

# COMMUNICATION STRATEGY OF THE NATIONAL COUNTER TERRORISM AGENCY IN THE DERADICALIZATION PROGRAM IN INDONESIA

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**Abstract** - The National Counter Terrorism Agency (BNPT) said that until the end of 2018 the success rate of the deradicalization program reached one hundred percent. The deradicalization program has already been attended by 800 people; 325 former terrorism inmates and the rest of the families of terrorist prisoners. None of the 325 ex-terrorist inmates who participated in the deradicalization program resumed acts of terror. One aspect that supports the success of the deradicalization program in Indonesia is the communication aspect. The purpose of this study is to elaborate aspects of communication, especially BNPT communication strategies in the deradicalization program. The author uses qualitative research methods in this study. The conclusion of the research shows that BNPT utilizes the communication strategy as one of the successes of the success of the deradicalization program even though the communication strategy used by the BNPT is not written and detailed.

**Keywords:** communication, a former terrorist convict, strategy, deradicalization, terrorism

## Introduction

The National Police in the end of year publication reported that during 2018 17 terrorist acts had occurred, including terrorist acts in Mako Brimob detention cells (8/5), bombs in three Surabaya churches and Wonocolo Rusunawa Sidoarjo (13/5), suicide bombings at Mapolrestabes Surabaya (5/14), and the Riau Police Headquarters attack (5/16).

The National Police in 2018 arrested 396 suspected terrorists, up 113 percent from 2017 (176 people). Police personnel who were victims of terrorist acts in 2018 also rose 72 percent compared to 2017 (18 people). A total of 141 people were brought to justice, 204 were investigated, and 25 people died due to law enforcement. In addition there were 13

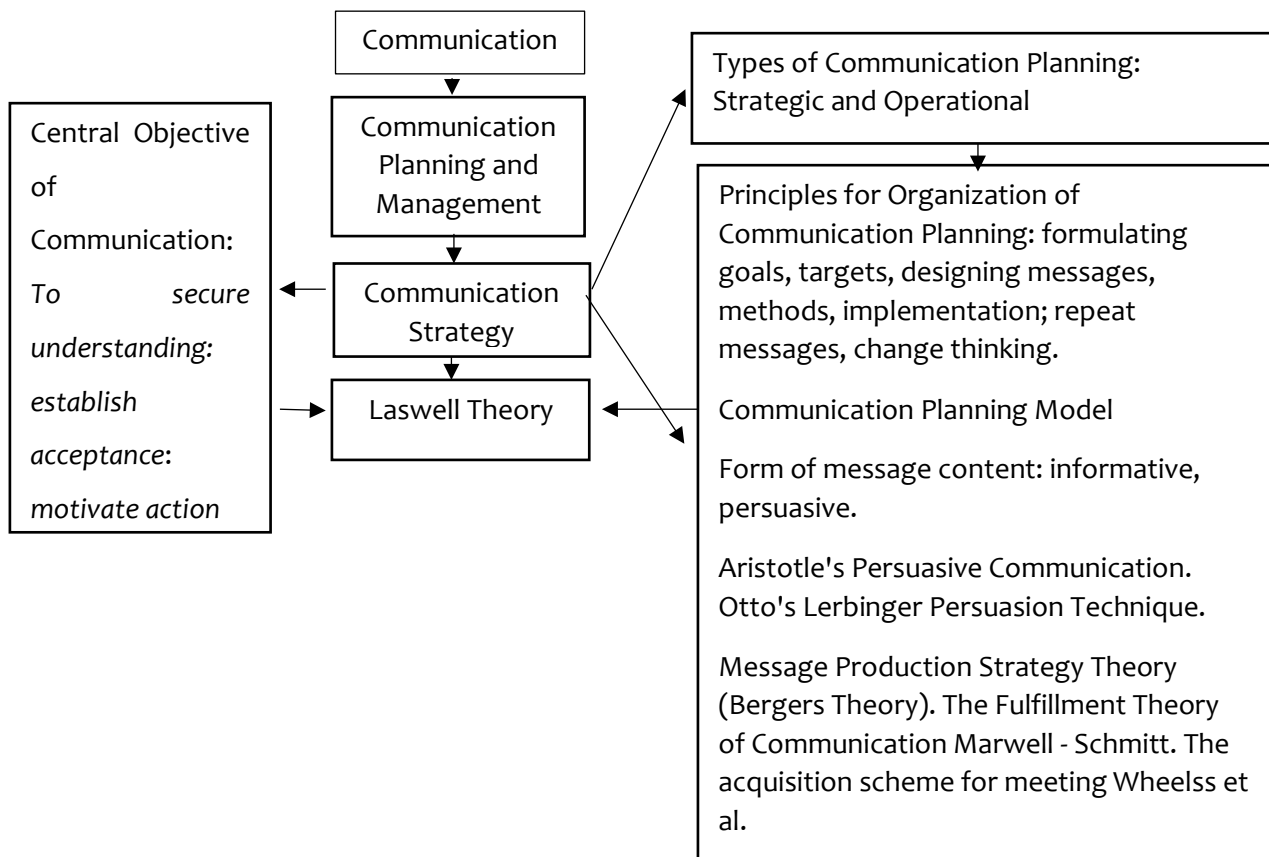
deaths due to suicide, and 12 people were sentenced.

Previously the National Police also recorded Poso Mapolres Bombing in 2013, Sarinah Bombing 2016, and Kampung Melayu Bombing in 2017. 2016 was recorded as the most highlighted year due to 170 cases of terrorism. The number is up compared to 2015 which was only 82 cases of terrorism.

