

Dynamics of Government Crisis Communication in the Hashtag Phenomenon #KaburAjaDulu

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Abstract— The hashtag phenomenon #KaburAjaDulu reflects public anxiety, especially the younger generation, regarding economic, social and political conditions in Indonesia. This study analyzes the government's response to this trend through a crisis communication approach. Using qualitative methods based on literature studies, this research identifies various stages of crisis according to Steven Fink's model: prodromal, acute, chronic and resolution stages. The research results show that the government's response is still unstructured and tends to vary, ranging from positive responses to those that appear to lack empathy. This analysis highlights the importance of a more effective, planned and empathy-based crisis communication strategy to manage public opinion and mitigate negative impacts. This study recommends a more strategic, transparent and responsive communication approach in dealing with crises that arise on social media.

Keywords— Crisis communication, social media, hashtags, public opinion, communication strategy

I. INTRODUCTION

Social media has become the main space for society to respond to various political issues and public policies. One phenomenon that has attracted attention is the emergence of the hashtag #KaburAjaDulu, which went viral on various social media platforms, especially on Twitter. This hashtag has appeared since 2023 and was increasingly discussed during the Prabowo government era. This hashtag is used by netizens, the majority of whom are the younger generation as a form of criticism of economic, social and justice conditions in the country [1]. They feel that the state is less present in solving various problems faced by the people, thus encouraging the desire to seek opportunities abroad, both to work and study.

This hashtag received responses from various parties. Some government officials responded to this trend with a positive outlook. The Minister of Trade, Zulkifli Hasan, said that the hashtag was an expression or form of people's love for the country and showed people's concern about current conditions [2]. Apart from that, the Minister for Protection of Indonesian Migrant Workers (P2MI) Abdul Kadir Karding gave a positive response to this trend by providing a solution for the government to encourage increasing the capacity of Indonesian migrant workers (PMI) or Indonesian workers (TKI) [3].

However, there are several other officials who seem to give a negative view of this phenomenon. Deputy Minister of Manpower (Wamenaker), Immanuel Ebenezer Gerungan, stated that he had no problem with this phenomenon. According to him, these hashtags will have no effect so they will not be paid attention to. Apart from that, he also appealed that people who want to escape or move from Indonesia to another country are welcome but are not allowed to return [3].

Another statement was also made by the Minister of Energy and Mineral Resources, Bahlil Lahadalia, who thought that this trend emerged from a society whose sense of nationalism could be doubted. This statement was then responded to by former Vice Presidential Candidate, Mahfud MD, who thought that love for the homeland could fade if in one's own country abuse, injustice and weak protection of human rights grew [4]. Apart from that, Kindergarten teacher, Vicky Natasha, an Indonesian citizen who currently works in Germany, gave a contradictory response to Bahlil's statement. According to him, a sense of nationalism is not determined by where you live but what you have done for your nation wherever you are. Currently, apart from being a kindergarten teacher, Vicky often shares educational content with teachers in Indonesia. For him, this is a form of nationalism that can be demonstrated [5]. These statements then received increasingly various reactions until this trend continued to experience a massive increase on social media.

Based on a survey conducted by the National Survey Media (Median) on 21-22 February 2025 regarding the trend of the hashtag #KaburAjaDulu on various digital platforms, it shows quite significant results. The survey was conducted involving 518 respondents from 30 provinces in Indonesia and were active social media users aged 17 to 60 years and over. The survey results showed that the majority of people, namely 85.7% of respondents, knew about the existence of this movement, while another 14.3% admitted that they did not know. In the attitude dimension, 53.7% of respondents agreed, while another 34.9% disagreed with the movement. Apart from that, this survey also shows the public's perspective regarding the increasing support factors for this hashtag. Most respondents thought that difficulty in getting a job (18.1%) was the main factor. Other reasons include distrust of the government in protecting the people (16.9%), the view that avoiding risks is better (9.4%), as well as perceptions of legal injustice (7.2%) and increasing life difficulties (5.8%) [6]. The results of this survey show that this trend is not just a momentary movement but also shows that society is well aware of the social and political situation that continues to develop.

