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PSYCHOLOGICAL OPERATIONS: FROM THE COMMUNICATION, MEDIA, PROPAGANDA, AND SOCIO-CULTURAL PERSPECTIVE

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Abstract

This millennial era that is inseparable with technological advancement, the role of media and communication become more crucial. Those two components shape up and influence human psychological development. Media and communication are two aspects that intertwined from both good and bad influence. Those good and bad stigmas are also inseparable from propaganda. The strength of propaganda depends on whether or not the socio-cultural element is accurately used to deliver the selected message. Sciences regarding social system have become more important because it is related to potential target to support the psychological operations. The psychological operations consisted of delivering a particular message or information through selected media (product) to influence or modify the behavior of the receiver (target audience). In the context of national resilience, *astagatra* is also known as one of the aspects that influence the success of psychological operations. Therefore, this paper will discuss the study of psychological operations from several disciplines such as communication, media, propaganda, and socio-cultural perspective. The study regarding history and development of psychological operations will be explained using critical-literacy methods strengthened by literature review. This research finds that psychological operations are one of the ways that shown to influence human mindset and trait, or behavior to a specific target audience that supported by intertwining aspects such as communication, media, propaganda, and socio-cultural aspects that significant to the success of psychological operations of a particular country.

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INTRODUCTION

Put simply, war can be interpreted as a battle between two parties by using weapons. Based on historical records, the war between two parties more often use weapons in the form of firearms and sharp weapons that aim to fight the enemy physically. In its development, weapons used in warfare are not limited only to physically weaken the enemy, but also those that are capable of attacking the enemy's mind, morality, motivation, ideology, and behavior (Walzer, 2004; Gertz, 2014). These weapons are the product of an operation called psychological operations or psychological warfare. It was revealed by William E. Daugherty (Daugherty, 1976) that "Psychological Operations (PSYOP) has been used to some extent in almost every type of conflict since biblical era during wartime and peacetime aimed at influencing emotions, motives, and reasoning and behavior of target audience in supporting the achievement of national aims and objectives" (Bemis, 2011). The concept used is to attack the enemy's psyche that firearms and sharp weapons can't do (Zhivejnov, 1966; Pollock, 1976; Goldstein & Findley, 1996).

The term psychological operation was first used in the 1945s. Previously, it was known as psychological warfare, which first appeared in the 1920s. J.F.C Fuller, a military analyst, and historian coined the term of psychological warfare (Daugherty, 1976). According to him, warfare will traditionally be replaced with psychological warfare as warfare no longer uses weapons or battlefields, but through cheating thinking, fooling, and the destruction of the moral and spiritual life of a country caused by the influence of other parties. Meanwhile, the term psychological operation was used in early 1945 when Captain Ellis M. Zacharias of the US Navy in the operation plan was made to accelerate conquering Japan. At that time, all psychological operations will be adjusted to the time and conditions to

make up the shortcomings of the main operation.

Psychological operation is a term that has long been used to describe the use of media and messages chosen by American soldiers to influence targets. In general, psychological operations can be defined as the planned use of information to influence human attitudes and behavior to create behaviors, emotions, and attitudes that support the goals of the state (Narula, 2004). In other words, psychological operations are closely related to communication, information, and behavior. Forms of communication can be very simple, namely the spread of information by word of mouth or through mass media in the form of visual, audio, and audio-visual.

Psychological operations are actions of an organization to reduce the enemy's morale and efficiency, reduce the will to fight, and finally be able to make the enemy surrender. Psychological operations are an important part of diplomacy, information, military and economic activities. The purpose of psychological operations is to encourage and strengthen attitudes that are relevant to the goals of the state. Psychological operations can take the form of conveying knowledge -both during peace and conflict- to inform and influence. If conducted properly, psychological operations can save many people during a conflict by reducing the opponent's enthusiasm for war.

Psychological operations can accelerate the process of controlling the enemy in various ways, such as weakening the will of the enemy to fight, weakening the credibility of enemy leadership, increasing chaos (chaotic situation) to the people in the enemy area, reinforce the surrender of enemy forces, reducing the involvement of civil society in military operations, increasing support in occupying territory, and responding to enemy propaganda. In maintaining national stability, psychological operations also play an important role. To maintain national

stability, psychological operations support counterterrorism, noncombatant evacuation, foreign internal defense, unconventional warfare, and humanitarian assistance. Besides, psychological operations in military missions provide support to state representatives to strengthen diplomatic relations through several operations, such as counterdrug operations, humanitarian action, and peacebuilding.