BNPT noted that since the deradicalization program was implemented in 2012 until the end of 2018, none of the ex-Terrorist Convicts had ever participated in a deradicalization program to repeat acts of terror. The 800-person

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**Figure 1.** Theoretical Framework  
 Source: Compiled by the Author

deradicalization program from 2012 to the end of 2018 has been attended; 325 former terrorism inmates and the rest of the families of terrorist prisoners. While serving as the Head of BNPT, Suhardi Alius said the deradicalization program that had been carried out by BNPT was 100 percent successful.<sup>2</sup>

The deradicalization program is one of BNPT's mainstay programs to suppress radicalism and terrorism in Indonesia. The deradicalization program seeks to rehabilitate radical ideologies believed by prisoners and ex-convicts of terrorism. Former Head of BNPT Tito Karnavian even said that the deradicalization program is a core business of BNPT.<sup>3</sup>

<sup>2</sup> Fabian J Kuwado, "BNPT Klaim Program Deradikalisasi Berhasil 100 Persen", in <https://nasional.kompas.com/read/2018/05/22/21010631/bnpt-klaim-program-deradikalisasi-berhasil-100-persen>, 22 Mei 2018, accessed 18 January 2019.

BNPT has implemented a deradicalization program since 2012. The deradicalization program has two classifications. First, the deradicalization program in prisons, including the stages of identification, rehabilitation, reeducation, reconciliation, and observation and evaluation. This program targets terrorism prisoners who are currently serving a period of detention.

Second, the deradicalization program outside of prison, including the stages of identification, counter-radicalism development, observation, and evaluation. The program targets former terrorism prisoners and

<sup>3</sup> Irfan Idris, *Membumikan Deradikalisasi, Soft Approach Model Pembinaan Terorisme dari Hulu ke hilir Secara Berkesinambungan*, (Jakarta: Daulat Press Jakarta, 2017), p. 238.

community groups who are vulnerable to the influence of radical ideology.<sup>4</sup>

Muh. Khamdan found several factors that influenced the success of the deradicalization program, including aspects of apparatus communication, clarity of program operational standards, good coordination of authority and availability of resources.<sup>5</sup> However, a number of parties also considered that the deradicalization program had not been carried out effectively.<sup>6</sup>

Director of the BNPT Deradicalization Program Irfan Idris acknowledged that the communication aspect is one of the supports for the success of the deradicalization program in addition to other aspects, particularly in strengthening moderate religious understanding and anti-terrorism.<sup>7</sup>

The core problem of this research is based on the author's research when studying aspects of communication in the deradicalization program, it turns out that the BNPT does not have a written and detailed communication strategy. Though communication planning strategy is a written statement about a series of actions about how a communication activity will or must be carried out in order to achieve behavioral changes in accordance with our target.<sup>8</sup>

An objective must have a clear direction. A clear direction requires a directed plan. Without a directed plan, the goal can be deviated and not as expected. It is similar with communication. Communication, as an action that has goals must be planned well. If not, the purpose of communication will not be as expected.<sup>9</sup>

Strategy in communication is a way to manage the implementation of communication operations to be successful. Communication strategies are essentially planning and management to achieve goals. The strategy not only functions as a road map, but also shows operational tactics.<sup>10</sup>

Communication strategies are essentially planning and management to achieve goals. Communication strategy is a concrete stage in a series of communication activities based on technical units for implementing communication objectives, while technique is a choice of certain communication actions based on a predetermined strategy.<sup>11</sup>

Hallahan et al define a communication strategy as a way of communicating that is made or intentional to achieve the mission (of organization).<sup>12</sup>

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<sup>4</sup> BNPT, *Blueprint Deradikalisasi*, (Jakarta: BNPT, 2013), p. 38.

<sup>5</sup> Muh. Khamdan, *Deradikalisasi Tindak Pidana Terorisme di Indonesia*, (Jakarta: Thesis of UIN Syarif Hidayatullah, 2015), p. vi.

<sup>6</sup> Jerry Indrawan dan M. Prakoso Aji, "Efektivitas Program Deradikalisasi BNPT Terhadap Narapidana Terorisme di Indonesia", *Jurnal Pertahanan & Bela Negara*, Vol. 9, No. 2, 2019, p. 18.

<sup>7</sup> Interview with BNPT Deradicalization Program Director Irfan Idris

<sup>8</sup> Kenmada Widjajanto dkk, *Perencanaan Komunikasi, Konsep dan Aplikasi* (Bandung: Ultim, 2013), p. v.

<sup>9</sup> *Ibid*, p. 2.

<sup>10</sup> Yusuf Zainal Abidin, *Manajemen Komunikasi; Filosofi, Konsep, dan Aplikasi*, (Bandung: Pustaka Setia, 2015), p. 21.

<sup>11</sup> Onong U Effendy, *Ilmu Komunikasi: Teori dan Praktek*, (Bandung: Remaja Rosdakarya, 2005), p. 10.

<sup>12</sup> Hallahan, et al, "Defining strategic communication", *International Journal of*

Holtzhausen and Zerfass (2013) define communication strategies as intentional communication practices and made by communication agents in the public sphere on behalf of communicative entities to achieve the stated goals. The purpose of this study is to elaborate aspects of communication, especially BNPT communication planning strategies in the deradicalization program in Indonesia.

Communication is the process of delivering messages by one person to another to inform, change attitudes, opinions, or behavior, both verbally (directly) or indirectly (through the media). The purpose of communication in general to achieve a number of changes, such as: knowledge change, attitude change, behavior change and social change.<sup>13</sup>

Middleton communication planning experts call the communication strategy is the best combination of all elements of communication ranging from communicators, messages, channels, receivers, until the effects are designed to achieve communication goals.<sup>14</sup>

Wayne Pace et al. Stated three central objectives of the communication strategy; ensure communicants understand the message received, when the communicant has understood and received; the recipient of the message

must be scouted; ultimately communication activities are motivated.

### **Communication Planning.**

Communication planning is a systematic and continuous effort in organizing human activities towards efforts to use communication resources efficiently to realize communication policies.<sup>15</sup>

### **Communication Planning Model.**

There are many models used in communication planning studies, ranging from simple models to complex ones. The use of the stages in the communication planning model depends on the nature or type of work to be performed.<sup>16</sup>

### **Persuasion Communication.**

Persuasion means, persuading, inviting or seducing. Persuasion can be done rationally and emotionally. Persuasion communication aims to influence a person's attitudes, opinions, and behavior, both verbally and nonverbally. Persuasion communication studies include sources, messages, media, recipients, effects, feedback, and situational contexts.<sup>17</sup>

### **Persuasion Strategy.**

One strategy of persuasion is to try to find out something that is believed and can persuade the communicant as well as

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*Strategic Communication*, 2007, Vol. 1, No.1, p. 4.

