Jurnal Komunikasi ISKI, Vol. 11 (1), 2026

J U R N A L

KOMUNIKASI

IKATAN SARJANA KOMUNIKASI INDONESIA

E-ISSN: 2503-0795
P-ISSN: 2548-8740

The BANI Framework and Indonesian Diplomatic Communication: A Critical Discourse Analysis of the Indonesian Ministry of Foreign Affairs

https://doi.org/10.25008/emm0v541

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Submitted: November 23, 2025, **Revised:** May 2, 2026, **Accepted**: June 3, 2026
Accredited by Kemristekdikti No. 152/E/KPT/2023 until Vol 12(1) in 2027

Abstract - This study highlights the discourse constructed by the Indonesian Ministry of Foreign Affairs (MoFA) in demonstrating its role through digital diplomacy. Through these efforts, MoFA Indonesia adapts a digital diplomacy strategy to maintain public trust and national stability amidst global fragility and anxiety. The purpose of this study is to analyze the contemporary diplomatic communication forms of MoFA Indonesia in building cooperation between countries and the crisis communication strategies implemented through its official YouTube channel. This research uses a qualitative approach with a case study research type. The analytical technique used is critical discourse analysis with the Fairclough approach. This study examines MoFA Indonesia's video content related to the context of crises and bilateral cooperation. The analysis results show that MoFA Indonesia implements a two-track communication strategy: reactive diplomacy and proactive diplomacy. Reactive diplomacy is carried out in crisis situations to calm public anxiety and demonstrate state control. Meanwhile, proactive diplomacy is carried out in the realm of bilateral cooperation to build long-term resilience against global uncertainty. Both utilize digital platforms to control the narrative, target multiple audiences, and project the state's competence. Theoretically, this study expands digital diplomacy literature by establishing the BANI (Brittle, Anxious, Non-linear, and Incomprehensible) framework as a superior analytical tool for mapping state communicative responses to non-linear and incomprehensible global disruptions, providing a deeper conceptual understanding of narrative resilience beyond the conventional VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) paradigm.

Keywords: BANI; Diplomacy; Anxiety; MoFA Indonesia; Discourse.

Introduction

Digital diplomacy is currently a new diplomatic model for influencing various parties. Although diplomacy has entered the digital realm, it does not replace traditional diplomacy (Al Putra, 2023). The speed of online interaction allows countries to respond to global issues in real time and manage the narrative early. This ability to engage in open dialogue is a crucial tool in building trust and soft power

in the eyes of the world. This can happen because the internet is able to be a medium for users to carry out digital communication (Davita et al., 2024). The presence of digital diplomacy is necessary to strengthen a country's performance in building international relations, enabling it to provide transparency and openness of information to various parties.

One way to do this is by disseminating information about international cooperation and bilateral relations through a YouTube account. MoFA Indonesia is the official YouTube account of the Ministry of Foreign Affairs of the Republic of Indonesia. As of July 6, 2025, MoFA Indonesia had more than 59.2 thousand subscribers. This channel has become the primary source of official perspectives for the public amidst the rapid flow of global misinformation and disinformation. This demonstrates the public's need for information related to Indonesia's global presence, especially as the global environment becomes increasingly unpredictable.

This is like in the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) framework which describes that the global world is full of uncertainty, where there is a perspective that the current environment is difficult to predict (Fuentealba et al., 2023). The VUCA framework has been used by military strategists, business leaders, and policy makers in developing long-term strategies to deal with the uncertainties that arise (Taskan et al., 2022). However, as digital disruption accelerates, many analysts consider the VUCA framework to be no longer entirely adequate.