The phenomenon above explains that the use of hashtags can shape public opinion and move society according to the goals to be achieved. Hashtags or in English, namely Hashtag (#) were first introduced on Twitter social media with the first hashtag used being #barcamp in 2007. The hashtag continued to develop until it became a *hyperlink* which can lead users to content that matches the hashtag [7]. Hashtags consist of a combination of several characters including numbers starting with the symbol (#) which is also called a hash. This combination serves as a message to which the character is linked [8]. Currently, hashtags are available on various social media such as YouTube, Facebook, Instagram and on various websites.

According to Rauschnabel et al., (2019), hashtags on social media have various usage motivations that play a role in digital communication. First, hashtags function to entertain (amusing) and attract attention with humor. Second, organizing helps group content or uploads based on certain topics. Third, hashtags are used to design uploads to make them more interesting. Fourth, it can confirm identity (confirming) by showing one's attachment to a particular community. Fifth, following trends (trendgaging) allows users to engage in viral discussions. Sixth, building relationships (bonding) strengthens connections between individuals in the community. Seventh, hashtags also function to inspire by spreading motivational messages. Eighth, reach a wider audience (reaching) to expand the dissemination of information. Ninth, hashtags summarizing help highlight the core message in the upload. Tenth, endorsing hashtags are often used in marketing campaigns or social advocacy [9]. Research regarding the use of hashtags on social media has been carried out by Hasna (2022) regarding the Gejayan Yogyakarta call action movement initiated by the Moving People's Alliance as mobilizers on September 23 2019 which rejected plans to ratify the Criminal Code Bill and the Corruption Eradication Commission Bill. This action movement cannot be separated from the use of the hashtag #GejayanMemanggil on social media to gather the masses at the location specified by the Mobile People's Alliance [10]. Other research was conducted by Zuoming Wang (2016) regarding the Occupy Wall Street movement that occurred in 2011 in America regarding protests caused by economic decline, high unemployment, economic inequality and other socio-political problems. Based on his research, the hashtag #OccupyWallStreet on Twitter media can be a propaganda tool and mobilize this movement [10].

The use of the hashtag (#) on social media is not just a trend, but can also be an early indicator of a crisis. When an issue starts to be widely discussed and the related hashtag goes viral, it reflects the public's great attention to a particular event or policy. Hashtags can represent public emotions, whether in the form of support, rejection, disappointment or anger. In facing a crisis marked by a viral hashtag, crisis communication becomes an important tool in managing public opinion and preventing greater negative impacts. Crisis communication is a communication strategy used by governments, organizations or companies to respond to a crisis quickly,

transparently and effectively in order to maintain reputation and public trust. A crisis is "a certain unexpected event that has the potential to cause problems and is considered to threaten the continuity of a government, organization or company, bringing both good and bad impacts" [11]. Steven Fink explains that a crisis has four stages, namely the Prodromal Stage (Warning Stage), the Acute Stage (Peaking Crisis), the Chronic Stage (Long-Lasting Impact) and the Resolution Stage (Healing) [12].

Crisis communication is one of the steps that needs to be taken immediately to handle the crisis systematically. Crisis communication is the process of conveying information aimed at the public to explain a crisis resulting from a social or natural phenomenon, technical failure, human error or policy crisis situation. The definition of crisis communication is emphasized by Coombs and Holladay that crisis communication is gathering information, processing information, and disseminating information to overcome a crisis [13]. According to Kriyantono (2014) Crisis Communication Strategy can be carried out through the following strategies, forming a Crisis Management Team, Reducing Public Panic, Controlling Speculation and Rumors, Regular Press Conferences, Being Careful in Disseminating Information, One Gate Communication, Showing Empathy [13].

Based on the explanation of the problems above, this research aims to analyze the government's actions in dealing with the trending phenomenon of the hashtag #KaburAjaDulu through a crisis communication approach. This research seeks to explore the meaning of the actions taken by the government and society in responding to a phenomenon that is increasingly being discussed massively. It is hoped that the results of this research will reveal the actions that have been taken and the steps or strategies that should be taken as an effort to deal with the current crisis.