<sup>13</sup> Soemanagara, *Strategic Marketing Communication, Konsep Strategis dan Terapan*, (Bandung: Alfabeta, 2006), p. 63.

<sup>14</sup> Hafied Cangara, *Perencanaan dan Strategi Komunikasi*, (Jakarta: Raja Grafindo Persada, 2017), p. 16.

<sup>15</sup> Hafied Cangara, *Perencanaan dan Strategi Komunikasi*, (Jakarta: Raja Grafindo Persada, 2017), p. 20-21.

<sup>16</sup> Ibid, p. 71.

<sup>17</sup> Soleh Soemirat, *Komunikasi Persuasif* (Universitas Terbuka, 2000), p. 19.

influence opinions to suit the desires and purpose of communication.<sup>18</sup>

### **The Aristotelian Persuasion Communication Model**

The communication strategy component is also related to the Aristotelian Persuasion Communication Model which includes ethos, logos, and phatos. In addition it also relates to Lerbinger Otto's Persuasive Communication Model.<sup>19</sup>

This research also uses Harold Dwight Laswell's theory.<sup>20</sup> In addition, the Bergers Planning theory, Marwell and Schmitt's Fulfillment Acquisition Strategy, and Fulfillment Acquisition Scheme of Wheels et al.<sup>21</sup>

### **Deradicalization**

Deradicalisation is an effort to reduce radical activities and neutralize radical understanding for those involved in terrorists and their sympathizers and members of the public who have been exposed to radical terrorism.<sup>22</sup> The term deradicalisation arises because of the flourishing of radical ideologies in the name of religion and then rises to become a terrorist class and destroys life and life as well as destroys the order of religious, social, and state life. So deradicalization is an effort to reduce understanding from radical salafi jihadis to radical ideas which

are critically accommodative, acculturative.<sup>23</sup>

Bertram explains that deradicalization is seen as two ways. First, deradicalization as a way to reduce radicalization refers to the proactive actions of initiatives targeted at the community and reducing the potential risk of radicalization. Second, intervention on certain individuals who have been radicalized by efforts to restore these individuals from radical ideology.<sup>24</sup>

Based on presidential regulation number 46 of 2010 on National Counterterrorism Agency, the term operational deradicalization is guidance for ex-terrorists, ex-terrorist inmates, their families and networks that are in the community and have undergone legal proceedings.

### **Research Methodology**

The author uses qualitative research methods because this research aims to explain the deepest phenomena through complete data collection. Kriyantoro (2016) said that this research did not prioritize population size or sampling even the population or sampling was limited. Qualitative research that emphasizes the problem of the depth of

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<sup>18</sup> *Ibid*, p. 187

<sup>19</sup> Yusuf Zainal Abidin, *op.cit*, p. 186.

<sup>20</sup> Edi Suryadi, *Strategi Komunikasi Sebuah Analisis Teori dan Praktis di Era Global*, (Bandung: Remaja Rosdakarya, 2018), p. 25.

<sup>21</sup> Stephen W. Littlejohn, *Teori Komunikasi*, (Jakarta: Salemba Humanika, 2018), p. 82.

<sup>22</sup> Agus Surya Bakti, *Deradikalisasi Nusantara, Perang Semesta Berbasis Kearifan Lokal*

*Melawan Radikalisasi dan Terorisme*, (Daulat Press: Jakarta, 2016), p. 142.

<sup>23</sup> Irfan Idris, *Membumikan Deradikalisasi, Soft Approach Model Pembinaan Terorisme dari Hulu ke Hilir Secara Berkesinambungan*, (Jakarta: Daulat Press Jakarta, 2017), p. 45-46.

<sup>24</sup> Luke Bertram, "How Could a Terrorist be Deradicalised?", *Journal For Deradicalization*, 2015, No. 5. Winter 15/16.

data quality, not the quantity of data.<sup>25</sup> In the data collection, the author conducted in-depth interviews with the Head of the BNPT, the Director of the BNPT Deradicalization Program, the Implementing Staff of the Deradicalization Program and prisoners of terrorism.

The author also conducted a literature study by extracting data from books and research literature on deradication. Data analysis is done by organizing data, synthesizing, arranging into patterns, choosing what is important and being studied and making conclusions.<sup>26</sup>

## Result and Discussion

BNPT in carrying out the deradicalization program refers to the Deradicalization Blueprint in 2013. The results of this study show that BNPT does not have a written and detailed communication planning strategy. Whereas based on the principle of communication planning, communication planning strategy requires that it be made in a written document.<sup>27</sup>

However, from the results of in-depth interviews that refer to the communication planning model, BNPT has actually implemented a communication planning strategy in the deradicalization program. Based on the author's analysis, BNPT uses a

combination of communication planning models in the deradicalization program. Among them are a combination of communication planning models of Assifi and French, ACADA, Diffusion of Innovations from Everret M. Rogers, John Middleton, and Philip Lesly. The model of the communication planning strategy in the deradicalization program includes:

1. Objectives of the Deradicalization Program and the Needs of Deradicalization Participants

BNPT Head Suhardi Alius said the implementation of deradicalization had two classifications; inside prison and outside prison. Deradicalization in prisons includes the stages of identification, rehabilitation, reeducation, and resocialization. Deradicalisation outside of prison includes the stages of identification, religious formation, fostering national insight, and fostering independence or entrepreneurship. The targets of the deradicalization program outside of prison are ex Terrorist Convicts, families and networks or those connected with terrorists.<sup>28</sup>

Based on the BNPT Deradicalization Blueprint the purpose of the deradicalization program; a) Fostering prisoners of terrorism to leave their views, thoughts, attitudes, and radical acts of terrorism through religious, social,

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<sup>25</sup> Rachmat Kriyantono, *Teknik Praktis Riset Komunikasi*, (Jakarta: Kencana, 2016), p. 56.

<sup>26</sup> Sugiyono, *Memahami Penelitian Kualitatif*, (Alfabeta: Bandung, 2013), p. 88.

