Social Media Framing Efforts to Increase Public Trust in the Indonesian Parliamentary in Highlighting the Palestinian issue on @Dpr_Ri

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ABSTRACT

A parliamentarian's posts on social media will affect the public's perception of a politician's performance. This research analyses the strategic framing mechanisms employed by the @dpr_ri social media team to gauge that effect. The researcher used a descriptive-qualitative method with interviews with parliamentary social media editors @dpr_ri such as copy writing, editorials, editor-in-chief of social media and reporters who are in charge of creating framing in the digital public space. Researchers looked at how Parliament's social media editors created framing for followers through Instagram content. The manager of the Parliament's social media account has tried to increase public trust in parliamentary experts on the @dpr_ri Instagram account through the Indonesian parliament towards the Palestinian issue. The results of the interview with the editor of the parliamentary media explained that Fadlizon's statement as a parliamentary expert on the Palestinian issue at the International "Plenary Meeting" forums uploaded on social media succeeded in creating a public framing that the government is serious about providing support for the Palestinian independence. Four respondents from the Parliament social media editorial succeeded in creating public framing through social media content so that it had an impact and increased public trust in the Indonesian Parliament. As a people's representative, his words uploaded on people-oriented social media can help increase public trust in the Indonesian Parliament.

Keywords: *Parliamentary expert, public communication, political content, social media framing, development communication.*

INTRODUCTION

Scheidig and Obergassel (2025) found that the visit from Germany parliamentarians in public has very little effect on building political trust. These findings prove that parliamentary efforts in building public trust is not a totally positively effect on the public. Based on previous research, Aulia (2024) obtained data of internet service providers used in Indonesia, that in 2017, of the 256.2 million Indonesian population, almost 143.26 million were internet users, and 89% of them access social media content, and around 36.94% access political news for their daily consumption. Social media is often the platform used as branding for political figures image such as political parties, parliamentary, government figures, with large followers. The number of social media users among political experts in Indonesia continues to increase. In 2021; there were 202.6 million internet users, or 73.7 percent of the entire population of 274.9 million as a whole. This number has increased to 27 million compared to

2020 (Marini, et al., 2022). According to the results, social media has become an effective digital information space for disseminating information and Instagram has become the fourth most popular social media platform, with the most users of Instagram with 90,405,801 accounts (Tim Napoleon Cat, 2024) in Indonesia. Indonesian political experts such as Sandiaga Uno use Instagram not just as a communication tool but also for political branding, to build closeness with the public. When nominating a vice-presidential candidate in 2019, posting content in the form of photos, videos, and captions delivered via Instagram succeeded in influencing the public as a means of political branding in the presidential election.

A study of political communication on social media was also carried out by Putri (2024) that issues of communication crises related to government figures and institutions often occur and could harm public expectations due to social media posts. Social media platforms influence political participation and even allow citizens to learn about political issues. As quoted by Halpern et al. (2017), social media users can also be invited to take part in politics. Through political engagement on social media, people also learn about political issues that affect their lives (Halpern et al., 2017). In fact, the larger the network on social media, the more likely they are to interact with new information. Their political activity will grow when they engage as followers on the social media accounts of political experts (Huckfeldt et al., 2004, as quoted by Halpern et al., 2017).

This issue is the basis for researchers to see how the parliament manages social media content by posting viral content of parliamentary statements that have an impact on public trust, which strengthens the image of the Indonesian Parliament. If social media content is viewed as information, then audiences will have a different perspective on the concept of information. Chopra (2014) argues that changes in political viewpoints can be altered due to information conveyed by social media. When more and more people are involved and become part of the solution, social media will become an important reference for change. In its development, digital media has also become a means of seeking information about what is happening around them (Reisach, 2021). In fact, social media has become a reference for many people to find a solution to a problem, including in the context of political literacy, political preferences, and political education. The media environment and political communication system have fundamentally changed, so social media is increasingly mushrooming (Klinger & Svensson, 2015).