The research gap in existing studies lies in their over-reliance on the VUCA lens, which tends to view global challenges as operational hurdles solvable through speed and agility. Specifically, previous studies using only the VUCA framework have missed the dimensions of systemic fragility and the psychological impact of digital crises on the public. VUCA fails to explain how seemingly robust international systems can be "brittle" and collapse instantly, or how the digital information flood generates profound "anxiety" that cannot be mitigated by simple transparency. Furthermore, while VUCA treats unpredictability as a logical challenge that can be overcome with more data, it overlooks the "non-linear" and "incomprehensible" nature of modern disruptions where small events trigger disproportionate geopolitical consequences and where an abundance of data actually obscures understanding. Without the BANI (Brittle, Anxious, Non-linear, and Incomprehensible) perspective, an analysis of MoFA's communication strategies remains incomplete, as it fails to account for the state's role in managing "public fear" and "systemic vulnerability" rather than just "informational uncertainty".

The existence of the MoFA Indonesia YouTube channel can be an effort to mitigate uncertainty and the threat of fragility caused by the current global situation. For example, press conferences on bilateral relations between Indonesia and other countries can provide information to the public when they learn that Indonesia is recognized by other countries. This also applies to times of war, where the government's stance, through the Ministry of Foreign Affairs, is needed to reassure the public that Indonesian citizens are safe amidst the threat of war.

At the same time, the BANI environment has the potential to directly undermine the pillars of traditional diplomatic communication, which is built on assumptions of stability, predictability, and information control. Each element of BANI presents unique challenges that conventional bureaucratic and communication processes cannot address. For example, the Brittle situation can now be described as a state of war and pandemic. This has led to economic collapse and demands a swift diplomatic communication response. This situation necessitates rapid response efforts and coordination between countries (Ünver, 2017).

Anxious further explained that public diplomacy is currently conducted in a situation where states can easily be controlled. However, global anxiety has emerged due to the many dynamics, conflicts, and crises that occur, resulting in uncontrolled information. The abundance of irregular information, misinformation, and disinformation has triggered widespread public anxiety (Snow, 2024). Under these circumstances, efforts are needed to build a wave of information to manage public perception. For diplomats, managing public perception is now a very difficult task because it requires overcoming public suspicion (Lim, 2019).

Within the BANI framework, this situation also creates unpredictable (non-linear) cause-and-effect relationships. Small actions can trigger large consequences, while large efforts may not necessarily yield benefits. This makes developing long-term communication strategies extremely difficult, especially when dealing with international incidents (Stanzel, 2018). For example, in the context of maritime boundaries potentially being crossed by foreign fishermen, this can generally be resolved discreetly. However, when the incident is recorded and goes viral, especially when it's

dramatically exaggerated, the impact of the incident is significant, raising military tensions at sea, and becoming a global issue.

Another challenge arising from the development of communication technology has given rise to various public discourses on various issues (Yoga, 2018). The abundance of information has resulted in a very large and open data volume (big data). This results in unclear information, making it difficult to understand (incomprehensible). This unclear information leads to unclear facts being disseminated, potentially triggering hoaxes and promoting hatred (Rahmadhany et al., 2021). These challenges represent the dynamics faced in understanding diplomatic communication within the BANI framework.

This research focuses on the context of diplomatic communication conducted by the Ministry of Foreign Affairs through the Indonesian Ministry of Foreign Affairs (MoFA) in establishing bilateral relations between countries. This research aims to analyze contemporary forms of diplomatic communication in building cooperation between countries through the perspective of the BANI framework. Furthermore, this research also aims to analyze the diplomatic crisis communication strategies implemented by the Indonesian MoFA. The research results are expected to provide academic contributions to the study of diplomatic communication and provide practical input for practitioners in developing digital communication strategies.

Theoretical Framework

The VUCA framework is often used as a foundation for understanding and navigating the world. This effort is undertaken by various parties, recognizing the existence of a VUCA world with its many possibilities, thus serving as a foundation for developing organizations, institutions, and even nations (Nowacka & Rzemieniak, 2022). The increasingly unpredictable VUCA world is driving the emergence of various strategic frameworks for leaders in facing global challenges (Halil et al., 2025). A solid understanding of the various factors critical to professional leadership, particularly those related to the state, will enable the development of prudent strategies to address the challenges faced (Jansen van Vuuren et al., 2022). However, the uncertainty of global conditions is now fueling the increasing potential for various crises (Alkhaldi et al., 2017), ranging from financial crises and global pandemics to accelerating climate change and geopolitical fragmentation. This makes the VUCA framework increasingly inadequate.