<sup>27</sup> Hafied Cangara, *Perencanaan dan Strategi Komunikasi*, (Jakarta: Raja Grafindo Persada, 2017), p. 21.

<sup>28</sup> Suhardi Alius, *Catatan Suhardi Alius, Memimpin dengan Hati, Pengalaman sebagai Kepala BNPT*, (Gramedia Pustaka Utama: Jakarta, 2019), p. 56-57.

cultural and economic approaches; b) Providing enlightenment of thought to terrorism inmates with peaceful and tolerant religious knowledge and national outlook in the framework of the Unitary Republic of Indonesia; c) Fostering independence to prisoners of terrorism in the form of the provision of skills, expertise, and personality development; d) Prepare terrorism prisoners before returning and living side by side with the community; e) Fostering and empowering the families of terrorism prisoners and the community so that they can receive former terrorist prisoners back to be able to socialize in the community; f) Empowering ex-convicts of terrorism, family, and society with religious, social, educational, cultural and economic approaches; g) Empowering the community in order to abandon the understanding and radical attitude of terrorism that develops in the community.<sup>29</sup>

## 2. Analysis of Deradicalization Participant Needs

BNPT in collaboration with Detachment 88 of the Indonesian National Police and the Indonesian Institute of Psychology will evaluate with a number of tests whether a Terrorist Convict (*Napiter*) succeeded in following the deradicalization program at the identification and rehabilitation stage. If deemed successful, the military will follow the next stage of the

deradicalization program, namely reeducation, resocialization, monitoring and evaluation in the Correctional Institution class II B BNPT Sentul, Bogor, West Java. BNPT then prepares the needs of the *Napilers* who will join the deradicalization program by preparing facilities and infrastructure.

## 3. Deradicalization Program Working Team Division

BNPT divides the work team of the deradicalization program into two parts. First, implementing the deradicalization program in 98 prisons and two detention centers (the Directorate General for Correctional Institution Community and Correctional Institution at BNPT). Second, implementing the deradicalization program in the community.

Within the prison there is a deradicalization program organizer from BNPT who is the coordinator. The executors of the BNPT are scattered in 98 prisons and two detention centers with Terrorist Convict (as of 19 February 2020). The coordinator worked closely with the Directorate General of Corrections in supplying core material to the Civil Guards who were guarding Terrorist Convict in the cell. The coordinator received a report from Pamong about the development of Terrorist Convict's ideology, attitude and psychology.

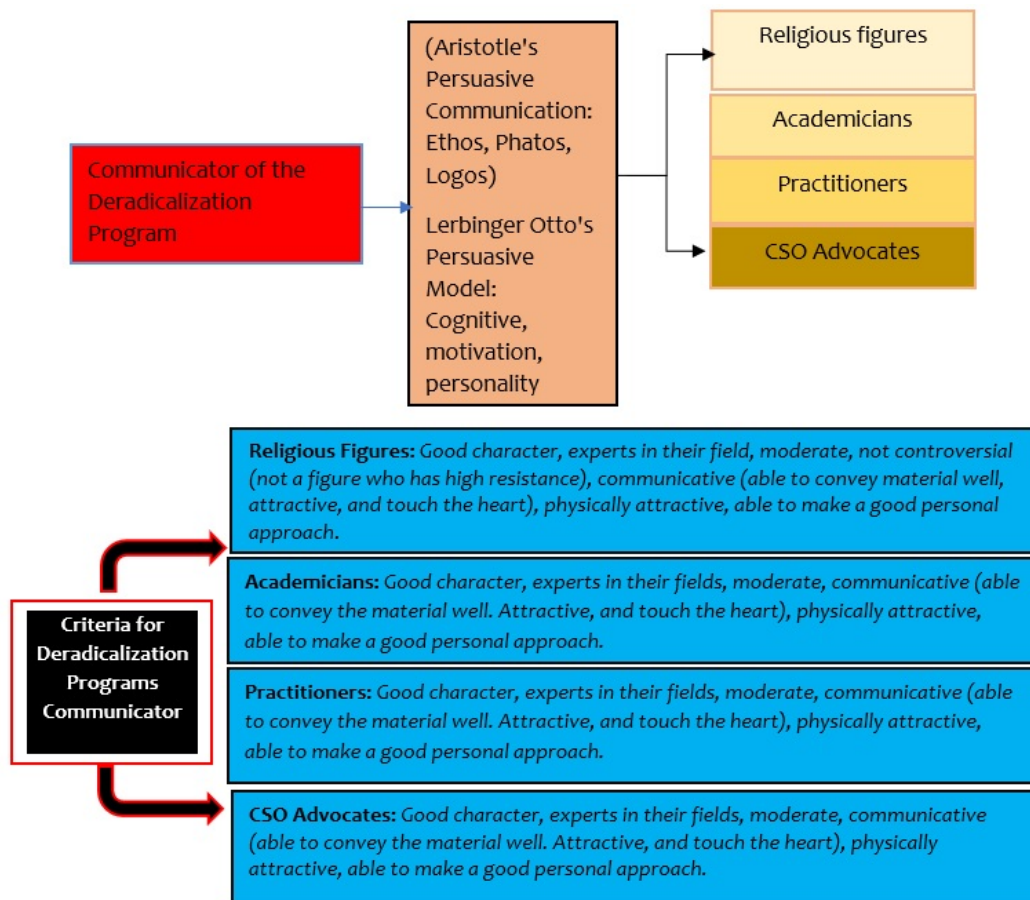
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<sup>29</sup> BNPT, *Blueprint Deradikalisasi* (Jakarta: BNPT, 2013), p. 33.

When the ex-Terrorist Convict returned to the community, the contact person of the BNPT coordinated with a number of stakeholders including the National Police and BIN (Task Force Keris), 38 Ministries / Institutions (Satgas Sentul), Regional Government, community and traditional leaders and the Coordination Forum on Prevention of Terrorism (FKPT) in 33 provinces. BNPT has even arranged a Companion / Target Working Group for Deradicalisation Targets. This group involved the head of the KUA of the Ministry of Religion, the Social Ministry of Social Affairs, the National

Unity Agency, Babinsa, and the Kamtibnas TNI-Polri. BNPT also cooperates with 38 ministries and institutions in combating terrorism (Team Synergy of Ministries / Institutions).