The main mission of psychological operations is to influence the behavior of the target to support the interests of the state. Changes in target behavior are the main target of psychological operations. This operation conveys selected information and recommends actions that can affect the target's emotions, intentions, goals, and behavior. When disseminating selected information in psychological operations, the organization will develop a product or message in the form of visual, audio, or a combination of the two. The organization will determine the right media to be able to provide maximum impact to reach the target. The implementation of psychological operations will involve all forces, including diplomacy, information, economy, and military operations to influence targets.

In carrying out psychological operations, there are seven phases known as the seven-phase PSYOP process (Department of the Army, 2005; Department of the Army, 2007) First, planning is to identify potential targets, assessment criteria, and main data to support psychological operations. Second, the analysis of targets is to identify the use of arguments from psychological operations and recommendations that can be taken to influence the behavior of selected targets. During the second stage, the media to be used is also identified by considering the conditions of the target audience. Third, development is a process of collaboration, the creativity that creates synergy between various results and actions to achieve behavioral change from

the target audience. This stage is the provision of information that will help the achievement of psychological operations support. Fourth, the development and design of results is the creation of instruments (worksheets) based on information from the first and second stages. The instrument (worksheet) is a source and set of concepts for producing results (messages/information) and guiding questionnaire questions. Fifth, consent is the stage to get approval to carry out a series of psychological operations carried out during this stage. The results of the psychological operation must be approved first before it is carried out. This stage is reviewing the existing results. After approval, the sixth stage is production, distribution, and dissemination. This stage is the production, distribution, and dissemination of the results massively to the target audience. At this stage, a trial is carried out on the product results, the aim is to determine the results (messages/information) that are following the target and the degree of influence of psychological operations on the target audience. Information collected during the trial will be a reference to the modification of results following the conditions and impact of the target audience. Seventh, the evaluation stage of the achievements of a series of psychological operations as well as an assessment of all the effects of psychological operations on the target behavior. The evaluation process is carried out by observing several indicators of the impact of psychological operations.

In desk research, the study of psychological operations can be categorized as a multidisciplinary study. This can be seen from the variety of disciplines used in describing operational steps. At least, there are some disciplinary skills, such as communication, media, propaganda, and sociocultural skills based on conceptual categories in psychological operations. These multidisciplinary or interdisciplinary skills contribute to the success of psychological operations in the

field. Psychological operations are one of the strategies of the state in maintaining national resilience about *astagatra* (*trigatra* and *pancagatra*). *Astagatra* or eight existing *gatra* will determine the direction, goals, methods, and products of psychological operations to maintain the national stability of the Unitary Republic of Indonesia (NKRI).

Purpose

The purpose of the research in this paper is to discuss the study of psychological operations in various disciplines, namely from the perspectives of communication, media, propaganda, and socio-culture.

Outline

This paper consists of four parts:

- a. The introduction is the initial part of writing this article which consists of background and problems in understanding and the disciplines that explain psychological operations. Besides, it is also to discuss psychological operations from a multidisciplinary perspective as well as to describe the outline.
- b. Psychological operations from several perspectives include psychological operations from the perspective of communication, media, propaganda, and socio-culture. Each section discusses the aspects involved in this perspective on the course of psychological operations to be able to reach its objectives to the targets.
- c. Practical implications are the part that explains how aspects of psychological operations are related to each other and have an impact and relationship to national security.
- d. The conclusion is the concluding part of the previous discussion sections.

METHODS

The methodology in this research uses qualitative methods with critical reading and literature study. Qualitative method is a method used in research to study or

search for something in-depth on an object of research that is examined with qualitative analysis. Besides, the qualitative method also aims to research by conducting the process of collecting, analyzing, and interpreting the results of a study of the data or objects under study (Atkinson, 2017). The data can be in the form of sample data, collection of open data, images, text, representation of information from a figure or table, and personal interpretation of all findings obtained in qualitative methods (Creswell, 2014).

The qualitative method by involving literature study in question is a qualitative research method that uses literature, which is a method that collects literary materials that are following the research topic in this paper, namely psychological operations, which are then examined with studies related to previous psychological operations, especially from a multidisciplinary perspective in this research, psychological operations from the perspective of communication, media, propaganda, and socio-culture. The qualitative method in this study also involves a critical reading to analyze the research data obtained by conducting a literature study on literature related to past psychological operations which were then linked to the results of the discussion of psychological operations from a multidisciplinary perspective that will affect national resilience.

