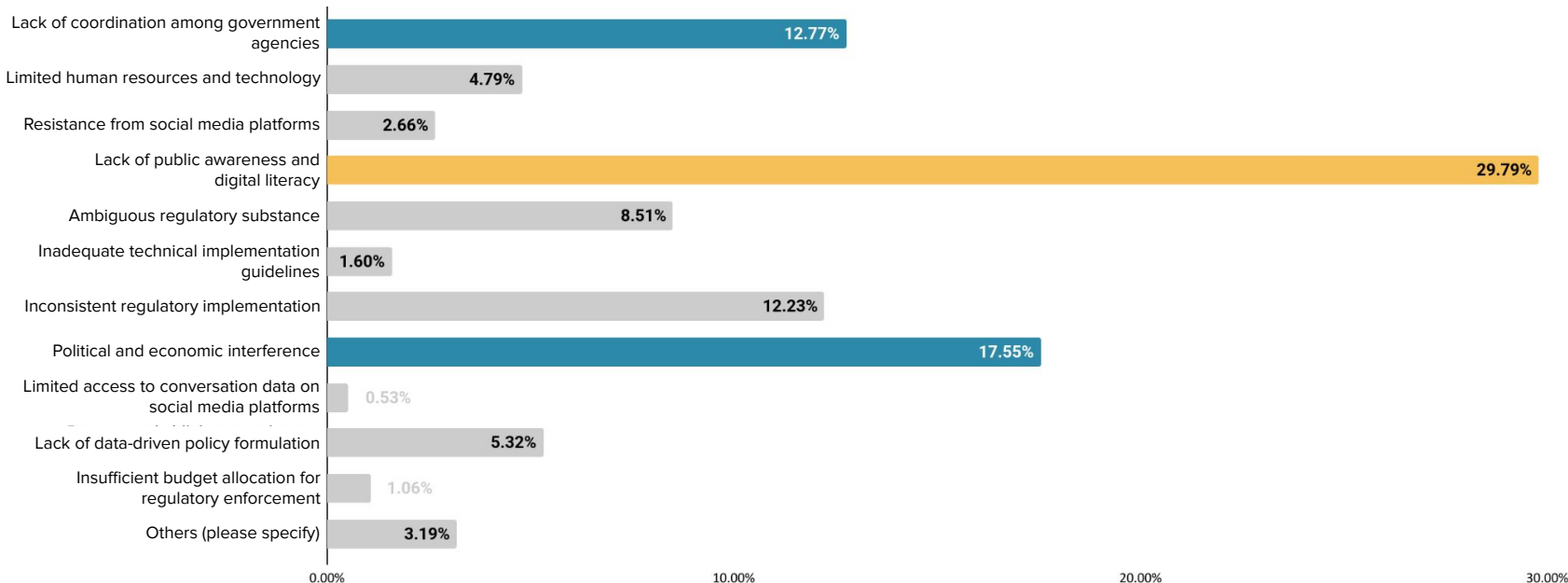


Most respondents were **very and fairly familiar** with key mis/disinformation regulations. However, most respondents also rated that existing regulations are **slightly or not effective** in addressing mis/disinformation.



Regulatory Enforcement Challenges

What are the biggest challenges in enforcing mis/disinformation regulations during the 2024 Elections?