The Counterpart Working Group already knows what to do if an ex-Terrorist Convict returns home or returns to the community. They formed a Working Group (Pokja). They prepared steps to monitor and interact with ex Terrorist Convicts in the community. Here all stakeholders hold the role of assisting the implementation and monitoring of deradicalization in the community.



**Figure 2.** Deradicalization Program Communicator  
Source: Compiled by the Author



Deradicalization will be successful if it involves many parties and is not only done by certain institutions.

4. Data of Terrorist Convict and Family  
BNPT receives data from Terrorist Convicts from Detachment 88 and the Directorate General of Corrections through the BNPT Civil Service. The data covers everything about Terrorist Convict. Starting from self-identification, family members, addresses, telephone numbers of Terrorist Convict families that can be contacted to the results of identification and rehabilitation of Terrorist Convicts at Correctional Institution of the Directorate General of Corrections.

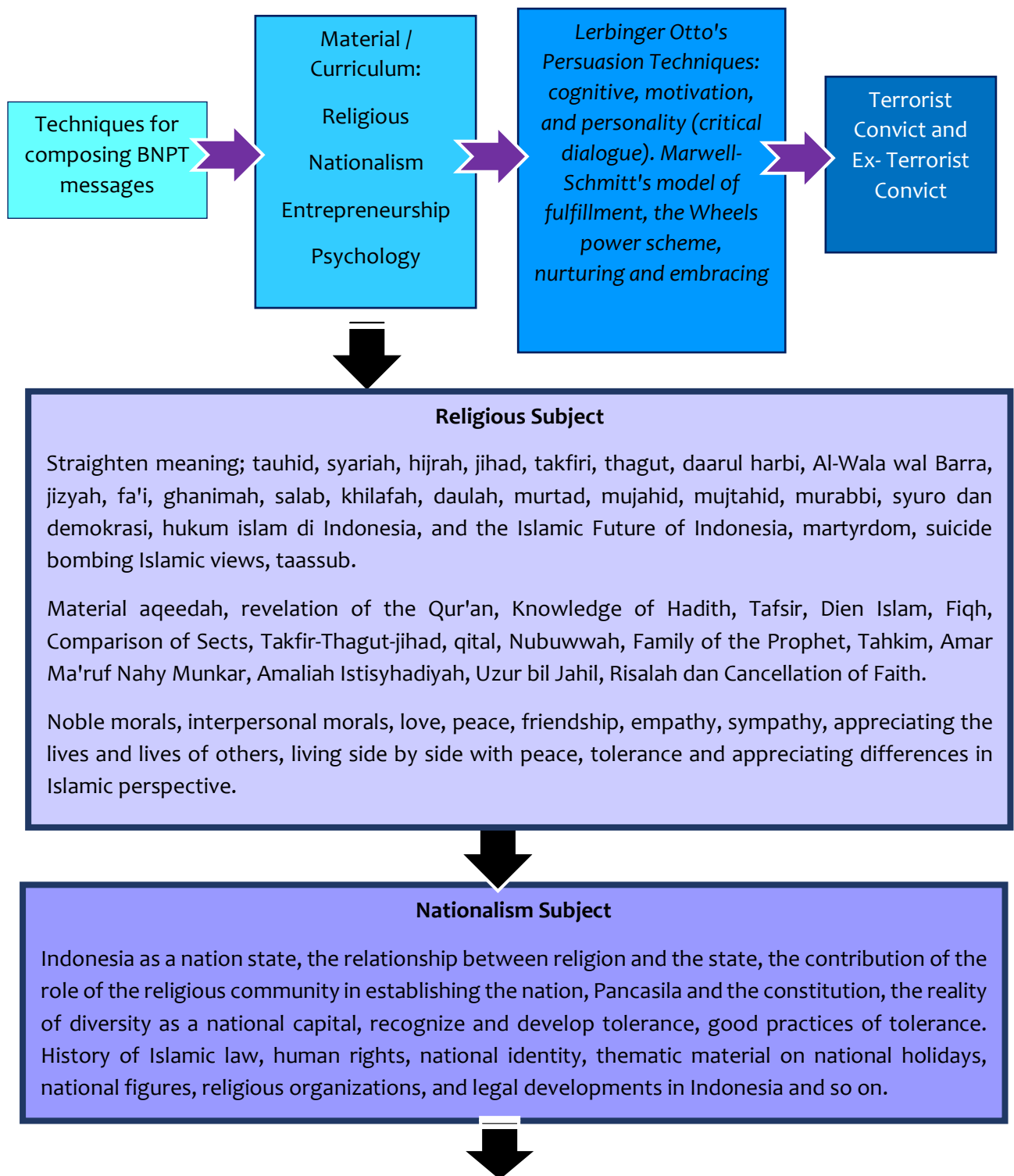
All Terrorist Convict data is collected for the benefit of BNPT communication media with the Terrorist Convict family. Because BNPT also helped bring the Terrorist Convict family to the Correctional Institution to bring closer and strengthen family relations so that the Terrorist Convict is not uprooted from the family and feels cared for by the family.

