

Social Marketing Communication of Peace Education Program by Peace Generation Indonesia

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Abstract. *Indonesia is a multicultural country that reports increasing intolerance rates and a high potential for conflict yearly. So, peace education is needed to prevent it. Peace Generation Indonesia, or PeaceGen, is a Non-Government Organization (NGO) working in the field of peace based in Bandung. Their activities include developing peace training through creative media and game-based learning, creating peace learning media, and activating peace content. PeaceGen has also produced more than forty thousand Agents of Peace (AoP) to spread peace. This study aims to find out the social marketing communication activities carried out by Peace Generation by reviewing and analyzing program design, promotion mix implementation, utilization of the “AoP Journey” digital platform, and the role and ability of the Agent of Peace Coordinator in fostering relationships with the Agents of Peace. This research uses qualitative methods and a case study approach. The study results show that the marketing communication carried out by Peace Generation seeks to produce peace education using collaborative programs and collective actions to create a peace-loving society. However, using digital platforms in their activities still allows for technological gaps.*

Keywords: *Marketing Communication, Creative Media, Game-Based Learning, AoP Journey, Peace Generation Indonesia*

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INTRODUCTION

As a multicultural country with diverse socio-cultural dynamics and a wide geographical area, it can be said that Indonesia has a high potential for conflict both horizontally and vertically (Kester et al., 2019). Problems that arise in Indonesia broadly include social, economic, moral, character, and self-esteem issues (Supriyatno, 2018). In addition, radicalism and extremism are movements that are rife in Indonesia that cause violence associated with religion (Sapulette & Pakniyany, 2019).

Racism is one of the fundamental conflicts arising due to diversity in Indonesia. Jakarta State University sociologist Robertus Robert in voaindonesia.com stated that racism in Indonesia is a legacy of European colonization in Indonesia as a form of

strategy to conquer existence, namely by defeating race (Sucahyo, 2021). Quoted from suara.com, Komnas HAM noted that from 2011 to 2018, 101 complaints regarding alleged instead and ethnic violations increased sharply during the 2016 DKI Jakarta election (Tanjung, 2021).

Another conflict phenomenon in Indonesia is the violation of Freedom of Religion and Belief. During 2014-2018 there was at least 488 freedom of worship and belief incidents contrary to human rights (Puspitasari et al., 2021). The strong influence of religion in these various violation activities creates tension, often leading to conflict in society (Ahat & Auliahadi, 2020).

In addition to conflicts of intolerance and KBB violations, the phenomenon of bullying and violence

that occurs in children and adolescents is an iceberg phenomenon whose cases always increase every year (Alexandra, 2018). Based on KPAI records in 2020, bullying cases in schools and on social media reached 2,473 points, creating a graph that continues to increase (Mardiah et al., 2022). From the various realities of the conflicts that occur, social marketing communication is needed to promote ideas through an educational process that aims to change audience behavior (Yemima & Rusdi, 2020).

Social marketing is an activity influencing changes in people's behavior, designing a systematic process using marketing principles and techniques, focusing on audience priorities, and being able to deliver benefits to everyone and society (Lee & Kotler, 2019). Social marketing communication uses communication technology and marketing expertise to change society's social situation using integrated planning (Kulsum, 2020). In this case, peace education is a strategy to promote knowledge, skills, and attitudes in helping others in prevention, peaceful conflict resolution, and creating a conducive social climate (Riyani et al., 2019).

In the current digital era, Peace Generation Indonesia (PeaceGen) is one of the Non-Government Organizations (NGOs) engaged in peace education based in Bandung. As noted by the official PeaceGen website (peacegen.id, 2021), this organization was formed because of a meeting between Irfan Amali and Eric Lincoln in 2006 when Eric taught English at a private publishing house in Bandung and Irfan became one of his students. They created the 12 Basic Values of Peace module to be disseminated to the widest broadest audience through peace education programs.