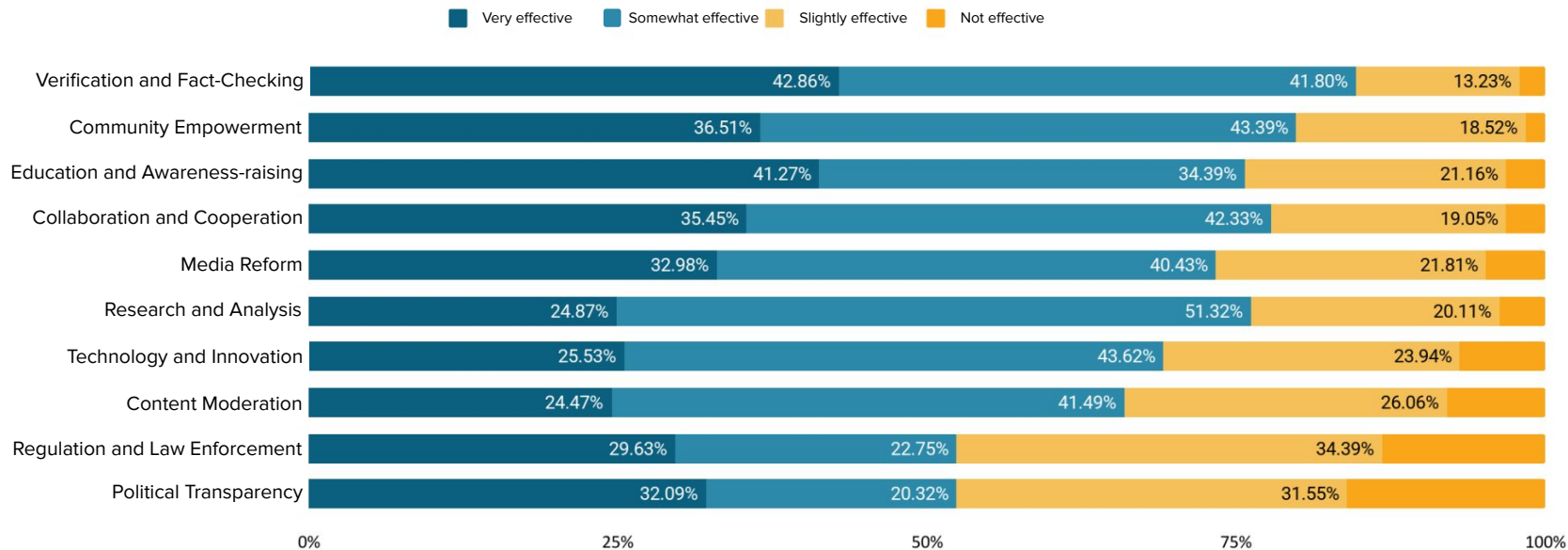


Most respondents (**29.69%**) considered a **lack of public awareness and digital literacy** as an obstacle to enforcing mis/disinformation regulations. This was followed by **political and economic interference (17.55%)** and **lack of coordination among government agencies (12.77%)**.



Effectiveness of measures to combat mis/disinformation

How effective are the following measures in combating mis/disinformation during the 2024 elections?

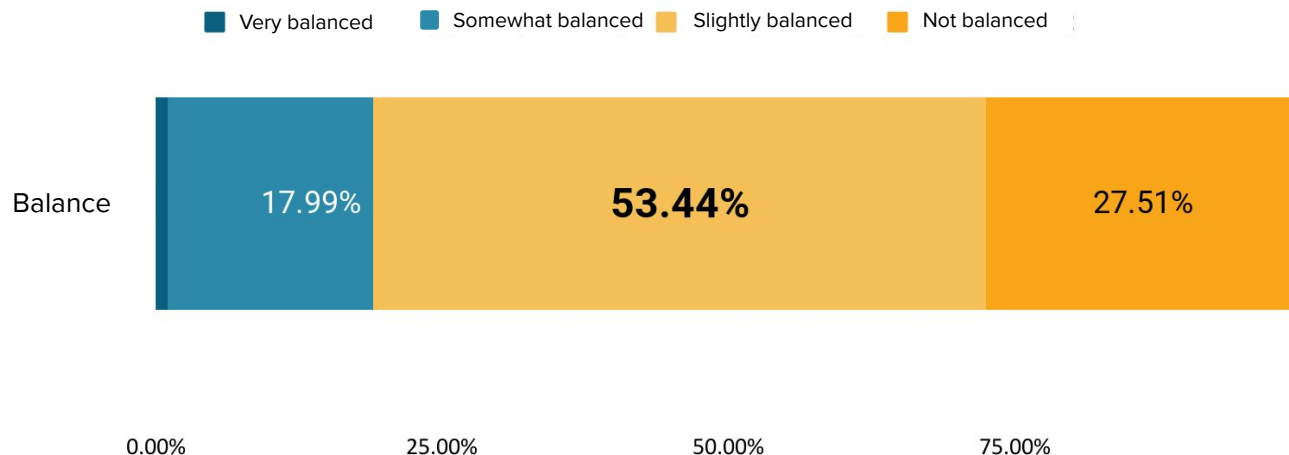


Verification/fact-checking, community empowerment, and education and raising awareness were considered the most effective measures for combating mis/disinformation. In contrast, **regulation and law enforcement, as well as political transparency,** were considered as relatively not effective in combating mis/disinformation in the 2024 Elections.



The balance between combating mis/disinformation and freedom of expression

How do you assess the balance between efforts to combat mis/disinformation and the protection of freedom of expression in Indonesia?