In general, media effects are usually described as cognitive, affective, or behavioral (Bryant & Finklea, 2022). Cognitive impact relates to how people get information, how people learn, how beliefs are formed in the mind, and how the need for information is satisfied. This effect includes the question of whether and how much a person has learned from something. Even meetings and conferences using social media have become a cultural breakthrough as part of campaign strategy planning. Politicians often display their daily activities on social media, a new technological tool that means politicians no longer need to use a secretary to answer the phone. The above facts show that social media is not just changing technology, but changing audience behavior in communicating and how people communicate with the presence of technology. With the presence of new media, diplomacy has become easier to visualize through social media. The presence of the Instagram platform is clear evidence of the openness of information that was previously closed, and is now increasingly open for everyone to access. The practice of political communication today is made easier by the presence of technology as a means that is considered very effective and efficient (Battista, 2024). The large impact of social media as personal branding in attracting

people's hearts is an opportunity for political experts to try to make social media a means of political communication by delivering more creative social media content that attracts public attention (von Sikorski, 2025). This condition shows that the presence of new media can also be used as an information channel to display state ideology.

This research aims to display the framing efforts made by editors in online media to parliamentary experts. A parliamentary expert has the opportunity to convey the message of national development in accordance with the government's program, but the right strategy is needed for the success of the development program. Thus, efforts to display the image of a parliament that is on the people's side can be conveyed in a structured manner with good planning by the parliament's social media editors. The selection of issues from the content to be published on social media is a form of seriousness for parliamentary media. This research is important to ensure that the editorial of the Indonesian parliamentary media is able to produce content that has an impact on the development of the country. Although there has been a lot of research on media framing but it has not fully discussed specifically about development communication efforts carried out by framing social media on the content produced. Therefore, political content is important to be published so that it can provide knowledge and new policy directions on how parliamentary media editors manage parliamentary media content and display the image of parliament.

This study looks at how the strategic framing mechanism used by the @dpr_ri social media team as a development communication application on parliamentary experts in Indonesia. The research also analysed content posts that showed efforts of the parliamentary media editorial team to frame statements of the Chairman of the Inter-Parliamentary Cooperation Agency led by Fadli Zon, to the public. Fadli Zon is a parliamentary expert who responded to the Palestinian issue as the responsibility of Indonesian Muslims. Through the posts, it showed that the parliament is trying to convince the public that Indonesia is very serious about responding to the Palestinian issue.

LITERATURE REVIEW

a) Parliamentary Expert

Effective governance and regulatory mechanisms are essential for the well-being of a country's media system. As the findings of (Dracea et al., 2024)) explain that the involvement of political experts in mass media companies has disrupted the democratization of the media in Indonesia. Historically, there has been a strong link between oligarchic business interests and political ambitions, thus disrupting the independence of the media in its reporting. In Europe, a parliamentary expert has the ability to provide input on political issues that occur in the structure of government, at the same time an expert is able to influence the public with his or her statements and attitudes towards political issues and government policies (Fraser et al., 2023). In Germany, a parliamentary expert is referred to as a policymaker who is able to influence the public with his statements in response to problems that occur in society such as government policy issues that are not on the side of the public (Cross et al., 2021). This study shows that the activities of politicians in the mass media have an impact on their reputation as a member of parliament. By following the ethics of mass communication, the influence and political policies of a parliamentary expert will realize harmonization in society has to have an impact on the development of the country in the future.

There are still many improvements to be made in the implementation of media regulation, including removing what does not benefit regulators in this case political policy. This study sees ethics and autonomy as the two most prominent issues in media coregulation faced by the state, especially in the broadcasting industry. In essence, media governance and regulatory practices are essentially a series of 'communicative events' between authorities, the state, and meeting the aspirations of the public sphere. A study conducted by politicians in Norway on politicians' efforts to create a positive public space highlighted politicians' attitudes and policies and found that people can make informed decisions when highlighting politicians' statements on social media. Geise, (2025) Politicians have successfully used social media to personalize and emotionally engage the public during elections. This effort aims to convince the public of their political agenda through a deep communication approach. Investigated the question that has been ignored that by following the evolving issue, a politician is able to create a narrative that is in favor of the people as a form of partiality of parliamentarians towards the public on which issues are prioritized by parties on social media accounts to respond with narratives that have a positive impact on the audience. The choice of issues in the public space that politicians respond to will be one of the factors that can have an impact. Social media is one of the means used by parliamentarians as a political campaign to influence the public on government policies.