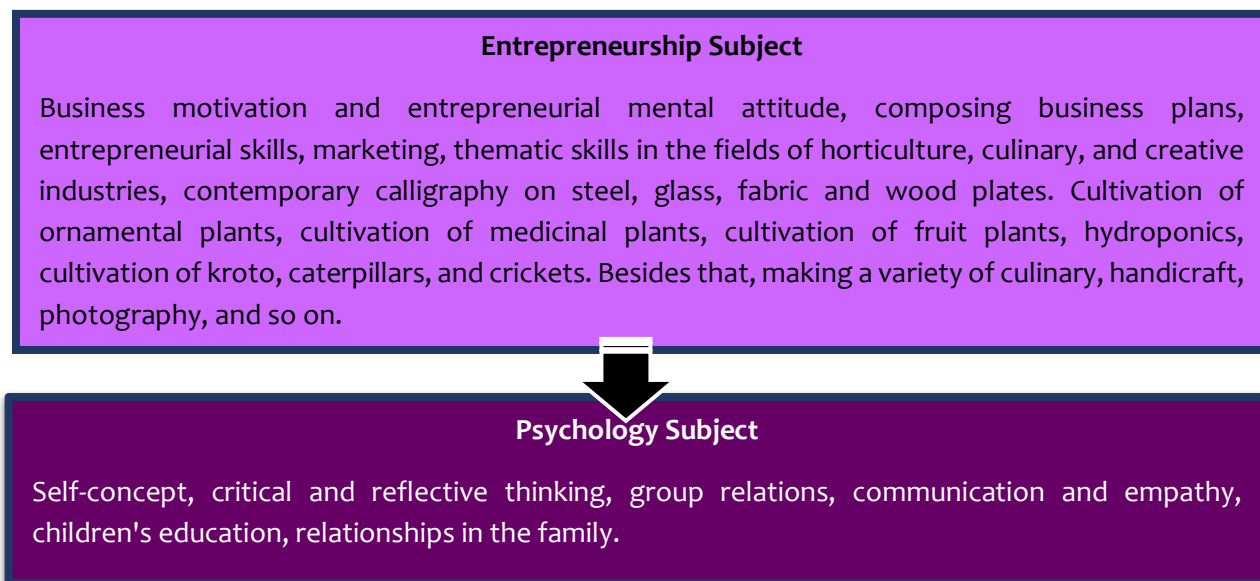
BNPT also provides hotline and Pamong telephone numbers for former Terrorist Convicts. This contact number is a means of communication if there is a former Terrorist Convict that faces obstacles in the community and a means of asking various questions about current issues that occur in Indonesia, including government policy issues.

In its community-based deradicalization program, BNPT divides coverage into 20 Provinces. Each province has a coordinator. The coordinator is ready to be contacted 24 hours by former Terrorist Convicts. Once a former Terrorist Convict asked for help to make a SKCK for the CPNS selection list. BNPT facilitates and connects to local police to make SKCK easier. On the other hand BNPT also encourages and convinces institutions/companies to accept former Terrorist Convicts working in companies and ensures that these former Terrorist Convicts have changed and are ready to work.

BNPT officials also have data from former Terrorist Convicts and their families. The data is constantly updated. The goal is to easily monitor and prevent former Terrorist Convicts from returning to terrorist networks and not returning to terrorist acts.

## 5. Deradicalization Message Preparation





**Figure 3.** Technique for Arranging the Deradicalization Message and Curriculum  
 Source: Compiled by the Author

BNPT in producing anti-radicalism messages encompasses counter-radicalism, protection, as well as deradicalization. Counter-radicalism and protection focus on people who have not been exposed to radicalism, reinforcement, counter-ideology, counter-propaganda narratives of radicalism. Whereas the message of deradicalization focuses on people who have been exposed to radicalism and radicalism of terrorism.

BNPT utilizes persuasive communication techniques, the acquisition strategy of fulfilling Marwell and Schmitt to the Terrorist Convict. In addition, the Head of BNPT Suhardi Alius said that his party also used the approach to protect and embrace the Terrorist Convict and former Terrorist Convict to remain accepted, protected, and cared for as children of the nation.

A number of former Terrorist Convicts considered that the leadership of the BNPT also developed a leadership attitude with a heart, is responsive, and tends to look forward and think that the former Terrorist Convict lives better. The leadership of the BNPT was also considered to develop an attitude of empathy and sympathy for the ex-Terrorist Convicts and their families and wanted to interact fluidly. In addition, BNPT leaders also want to hear input from ex-Terrorist Convicts and open dialogue, and apply humanist values in treating Terrorist Convict and former Terrorist Convict.

BNPT has prepared a standard curriculum for Convict Terrorists who are following the deradicalization program (Figure 3). However, there is no standard curriculum for ex-marriages who are free and have returned to society.<sup>30</sup>

<sup>30</sup> Jerry Indrawan dan M. Prakoso Aji, *op.cit*, p. 19.

## 6. Media Production, Media and Communication Channel

BNPT established the Peace Media Center to spread the message of anti-radicalism to cover counter-radicalism, protection and deradicalization. Counter-radicalism and protection focus on people who have not been exposed to radicalism, reinforcement, counter-ideology, counter-propaganda narratives of radicalism. Whereas the message of deradicalization focuses on people who have been exposed to radicalism and radicalism of terrorism.

The BNPT Peace Media Center produces deradicalization messages in non-visual and visual media. Non-visual media in the form of bulletins, booklets, banners, and books. Whereas visual material in the form of videos, text and videos, photographs and infographics. Material in non-visual and visual media is given to the Terrorist Convicts who follow the deradicalization program both inside and outside the cell. BNPT also publishes non-visual and visual deradicalization material on BNPT's website and social media.

## 7. Communication Channel

In addition to providing material on deradicalization through meetings and dialogues in the Correctional Institution class, BNPT also develops a friendly communication channel in the deradicalization program. BNPT

utilizes the friendly communication channel to build and strengthen the deradicalization program. The hospitality was in the form of a visit to the Terrorist Convict, a pesantren center for the deradicalization of ex-terrorist children, and NGOs that empowered the Ex-Terrorist Convict.

BNPT Head Suhardi Alius said that continuous touch was one of the important points in deradicalizing. Hospitality is an important point in the deradicalization program. Many hospitality and socialization can be a good way to prevent the re-emergence of the seeds of terrorism in the community.<sup>31</sup>

The hospitality that is often carried out by BNPT is the hospitality to the Terrorist Convict in the Correctional Institution of the Directorate General of PAS in a number of areas, to the Pesantren Anak Terrorist Convict which was built by former Terrorist Convict Khairul Ghazali in Deli Serdang, North Sumatra. Gathering to pesantren-pesantren that indicated alumni became terrorists and pesantren that indicated "hard lines". BNPT also often visits to a number of foundations that empower former Terrorist Convicts.