In general, the various peace education programs organized by PeaceGen are educational specifically for

the younger generation to create peace between religions, ethnicities, cultures, and races (Sapulette & Pakniany, 2019). PeaceGen takes advantage of the condition of today's young generation, who can access the internet but are still unstable and are trying to find their identity so that they make it their target audience (Nugraha, 2020).

To date, there have been 40 thousand AoP who have learned the 12 Basic Values of Peace, 31 thousand students have learned the 12 Values of Peace online through the Ruangguru platform, 5 thousand teachers and community leaders have been trained to become peace educators, 108 cities and districts in Indonesia and 11 countries that have been reached by the PeaceGen program and have received 14 national and international awards. With many AoP, PeaceGen utilizes new media in the form of the AoP Journey digital platform as a medium of communication with AoP spread across various regions and regions to record and track the spreading activities of peace values by AoP.

In line with the urgency of character education for children and adolescents in Indonesia, the researchers want to study and analyze how the social marketing communication of the peace education program carried out by PeaceGen grows audience awareness of the value of peace. If previous similar research has raised more common social and health issues such as drugs, use of birth control pills, and socialization of Covid-19, this research tries to look at social marketing communication in the form of abstract products, namely the value of peace combined with advances in Information, Communication, and Technology.

This study will focus on the design of the peace education program, the implementation of the promotion mix run by PeaceGen, the use of the

“AoP Journey” digital platform, and the ability of the AoP Coordinator to foster relationships with AoP carried out by PeaceGen. This research is expected to provide insight for NGOs working in the social sector to thrive during the onslaught of information, Communication, and technology developments (ICT).

METHOD

This study uses qualitative research methods that allow researchers to carry out research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior (Moleong, 2013). This research uses a case study approach to collecting data and information in detail, intensively, and systematically about a phenomenon using various methods and techniques to understand effectively about the case (Yusuf, 2015). This research method and approach were chosen to reveal the unique and rich research results on social marketing communications conducted by PeaceGen on the idea of peace values spread through various peace education programs.

Virtual ethnography and literature study are data collection techniques used in this research. Virtual ethnography is a term that can be used as a research method as well as a data collection technique. Due to the ongoing Covid-19 pandemic, this collection method is what researchers consider appropriate. Virtual ethnography is used as a data collection technique carried out through four steps (Achmad & Ida, 2018), namely: (1) actively identifying the community; (2) negotiating access; (3) establishing contact by participating in participant observation; (4) conducting in-depth interviews (using electronic media or face-to-face).

In this study, the researchers used virtual ethnography by agreeing with the researchers and the resource person by

carrying out the four steps mentioned above. Researchers with key informants conducted in-depth interviews through Google Meets from August to December 2021. The resource persons for this research were Comms Coordinator Peace Generation, Project Coordinator Peace Generation, AoP Coordinator, and Content Creator Peace Generation. Afterward, the researchers verified and conducted in-depth interviews with the AoP of The Year 2021, who had participated in the PeaceGen’s program, and the marketing communication practitioner.

RESULTS AND DISCUSSION

In social marketing, three ways can be done to achieve goals, namely education (providing the information), motivation (persuasive), and advocacy (taking socio-political action) (Fauzi et al., 2020). If you look at PeaceGen’s mission, PeaceGen does its social marketing by distributing education. The value that wants to be spread is peace with its various diversifications for young people to apply in their lives. In this section, the researchers will explain the social marketing communications carried out by PeaceGen in marketing the values of peace through peace education programs.

1. Peace Education Program Design Using Creative Media and Game-Based Learning

PeaceGen was built with the spirit of wanting to teach peace to young people like children, youth, and educators using creative and fun ways. In spreading the value of peace in Indonesian society, PeaceGen seeks to develop suitable programs that target adopters can positively accept to implement the importance of peace in life. Peace education programs are not created just like that, but further observations and observations are needed to be able to produce programs required

by the community.