Jamais Cascio offers the BANI framework for addressing current global conditions (Natalia & Olena, 2023). The BANI framework signals a paradigm shift in society's understanding of contemporary challenges. While VUCA implies challenges that can be managed through vision, understanding, clarity, and agility (VUCA Prime), BANI describes a more existential and psychological state. The BANI situation presents challenges to traditional diplomatic communication. This assumes stability, predictability, and information control. However, each element of BANI presents unique challenges. For example, in diplomatic communication, brittleness manifests itself during crises (Ünver, 2017). This can be seen in wars and pandemics that occur globally or in specific countries.

Furthermore, the elements of anxiety, non-linearity, and incomprehensibility further complicate these diplomatic interactions. Anxiety manifests through the pervasive fear of misinformation and the rapid spread of panic via digital diplomacy channels, often leading to reactive rather than proactive decision-making. Non-linearity creates a disconnect between cause and effect, where minor diplomatic misunderstandings can disproportionately escalate into major geopolitical conflicts without a clear logical progression. Finally, the incomprehensible nature of emerging threats—such as AI-driven cyber warfare or complex climate feedback loops—renders traditional information verification protocols obsolete, leaving diplomats struggling to grasp the full reality of the situations they negotiate.

Consequently, navigating a BANI world requires a fundamental transformation in diplomatic strategies beyond the agility proposed by VUCA. To counter brittleness and anxiety, diplomatic communication must prioritize resilience and empathy, fostering trust in an environment prone to sudden collapse. Moreover, addressing non-linearity and incomprehensibility demands a shift towards flexibility and intuition; leaders must be willing to abandon rigid long-term planning in favor of adaptive frameworks that can accommodate illogical developments and overwhelming data complexity, ensuring that international relations remain robust even amidst chaos.

Material and Methodology

This research approach is qualitative, using a case study approach. This approach is used to understand in-depth the phenomenon of diplomatic communication conducted by the government through the MoFA Indonesia account, particularly in building cooperation between countries. The object of this research is the narrative and diplomatic communication practices developed by MoFA Indonesia. The analysis focused on constructed messages, particularly related to topics and framings narrated for the benefit of the state. Furthermore, the subject of this research was the MoFA Indonesia YouTube channel. The content analyzed relates to forms of diplomatic communication in building cooperation, as well as content created in response to crises for public security.

Primary data in this study were drawn from uploaded video content. Secondary data came from media coverage, academic literature, and official press releases from the kemlu.go.id website. The research data were collected by selecting video samples based on two contexts: the context of cooperation between countries and the context of crisis. Several visuals from these videos were taken as research samples through screenshots. Furthermore, the video narratives were transcribed for further in-depth analysis.

This research employed critical discourse analysis techniques through the approach proposed by Norman Fairclough. Three dimensions of analysis were conducted: text, discursive practices, and sociocultural practices. The text dimension focuses on the linguistic and visual features of the video narrative. The discursive practices dimension focuses on the processes of video production, distribution, and consumption. The sociocultural practices dimension focuses on the relationship between video and current power and ideology. These three dimensions were analyzed using the BANI framework as the context for this research.

The validity of this research data utilized source triangulation techniques. This technique was used to ensure the credibility and trustworthiness of the research results. Source triangulation in this study was conducted by comparing the analyzed secondary data with other sources that served as secondary data. This aimed to deepen understanding of the BANI context, resulting in a more comprehensive analysis. Furthermore, this step was taken to verify the findings of the discourse analysis, which tended to be subjective.