b) Public Communication

It is natural for us to state that public communication is the core of the democratic process, Anggrayni (2018) found that every citizen has the same access to information sources and the same opportunity to participate in the debates that are the basis for political decision-making in a country, in the right way. This study also shows that changes in the media structure and media policy today are influenced by public intervention on government policies, the presence of political parties as representatives of the community is responsible for conveying public aspirations, especially about equitable development and public services. However, in reality, broadcasting and the public service broadcasting model as a manifestation of the principles of a healthy public space have succeeded in presenting political debates that affect the independence of the mass media. In another study, Blumler (2019) also found changes in the political communication system that have been radically changed by the presence of digitalization through social media access. The presence of technology and wider Internet access have accelerated the flow of social change that affects people's communication behavior and response to government policies. The strategic communication process including meetings, planning, consultation and negotiation, as well as other implicit challenges involved in media governance and regulatory processes (Vieira Jr et al., 2024).

This situation actually opens up opportunities for communication crises to be displayed openly in the public space so that it has an impact on the crisis of trust. Andayana et al. (2023) in her research on the people of Kupang, East Nusa Tenggara, Indonesia, found that the village government uses the WhatsApp Tune group as an effective public space for the people to communicate directly with village officials in Tobu Kupang District. This public space was created by the local government with the aim of providing convenience for the public to access the latest information conveyed by the local government. The use of this communication medium is named "WhatsApp Tune Information" group. The government and the community feel assisted because information can be conveyed quickly and easily. The use of communication media through the WhatsApp Tune Information group is not only a

communication medium, but also as a discussion medium for village residents. The use of communication media through the Tune Information WhatsApp group can improve the welfare of the village residents as they get information about the use of social media and online stores as a medium for selling handicrafts and disseminating village information to the public such as cultural festivals held.

c) Political Communication

Political experts in Indonesia use various techniques to communicate their mission and vision to their respective voters. Winning the election depends on how well the candidate uses various means of communication, both traditional mass media and social media. A study by Pratiwi and Handayani (2023) found that the political communication style carried out by Anies Baswedan, a non-party political leader in gaining public support and winning elections used Instagram. With his team of communicators, he used hashtags, news feeds, political ads and visual styles to raise awareness and to influence his voters. The various published content turned out to be relevant and significant to voters, but not enough to win the election.

Another study of political communication was also carried out by Pratiwi and Handayani, 2023) found that political communication skills also required strategies to swing voters in the regional elections in Karang Asem Bali. Despite having good political communication skills, defeat in politics often occurs due to a lack of capital as a supporter of political activities. In the research conducted by Abdul Latif and Ying (2020), it is also seen that the strategies of politicians in responding to political chaos in Malaysia required the help of the mass media as a link between politicians and the audience. This study found that the background of newspapers affects the way news is reported or presented. From the analysis carried out, the mainstream media has done its job as the fourth estate to spread news from the new Malaysian government to the public. The new Prime Minister at the time, Tun Mahathir Mohamad also outlined a clear direction of duties and responsibilities towards the country in the time of crisis to ensure that Malaysian society continues to live in peace and harmony.

d) Social Media Framing

The phenomenon of using social media platforms as a tool to spread political ideology is increasingly prevalent today. The multimodal nature of social media makes it an efficient tool where users can post textual information as well as visual materials to reach their audience. Mohd Fathir et al. (2022) explained that visual strategy is one of the largest socio-political movements in Malaysia that features the slogan "Resmi Bersih 2.0" through Facebook, as a political communication strategy on social media. The visual framing presented by Facebook displays visual content of photos of protesters, followed by posters and photos of political figures who want clean politics in the country. The framing displayed is an action of public solidarity through images with a 'call for action' in the form of direct and indirect messages as a symbolic visual of the political atmosphere in Malaysia. Another study conducted on politicians in Germany, where political discussions on social media networks are often produced by hyperactive social media users. These communities often use algorithms to see political comments and politicians' posts as a reference for their activities on social media through content produced (Papakyriakopoulos et al., 2020). This study shows that hyperactive users have an important role in political discourse. They also succeeded in creating a public opinion that had an effect on political agenda setting.