From the desire to teach peace education in a fun way and inspired by Experiential Learning, PeaceGen developed a learning method called TANDUR (Grow, Experience, Name, Demonstrate, Repeat, and Celebrate) which is combined with the use of creative media and games in the learning steps. The TANDUR method is an acronym that will be described as follows:

1. Tumbuhkan (Grow)

In this process, the trainer will invite the audience to grow their interest in the learning. Activities to foster this interest include playing games, ice-breaking, and short videos to generate a reaction of audience interest in what the trainer has to say.

2. Alami (Experience)

The second stage is related to the audience experience. The trainer will directly invite the participants to experience new experiences through games to improve the incident. From games that can create this experience, the training audience can recognize a concept that will be learned. This is because the values of peace are abstract concepts that can only be understood by experience.

3. Namai (Name)

This stage is the stage of elaborating the concept of the board game that has been played. From the example of the Galaxy Obscurio board game in the second stage, the audience can already recognize what empathy is. From this, the trainer then elaborates on empathy to the audience by explaining theoretical frameworks, models, types, and so on.

4. Demonstrasikan (Demonstrate)

When the audience is interested, has experienced, and has named the concept taught, the participants will demonstrate it, usually by going through a presentation activity or showing an example according to the instructions.

5. Ulangi (Repeat)

At this stage, the audience will be invited back to repeat the concepts learned as a form of affirmation of the materials that have been obtained. So, this can make material related to the idea of peace values more attached.

6. Rayakan (Celebrate)

In the last stage of this learning, celebrating reinforces the concepts that have been learned and the experiences that the audience has obtained. At the end of the training session, participants will make peace promises whose central point is that the audience who have become AoP will continue to carry out peace missions, become peace agents, and remain open to diversity.

In the above learning process, PeaceGen uses creative media and game-based learning. PeaceGen believes that creative media are tools for peace education activities and are essential to creating a learning experience for the audience during the training. In addition, creative media is also used to support other activities, namely the activation of peace content. So, the creative media used by PeaceGen is a creative medium that fosters the experience of individuals to learn a particular concept using various media.

The creative media used in the training program is in the form of Module 12, Basic Values of Peace. This module has a variety of diversified products. For training sessions, the diversified products are video learning and board games. In the training program sessions, PeaceGen uses animated videos for learning materials, usually shown at the time of growing interest or in the early stages of the learning framework. In addition, in utilizing social media, PeaceGen uses creative media in peace education through visual and audio-visual content channeled through various social media platforms such as Instagram, Youtube, and Facebook. These contents are in the



FIGURE 1. Board Game Peace Baker
Source: peacegen.id, 2021

form of educational videos and podcasts.

In the series of learning methods compiled by PeaceGen, game-based learning is strongly related to experiential learning. PeaceGen does this to create an unforgettable experience in the audience's minds. Lindawati Sumpena as Project Coordinator, explained:

“If you look at the word's meaning, game-based learning is learning that uses games. In essence, PeaceGen uses a medium in the form of games: board games, group activity games, individual games, or even mobile games. PeaceGen uses the medium and will then discuss the existing concepts.”

Learning using this game is used by PeaceGen in every peace education training program. The game used by PeaceGen in learning is a board game. A board game is a game where one of the essential components is a sheet of the board or square-shaped paper, for example, monopoly, ludo, and snakes and ladders. One board game often played is the “Peacemaker Boardgame,” as in

FIGURE 1. This board game teaches about conflict resolution in a peace education program.

In carrying out game-based learning, there are three main sessions conducted by the PeaceGen trainer. This is necessary to create openness and provide understanding to the audience regarding the game to be played. The three main sessions include:

1. Briefing session, this session seeks to explain why the audience needs to play this game, then explain how to play the game.

2. Playing session, in this session, participants will play according to the trainer's instructions without first thinking about what the purpose of playing the game is. So, in this session, players only need to play.