BNPT once held the "2018 NKRI Nationality Gathering" event. This activity was a national gathering that brought together 124 former ex-Terrorist Convicts with 51 terrorist

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<sup>31</sup> Fernan Rahadi, "Silaturahmi Jadi Poin Penting Silaturahmi", dalam <https://www.republika.co.id/berita/nasional/u>

[mum/18/05/27/p9djpa291-silaturahmi-jadi-poin-penting-deradikalisasi](https://www.republika.co.id/berita/nasional/u), 26 Mei 2018, accessed 5 March 2019.

victims. This hospitality event was held at the Burobudur Hotel in Jakarta on February 26-28, 2018. This program could be called the first program in the world to bring together ex-Terrorist Convicts with a large number of terrorist victims.

Previously there was also a program of hospitality of the Anti-radicalism Society Movement of the Unitary Republic of Indonesia (Gemar NKRI) at the Istiqlal Mosque in 2017. The event involved 102 ex-Terrorist Convicts. BNPT also held the NKRI Gemar program in the form of outdoor activities in Puncak Bogor. Special events for former Terrorist Convict and followed by 87 former Terrorist Convict. Implementation was held a week. Inside there are activities out bound, giving religious, nationalism and entrepreneurship subjects, and so on.

BNPT utilizes seminars and workshops as a communication channel (friendship) to carry out the deradicalization program. BNPT works closely with ministries and institutions, campuses, regional governments, and the private sector to hold a deradicalization seminar. Ex-Terrorist Convicts are often involved in this event. The aim is to strengthen the deradicalization program for former Terrorist Convict itself and empowering former Terrorist Convict in BNPT activities. Suhardi said that by involving ex-Terrorist Convicts in seminars and workshops, the public would be more confident in what the

ex-Terrorist Convict said about terrorism.

BNPT held an iftar program together with former Terrorist Convicts and fostered inmates. This iftar program was initiated from 2015 until now.

#### 8. Initial Test of Deradicalization Material

BNPT prepares deradicalization material and selects the right media to deliver deradicalization materials for the Terrorist Convict and ex-Terrorist Convict. These materials are produced in visual and non-visual forms. BNPT then checks the results of visual and non-visual production whether the material is easily understood, communicative, contains enlightenment, dialectic, and persuasive elements. BNPT tests the initial material on deradicalization for the Terrorist Convict. BNPT conducts pre-test and post-test for the Terrorist Convict. BNPT then analyzes the results of pre-test and post-test to find out which material is effective and with what media Terrorist Convict can easily accept deradicalization material.

#### 9. Schedule or Time of Message Delivery

BNPT calls the Correctional Institution Deradikalisai in Sentul Bogor like a school or boarding school. The Terrorist Convict deradicalization program participants participated in all activities from morning to evening. Each resource person is presented in accordance with the curriculum that

has been prepared. Classes take eight hours from Monday to Friday. The team from BNPT can fill out material in six to eight hours a day. Besides other material presented by religious leaders, academics and practitioners outside BNPT.

The lesson agenda in class is as follows; On Monday, Terrorist Convict attended the national insight lesson, Tuesday, the material on religious insight. On Wednesday entrepreneurship insight (handicraft, agriculture, plantation, automotive, etc.). On Thursday the Terrorist Convict got material on psychology, and on Friday doing sports. Terrorist Convict also follows the skills training that is carried out at the Job Training Center at the Sentul Deradicalization Center. And on certain days the Terrorist Convict is also reunited with his family in accordance with applicable regulations.

BNPT also cooperates with a number of ministries and institutions, campuses, private parties and regional governments to hold counter-radicalism events by involving the Terrorist Convicts. Terrorist Convicts are involved in counter-radicalism events as a strengthening of the deradicalization program.

#### 10. Monitoring and Deradicaliation Outside the Cells

Head of BNPT Suhardi Alius said that deradicalization is a process. Someone who follows the deradicalization program may now

change, but it can also when he exits the cell even more radical. To overcome this, BNPT involves 38 ministries/institutions working together in the field of deradicalization outside the cell.

Another example of cooperation is when a former Terrorist Convict returns to the community, under the coordination of BNPT, parties such as the National Police, TNI, Bais, BIN, Ministry of Social Affairs, Kemenkumham, and Ministry of Religion participate in monitoring the understanding of former Terrorist Convicts in the community.

#### 11. Mobilize Influential Groups

BNPT involves a number of influential figures in the deradicalization program. The BNPT cell involves religious experts (national and local), national experts, entrepreneurial practitioners or entrepreneurs, and psychologists. Meanwhile outside the cell, BNPT involves religious experts, national experts, Entrepreneurship Practitioners, Ministries / Institutions, Local Governments, Islamic Organizations, local Ulama and community leaders, Cultural and musicians, FKPT, Regional organizations, Youth / young women ambassadors of peace, Campus, Private institutions, Non-Governmental Organization, Ex-Terrorist Convict.

## 12. Analyze the Effects of Communication Messages

In measuring the effect of messages delivered by the BNPT on Terrorist Convict, it takes time and process. Can be short term and long term. In the short term, the effect of the message can be seen by implementing the pre-test and post-test given to the Terrorist Convict. Every deradicalization material that was followed by the military was pre-test and post-test. Also asked whether each material presented by BNPT is interesting or not. The material provided both nationality, religion, and entrepreneurship material.

Meanwhile, to measure the effect of messages in the long term, BNPT conducts pre-tests at the beginning of the year and post-tests at the end of the year. From here BNPT can see the effect of the message it delivered was successful or not. Success or failure of a message until it will be an BNPT evaluation.

## 13. Evaluation and Indicator

The BNPT annually evaluates the deradicalization program. Includes questions that arise in the deradicalization program. How many people are successfully de-radicalized? Is the deradicalization strategy effective? Deradicalisation material is effective? Is the speaker communicative? All are discussed and seen as a whole. All problems are broken down and solved together. The results of the post-test from the military were also taken into

consideration as input for program evaluation.

BNPT has a measuring tool to check the success of Terrorist Convict following the deradicalization program. This tool is called the Deradicalization Measurement Tool (Accurate). This tool is still being improved so that it can be used at Correctional Institutions contained in Terrorist Convict.