Result and Discussion

Crisis Diplomacy Communication Practices

The Indonesian Ministry of Foreign Affairs utilizes the YouTube platform to provide information on various matters related to national sovereignty and the international relations it has achieved. This is a strategic intervention to stabilize the 'non-linear' nature of global crises, where distant conflicts can trigger sudden domestic panic or economic instability. In a BANI context, such a crisis is not just a logistical challenge but a non-linear threat; a single viral video of a stranded citizen could escalate into a massive domestic political crisis.

One example of digital diplomatic crisis communication can be seen in the Ministry of Foreign Affairs' press briefing video regarding the evacuation of Indonesian citizens from Iran. This situation can be considered a crisis and requires a swift and transparent response, as the war in Iran has raised public concern, particularly for families with relatives in the country. This was done as a government effort to reassure the public and demonstrate the country's competence in the global arena. Findings related to crisis diplomatic communication conducted during the evacuation of Indonesian citizens from Iran are presented in Table 1.

Table 1. Results of analysis of crisis diplomacy communication

Dimensions	Findings
Text analysis (micro)	1. The use of the terms "safe" and "going smoothly" is used to alleviate concerns. 2. Precise figures (93 Indonesian citizens, 3 Indonesian Embassy staff, 1 Iranian citizen) are used to demonstrate data control and transparency. 3. The video's narrative structure demonstrates complete control over the situation, woven together with a sequence of key statements, data presentations, additional progress reports, ongoing commitments, international context, and an emotional conclusion.

Analysis of discursive practices (meso)	1. The video was produced and distributed quickly in response to the need for information. The Indonesian Ministry of Foreign Affairs (MoFA) ensured that the message was widely accessible and served as a reference point for the media and the public to control the flow of information. 2. The message was aimed at both Indonesian and international audiences. For Indonesian audiences, the primary message conveyed was the security of Indonesian citizens and the government's professionalism in acting. For international audiences, the message was that Indonesia is a responsible nation capable of protecting its citizens. 3. The intertextuality in this video is proactive, as the government officially established a discourse on security and safety before international media and other sources controlled information in the digital public sphere.
Sociocultural practice analysis (macro)	1. The video was produced and distributed quickly in response to the need for information. The Indonesian Ministry of Foreign Affairs (MoFA) ensured that the message was widely accessible and served as a reference point for the media and the public to control the flow of information. 2. The message was aimed at both Indonesian and international audiences. For Indonesian audiences, the primary message conveyed was the security of Indonesian citizens and the government's professionalism in acting. For international audiences, the message was that Indonesia is a responsible nation capable of protecting its citizens. 3. The intertextuality in this video is proactive, as the government officially established a discourse on security and safety before international media and other sources controlled information in the digital public sphere.

Source: Researcher data analysis

A microanalysis of MoFA Indonesia's press releases reveals a linguistic strategy being employed. This linguistic strategy is articulated to manage public perception in a fragile global environment. It is known that the current situation in Iran is heating up due to global conflict, giving rise to various public anxieties that could potentially spiral out of control. The use of terms like "safe," "secure," and "smooth" serves as a countermeasure to potential public anxiety. This effort is reinforced by the data used to explain the number of evacuated citizens. This data projects the government's competence, transparency, and control, enabling it to provide both emotional information and rational evidence.

The video's narrative architecture also serves as an act of strategic diplomatic communication, enabling the communicator to establish control over the crisis. In this case, the narrative structure not only reports the events that occurred but also constructs a story of the Indonesian government's success in evaluating citizens in Iran. This can be an effort to prevent potential damage to the government's reputation. Through effective soft power management, this event can be a success for the government in a climate of global vulnerability. Analysis of the meso dimension shows that press statements regarding the evacuation of Indonesian citizens from Iran constitute a highly strategic discursive practice.