Hyperactive social media users in political circles have succeeded in creating an alternative picture of public opinion. Hyperactive users greatly influence certain political recommendations, for example as an artist who contributed to the political issue on sosial media. By training a collaborative filtering recommendation algorithm and deep learning on political network simulations, this study illustrates that social media influences can encourage political discussions that have implications for political discourse and the dangers of algorithmic manipulation in political communication practices. Aswar (2022) in his research found that framing theory in the study of social movements has existed in Indonesia through the Hizbut Tahrir movement which sought to provide a doctrine to the community through its dialogue in the public space which influenced the community to understand how a social movement exists starting from social problems, offering solutions, and inviting the community to join the movement. This article argues that Hizbut Tahrir has used a framing approach to spread its ideological and political mission in Indonesia. The use of social media in the political agenda as the findings of previous research show that the existence of social media has succeeded in influencing the audience with the machinery of political content production carried out by political experts. These political experts design their agendas and lead public opinion to shape political reality through platform design that favors emotional content. The political agenda on social media has succeeded in utilizing non-political actors to build virality so that the public subtly ignores the propaganda carried out by political experts.

e) Development Communication

In the political arena, the ability to communicate is crucial to focus the people's attention to the planned political agenda in Afrika, where the government tried development with rhetoric strategy such as innovation education system, economic system etc. (Kararach, 2022). This effort was effective in restoring public trust in the government. The approach was carried out by providing courses that have an impact on soft and hard skills. Servaes (2020) also sees social change involving elements of communication as the underlying process for changing attitudes and decision-making which is known as development communication efforts. The success of this communication model greatly affects the acceleration of state development from all fields such as food security, economy, infrastructure, including information technology that supports the welfare of the people of a country. The harmonization created is a form of successful development communication controlled by the state for the benefit of its people.

Development communication over the past seventy years follows two paradigms based on the theory of mass communication and marketing. The goal of development communication is to change behavior and habits for the better. Development communication is more centered on sustainable community development than the participatory paradigm (Cardey et al., 2023). A similar research by Pettersson (2022) also proves that the Swedish government has tried to break the chain of poverty in its society since the birth of Sweden's formal development policy in 1962. Sweden has allocated one percent of its gross national income for development assistance since 1975. Although this country has experienced a change of government, there has been no change in the government's principle of making efforts to alleviate poverty from all sectors. This situation shows that Sweden's development cooperation policy is formed on consensus. Previous studies have shown that the purpose of development communication carried out by the government is an effort to change people's welfare for the better.

METHODOLOGY

This study employs a qualitative descriptive method through social media content analysis and in-depth interviews with the editorial staff responsible for managing the DPR-RI official Instagram account, @dpr_ri. The researcher established four main indicators used to examine the strategic framing of parliamentary image on social media: (1) virality of parliamentary posts, (2) headline issue and positive public sphere, (3) parliamentary legitimacy and representation, and (4) the constructed public image of parliament. These four indicators were consistently applied across the tables and analysis presented in this research.

The selection of these indicators is theoretically justified based on the framing theory and political communication perspectives, emphasizing how digital media constructs institutional image through visibility, agenda-setting, narrative development, and legitimacy reinforcement. This theoretical justification strengthens the relevance and validity of the four indicators used in the methodology.