Psychological Operations from a Communication Perspective

Conceptually, psychological operations are often regarded as studies that apply communication science. Psychological operations are the delivery of certain information through selected media (products) to influence or modify the behavior of the receiver of the information (the target) (Bemis, 2011). From this understanding, it can be seen that the flow of psychological operations is the same as the concept of communication.



Figure 1. Lasswell's Communication Model
 Source: Harold D. Lasswell (1948).

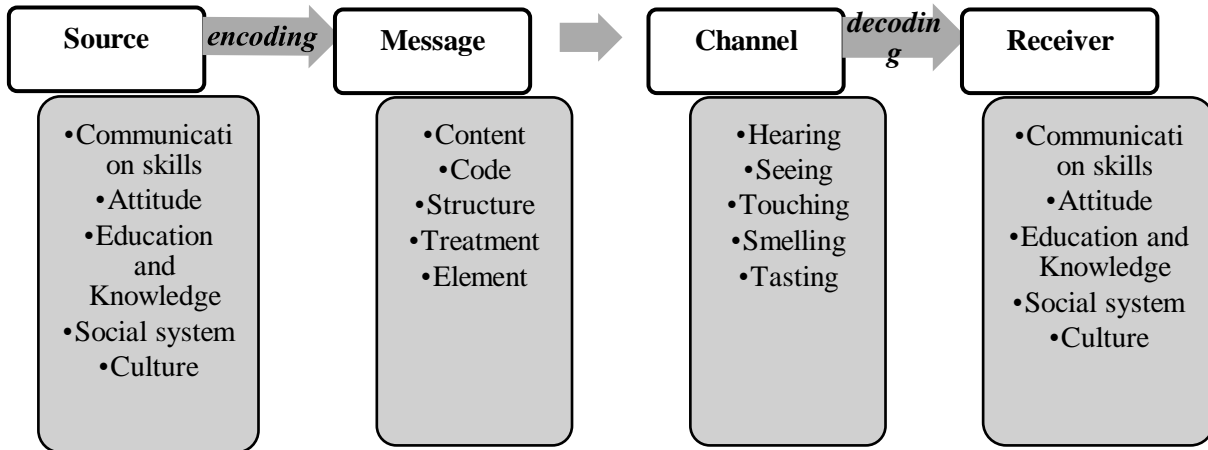


Figure 2. Berlo's SMCR Communication Model
 Source: David K. Berlo (1960)

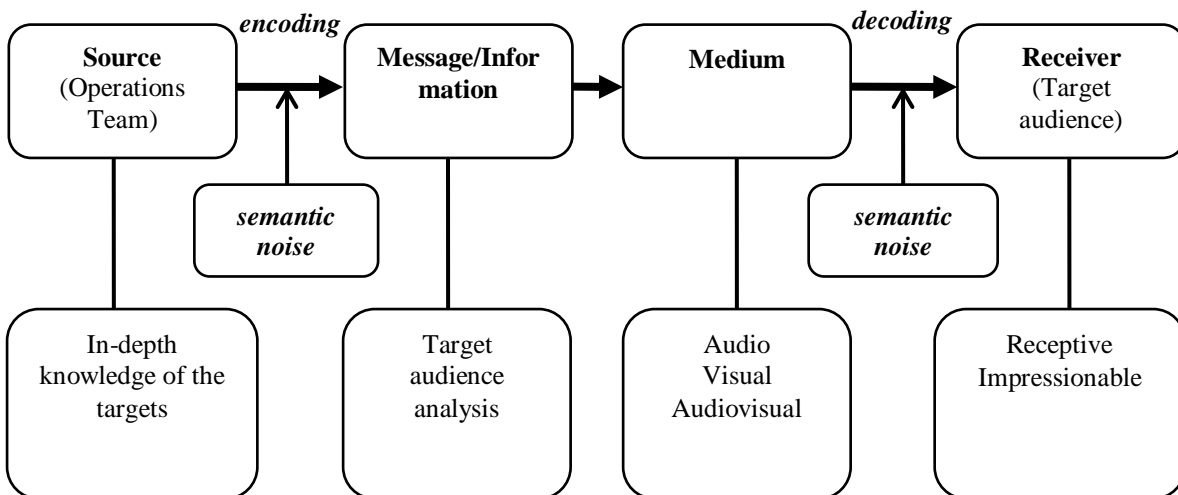


Figure 3. Communication Concepts in Psychological Operations
 Source: Lasswell, 1948; Berlo, 1960; Bemis, 2011

Communication according to Aristotle is defined as the delivery of messages from the sender to the receiver (Bemis, 2011: 20).