The majority of respondents (80.95%) believed that efforts to combat mis/disinformation are not balanced with the protection of freedom of expression in Indonesia.



Part Three

How do stakeholders assess one another within the information ecosystem?



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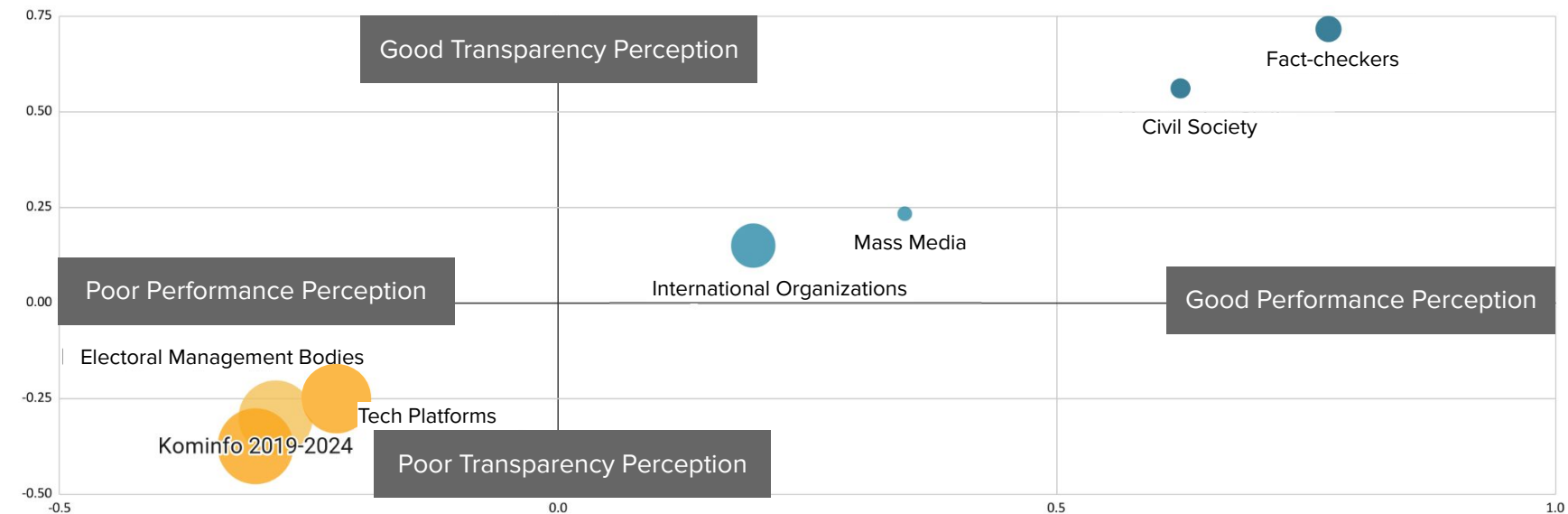
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The average assessment of performance and transparency of each stakeholder group

How is the performance and transparency of the following institutions in handling mis/disinformation?



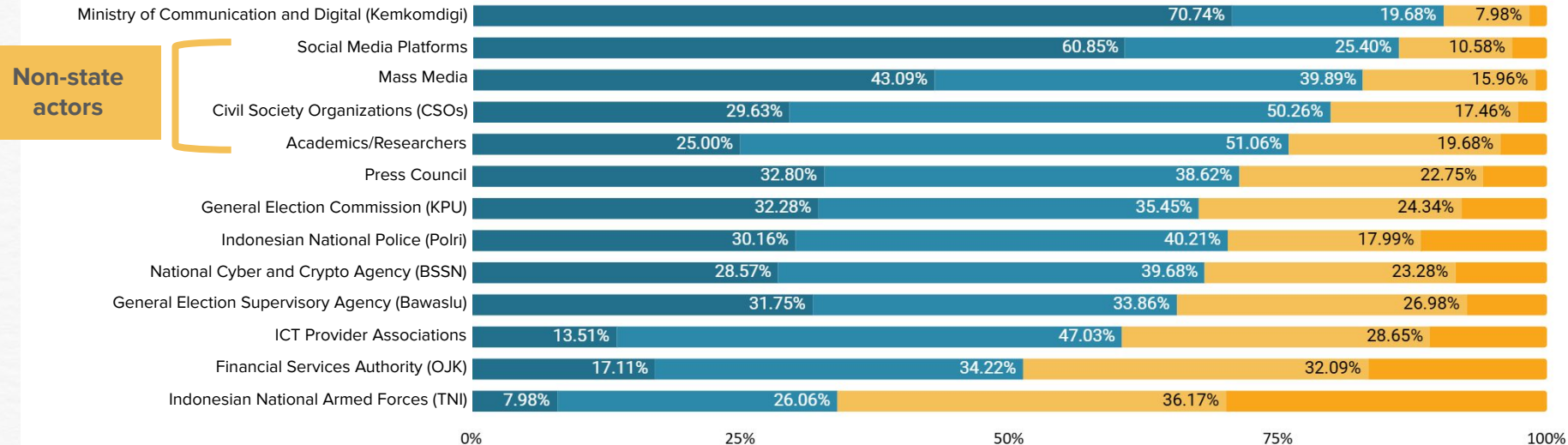
Fact-checking and **civil society organizations** were generally perceived as having the best performance and transparency in handling mis/disinformation, followed by **mass media** and **international organizations**. On the other hand, the **Ministry of Communication and Information Technology (Koinfo) (2019–2024)**, **technology platforms**, and **electoral management bodies** were widely regarded as underperforming and lacking transparency in handling mis/disinformation.