This effort not only disseminates information but also attempts to construct discursive interventions by rapidly producing and distributing content through its official channels. This positions the state as the primary and authoritative source in constructing narratives, thereby minimizing alternative narratives with speculative and critical potential. The use of YouTube allows the content to be widely disseminated and used as a "pillar of information" referenced by other media outlets. This demonstrates that the Indonesian Ministry of Foreign Affairs (MoFA) is not merely responding to information needs but also managing the flow of information in accordance with state interests.

Furthermore, this discursive practice is also constructed for a dual audience: national and international. For the national audience, the information distributed by MoFA Indonesia aims to provide reassurance by emphasizing the security of Indonesian citizens and the professionalism of the government. This is done to reduce anxiety. This contrasts with the international audience, where the narrative is constructed to demonstrate Indonesia as a responsible nation. Furthermore, the nature of the message is constructed through proactive intertextuality. The government takes the initiative in constructing a primary and dominant discourse before any information potentially damaging the country's image emerges. This strategy serves as a preventative measure in the digital space within the context of global information.

At the macro level, the discourse is less about the state as a simple 'protector' and more about the state as a 'stabilizer of logic.' The organized narrative of rescue serves to counter the 'brittleness' and 'non-linearity' of global systems. It prevents the non-linear 'butterfly effect' where anxiety about citizens abroad could unpredictably destabilize the government's image at home. Furthermore, this discourse also creates a sense of "collective calm" that serves as a foundation for projecting an image of stability and control that the Ministry of Foreign Affairs is capable of exercising in other countries.

This creates a space to demonstrate its ability to transform crises on the global stage into diplomatic platforms. Thus, strategically, the Indonesian Ministry of Foreign Affairs (MOFA) is able to position Indonesia as a competent, independent middle power capable of providing protection to its citizens, even abroad. The communication practices employed by the Indonesian MoFA serve as an instrument of foreign policy, enhancing its power internationally.

Bilateral Communication Through Digital Media

The diplomatic communication conducted by the Indonesian MoFA is not limited to crisis situations. Rather, it tends to be conducted within the context of building bilateral relations between countries. Digital media plays a strong role in showcasing these achievements, building a positive image in the public and internationally, as a country with good relations with other countries. One form of bilateral communication is demonstrated through Joint Press Statements broadcast on the MoFA Indonesia YouTube channel. However, statements between the two countries in building bilateral relations have their own unique interests, each demonstrating its own perspective amidst the current global situation. Research findings related to this can be seen in Table 2.

Table 2. Results of the analysis of bilateral communication

Dimensions	Findings
Text analysis (micro)	1. The Indonesian Minister of Foreign Affairs used the terms "friendship and close relationship," "steadfast and time-tested," and "very close neighbor" to construct a narrative perspective of genuine friendship with New Zealand. 2. The New Zealand Minister used the terms "absolute priority," "tangible concrete progress," and "ambitious" to emphasize concrete actions, commitments, and results in building New Zealand's image as a strong partner. 3. The Indonesian Minister of Foreign Affairs used the figure of 67 years of diplomatic relations to emphasize the historical depth of the relationship between the two countries. 4. The New Zealand Minister used data such as "4 times [visited]," "45 to 70 in the annual number of scholarships," "$15 million to support the development," and "$6 billion by 2029." The quantitative data used by New Zealand serves as evidence of its commitment to building bilateral relations with Indonesia. 5. The New Zealand Minister utilized rhetoric to demonstrate its superiority without appearing boastful, particularly in showcasing its country's capabilities in agriculture. This was done to provide added value to partners in building bilateral relations.
Analysis of discursive practices (meso)	1. This joint press statement represents diplomatic communication with a harmonious, dialogical structure. Although visually seemingly separate, the statements constructed into a narrative are two interconnected monologues. For example, when the Indonesian Minister raised the topic of scholarships, the New Zealand Minister provided specific details regarding the increase in scholarships, so as to create harmony for the public. 2. Strategic intertextuality was established through President Prabowo's presence at last year's inauguration and participation in the Super Garuda Shield, explicitly positioning bilateral cooperation within the context of regional security. 3. It simultaneously serves both relational and transactional functions. This function was demonstrated in the celebration of 67 years of friendship while simultaneously announcing agreements on halal certification, energy investment, and trade targets.