In this case, there are three main elements in communication, namely the

sender, message, and receiver. Simply put, the function of communication is to convey messages from individuals to individuals, individuals to groups, or groups to individuals. Furthermore, Phillip P. Katz (Katz, 1976) divides the

communication function based on the paradigm of the sender and receiver. The function of communication according to the sender's paradigm (sender/source) is to inform, to teach or instruct, to entertain, and to persuade. Meanwhile, from the receiver's paradigm, the function of communication is to understand, to learn, to enjoy, and to dispose of or decide.

Understanding of communication then develops to become more complex. Starting from the three communication elements put forward by Aristotle, Harold D. Lasswell (Lasswell, 1948) states that communication is who says what in which channel to whom with what effect (Bemis, 2011). The purpose of the statement is that communication is not only limited to three elements. There are two additional elements, namely the media and the effect.

In practice, the sender delivers the message using a tool to the receiver who affect the receiver.

In 1960 (Berlo, 1960), David K. Berlo developed the concept of communication known as the SMCR model. SMCR stands for Source, Message, Channel, and Receiver. Unlike Lasswell, Berlo's concept views that there are four main elements in communication. Berlo gave a fairly detailed explanation of the four elements of communication. The socio-cultural background of the source and receiver also influences the communication process. The background includes communication skills, education/knowledge, attitudes, culture, and social systems. Berlo also categorizes forms/models of messages and channels. In 1960 (Berlo, 1960), David K. Berlo developed the concept of communication

Table 1. Psychological Operations as a Lens

Variables	Indicators	
	Strong	Weak
In-Depth Knowledge of The Target Audience	<ul style="list-style-type: none"> • In-depth research was conducted before and during the conflict. • The proper resources were used to acquire the needed knowledge from the target audience. 	<ul style="list-style-type: none"> • In-depth research was not conducted before and during the conflict. • The proper resources were not used to acquire the needed knowledge from the target audience.
The Message or Information	<ul style="list-style-type: none"> • Clear of semantic noise. • The target audience understands the messages/information. • The proper conditions, vulnerabilities, legitimate appeals, persuasion techniques, influence tactics are used. 	<ul style="list-style-type: none"> • Has semantic noise. • The target audience does not understand the messages/information. • The proper conditions, vulnerabilities, legitimate appeals, persuasion techniques, influence tactics are not used.
Medium	<ul style="list-style-type: none"> • Reaches a majority of the target audience. • Has credibility. • The target audience can receive the message through the medium (if a leaflet is used with written text, the target audience must be able to read). 	<ul style="list-style-type: none"> • Does not reach a majority of the target audience. • Does not have credibility. • The target audience is not able to receive the message through the medium.
The Receptiveness of The Target Audience	<ul style="list-style-type: none"> • Target audience is open to arguments, ideas, or change 	<ul style="list-style-type: none"> • The target audience is not open to arguments, ideas, or change.

Source: Bret. M. Bemis (2011). *Cooking up Psychological Operations: The Ingredients of Successful PSYOP*. Monterey: Naval Postgraduate School

known as the SMCR model. SMCR stands for Source, Message, Channel, and Receiver.

Unlike Lasswell, Berlo's concept views that there are four main elements in communication. Berlo gave a fairly detailed explanation of the four elements of communication. The socio-cultural background of the source and receiver also influences the communication process. The background includes communication skills, education/knowledge, attitudes, culture, and social systems. Berlo also categorizes forms/models of messages and channels. According to Berlo (Berlo, 1960), the messages delivered can be in the form of code, content, structure, actions, and elements. Meanwhile, the channels used can be in the form of channels that can be accessed by the five human senses, namely hearing, sight, touch, taste, and smell.

By using the SMCR communication model, it can be analyzed that a series of psychological operations have variables that determine success in delivering messages to the target audience. Based on Berlo's concept (Berlo, 1960), it appears that to achieve the success of psychological operations, the operations team needs to deeply understand the background of the target audience. Initial knowledge of the field and socio-cultural conditions is the basis for determining the model and type of messages and media that are right for the target audience.