3. Debriefing session, namely discussing games that have been played and discussing them contextually.

Akbar Mutfasir is a young man from Pinrang, South Sulawesi, active in various organizations, including the Indonesian Young Leaders House. His activity brought Akbar to recognize

PeaceGen by joining the PeaceGen peace education training program in 2018 to enrich his knowledge regarding peace. Akbar Mutfasir, as Agent of Peace of The Year 2021, explained:

“PeaceGen tries to enter the audience world first, for example, students. What do students like? The student still likes playing games, music, and reading. So that way they (PeaceGen) go in that direction, namely by making music, making books, making learning methods using games like that that are interesting.”

The big question became the difference between the experience of learning the value of peace in formal schools and through the non-formal PeaceGen training program. With the nature of the training program, Akbar considered this method very effective because, during the training process, you could see its changes.

2. Implementation of the Promotion Mix in Marketing the Peace Education Program

After creating a program design to sell to the public and it is felt that it has a positive impact and can make better social change, it is necessary to carry out promotional activities from the program. To achieve marketing targets, PeaceGen uses a particular set of promotional mixes to carry out promotions like event and experiences marketing, public relations and publicity, also word of mouth marketing.

An event is created as essential and exciting as possible to celebrate something (Herianto & Irwansyah, 2019). Event & Experiences Marketing is a promotion mix that allows consumers to interact directly with a company through a special event that can create an authentic

consumer experience and create positive brand value for the company. PeaceGen often holds events to promote the 12 Basic Values of Peace. During the Covid-19 pandemic, events, such as webinars and virtual training were held online.

In addition to promotions related to the events to be held, PeaceGen seeks to foster authentic experiences for their program target audience by referring to the PeaceGen program design inspired by experiential learning and the TANDUR Type Quantum Learning Method. The TANDUR framework used in the program design allows the audience to experience the experience. The program is designed for the audience to engage their senses, feel something related to the value of peace being taught, think, act, and connect. This is also supported by using creative media and games in the learning process. So that the effectiveness of the program also measures the success of PeaceGen in designing events. An event is also a promotional tool to build a positive experience in the audience's minds. It plays a role in shaping PeaceGen's positioning in the audience's minds.

In addition to marketing events and experiences, PeaceGen carries out promotional activities in the form of Public Relations and Publicity to establish good relations with internal and external parties and create a positive image, appreciation, and understanding. To carry out its peaceful mission, PeaceGen seeks to develop good relations with various parties in expanding its program distribution network.

PeaceGen is an NGO with a management structure like any other company. On PeaceGen's inner side, it maintains relationships with various elements of employees, from the director, finance department, Human Resources section, program section, communication section, and others. To maintain good relations within the organization,

PeaceGen adheres to the core values. Gina Aulia Rahman as, PeaceGen's Comms Coordinator, explained:

“There are five core values. The first is faithful, respectful, happy, impact-driven, and socially and environmentally responsible. So, we keep PeaceGen socially cohesive, organizationally strong, and solid, so we live those five values.”

In addition to maintaining good relations with internal PeaceGen members through its core values, PeaceGen also seeks to create and maintain good relations with various external parties to disseminate the 12 Basic Values of Peace to the community. PeaceGen seeks to establish good relations with external parties through the following collaborative programs:

1. The Ministry of Home Affairs of the Republic of Indonesia, PeaceGen promotes peace and becomes an expert resource person in the field of peace,
2. Schools, through the “Integration of the 12 Basic Values of Peace” and “Breaking Down the Walls” programs,

3. Communities, NGOs, CSOs, government institutions, researchers, and donors, who are engaged in the prevention of violent extremism through the K-Hub Digital Platform,

4. The Association of Indonesian Islamic Religious Education Teachers (AGPAII), through the “21st Century Teachers” program,

5. Agents of Peace throughout Indonesia through the routine “AoP Gathering” program,

6. Opening opportunities for academic research collaboration for researchers who are interested in the field of peace.

In FIGURE 2, a digital platform called K-HUB or Knowledge Hub is an information platform regarding preventing and responding to extreme violence initiated by PeaceGen to serve as a forum for information and mapping of the activities of violent extremism prevention programs. In this platform, all NGOs working on preventing violent extremism, governments, educators, researchers, practitioners, and even everyone can access all information related to preventing violent extremism.