Prior to conducting interviews, the researcher performed a systematic coding process on Instagram posts related to the Palestinian issue published by parliamentary expert Fadli Zon, Chairman of the Inter-Parliamentary Cooperation Agency (BKSAP), who represents Indonesia in the Palestinian solidarity movement. The coding rubric included the following criteria: (a) visual elements and symbols, (b) narrative framing and wording in captions, (c) engagement metrics (likes, comments, shares), and (d) representation of parliamentary roles and diplomacy.

Two coders conducted independent coding, followed by agreement checking to ensure consistency and reliability. Reliability level based on Landis and Koch (1977): $\kappa > 0.80$ = Excellent agreement, κ: 0.61–0.80 = Substantial agreement, κ: 0.41–0.60 = Moderate, and $\kappa < 0.40$ = Low (Table 1).

Table 1: Inter-coder reliability results

Indicator	Percent Agreement (%)	Cohen's Kappa (κ)	Reliability Level
Virality of parliamentary posts	89.3%	0.82	Excellent
Headline issue and positive public sphere	86.7%	0.78	Substantial
Parliamentary legitimacy and representation	93.5%	0.88	Excellent
The constructed public image of parliament	84.1%	0.74	Substantial
Overall Agreement	88.4%	0.81	Excellent

The reliability test results presented in Table 1 indicates a high level of coding consistency between the two coders. The indicator parliamentary legitimacy and representation achieved the highest agreement rate (93.5%; $\kappa = 0.88$), classified as excellent, demonstrating a shared understanding of legitimacy and representation in the content. The indicators headline issue and positive public sphere and the constructed public image of parliament yielded substantial agreement, which reflects clarity and consistency in the analytical categories. Overall, the Percent Agreement of 88.4% and Cohen's Kappa value of 0.81 confirm that the coding frame is well-defined and reliable for analyzing the framing of parliamentary image on social media.

The operational definition of "viral content" in this study refers to posts that demonstrated rapid audience engagement exceeding the median interaction rate on @dpr_ri during the research period. Specifically, viral posts were defined as those that achieved at least a 25% higher engagement rate (combined likes, comments, and shares per follower

count) than the average engagement rate of the account. Based on this criterion, the researcher selected posts uploaded within November 2023, which was identified as a period of heightened public attention to the Palestinian conflict. All posts that contained Palestinian-related framing and demonstrated parliamentary involvement were included, while posts with no relevance to parliamentary diplomacy or political advocacy were excluded.

Data collection also included semi-structured interviews with four members of the DPR-RI social media editorial team: a copywriter (A1), a content creator (A2), an editor-in-chief (B1), and a reporter (B2). These participants were recruited through purposive sampling to ensure they held direct responsibility and editorial authority in managing parliamentary communication related to the Palestinian issue. These participants were recruited based on three criterias:

1. direct involvement in producing or approving @dpr_ri Instagram content,
2. a minimum of one year of experience managing political communication on social media, and
3. specific editorial responsibility for posts related to the Palestinian issue.

Ethical approval was granted by the researcher's institution, and informed consent was obtained before interviews were conducted. To maintain confidentiality, participants' identities were anonymized using coded labels (A1, A2, B1, B2). The interview protocol was aligned with the four analytical indicators and guided by a structured coding framework capturing:

1. criteria for selecting parliamentary content,
2. framing strategies employed in social media messaging,
3. the use of AI and engagement metrics in editorial decisions, and
4. institutional objectives in parliamentary image-building.

All interviews were audio-recorded with permission and transcribed verbatim for accuracy. Data were analysed using thematic analysis by comparing:

1. coded content categories from Instagram posts,
2. interview-derived themes, and
3. the alignment between editorial intentions and online audience responses.

This triangulated approach enhances the credibility and validity of the findings, offering a comprehensive understanding of how @dpr_ri strategically constructs and promotes the Indonesian Parliament's image through viral advocacy narratives addressing Palestinian solidarity.