BNPT calls the measure of success of the deradicalization program referred to as the Deradicalization Index. The Deradicalization Index is a person who participates in the deradicalization program per person who is successfully de-radicalized. Participants who participated in the deradicalization program were divided among those who were successfully de-radicalized, equal to the Deradicalization Index. For example: those who took part in the program / were exposed to 100 radicals and who succeeded in being radicalized 80, so  $100/80 = 0.8$ .

"Accurate" measurement or evaluation tools contain elements: emotions, behavior, opinions, and motivations for one's tendency to act radically terrorist. The results are 4 quadrants that determine: 1. Radical understanding and behavior; 2. Radical behavior, not understanding; 3. Radical understanding and not radical behavior; 4. No radical understanding and no radical behavior.

BNPT also uses a measuring tool behavior checklist approach, not questions but statements. BNPT prepared 30 statements that had to be responded to by the Terrorist Convict. This tool is still a prototype and continues to be improved because it has to reach the Correctional Institution-Correctional Institution contained Terrorist Convict. BNPT claims the compatibility level and accuracy of this measuring instrument reaches 80 percent. BNPT also evaluates communication programs in the deradicalization program, ranging from speakers, messages, media, and communication effects.

#### 14. BNPT Reward

BNPT provides rewards for Convict Terrorists who have successfully participated in the deradicalization program. The reward criterion is cooperative terrorist cooperation that truly promises to be loyal to the Republic of Indonesia on paper. The BNPT reward to the Terrorist Convict is parole or remission.

BNPT also voiced the success of the Terrorist Convict which took part in the deradicalization of ministries and institutions. Example to a unit at the Ministry of Social Affairs that helps ex-Terrorist Convict. Ex-Terrorist Convict is assisted by mentoring, training, for entrepreneurs. The orientation is directed to independence. Terrorist Convicts that leave cells and do not have anything will be helped to

become entrepreneurs. For example, Convict Terrorist bought a cart and its contents. Convict terrorists are not given cash. He was directed according to the assignment and business interests.

BNPT also promotes ex-Terrorist Convicts to be empowered in private companies. BNPT cooperates with employers to provide job opportunities for former Terrorist Convicts. Prepare assessments and interview former ex-marriages before being accepted to work at the company.

#### 15. Budget Plan Determination

BNPT makes a Work Plan and Budget of Ministries / Institutions (RKA-K / L) and submitted it to Commission III of the DPR. Pursuant to Government Regulation Number 90 of 2010 concerning the Preparation of RKA-K / L, RKAK / L as an annual Ministry plan / Institution financial document, it is prepared based on the K / L Work Plan (Renja), Government Work Plan (RKP) resulting from an agreement between the Government and the DPR in the Preliminary Discussion of the Draft State Budget, Budget ceiling for K / L, and cost standards. The RKA-K / L of the Ministries / Institutions is discussed by Commission III in the DPR, then submitted to the Director General of Budget of the Ministry of Finance and Bappenas for review.



## **Conclusions, Recommendation and Limitations**

The communication aspect, especially the communication strategy, is one aspect that supports the success of the BNPT deradicalization program in addition to other aspects.

BNPT involves expert, credible, and communicative presenters in delivering anti-radicalism messages in the deradicalization program. They are religious experts (national and local level scholars), academics, practitioners, and NGOs.

BNPT involves influential figures as resource persons in the deradicalization program. Outside the BNPT Correctional Institution involves *kiai-kiai* at national and local levels, leaders of Islamic mass organizations, leaders of Mosque Family Councils in each region, leaders of *majelis taklim*, leaders of regional mass organizations, community leaders, former Terrorist Convicts, cultural figures and musicians.

BNPT also prepares a strategy for producing messages in communication planning to achieve goals but not in writing. BNPT creates a curriculum containing anti-radicalism messages in the deradicalization program. The prepared curriculum is the curriculum of religion, nationality, entrepreneurship, and psychology. However, the BNPT has not made a standard curriculum for ex-marriages while in the community.

In the deradicalization program, BNPT utilizes a number of communication theories in delivering anti-radicalism messages. These include Aristotle and *Lebinger Otto's* persuasion

communication model, Berger's planning theory, *Wheels's* Fulfillment Acquisition Schema theory, *Marwell and Schmitt's* message strategy theory.

In utilizing communication channels, BNPT uses meetings in the classroom to deliver anti-radicalism messages. The Terrorist Convict follows anti-radicalism material in class for eight hours a day from Monday to Friday.

Another communication channel undertaken by BNPT is to use a family approach in the deradicalization program. BNPT brought the Terrorist Convict family to the Correctional Institution. BNPT encourages Terrorist Convict to be more intimate with the nuclear family and extended family. The head of the BNPT said that families not exposed to radicalism could help the process of deradicalizing Terrorist Convict.

BNPT utilizes the communication channel of friendship in the deradicalization program inside and outside the cell. BNPT Head *Suhardi Alius* said that continuous touch was one of the important points in deradicalizing.

BNPT also evaluates communication programs in deradicalization programs inside and outside the cell, ranging from speakers, messages, media, and communication effects.

The following recommendations can be given:

1. The most important aspects of communication in the deradicalization program are communicators, messages, media and communication channels. BNPT is asked not only to

involve many experts as communicators in the deradicalization program. BNPT is also expected to involve more former terrorist prisoners in the deradicalization program. One of the most effective communicators in the deradicalization program is the perpetrators who have committed acts of terror.

2. Anti-terrorism messages that are packaged are easy to understand, interesting, critical, dialogical, heart touching, and will continuously facilitate and strengthen messages up to the Terrorist Convict and the former Terrorist Convict.
3. Submitting anti-radicalism messages through various media and supported by creative content will make Terrorist Convict and ex-Terrorist Convict continue to be interested in deradicalization materials. Anti-radicalism content must continue to be developed in accordance with current issues.
4. Effective communication channels in the deradicalization program are hospitality channels. Gratitude between the officials (the State) and the Terrorist Convict and the Terrorist Convict uninterrupted. For the former Terrorist Convict, hospitality in any form of meeting will give a positive impression that the State is present to pay attention and protect the ex-Terrorist Convict.
5. The communication strategy of deradicalization is ideally written and detailed. A written and complete communication strategy can be one

of the supporters of the success of the deradicalization program.

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