FIGURE 2. K-HUB Digital Platform as a Form of PR Activities
Source: K-Hub, 2022

So that when everyone wants to hold a program to prevent violent extremism, they can research and explore the data in K-HUB.

Meanwhile, publicity is an effort made by the company to be able to be covered by the mass media to create a corporate image in the eyes of the public. PeaceGen also conducts publicity activities, and several online media contain articles related to the PeaceGen program or the value of peace initiated by PeaceGen. Gina Aulia Rahman explains:

“PeaceGen has several personal relationships with people in the mass media. Several journalists are close to Irfan Amali (Director of PeaceGen), who have invited him if there are interesting events, programs, or reviews to send them to be published. That’s all (the existing publicity); the relationship between Kang Irfan and media reporters is only personal.”

From this statement, the PeaceGen Director has a positive personal relationship with media journalists because Irfan Amali is an important figure in the world of peace in Indonesia and has won several important awards. One of the awards he has ever won is Kick Andy Heroes 2021 because, for 14 years, he has consistently spread the value of peace through the PeaceGen organization. This helps facilitate PeaceGen’s publicity in online mass media. Apart from relying on the achievements of PeaceGen leaders, one of the other strategies carried out by the Comms Division in gaining publicity in online mass media is by regularly sending press releases about their programs to the media.

Meanwhile, publicity activities can be increased through public speaking activities, events, and media relations (Sulastri et al., 2021). PeaceGen has

carried out publicity activities so far have used articles in online mass media by utilizing the personal relationship between media journalists and PeaceGen. The issue of peace during the hustle and bustle of the conflict of intolerance in Indonesia has become a separate human-interest value for articles written by the mass media.

In addition to events and experiences marketing, public relations, and publicity, PeaceGen relies on Word of Mouth (WOM), or the power of the consumer’s voice, as a promotional tool for PeaceGen. In NGOs or other matters related to social movements, WoM is very applicable. PeaceGen uses the following two types of women:

1. Organic Word of Mouth

Organic Word of Mouth is a review that appears because of the excellent quality received by the audience related to the product or service that the audience has felt. Because the target audience is mainly on Instagram, the WoM that PeaceGen is trying to show on Instagram is in the form of an Instagram Story published based on reviews from audiences who have previously participated in the PeaceGen program.

2. Amplified Word of Mouth

Amplified Word of Mouth is a conversation or review companies deliberately create to get people to tell stories. In this type of WoM, on its official website, PeaceGen compiles Agent of Peace stories related to their experiences after participating in the PeaceGen program called AoP Story.

The planned WoM marketing is also carried out on Instagram to promote their programs. Usually, PeaceGen focuses on the impression and impact felt by the audience on the program that has been followed as a form of testimony to attract the interest of other target audiences to join the program. This testimony is visualized through visual content posted



FIGURE 3. Word of Mouth Marketing PeaceGen on Instagram
Source: Instagram @peacegenid, 2021

on the @peacegenid Instagram account, as shown in FIGURE 3.

The testimonials are organic and amplified WoM, and the two combinations become the electronic word of mouth (e-WoM) (Ratnasari et al., 2019). Not only WoM in digital media, WoM for PeaceGen also appears organically, thanks to the recommendations of program participants. Akbar Mutfasir, as Agent of Peace of The Year 2021, explained:

"In Makassar, there is a Makassar Community Party, where there is a time when all Makassar community and organization friends gather. Usually, communities offer each other collaboration. Usually, I introduce PeaceGen, what kind of program, then my friends are interested in collaboration because they are interested in the PeaceGen program in the form of training and teaching children and students."