Four variables based on aspects of the message in the concepts of psychological operations communication include in-depth knowledge of the target audience, the message or information, the medium, as well as the receptiveness of the target audience. These four variables can be used to measure the results of psychological operations (Bemis, 2011). Each variable has strength and weakness values during the operation process. The following matrix is about the strong and weak indicators of each psychological operation variable based on a communication perspective.

Psychological Operations from a Media Perspective

In communication science, the existence of media is very important. Media is a "link" between the sender and receiver as well as a "conveyor" to messages or information in communication practices. Media becomes a tool for senders to deliver messages effectively, efficiently, on target, and able to reach a wide audience. Choosing inappropriate media will result in inadequate delivery of messages.

Nowadays, psychological operations cannot be separated from the media as a component in the success of the operation. Even though the physical environmental conditions of the target audience do not support gaining media access, the psychological operations team must be able to create new media that are easy and convenient for the target audience, even though the media is very simple.

Before determining the type of media used, the team needs to pay attention to three matters, namely the categorization of targets; composition of ideas, ideas and messages; and the media for communication (Goldstein & Findley, 1996). The categorization of targets is an analysis of the community regarding its socio-cultural aspects. The level of education, knowledge, social class, values, norms, and social institutions need to be considered by the operations team. The categorization of the target audience aims to look at the social map in the community so that it becomes a reference in determining the composition of messages and media that will be used.

Next is the composition of ideas that will be conveyed to the target audience. The determination of the composition of ideas is based on the results of the categorization of the target audience. As much as possible, the idea must be acceptable to the target, not contrary to the way of life of the general public, and make the target comfortable and even entertained. The appropriate composition will facilitate the idea of the operation

influencing the target audience's daily behavior. Such conditions will also build a sense of trust between the target audience and the operations team.

In psychological operations, the role of the media is crucial. In the concept of communication, psychological operations as a tool that contains a variety of messages or information will be able to influence the target audience. As a tool, the media has various forms, ranging from audio, visual, to audio-visual. The use of media in psychological operations is a more effective and efficient way rather than the sender having a direct meeting with the target audience. By using media, the scope of access to messages or information will be wider and the time spent will also be shorter. Moreover, the media has been adapted to the needs and conditions (physical and socio-cultural environment) of the targets and the process of receiving messages or information will be even better.

Apart from being a tool, the media has value as consumption, especially for the receiver of the message (the target audience). This consumption value is potential for the psychological operations team in delivering messages that will later be able to influence the target's behavior and attitudes. Moreover, the consumption of the media has become a habit of the target audience, thus the psychological operations team must maximize this potential. The pattern of consumption of media that has become a habit will create "trust" in the media. Targets for those who are accustomed to consuming certain media have the potential to have trust in the media. In this case, the media has the power and important role to influence and change the attitudes and behavior of the general public.

A study by Donald Shaw and Maxwell McCombs in the 1970s stated that "the media played a vital role, not so much in "telling people what to think, but what to think about" regarding important campaign issues and other matters" (Dimaggio,

2009). Shaw and McCombs prioritize the power of media which can change people's perception of an issue because of the high level of consumption and trust in the media. In the context of psychological operations, the level of trust and consumption (access) to the media is a variable that must be considered because it is related to the dissemination of ideas following the objectives of the operation. In other words, consumption and trust in the media are very influential on the results to be achieved in a psychological operation.

The media is an important tool to influence public opinion and convey various kinds of information, in the form of facts, opinions, and false news. The level of trust and access to the media is a potential for the psychological operations team to instill values that are consistent with the objectives of the operation. Antony R. Dimaggio (Dimaggio, 2009) states, "if consumer trust in media is strong, then propaganda originating from within that media system will be more effective in influencing the opinions and ideologies of audiences; conversely, if public trust in media is relatively weak, media propaganda may be less accepted or convincing to those who follow the news." Based on Dimaggio's statement (Dimaggio, 2009), the public (target audience) trust also influences the implantation of values carried by the sender. Therefore, in addition to the composition of ideas and the appropriate type of media, it is also necessary to build a target's trust in the media used.

The ultimate goal of psychological operations is to influence and change the target's behavior and attitudes following the goals of the operation. Psychological operations can be carried out during times of peace or conflict. The main target of psychological operations is the psychological aspects of a particular society. Thus, the "weapons" that are used are also different from other operations. In psychological operations, the targets are

attitude and mind.