RESULTS AND DISCUSSION

a) Virality of Parliamentary Posts

The research findings indicate that @dpr_ri strategically utilized viral content related to Palestine to strengthen parliamentary visibility on Instagram (Figure 1).
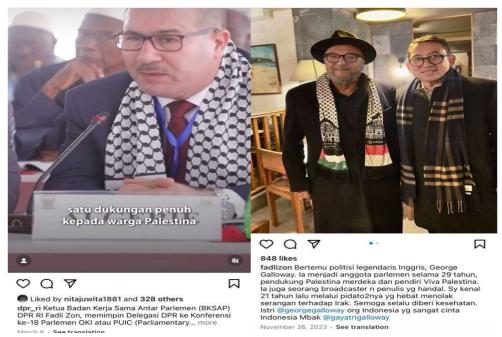
Figure 1: Viral Parliament Post in @dpr_ri (Efforts of Parliamentary Expert Fadli Zon
to conduct diplomacy with political leaders of various countries for Palestinian Independence)

The use of a viral post by @dpr_ri — featuring parliamentary expert Fadli Zon's diplomacy efforts with foreign political leaders on behalf of Palestinian independence, illustrates how institutional actors leverage social media for public diplomacy and image construction. By utilizing a high-engagement post format, the parliament can reach broader domestic and international audiences, accelerating visibility and signaling political solidarity. This aligns with findings that social media platforms serve as effective tools for digital diplomacy and soft power projection (Garba, 2025). Moreover, as research shows, social media plays a substantive role in shaping public opinion and political participation, particularly when content is emotive or agenda-driven (Aryantini et al., 2024; Kurniawan et al., 2023). Consequently, such viral parliamentary posts do more than inform, they actively frame institutional legitimacy and representation, mobilize empathy for foreign-policy causes, and potentially influence public support for diplomatic stances toward Palestine.

Posts featuring parliamentary expert Fadli Zon's diplomatic engagements with international leaders regarding Palestinian independence generated high user interaction, ranging from 79 to 848 follower engagements. This demonstrates how emotional and geopolitical issues amplify audience responsiveness.

> We don't upload all of the council members' statements, but we choose statements that discuss actual issues that the public is waiting for. (Informant A1)

These posts embody content management processes involving copywriting, image editing, and message refinement to increase public resonance. Viral posts enhance informational reach, accelerate agenda dissemination, and contribute to public diplomacy efforts.

b) Headline Issue and Positive Public Sphere

@dpr_ri selectively highlights parliamentary statements that address trending social and political concerns, notably those related to Israel's attacks and humanitarian issues. By framing Palestine as a shared humanitarian cause, the editorial team aims to cultivate positive public discourse.

> Social media editors will be involved in carrying out the selection process up to the editor-in-chief. (Informant A2)

By emphasising the plight of civilians and positioning Palestine as a shared humanitarian cause, the editorial team fosters a "positive public sphere" that aligns parliamentary voices with global justice and civic concern. This practice mirrors broader trends in digital diplomacy: governments and institutions increasingly use social media to project soft power, shape public discourse, and mobilize support for foreign-policy stances (AL Mughni & Ramadhoan, 2024; Suhangga, 2024). Additionally, AI tools are used to detect trending topics, allowing editors to craft narratives aligned with public demand:

> *"Editorial efforts to display the image of the Indonesian parliament… also use AI as a tool to find trend issues that will be posted on social media."* (Informant B2)

Such responsiveness reflects the dynamic nature of social media engagement and the demand for timely, empathetic messaging. This aligns with the framing theory's assertion that the media (or institutional actors) can shape which issues are salient and how they are interpreted, thereby influencing public opinion and institutional legitimacy (Hutagalung & Nurhasanah, 2023). This framing positions parliamentary voices (Figure 2-4) as aligned with civic concerns and global justice.
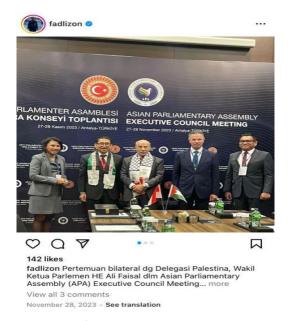

Figure 2: Postive Issue Post in @dpr_ri (Asean Parliamentary agrees to provide support for Palestine)