Stakeholders' influence in mis/disinformation policy-making

How influential are the following stakeholders currently in the shaping of policy to combat mis/disinformation in Indonesia?

Very influential Somewhat influential Slightly influential Not influential



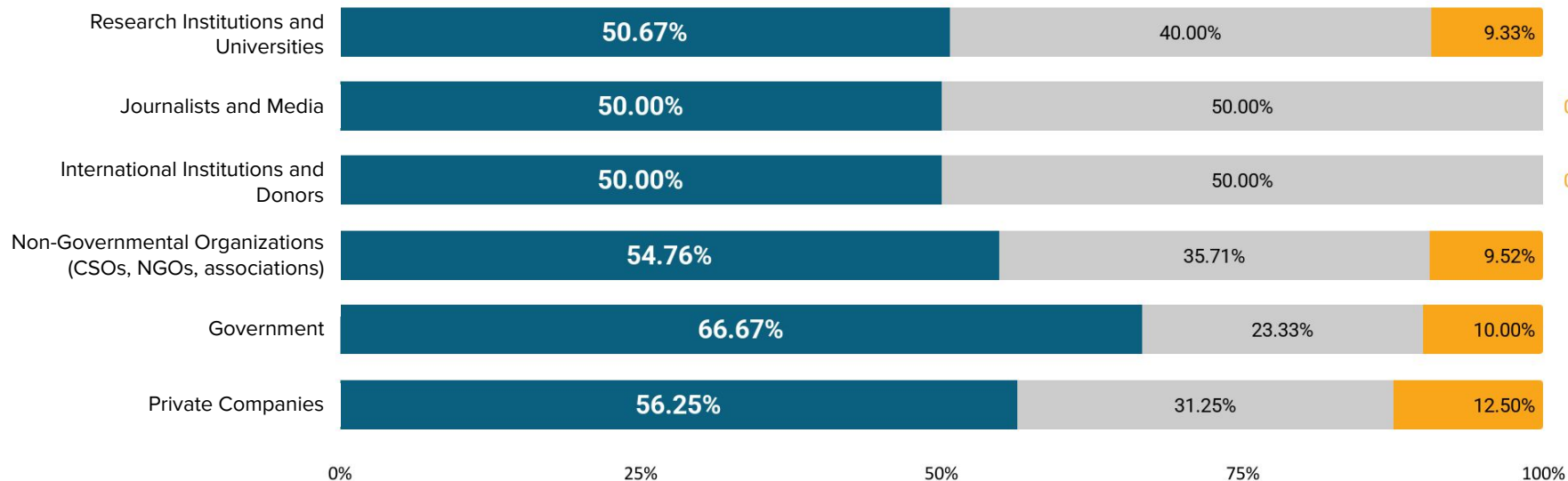
The Ministry of Communication and Digital (Komdigi) (90.42%) was considered the most influential actor in shaping mis/disinformation policies. However, non-state actors such as **social media platforms (86.25%)**, **mass media (82.96%)**, **civil society (79.89%)**, and **academics/researchers (76.06%)** were also considered as relatively influential.



Cross-Tabulation: Respondents' Backgrounds and Perceptions of Komdigi's future performance (2024–2029)

In general, will the performance of the Ministry of Communication and Digital (2024–2029) be better or worse compared to the Ministry of Communication and Information Technology (2019–2024)?