Sociocultural practice analysis (macro)	1. The ideology of pragmatism and multilateralism emerged, demonstrated through explicit statements focusing on cooperation in the fields of food, energy, and education to address global challenges. This is a hallmark of middle power diplomacy, focused on solutions to global problems. 2. The affirmation of agency as a middle power was demonstrated through the collective actions of Indonesia and New Zealand in affirming bilateral relations in the Indo-Pacific region. This affirmation positioned both countries as subjects shaping the regional order and building a strong power base. 3. The socio-political impacts emerged in the form of agreements to open markets and facilitate trade to create a thriving economy. Participation in joint military exercises strongly signaled the commitment of both countries to regional security. The increase in scholarships demonstrated a long-term investment in people-to-people relations, thus building a strong foundation for a country's soft power.

Source: Researcher data analysis

Based on these findings, the diction used between the Indonesian and New Zealand ministries demonstrates rhetorical role-playing. The rhetoric, such as "friendship," "close relationship," and "very close neighbor," strategically serves to construct an emotional and historical foundation between the two countries. When these terms are used by Indonesian representatives in diplomatic communications, Indonesia demonstrates its position as a host striving to maintain the continuity of good and warm relations with New Zealand.

Conversely, other findings indicate that the New Zealand minister is more pragmatic, using the terms "absolute priority" and "tangible concrete progress." This diction demonstrates New Zealand's emphasis on the pillars of substance in building the foundation of cooperation between the two countries. The language used is not a separate monologue, but rather a harmonious diplomatic dialogue, demonstrating relational warmth. This also demonstrates a transactional commitment between the two countries by creating a strong, balanced, and shared partnership.

Furthermore, the textual choices used also serve as instruments for subtly negotiating positions and power between the two countries. When the phrase "it's not a boast... it happens to be... true" emerged to assert New Zealand's superiority in agriculture, it was considered a sound strategy, demonstrating superior expertise while maintaining a sense of diplomatic politeness. While seemingly competitive, it demonstrated the bargaining power of each country, demonstrating its seriousness in building bilateral relations.

Furthermore, the quantitative data used in this bilateral communication projected a form of strength and seriousness that implicitly positioned New Zealand as a proactive partner capable of making real investments in Indonesia. At the micro level, the discourse constructed demonstrated that this Joint Press Statement served as an arena for demonstrating the identities of both countries in building a partnership. Indonesia served as a well-established and friendly regional anchor, while New Zealand served as a strong and materially committed expert partner.

At the meso level, the joint press statement served not merely as a means of conveying information but also as a carefully planned diplomatic platform. The harmonious and warm dialogue between the two countries effectively projected the harmony and perfection of their relationship. Strategically, this maneuver effectively erases any traces of previous negotiations or potential differences of opinion behind closed doors, leaving the public with only the perception that the two countries enjoy a good relationship with a mutually beneficial agreement. The choice of YouTube as a platform for bilateral communication is a tactical move to seize control of the narrative by appealing to traditional media gatekeeping.

The discursive practices employed by both countries serve as geopolitical message boards targeting highly specific, dual audiences. For example, mentioning "President Prabowo's inauguration" can serve as a tool to instill legitimacy among Indonesian audiences and demonstrate the sustainability of the international partnership. Furthermore, mentioning participation in the "Super Garuda Shield" military exercise effectively promotes bilateral cooperation in the realm of regional security, thereby enhancing the appearance of cordiality.

At the macro level, the joint press statement is read as a concrete manifestation of middle power diplomacy conducted amidst a polarized geopolitical arena. The discourse constructed between the two ministers consistently demonstrates the ideology of pragmatic multilateralism, which serves as the antithesis of the logic of great power confrontation. When diplomacy focuses on practical aspects such as food security, renewable energy, and education, both countries can assert their collective agency. This becomes a strategic action in countering the hegemonic pressures of developed countries.