II. METHODOLOGY

This research uses a qualitative approach by describing the findings based on literature review sources. Qualitative research attempts to explain or describe phenomena that occur in social reality in a constructive manner [14]. This qualitative research is exemplified in research conducted by Salas who examined communication carried out via social media in conveying marketing messages that could be explained and analyzed constructively [15]. The literature review process includes reviewing, collecting and synthesizing various literature sources relevant to the topic being studied. Data in the form of statements and government communication actions in dealing with the crisis with the hashtag #EscapeAjaDulu was obtained through online mass media sources with the best reputation based on the results of the SCImago Media Ranking global ranking. SCImago media ranking is a website with a system that classifies the digital reputation of print and digital media throughout the world. This website was developed by SCImago Lab, a research group consisting of several universities in Spain [16]. Apart from that, other sources were obtained based on research articles published in nationally accredited journals and study books. The process of compiling data is carried out systematically based on information contained from each source obtained. This is one of the controls during the process so that research can reveal valid information [17].

III. RESULT AND DISCUSSION

Analysis of the Crisis Stage of #JustFleeAjaDulu

A. Prodromal Stage

This stage is an indication of a crisis or the beginning of a crisis that begins as a warning to the government that there is an issue of public dissatisfaction regarding the social and political economic conditions in Indonesia. As quoted from Tempo.co, this trend initially started on Twitter social media in 2023[1]. This trend continues to be a topic of conversation because it has succeeded in gaining traction from various parties, especially among young people and the media. Based on the analysis, the increasing interaction of netizens regarding this trend is because the government has not paid much attention to this issue as an important issue. There were also no sources that said that the government was paying special attention to dealing with this problem. This trend continues to grow until 2024 before the presidential election where the public has good hopes for the country's new leader.

B. Acute Stage

As quoted from Tempo.co, the new government or President Prabowo's government is considered to have not been able to meet public expectations regarding this issue. Based on this assumption, the #KaburAjaDulu trend crisis has entered its peak stage, which is marked by increasing public interaction or conversation on social media about this trend. Apart from that, according to data from the Indonesian Migrant Worker Protection Agency (BP2MI), which released data on the number of Indonesian Migrant Workers (PMI), it shows an increase. Data from the 2024 BP2MI Annual Report, the number of Indonesian migrant workers worldwide reached 297,434 people, this shows that there was an increase of 0.11% compared to 2023 which recorded 297,108 workers [18]. This crisis continues to expand and is linked to various reasons or problems that are considered unsatisfactory or unable to convince the younger generation to be able to live well in their own country. As quoted from detik.com, the reason for the #kaburajadulu trend is that there is a time of economic satisfaction. Netizens consider that job opportunities in Indonesia are increasingly limited, incomes are small and not commensurate with the cost of living and there is a lack of innovation and fairness in economic distribution. The next reason is social and political issues. Acts of corruption, discrimination and injustice are problems that cannot be resolved. This fact makes people feel disappointment and dissatisfaction with the government. Next, the quality of life factor that society considers is decreasing. The quality in question is the quality of education, health, infrastructure which no longer meets the expectations and needs of society [19].

C. Chronic Stage

The chronic stage is characterized by a crisis condition that is widening or becoming more widely discussed by various parties, including government officials, experts, Indonesian citizens and other influencers. This can be seen in the table below which presents a sample of news data related to the topic #kaburajadulu released from January to March 2025.