Figure 3: Headline Issue (Fadli Zon's post statement of stance before the Asean parliamentary
forum on Israel's war crimes that resulted in thousands of Palestinians being injured)

Figure 4: Image of the Indonesian parliament (In the picture, Fadli Zon as a member of parliament can be
seen displaying his picture in an effort to provide support with the concept of green economy for
Palestine by carrying an NGOs)

The positive-issue (Figure 2) exemplifies how institutional social media accounts can contribute to humanitarian diplomacy and frame global justice concerns in ways that resonate with domestic and international audiences. By choosing to spotlight support for Palestine within a multilateral context, the account aligns itself with shared values of solidarity and collective responsibility. This kind of framing transforms parliamentary communication

from formal diplomacy into more accessible, emotionally resonant narratives of empathy and moral commitment. Research shows that social media is increasingly used as a tool of "cyber diplomacy", through curated posts and strategic messaging, actors project soft power and shape public opinion on global issues (AL Mughni & Ramadhoan, 2024; Suhangga, 2024).

Moreover, By expressing support for Palestine, a political expert is perceived by the public as championing human rights and global solidarity. By presenting themselves as parliamentarians, the moral support for Palestine conveyed to the public is both morally credible and internationally conscious.

The headline issue (Figure 3), featuring Fadli Zon's strong stance before the ASEAN parliamentary forum against Israel's alleged war crimes, and highlighting thousands of Palestinian victims, demonstrates how official parliamentary communication can adopt agenda-setting and issue-framing strategies. By foregrounding human rights violations and humanitarian urgency, the post elevates the Palestine conflict from foreign policy subject to moral and public concern. This aligns with the concept of digital diplomacy: official actors leveraging social media to signal solidarity, shape global narratives, and mobilize public opinion (AL Mughni & Ramadhoan, 2024; Suhangga, 2024). Such framing not only draws attention, but frames parliament as morally responsible and globally engaged.

Complementing the verbal statement, the image of the Indonesian parliament (Figure 4) showing Fadli Zon in solidarity with Palestinian NGOs and emphasizing green-economy support for Palestine, adds a symbolic dimension. Media workers strive to create a positive public space by creating a framing on social media that parliamentary experts are on the side of the people's interests. Informant B1 explained:

> At every opportunity, parliamentary media workers ensure that social media framing contains statements of parliamentary experts who are on the side of the public as an effort by the parliamentary media to create a positive public space to build the image of Indonesian parliamentary experts. (Informant B1)

Visual framing of this kind helps institutionalize a caring, active, and modern parliamentary identity, enhancing legitimacy among domestic and international audiences. Recent studies on public diplomacy in Indonesian social media context highlight Instagram's role in projecting state solidarity toward Palestine via images, narratives, and symbolic gestures (Suhangga, 2024; Rizqullah & Saipuddin, 2025).

c) Parliamentary Legitimacy and Representation

Fadli Zon, as Chairman of BKSAP, serves as a visible diplomatic figure representing Indonesia's role in supporting Palestinian independence. His statements in ASEAN parliamentary forums and bilateral meetings reinforce Indonesia's legitimacy in global solidarity. These posts communicate institutional accountability and political efforts in foreign policy:

> Viral parliamentary statements will be processed… adjusting viral issues that are being talked about by the public. (Informant B1)

The strategy reinforces DPR-RI as an active global actor defending humanitarian rights. As Chairman of the BKSAP, Fadli Zon functions as a highly visible diplomatic figure for Indonesia's parliamentary diplomacy, particularly in support of Palestinian independence. By

using the official @dpr_ri account to broadcast his statements in ASEAN parliamentary forums and bilateral meetings, the parliament signals a proactive international stance. This aligns with scholarly observations that social media increasingly serves as a platform for "digital diplomacy," enabling state and parliamentary actors to assert soft power and reach global audiences (AL Mughni & Ramadhoan, 2024; Zgair, 2025).