In achieving a successful business,

organizations must implement and maintain strategies to satisfy consumer desires, meet consumer needs and wants, and continue to make consumers feel interested in the products being sold (Trigartanti & Triwardhani, 2019). Digital communication in the era of technology and information has proven to be influential in introducing ideas to the market (Firmansyah et al., 2021). In addition, in social marketing, organizations engaged in the social sector must pay attention to and maintain the norms that existed before humans were born. Thus, PeaceGen's promotional tools can successfully attract the attention of the target audience.

3. Utilization of "AoP Journey" Digital Platform as a Communication Media Between Peace Generation Indonesia and Agents of Peace

Since PeaceGen was founded in 2007, it has conducted many training programs in various cities in Indonesia so that PeaceGenPPP has succeeded

in producing forty thousand Agents of Peace (PeaceGen, 2021). Agent of Peace (AOP) is a term for people participating in the peace education training program organized by PeaceGen. As the data listed on the official website (peacegen.id, 2021), there have been as many as 40 thousand AoP spread across 108 cities and regencies in Indonesia as well as in 11 countries.

With many alumni of programs and pieces of training, PeaceGen intends to continue a system that can create long-term and sustainable impact by involving AoP and staying connected with AoP. The plan is called the “AoP Journey” to track AoP activities through a system that detects each movement and keeps in touch with AoP. AoP Journey is a PeaceGen platform that is intended for AoP throughout Indonesia to maintain relationships with AoP so that PeaceGen can provide what it has or new things that PeaceGen releases. AoP can access it quickly and re-learn it in PeaceGen.

The use of the AoP Journey needs to be disseminated to AoP spread throughout Indonesia to create activities to spread peace sustainably. PeaceGen has been trying to reach out through chapter groups, Whatsapp groups, and their programs. For example, in the past two months, two training programs have been running in Makassar. At the end of the session, PeaceGen directed the participants to register on the AoP Journey platform and get their AoP ID.

PeaceGen also adapts to digital progress by using the official website as the organization’s leading platform to provide information related to the organization, raise funds for the advancement of peace education, program socialization, and others. One of the uses of the official website is to create AoP Journey page as a place to stay connected with AoP throughout Indonesia. This forum is for young hi-tech

AoP with a spirit of peace. This platform is also helpful in connecting audiences with companies online. Hamzah Reeve, a marketing communication practitioner, explained:

“It’s essential and hard not to use digital platforms, especially with the current conditions that limit all direct (offline) social activities. The website is like home for companies that rely on online systems, and social media platforms are the vehicle. Both have had a huge impact on market confidence and valuation.”

Even so, the active platform users of AoP Journey are still only hundreds compared to the total number of Agents of Peace who have participated in the PeaceGen program since 2007, which is 40 thousand. Various obstacles are faced in socializing the AoP Journey platform as a communication platform between PeaceGen and AoP. Hayati Nur Syafii as Agent of Peace Coordinator explained:

“To make an AoP Journey, you need to be guided, you need to be accompanied, so the interest is still shallow, you are still a beginner. If it is numbered 1-10, we are currently still in these 2 (users) AoP Journey. System-wise, there are problems because the AoP Journey is a new experience for PeaceGen to digitize the AoP system from manual or offline to online, digital, and via websites like this one.”

There are a lot of senior AoP out there who are community coaches or teachers and are active AoP in spreading the spirit of peace, but it is not yet possible to access the AoP Journey platform. Not everyone can adapt to the times, especially generations X and Y. Many senior AoP

actively contribute to the field of teaching and learning activities. Things that don't go smoothly in digital promotions like this can impact brand awareness and the audience's brand image (Panggita, 2021).

Online digital media in web-based services allow individuals to build profiles, create lists of other users connected to them, and view and explore the list of connections in a system (Hamdan et al., 2019). Millennial teenagers quickly adapt to something new, in this case, the development of digital media, because they are susceptible to new things (Ainiyah, 2018). Meanwhile, in contrast to the older generation, who tend to play a vital role in developing community spirit.