This diplomatic strategy demonstrates that middle powers have the ability to shape their own regional order based on shared interests. This practice of discourse production creates tangible material and geopolitical impact by transforming rhetoric into reality. For example, in the food and energy agreements, this is a strategic step between the two countries to jointly build economic resilience and enhance each other's dominant power. On the other hand, participation in regional security becomes a geopolitical speech act that can transform press statements into powerful regional security signals.

Comparison of Crisis Diplomacy and Bilateral Cooperation

The two videos published in MoFA Indonesia demonstrate a sophisticated and multi-layered digital diplomacy strategy in responding to the BANI world. Cascio asserts that technology currently plays a significant role in addressing BANI challenges (Doom & Gloom, 2025). New media technology is believed to be a tool for developing public diplomacy processes centered on the need for public collaboration in decision-making (Zaharna & Huang, 2022). Although the two videos have different contexts (crisis and non-crisis), they essentially emphasize control and efforts to build resilience amidst an environment of global fragility and anxiety.

Decision-making in diplomatic communication is driven by international issues, both crises and non-crises. Governments must make decisions to demonstrate national sovereignty at both the national and international levels. In conditions of anxiety and fragility, government transparency is essential in addressing global challenges through digital diplomacy (Altun, 2023). The use of digital diplomacy through social media can also serve as an effort to demonstrate state representation (Kuteleva, 2023). Digital diplomacy can ultimately be used to address the challenges posed by BANI in combating disinformation and current global threats. These threats can lead to national instability by potentially undermining public trust in the state.

The practice of digital diplomacy in this study, demonstrated in the video of the evacuation of Indonesian citizens in Iran, can be seen as a manifestation of reactive diplomacy that must be undertaken when fragility (regional unrest) and anxiety (the safety of Indonesian citizens) reach a peak. This contrasts with the video of bilateral cooperation with New Zealand, which is constructed as a form of proactive diplomacy. This diplomatic process is packaged within bilateral relations between countries, designed for long-term investment in mitigating fragility and anxiety in each country through strengthening partnerships.

The BANI framework serves to unify these two diplomatic communication practices, both in crisis and non-crisis contexts. The press statement regarding the evacuation of Indonesian citizens in Iran is a direct effort to calm public anxiety and demonstrate the country's ability to cope with fragile and unpredictable situations. On the other hand, the press statement regarding bilateral cooperation serves as a strategy for navigating long-term uncertainty. The discussion of food security, renewable energy, and "geostrategic complexities" in the video with New Zealand implicitly acknowledges that today's world is highly fragile and anxious. Therefore, bilateral cooperation is no longer merely ceremonial but a vital instrument for building resilience and reducing dependence on an unstable global system.

Although in different contexts, both videos demonstrate a convergence in the digital communication strategies employed by the Indonesian Ministry of Foreign Affairs. *First*, both cases utilize the YouTube platform. Utilizing YouTube can foster mass engagement and build political power because it can be a medium for disseminating soft hegemony (Kaleem, 2023). Furthermore, YouTube, as a digital medium, can also foster a stronger and more expansive public diplomacy climate (Qin & Ni, 2022). The power of YouTube cannot be separated from the audience's belief that the information in it is credible and can be trusted (Armielia et al., 2023). This is done through the Indonesian MoFA to seize control of the narrative, presenting an official, controlled, and curated version of the story directly to the public without the filter of traditional media. Furthermore, utilizing YouTube for public

diplomacy also serves as a strategy for disseminating values and ideologies to project the country's image internationally.