Psychological Operations from a Propaganda Perspective

In the previous narration, it has been explained that psychological operations are closely related to communication and media. The two fields of study are the study of knowledge relating to the behavior, thoughts, and attitudes of humans. Communication and media play a major role in shaping and influencing human psychological development. If the sender of the message can communicate well using the appropriate media, then it will be able to convince, influence, and even order the receiver as it wants. In simple language, the sender has successfully propagated the receiver of the message.

Propaganda can be interpreted as broadcasting an understanding or opinion—either true or false— that aims to influence and convince people to adopt certain attitudes or actions. In a military context, Philip Taylor defines propaganda as “munitions of the mind” to emphasize the importance of psychological operations (psyops), both before and during armed conflicts (Soules, 2015). Taylor defines propaganda as a “weapon” that comes from the mind and will attack the mind of the opponent. Therefore, propaganda becomes important in psychological operations, both before and during the conflict.

Furthermore, Taylor explained that propaganda is a process of spreading, growing, and developing an idea. Propaganda is a deliberate and planned effort to convince people - with the available media - to think and behave according to what the sender (source) wanted (Soules, 2015). Moreover, propaganda is a psychological instrument that can be an alternative to damaging and destroying opponents. In conflict conditions, propaganda does not attack the physical condition of the opponent, but attacks thoughts and behaviors that

firearms cannot do (Bates & Mooney, 2016).

There are many definitions of propaganda from various experts, one of them is Nancy Snow (1998) from the United States Information Agency (USIA). She defines propaganda as a deliberate and systematic effort to change public opinion to support the goals of an institution, usually a state or corporation (Soules, 2015). In this case, propaganda is an institutional soft power that functions as a tool to convince the public on certain issues. Therefore, propaganda becomes a powerful weapon to gather support in times of conflict through cultural products that are spread through various media.

In its development, propaganda products can come in various forms. Ranging from films, posters, banners, music, paintings, theater, poetry, novels, soft loans, social assistance, to educational programs. All of these products can be propaganda tools when the ideas carry messages that affect the receiver (target audience). With the media as mentioned, the targets will not feel influenced because they feel comfortable and entertained when consuming these products. A comfortable and pleasant atmosphere makes it easy for ideas to be instilled into the target's thoughts and behavior. Gradually, they will change their attitudes and behavior according to the ideas contained in the product according to the purpose of psychological operations. Edward R. Murrow from AGES suggested that truth is the best propaganda and lies are the worst. To be convincing, propaganda must be trustworthy, to be credible, propaganda must be credible and to be credible propaganda must tell the truth (Soules, 2015). In other words, the media should convey facts-based information to build trust in the target audience. Given, the level of confidence of the target is an important element in the efforts of psychological operations.

Psychological Operations from a Socio-Cultural Perspective

Psychological operations and communication are interrelated concepts. The development of the communication concept for psychological operations described earlier in the development of the Berlo's communication concept. From the development of Berlo's communication concept (Berlo, 1960), it appears that the socio-cultural aspect has an important role in the level of effectiveness of delivering messages to the target audience during operations. Based on the concept, the socio-cultural background may include communication skills, attitudes, education or knowledge, social systems, and culture. Meanwhile, the development of the concept of communication in psychological operations requires the sender (operations team) to explore the knowledge—social, cultural, physical—of the target audience. An in-depth understanding of the target audience's knowledge is important because it will determine the message model and the product that will be delivered to the target during the operation.

An important social aspect that needs to be understood by the operations team is the knowledge system and the level and access to education of the target audience. Knowledge systems relate to the way the target group gets the knowledge and the type of knowledge acquired so far. Knowledge systems can also play a role in determining the attitude of the target audience in receiving messages or new information, especially information conveyed by the operations team. The knowledge system consists of values or norms that have been the target's institution. Understanding of lifestyle must be understood deeply since it is a 'defense system' that is owned by targets from outside influences. In this case, the psychological operations team needs to adjust the message and the product following the institutions and knowledge

systems so that the message can be delivered.

The level and access to education are also related to the ability of the target audience in understanding the message conveyed. Ease of access to education is directly proportional to the level of knowledge of the target audience. The higher the level of knowledge, the more critical the target will be and be able to sort and choose factual or trusted messages or information. Moreover, the level of knowledge can also be an indicator that the target audience is open to information from outside parties. Therefore, it is necessary to understand by the psychological operations team about the level of the target audience's knowledge because it relates to the type of product and method of dissemination during psychological operations.