The back-end editorial process reveals an intentional strategy: according to informant B1, "viral parliamentary statements will be processed… adjusting viral issues that are being talked about by the public." This indicates that @dpr_ri does not post passively, rather content is curated, edited, and framed to maximize resonance. Such careful curation underscores institutional accountability and suggests that parliamentary communication is being managed as part of a deliberate foreign-policy narrative.

Through these efforts, DPR-RI positions itself as an active global actor defending humanitarian rights. The combination of authoritative statements and social media amplification works to reinforce public trust and institutional legitimacy, not only domestically but also in the international arena. As public diplomacy theory argues - in the digital era, institutions achieve influence not only through formal diplomacy, but also by shaping global public opinion via social media platforms (Budiana, 2023; Suhangga, 2024).

Therefore, the strategic use of Fadli Zon's persona and parliamentary content on Instagram illustrates how modern parliaments can mobilize media framing to translate domestic representation into international solidarity, reinforcing institutional identity as morally committed and globally engaged.

d) The Constructed Public Image of Parliament

Image-building efforts emphasize a socially responsible parliament working for global justice. Visual narratives, such as Fadli Zon supporting Palestine with green economy initiatives alongside NGOs (Figure 4), help portray the parliament as proactive, modern, and internationally engaged.

> Media workers ensure that social media framing contains statements of parliamentary experts who are on the side of the public to create a positive public space to build the image of Indonesian parliamentary experts. (Informant B1)

Increased public appreciation - reflected in engagement metrics - becomes a metric of institutional trust and positive brand perception. Image-building efforts by official parliamentary accounts emphasize a socially responsible and globally engaged institution. Visual narratives portraying Fadli Zon alongside NGOs and promoting green-economy initiatives for Palestine function as symbolic communication, they not only express diplomatic support but also frame DPR-RI as a progressive, environmentally conscious, and morally driven actor (Parr, 2025). Such visuals utilize symbolic cues (NGO logos, green color palettes, and green-economy elements) that are quickly processed by digital audiences, reinforcing both solidarity and institutional modernity.

The editorial process described by Informant B1 - noting that framing is curated to present parliamentary experts as being "on the side of the public" - illustrates that visual representation is strategically produced to maximize public acceptance and legitimacy (Bolkvadze et al., 2024). When these visuals are accompanied by consistent narratives (captions emphasizing humanitarian support and green-development initiatives), audience

engagement (likes, comments, shares) becomes a measurable indicator of trust and brand perception, increasingly used in government communication research.

Furthermore, the integration of environmental issues (green economy) with Palestinian solidarity enables the parliament to display dual legitimacy: moral legitimacy (defending human rights) and performative legitimacy (proposing sustainable development solutions). A multimodal strategy, combining images, NGO symbols, and policy-oriented narratives strengthens the framing effect, positioning DPR-RI not merely as lawmakers but as responsive and visionary diplomatic actors. This contributes to the institution's symbolic capital and enhances potential public support for parliamentary foreign-policy initiatives (Parr, 2025; Bolkvadze et al., 2024; UN SDG Report, 2023).

CONCLUSION

This study found that social media account managers, editorials, copy writing, editors, and social media admins of the DPR-RI parliament have tried to carry out a selection process for content that displays the activities of parliamentary experts on social media by conducting a gatekeepeng stage at the editorial desk before publishing posts on social media. This is done for the purpose of maintaining the image of parliamentary experts in the digital public space. Parliamentary social media broadcasts are able to display the image of parliament and arouse public trust in the image of the Indonesian parliament in three stages, namely managing every message that will be posted with the help of copy writing in the editorial. Editors on certain occasions also use SEO methods to create a trend of positive issues that politicians do to the public through their content posts. The next stage is the process of delivering messages through social media carried out with the principles of development communication. Media workers strive to create a positive public space on social media in order to have a positive impact on society. Positive, constructive, and people-oriented statements can help increase public trust in the DPR. The researcher recommends to the social media managers of the House of Representatives that in order to display a good image of parliament in the public space, it is necessary for the editorial management to create creative content that is real facts from the attitudes and statements of parliamentary experts regarding current issues that occur in society.

BIODATA

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