Second, both content pieces employ a dual-audience strategy, where the same message is designed to be received differently by national and international audiences. For the national audience, the discourse focuses on fostering a sense of reassurance and government professionalism. This is necessary to demonstrate the government's leadership position as capable of navigating the challenges of fragility and threatening anxiety (Asirit, 2023). This effort is necessary to ensure public trust in the state. Meanwhile, for the international audience, the focus is on projecting Indonesia's image as a competent and responsible nation. This strategy is necessary, especially for middle powers seeking international recognition and a strong national image (Chubarov, 2018).

Third, both videos demonstrate competency performance, the primary goal of which is to build and maintain public trust in the state. This is crucial capital in the BANI era. In a fragile and anxious environment, this trust serves as a social "shock absorber" to prevent disruptions that could potentially cause mass panic. The threat of this anxiety is also caused by easy access to information (Shabahang et al., 2022). The public receives abundant information about global conditions, leading to concerns about the future.

Furthermore, the Indonesian government's competency performance is displayed differently depending on the context. This is achieved through swift and transparent action during crises, as well as through strategic visions and agreements when building partnerships. Essentially, the Indonesian MoFA is able to actively utilize digital platforms to demonstrate that the state is the most reliable actor in navigating uncertainty. This allows the public to have confidence in the government in addressing significant global challenges.

This research demonstrates that bilateral cooperation is no longer a separate entity from crisis management. Rather, strong strategic partnerships are necessary for each country to build a foundation for effective crisis management. Furthermore, utilizing digital media to build public trust through digital diplomacy is essential. This can support the government's efforts to build national strength, enabling it to compete globally as a middle power.

These two videos demonstrate the importance of a mutually reinforcing dual-track approach: reactively managing inevitable crises while proactively building a safety net through strategic alliances to navigate an increasingly unpredictable world. This is essential for building the nation's future in the face of the challenges of global uncertainty and fragility that threaten Indonesia.

Structure

Files must be in MS Word only and should be formatted for direct printing. Figures and tables should be embedded and not supplied separately. Please make sure that you use as much as possible normal fonts in your documents. To avoid unnecessary error you are strongly advised to use the ‘spellchecker’ function of MS Word. Follow this order when typing manuscripts: Title, Authors, Affiliations, Abstract, Keywords, Main text (including figures and tables), Acknowledgements, and References. Bulleted lists must not include for manuscript submission.

Conclusions

The Indonesian Ministry of Foreign Affairs (MoFA) implements a sophisticated and mutually reinforcing two-track diplomatic communication strategy to address the challenges of the BANI world. In crisis situations, such as the evacuation of Indonesian citizens from Iran, the Indonesian MoFA is able to construct a form of reactive diplomacy designed to directly respond to public fragility and anxiety. This strategy can be well-managed, building positive perceptions through calming language and transparent data. These efforts can be used to demonstrate strong state control. On the other hand, the Indonesian MoFA's use of YouTube can be a strategy to control the narrative and emphasize the state's role as a protector of society at the global level.

Conversely, in the context of bilateral cooperation with New Zealand, the Indonesian MoFA is able to employ a proactive diplomatic strategy as a long-term investment. This strategy can be an effort to mitigate global uncertainty amidst increasingly heated inter-state competition. Diplomatic communication through joint press statements is used as a harmonious and pragmatic dialogue to build resilience through strategic partnerships. This also emphasizes Indonesia's agency as a competent middle power.

Ultimately, both approaches converge on the primary goal of utilizing digital platforms to build and maintain public trust. This strategy is a crucial asset in navigating an unpredictable global environment. Based on these conclusions, the Indonesian Ministry of Foreign Affairs can continue and strengthen its two-track communication strategy as a digital diplomacy communication strategy. However, digital diplomacy capabilities need to be specifically enhanced to address all the challenges of the BANI framework. Furthermore, suggestions for further research include quantitative studies to measure the actual impact of diplomatic communication strategies on public trust, as well as expanding the analysis to other digital platforms to complement existing findings.

Acknowledgements

Thank you to Universitas Multimedia Nusantara and Universitas Dian Nusantara for supporting our research, both in the writing process, administration, and research and publication costs.

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