Areas that also influence the social condition of the target audience are facilities in the field of operation. The facility in question is related to the type of equipment or media that has been able to reach all targets to obtain messages or information. The operations team needs to deepen their knowledge about the media and facilities in the field of operations because they relate to the effectiveness of psychological operations. In this case, the operations team must understand how the target audience gets and disseminates information to other parties. Analysis of facilities and media is also necessary to determine the product design that will be disseminated to the target audience. For example, if the target is getting more information through television, then the product must be disseminated through television. In contrast, if there is no electricity or internet connection at the operating location, the product can be disseminated through face-to-face interaction or leaflets, banners, and brochures. If using these media (brochures or banners), make sure that the target audience can read. If they cannot read,

then use face-to-face interaction. This method is also able to establish closeness and good relations between the team and the target audience.

An equally important aspect to understand is the culture of the target audience in the field of operation. Culture has a fairly broad scope and can be in the form of language, values, norms, art, history, to beliefs attached to the target audience. "Culture is at once the most basic and the broadest environmental determinant of individual behavior. Culture is comprised of values, ideas, attitudes, and other symbols that shape human behavior. Culture affects how and why people live and behave as they do, which affects the target audience's susceptibility to promotional themes and their buying/accepting behavior" (Goldstein & Findley, 1996). In psychological operations, cultural aspects are important because they relate to the habits and attitudes of the community which will later be altered or modified following the objectives of the operation. Culture is a way of life of a community.

The operations team needs to deeply understand the various ways of life inherent in the target audience. It aims to determine the way of life of the target audience, such as what aspect that can support and inhibit the operation. It will be modified during psychological operation. Not only that, but understanding about culture will also make it easier to determine the type and dissemination of products. If the operation team can understand the perspective and habits of the target audience, the team can determine the material and dissemination of products that are following the culture inherent in the target audience. Therefore, it is hoped that there will be no rejection or conflict of views between the sender (the operations team) and the receiver (the target audience) for the messages conveyed during the psychological operation.

Practical Implications

In a multicultural and multiethnic society such as Indonesia, the socio-cultural aspect plays a significant role during psychological operations. Each target in a cultural or ethnic group has their respective functions and roles in the social system. Knowledge about the social system becomes important because it deals with potential targets to support the course of psychological operations. Potential targets are usually members of the community who have positions - political, social, cultural - within a cultural or ethnic group. An in-depth understanding of the social system will assist the operations team in developing a dissemination strategy. Which parties have the potential to support psychological operations. It's better to have supporting parties that come from the target group that can influence other target audience. In this case, the supporters of the operation - as far as possible - have power relations over the targets.

In addition to social aspects, other aspects that affect psychological operations are communication and propaganda aspects. The communication aspect influences psychological operations in achieving goals related to the delivery of the intended message to influence behavior or mindset in carrying out a psychological operation, whether the message is conveyed by word of mouth or by using mass media considering several aspects, such as education level and easy access of knowledge for the intended target audience. This aspect of communication explained earlier raises another aspect which influences psychological operations, namely propaganda. Propaganda is a way to spread and influence certain targets to influence thoughts and behavior and to convince certain targets of something either right or wrong. To carry out propaganda in psychological operations, it is also necessary to participate in observing the socio-cultural and communication

aspects to accurately and efficiently convey and influence behavior or mindset to achieve the objectives of conducting psychological operations by maximizing aspects of the media used in them. Besides, propaganda is also a "weapon" that comes from the mind and attacks the mind of a target of psychological operations that firearms cannot do. Therefore, the socio-cultural, communication, media, and propaganda aspects influence psychological operations to maintain national resilience that can be carried out by the Indonesian authorities.

In the context of national resilience, the aspect that also influences the success of psychological operations is known as *astagatra*. *Astagatra* is a division of elements/aspects that play an important role in building national resilience. *Astagatra* is the result of an interrelated relationship between humans and the physical/natural and social environment.

Astagatra is divided into two big groups, namely *trigatra* and *pancagatra*. *Trigatra* is aspects related to physical/natural aspects consisting of geography, natural wealth, and demographics. Meanwhile, *Pancagatra* is an aspect related to social aspects which include ideology, politics, economics, social culture, as well as defense and security. The integration of the eight *gates* is the peak of national resilience. National resilience is the utilization and maintenance of *trigatra* to improve the condition of *Pancagatra* in the form of ideological, political, economic, socio-cultural resilience, as well as defense and security.