■ Better ■ The Same ■ Worse



Respondents **were slightly more optimistic** that the Ministry of Communication and Digital (Komdigi) (2024-2029) **will perform better** than the Ministry of Communication and Information Technology (Kominfo) (2019-2024). On average, **54.72%** of respondents answered "better".



Part Four

Toward a sustainable multistakeholder collaboration



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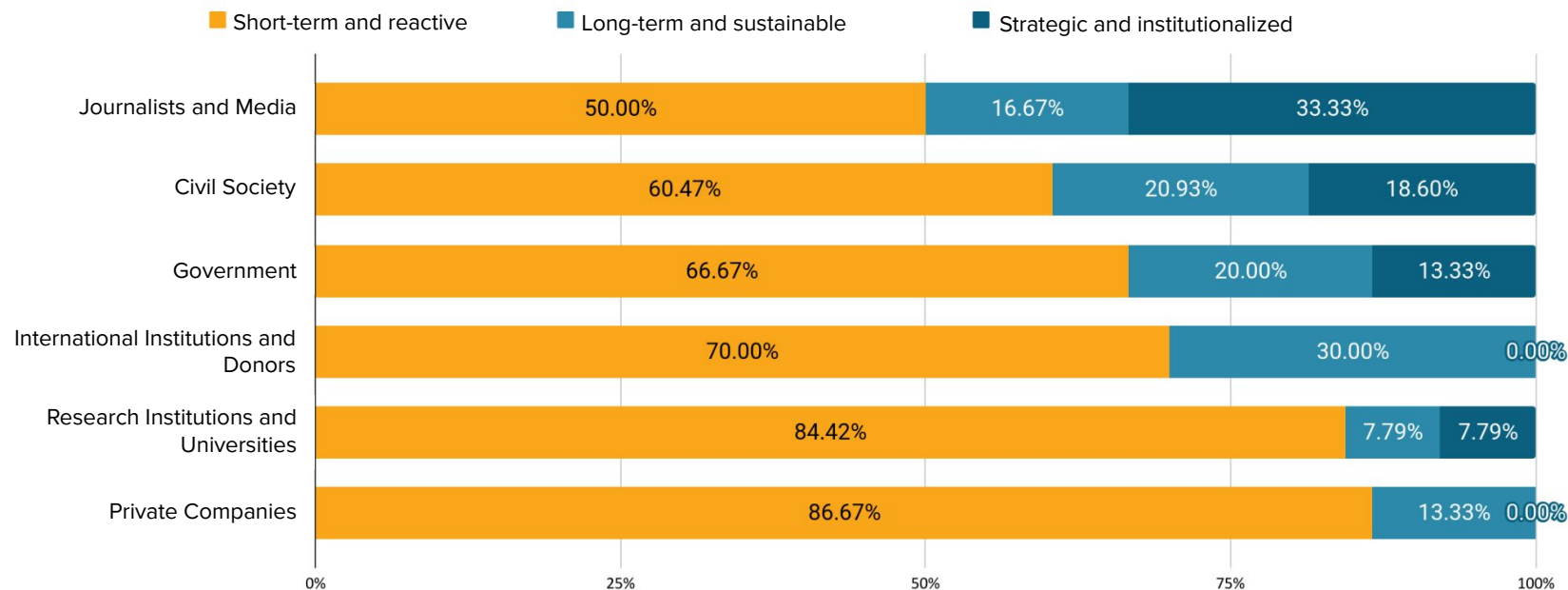
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Cross-tabulation: Respondents' backgrounds and their assessment of multistakeholder collaboration on mis/disinformation

How is the current model of multistakeholder collaboration in handling election-related mis/disinformation in Indonesia?