Table 1. Sample of #KaburAjaDulu reporting in January-March 2025

No	Media Name	News Title	Month
1	Kompas.com	The start of the hashtag trend 'Just run away' was widely used, why?	January
2	Detik.com	The hashtag #FleeAjaDulu is busy on social media to leave Indonesia	January
3	Tempo.co	Where did the hashtag 'Just run away first' come from?	February
4	Kompas.com	When the Government Responds to the Crowded Hashtag #JustGoAjaDulu	February
5	Kompas.com	Deputy Minister Stella on 'Just Run Away First': Can Help the Country's Economy	February
6	Detik.com	The question of 'Aja Dulu', Zulhas: That's a form of love for the country	February
7	Kompas.com	Viral 'Just Run Away First', UGM Lecturer: That's Because the State Isn't "Present" in Society	February
8	Kompas.com	Why 'Just Run Away' May Have No Impact?	February
9	Detik.com	'Just Run Away' and Migration in India	March
10	Tempo.co	The Ambiguous Meaning of 'Just Run Away First'	March

Apart from that, at this stage the government is starting to respond through several officials who provide responses regarding this trend. The responses given ranged from positive to negative. As stated by the Minister of Trade, Zulkifli Hasan, the hashtag was an expression or form of people's love for the country and showed people's concern about current conditions [2].



Figure 1. Minister of Trade, Zulkifli Hasan Responds to #EscapeAjaDulu

<https://news.detik.com/berita/d-7791441/soal-kabur-aja-dulu-zulhas-itu-bentuk-kecintaan-terhadap-negara>

Apart from that, the Minister for Protection of Indonesian Migrant Workers (P2MI) Abdul Kadir Karding gave a positive response to this trend by providing a solution for the government to encourage increasing the capacity of Indonesian migrant workers (PMI) or Indonesian workers (TKI) [3].



Figure 2. Minister for Protection of Indonesian Migrant Workers (P2MI) Abdul Kadir Karding Responds to the #EscapeAjaDulu Trend

<https://www.kompas.com/kalimantan-timur/image/2025/02/17/205255788/ketika-pemerintah-tanggapi-ramainya-tagar-kaburajadulu?page=4>

Apart from that, there were other strategy officials who responded in a tone that seemed negative. Deputy Minister of Manpower (Wamenaker), Immanuel Ebenezer Gerungan, stated that he had no problem with this phenomenon. According to him, these

hashtags will have no effect so they will not be paid attention to. Apart from that, he also appealed that people who want to escape or move from Indonesia to another country are welcome but are not allowed to return [3]. Immanuel's statement was then assessed by Esa Unggul University Political Communication Expert, Jammiludin Ritonga. According to Jammiludin, Immanuel's statement was very unempathetic. According to him, Immanudin cannot understand and feel what Indonesian citizens who work abroad feel. This actually shows ignorance and not feeling like they have social ties with these Indonesian citizens. Communication conveyed by the government must be good and not ignore feelings of empathy so that miscommunication does not occur or even escalate problems [20].



Figure 3. Deputy Minister of Manpower (Wamenaker), Immanuel Ebenezer Gerungan responding to the #RunawayAjaDulu phenomenon

<https://www.liputan6.com/bisnis/read/5925134/wamenaker-soal-kaburajadulu-silakan-pergi-tidak-usah-kembali?page=2>

Another statement was also made by the Minister of Energy and Mineral Resources, Bahlil Lahadalia, who thought that this trend emerged from a society whose sense of nationalism could be doubted. This statement was then responded to by former Vice Presidential Candidate, Mahfud MD, who thought that love for the homeland could fade if in one's own country abuse, injustice and weak protection of human rights grew [4]. Apart from that, Kindergarten teacher, Vicky Natasha, an Indonesian citizen who currently works in Germany, gave a contradictory response to Bahlil's statement. According to him, a sense of nationalism is not determined by where you live but what you have done for your nation wherever you are. Currently, apart from being a kindergarten teacher, Vicky often shares educational content with teachers in Indonesia. For him, this is a form of nationalism that can be demonstrated [5]. These statements then received increasingly various reactions until this trend continued to experience a massive increase on social media.

Various statements and responses from these figures are an indication that this stage has reached a chronic or prolonged stage. Based on the analysis, the government has provided a response that can be a form of concern for this trend, although in some responses government representatives actually add to this problem. From these data it can be concluded that at this stage the government does not yet have an effective, structured and targeted crisis communication strategy in dealing with this phenomenon.

