

UNIVERSITI TEKNOLOGI MARA

**FRAMEWORK DEVELOPMENT
FOR PUBLIC SCHOOLS' SOCIAL
MEDIA POLICY IN WEST JAVA,
INDONESIA**

VIDI SUKMAYADI

Thesis submitted in fulfillment
of the requirements for the degree of
Doctor of Philosophy
(**Communication and Media Studies**)

Faculty of Communication and Media Studies

June 2022

ABSTRACT

This study's overall aim is to construct a policy framework for social media use in Indonesian public schools, particularly in West Java Province, Indonesia. With convergent media and social networking becoming an integral part of our daily lives, an updated regulatory force is needed to keep up with the current technological developments. A social media policy framework needs to be developed to cope with social media's growing popularity and the potential challenges surrounding its use, such as cyber safety, social media misconduct, and misuse. In fact, to the best of the researcher's knowledge, there is no clear established regulations or guidelines regarding social media engagements in the Indonesian education setting. Thus, this study focuses on studying the regulatory gaps and developing a policy framework for social media engagement that can be incorporated as a guideline for the schools' policymakers in West Java, Indonesia. Furthermore, and more importantly, to instill proper values to the school community when it comes to social media usage. Hence, the researcher conducted a qualitative approach with Constructivist Grounded Theory (CGT) as the research method to collect the data from school administrators in 11 Indonesian public schools. The researcher performed 14 interviews. Twelve interviews were conducted with the school administrators from the 11 schools, while the other two interviews were completed with expert informants from the Indonesian Ministry of Education. The coded and analyzed data were used to fulfil the study objectives. The study's findings identify impromptu, reactive, one-sided, and overly strict policing as the primary regulatory gaps in the schools' existing regulatory force. Subsequently, this study provides a proposed policy framework containing foundational principles, core domains, and procedures specifically designed to support schools' policy-making in coping with social media use issues. The framework can be used as a reference point for analysis and guidance in the process of developing and implementing social media policies in Indonesian public schools. A solid policy outlining fundamental recommendations for school administrators about the usage of social media in schools could motivate the school members' sense of security and responsibility when using social media. Finally, the findings of this study provide essential aspects in the development of social media policy. Particularly in guiding school administrators in implementing and regulating social media policy for the school communities

Keywords: Indonesia, Media Literacy, Policy Framework, Public Schools, Social Media

ACKNOWLEDGEMENTS

From the 1100 plus days of my academic journey, I have learnt to appreciate the values of humility and to embrace the process. In this opportunity, I would therefore like to extend my heartfelt gratitude to everyone who helped make this humbling journey possible.

First and foremost, I would want to praise and to express gratitude to Allah Almighty for the countless blessings, opportunities, and experiences that have enabled me to complete the thesis.

I wish to extend my deepest gratitude to my wonderful supervisors, Prof. Dr. Azizul Halim Yahya and Dr. Wan Norbani Wan Noordin. I deeply cherished the guidance and support of my supervisors, not only did they keep me on track with my study, but they also guided me to become a better researcher and a mindful person. Their kindness has always sustained me whenever I encountered difficulties. I cannot express my gratitude enough for their unwavering support and assistance. My appreciation goes as well to Dr. Wan Hartini Wan Zainodin, Dr. Mohd Shahnawi Muhmad Pirus, and Dr. Shazleen Mohamed for their service as the head of Postgraduate Studies during my study at Masscomm Faculty, UiTM. I would also like to extend my gratitude to the school administrators as the informants for this thesis. Thank you for sharing the experience and contributing to the construction of the policy framework to make this thesis possible.

I would also like to extend my special appreciation to my fellow “brothers and sisters in pain”, Dr. Suffian, Dr. Darusalam, Ms. Inna, and Mr. Dante for your invaluable friendship and support, particularly during my darkest days. Moreover, my heartfelt thanks go to my beloved family – my parents, siblings, and children. Thank you my ultra-lovely wife Istia, my parents; Mamah Etty, Pa Rahmat, Mamah Neneng, not to mention, Balqia, and Kiwari, I have no words to describe how appreciative I am and I will forever be indebted. Also, I would like to dedicate this thesis to the loving memory of my late father, a kind and inspiring man who always has believed in me. *Semper in corde meo*, and I am proud to be his son.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	iii
AUTHOR’S DECLARATION	iv
ABSTRACT	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	ix
LIST OF TABLES	x
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.1.1. Social Media Opportunities and Challenges	1
1.1.2. Social Media and Regulation Gaps	3
1.2 Problem Statement	5
1.3 Research Objectives	7
1.4 Research Questions	8
1.5 Significance of the Study	8
1.6 Definition of Terms	9
1.7 Overview of the Thesis Structure	10
CHAPTER TWO: LITERATURE REVIEW	12
2.1 Introduction to the Literature Review	12
2.2 Defining Social Media and its Social Impact	12
2.3 Social Media and the Education World	16
2.4 Theories on Media Literacy	20
2.5 Media Literacy, Education and the Related Policy	23
2.6 The Level of Media Literacy and Social Media Use in Indonesia	28
2.7 Constructivist Grounded Theory and how It Fits the Study	29
2.8 Conceptual Framework	33
CHAPTER THREE: METHODOLOGY	35
3.1 Methodology Overview	35
3.2 Research Site and Informants	36
3.3 Data Collection	40

3.4 Ethical Consideration	47
3.5 Data Analysis	48
CHAPTER FOUR: FINDINGS AND DISCUSSION	54
4.1 Introduction	54
4.2 The Schools' Social Media Issues and Their Existing Regulatory Force (RO 1)	55
4.3 Gaps in the Current Regulatory Force (RO2)	71
4.4 Key Elements in Constructing the Framework Policy	79
4.5 Findings Summary	95
4.6 Study Discussions	96
CHAPTER FIVE CONCLUSION	119
5.1 Introduction	119
5.2 Summary of Key Findings	119
5.3 Study Implications	121
5.4 Limitations of the Study	122
5.5 Recommendations for Future Studies	122
REFERENCES	124
APPENDICES	132
AUTHORS PROFILE	162