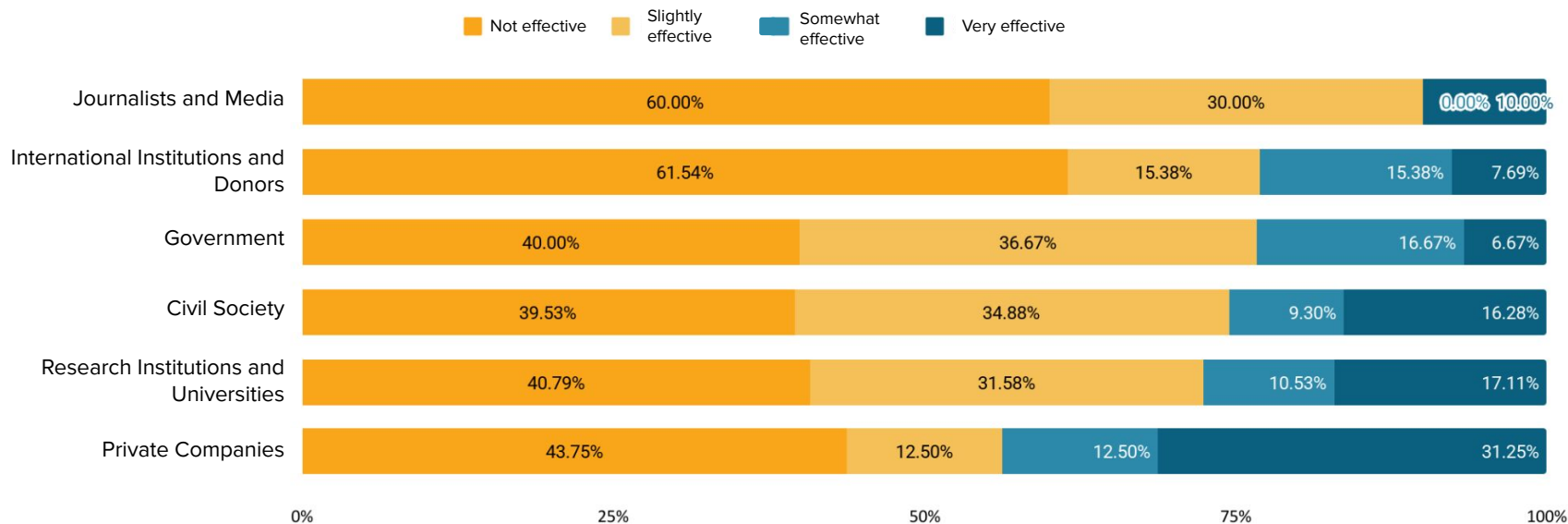
Most of the respondents (**73.26%**) considered the form of cooperation among stakeholders to be short-term and reactive, limited to episodic initiatives such as elections, pandemics, or natural disasters. Respondents who answered "strategic and institutionalized" were **mostly journalists and media (33.33%)**, although this remains small overall (11.76%).



Effectiveness of efforts to institutionalize collaboration

How effective are current efforts to institutionalize multistakeholder collaboration in handling election-related misinformation/disinformation in Indonesia?

Efforts to Institutionalize Multistakeholder Collaboration



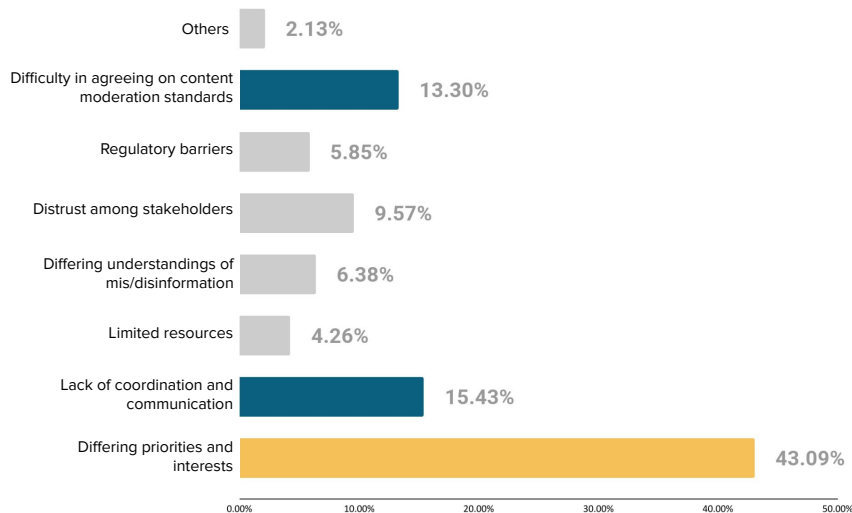
Most of the respondents (**58.52%**) perceived the efforts to institutionalize multistakeholder collaboration as not effective or slightly effective. Among the stakeholder groups, the perception of not effective/slightly effective is highest among **journalists and media, and international organizations/donors**.