Psychological operations are the efforts of the State in maintaining national resilience about *Pancagatra*. *Astagatra* information data at the operating site becomes a reference in conducting psychological operations. The eight *gatra* will determine the direction, goals, methods, and products to change and influence targets. Thus, the eight elements contained in the concept of national

resilience need to be understood by the psychological operations team so that the products and methods are in line with the target audience conditions.

The eight elements in the concept of national resilience are an important aspect of psychological operations. The eight *gatra* interact with each other during psychological operations. Both the physical/natural and social aspects of *Astagatra* are important factors in psychological operations. Moreover, the social aspects of the *Pancagatra* that are dynamic and adapting along with the era and people's way of life need to be understood by the psychological operations team. Understanding *pancagatra* is a challenge for the operations team as it easily changes over time.

Changes to *Astagatra*, especially *Pancagatra* require special attention by the operations team because it is related to the method of psychological operations on the target audience. Changes or differences in social conditions will result in changes in products, media, and methods during operation. All of these things become important aspects of the successful implementation of operations in the field.

PSYOP specialists and promotion managers must be aware of social class influences on the acceptance of ideas and the willingness to behave a certain way. Different persuasive appeals, different copy, different art, and different media may be needed to promote the same product to different social classes (Goldstein & Findley, 1996).

Thorough knowledge of psychological operations, the Indonesian people can anticipate various elements that can weaken the unity and integrity of the Unitary State of the Republic of Indonesia (NKRI) because of the abuse of psychological operations strategies. These psychological operations strategies and tactics if used for good deeds will have a good effect, but if used for bad things, it will certainly have a bad impact. The spread of false messages (hoaxes) and the manipulation of public opinion using

various means, both technology, and information, are part of psychological warfare. Psychological warfare can be applied in all kinds of conditions and all kinds of ways — and with the power of the mind as the key. The history of the 20th century has recorded psychological warfare in a popular term called the Cold War. A war that we certainly don't want to face during the "hot" period of politics in Indonesia. Therefore, by learning the strategies and tactics of psychological operations, we are required to be able to wisely use that knowledge.

The knowledge of psychological operations can also be a step to anticipate the existence of one aspect in the course of psychological operations, namely the dissemination of false messages (hoaxes) and manipulation of public opinion. The spread of hoaxes and the manipulation of public opinion is conducted by using various means, both technology, and information that are part of psychological warfare. Psychological warfare can be applied in all kinds of conditions and all kinds of ways — and with the power of the mind as the key. It is also based on historical facts of the 20th century which recorded the psychological warfare in a popular term called the Cold War. A war that we certainly don't want to face during the "hot" period of politics in Indonesia. Therefore, by learning the strategies and tactics of psychological operations, we are required to be able to wisely use that knowledge.

CONCLUSIONS

Based on the explanation of the psychological operations above, some conclusions can be drawn. Psychological operations are war strategies and tactics in military science that use various multidisciplinary perspectives to produce certain messages that can influence targets. The paradigm shift from a war of weapons to a war of thoughts results in changing targets, from the physical condition of targets to the psychological condition of

targets. The term psychological operation was first used in the 1945s. Previously in the 1920s, the term psychological operation was better known as psychological warfare.

Various perspectives of science in the study of psychological operations can be categorized into communication, media, propaganda, and socio-cultural sciences. All perspectives are related to factors that influence the course of psychological operations to achieve a goal against targets without using tools (firearms), but through "psychological warfare" which attacks the mind and then changing a target's behavior and mindset. The first perspective discussed in this article is psychological operations from a communication perspective related to the communication aspect in terms of delivering a message that is intended to influence behavior or thought patterns in a psychological operation, whether the message is conveyed by word of mouth or using mass media considering several aspects, such as the level of education and the easy access to knowledge of the intended target. Besides, psychological operations are also viewed from the perspective of the media in terms of the use of appropriate media to convey the intent and purpose of carrying out a psychological operation to the intended target. There is also a psychological operation analyzed from the perspective of propaganda that also relates to aspects of communication and the media as mentioned before, especially propaganda is a way to spread and influence certain targets to influence their thoughts and behavior and to convince certain targets of a thing either right or wrong.

Furthermore, psychological operations are also viewed from a socio-cultural perspective that interrelates the application of previous aspects of communication and propaganda. By paying attention to social and cultural aspects, especially in a multicultural and multi-ethnic society such as Indonesia, it can be determined which

parties can be targeted as potential target audience by looking at the social system of the intended community as the target of a psychological operation. Thus, the multidisciplinary perspective makes the power of psychological operations complex and effective.

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