D. Resolution Stage

The Resolution Stage or healing stage is the steps to resolve the crisis problem. This can be done by preparing an effective, planned and targeted crisis communication strategy so that the message conveyed can be well received by the public. The government has shown its communication as a form of response to the #KaburAjaDulutrend but has not been able to control this crisis well. This can be seen from the explanation and data in the chronicle stage above. However, the Government, through the President's Special Envoy for the Development of the Young Generation and Arts Workers, Rafi Ahmad, gave a statement to change the hashtag #KaburAjaDulu to #PergiMigranPulangJuragan. Rafi's idea seems to be part of the government's crisis communication strategy. Rafi has become a public figure for the government and his status as a public figure has the power to influence public perception.

He said that this trend was good, but it was necessary to pay attention to several things that were official requirements and also provisions for Indonesian citizens who would work abroad so that problems did not occur.



Figure 4. Special Presidential Envoy for the Development of Young Generation and Arts Workers,
Rafi Ahmad in response to the #JustGoAjaDulu trend

<https://www.suara.com/entertainment/2025/02/19/204500/raffi-ahmad-bikin-tagar-tandingan-kabur-aja-dulu-pergi-migran-pulang-juragan>

Apart from that, the Head of the Presidential Communications Office, Hasan Nasbi, also provided his response regarding this issue. Hasan also emphasized that the decision to go abroad was a good thing as long as it was accompanied by mature knowledge and competence. He also appealed to the public to go through official channels in accordance with government directions to facilitate data collection and protection while Indonesian citizens work abroad.



Figure 4. Head of the Presidential Communications Office, Hasan Nasbi, provides a response to the #JustGoAjaDulu trend

<https://www.kompas.com/kalimantan-timur/read/2025/02/17/205255788/ketika-pemerintah-tanggapi-ramainya-tagar-kaburajadulu>

Based on the two responses from government representatives above, it can be seen that the government is starting to understand the situation or public perception of the #LeaveAjaDulu trend. The responses given by Rafi Ahmad and Hasbi showed good empathy for the community to be able to work in the country. Apart from that, they also provide solutions so that while working abroad, Indonesian citizens can be guaranteed their safety, so they are encouraged to take part in official data collection on Indonesian citizens and Indonesian citizens need to equip themselves with adequate skills. However, based on the Crisis Communication Strategy theory, these two figures' opinions have not been able to have a significant impact. There are still many people who respond to the two figures' questions and have a good perspective. This means that the Government has not been able to carry out reliable, planned, effective and targeted crisis communication. At this stage, the government needs to prepare a good and effective crisis communication strategy so that the problem does not return to a more worrying stage.

IV. CONCLUSION AND SUGGESTIONS

Analysis of the hashtag phenomenon #KaburAjaDulu shows that social media has a big role in shaping public opinion and driving social movements. Governments have provided various responses to this trend, but have not demonstrated an effective and consistent crisis communications strategy. The lack of coordinated response and statements from several officials who lacked empathy actually prolonged the polemic in society. In the context of crisis communication, a more systematic approach is needed by prioritizing empathy, openness and clarity in conveying messages. In addition, the government needs to develop more concrete policies to respond to public unrest so that crises like this do not recur in the future.

Researchers suggest that the government immediately design an effective crisis communication strategy. Based on the strategy offered by Kriyantono (2014), the government must immediately form a crisis management team which is responsible for monitoring the development of the crisis and designing an effective crisis communication strategy. Next, the government must be

able to reduce public panic regarding the factors that are causing the trend of #runningawayaja to grow. The government must also be able to control speculation and rumors which can worsen this phenomenon by analyzing the problem. The government needs to hold regular press conferences regarding the development of the crisis and the steps that have been prepared by the government. The government also needs to be careful in conveying information. Various opinions from ministers and public officials have given the impression that the government does not have the same perception in dealing with this problem. The government needs to empower officials who are responsible for public communication (gate communication) so that information has a mainstream that is heard by the public. Finally, the government should be able to show empathy for the community in the process of delivering crisis communications [13].

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