Collaboration and sustainability challenges

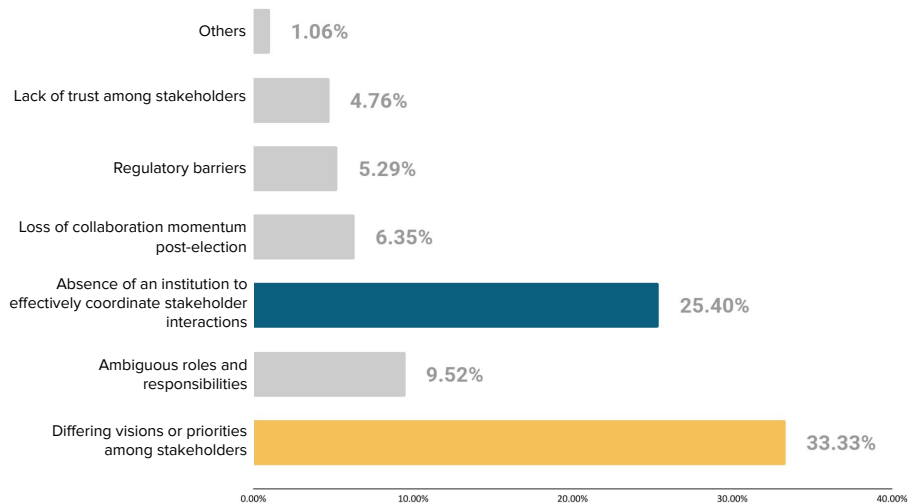
In your opinion, what is the biggest challenge in collaboration among stakeholders to handle disinformation? (Select one)

Collaboration Challenges



In your opinion, what is the primary factor hindering the sustainability of multistakeholder collaboration in handling election-related disinformation in Indonesia? (Select one)

Sustainability Challenges



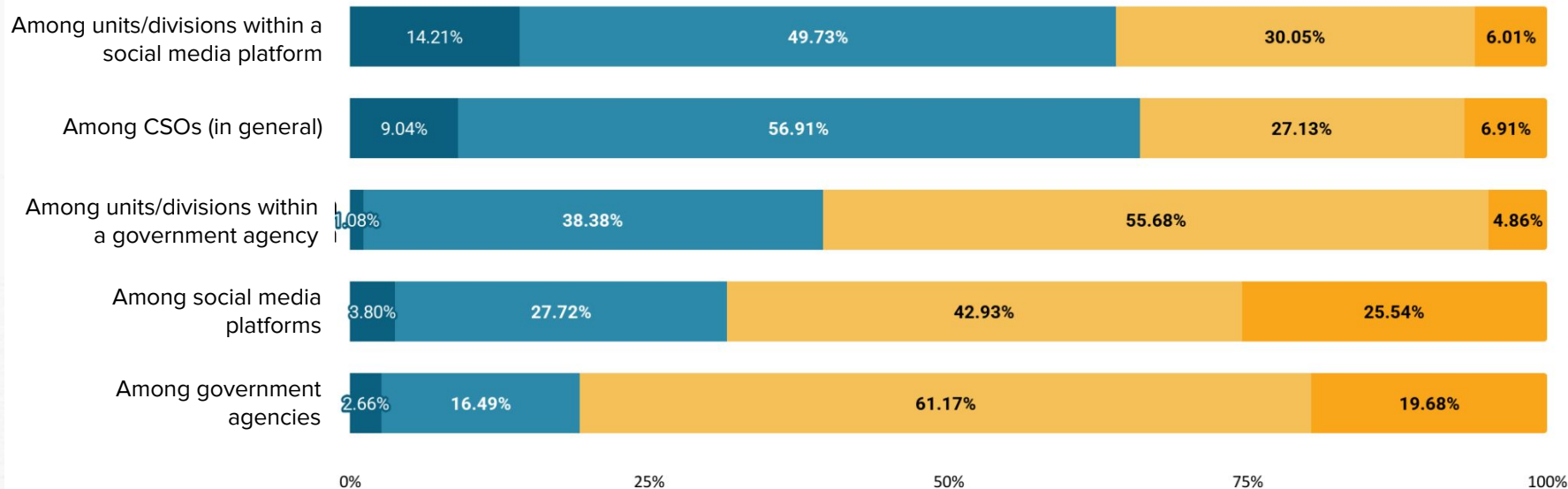
Differing priorities was the most frequently mentioned challenge, cited by **43.09%** of respondents as **the biggest obstacle to implementing collaboration** to handle mis/disinformation, as well as the biggest challenge related to the **sustainability of collaboration (33.33%)** in handling mis/disinformation.



Perception of coordination

In your opinion, how well-coordinated are the policies for dealing with mis/disinformation among the following institutions?