4. The Role and Ability of the Agent of Peace Coordinator in Fostering Relationships with the Agent of Peace

In managing members of the AoP community divided into three categories, namely Chapters, Clubs, and Affiliates, which are 18 communities spread across several regions, the ability of the AoP Coordinator to build relationships with AoP is something that PeaceGen relies on. This is because AoP is an essential party in spreading the PeaceGen spirit in their respective regions.

PeaceGen's AoP Coordinator is Nur Hayati Syafii, commonly called Hayati. He comes from Madura and studied S1 at UIN Jakarta. In 2018, Hayati moved to Bandung and joined PeaceGen. At first, Hayati was placed in the Peace Academy section. However, after the previous AoP Coordinator resigned, Hayati was transferred to the AoP Coordinator section. Some of the roles of AoP Coordinator carried out by Hayati Nur Syafii are as follows:

1. Become a bridge between PeaceGen and the AoP scattered in various regions.

2. Accompany AoP members of Chapters, Clubs, and Affiliates in carrying

out each peace education program project.

3. Accompany the AoP in dealing with group dynamics.

AoP usually faces various kinds of group dynamics and conflicts in Chapter and Club groups. In carrying out the role, the AoP Coordinator's ability is a mainstay in managing these communities to continue running as they should. The first and foremost ability in being an AoP Coordinator with the task of facilitating local AoP communities is "listening."

Akbar Mutfasir is one of the administrators of the Makassar Chapter after he became an AoP in the first PeaceGen training program he participated in, "Boardgame for Peace." Then he and his friends want to continue to spread the spirit of peace in the South Sulawesi region by promoting peace-related initiation projects to continue the energy brought by PeaceGen. However, in building a solid and established community, Akbar and his friends in the Makassar Chapter did not immediately succeed. The struggle he and his friends did with the help of the AoP Coordinator. Akbar Mutfasir explained:

"What is more important is how the Makassar team and I can do our best to run the program. Whether there are funds or not, we have already done it. Even in the past years, we often used our money for the program. We want to campaign for peace and tolerance in Makassar city, focusing on young people. In the end, we have started to come in from several donors and have been assisted in funding."

Through this statement, the AoP Coordinator also seeks to help the welfare of Chapters, Clubs, and Affiliates who represent PeaceGen to create projects in their respective areas. This welfare includes helping to fund the Chapter

program. In addition, the Chapter's routine activities are also monitored by the AoP Coordinator by receiving activity proposals and activity reports. Akbar added that he and the Makassar Chapter team often update the PeaceGen center related to activities held by AoP Makassar.

Through the information above, the ability of the AoP Coordinator also helps in administrative activities so that the community formed is well established, maintained, and well organized. In the end, Akbar and his AoP friends in the Makassar Chapter found a society under the PeaceGen license, managing publications on Instagram accounts @peacegenmakassar and @aopmakassar.

CONCLUSION

Organizations expend energy, thought, and material in social marketing communications to create positive behavior change. Social change does not necessarily occur because of one party but results from the collaboration between social organizations and the government, other organizations, educators, researchers, and the wider community. Organizations also use digital media as promotional media. A well-maintained and well-established network of members can also create collective action to achieve the desired social marketing communication goals.

PeaceGen's peace education program begins with the program design process. PeaceGen created a program with a TANDUR-type quantum learning approach (Grow, Experience, Name, Demonstrate, Repeat, and Celebrate) combined with experiential learning using creative media and board games. The program is then promoted with promotion mix tools such as event and experiences marketing, public relations, publicity, and word-of-mouth marketing. After the participants join the program, they become AoP and are directed to connect

with the digital platform "AoP Journey" as a form of community management. The AoP Coordinator plays a vital role in fostering relationships with AoP.

Digital community management through digital platforms in social marketing communications allows a technological gap among AoP in generations X and Y. These technological gaps can be overcome by optimizing mobile-friendly site settings or providing alternative forms of communication through other media to keep AoP connected to the internet. In addition, more intensive digital platform socialization activities can be supported by organizing AoP Gathering programs, contacting program alumni via electronic mail and Whatsapp based on databases, and improving the AoP database system supported by the right human resources.

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