■ Highly coordinated ■ Moderately coordinated ■ Poorly coordinated ■ Not coordinated

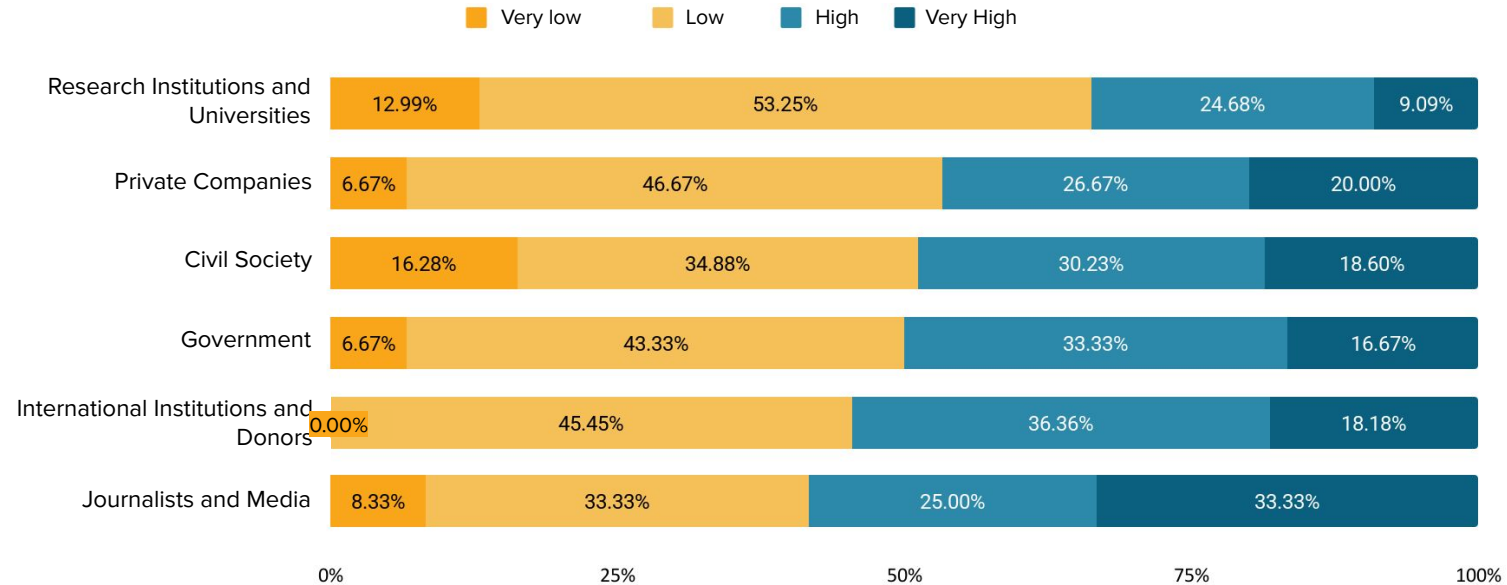


Respondents perceived the highest level of coordination to be **among units/divisions within a social media platform (63.94%)** and **among civil society in general (65.95%)**. Conversely, the least coordination was perceived **among government agencies (19.15%)** and **among social media platforms (31.52%)**.



The Indonesian government's influence over foreign technology companies

How high/low is the Indonesian government's influence in shaping the policy ecosystem when dealing with foreign technology companies?



Respondents were **split** between those who perceived the Indonesian government's influence (agency) as very high/high in dealing with foreign technology companies, and those who perceived it as very low/low.



Part Five

Final Notes



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Final Notes

- The definition of mis/disinformation still varies among stakeholders. **A consensus on the types of content** that qualify as mis/disinformation **is needed** and should be reflected in regulations, community guidelines, and advocacy agendas.
- Regulations are required to govern the transparency in the use of AI, balancing a risk-based, sectoral, or human rights approach.
- Verification and fact-checking remain **one of the most effective measures** to combat mis/disinformation. To increase effectiveness, this measure should be complemented (not replaced) by other measures such as community notes and AI transparency.



Final Notes

- Given the **high perception of the role, transparency, and performance of non-state entities**, there is a need for more consistent dialogue mechanisms among stakeholders for the formulation of mis/disinformation policies.
- The adjustment of the nomenclature of the Directorates-General under the Ministry of Communication and Digital (Komdigi) will require an adaptation period. During this transition, it is essential to ensure that best practices and lessons learned from the 2024 elections are **carried forward into the new structure**. This will prevent policy formulation and non-state stakeholder engagement strategies from starting from scratch.





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