

POLITICAL COMMUNICATION AND DIGITAL DIPLOMACY THROUGH NARRATIVE STRATEGY IN THE ISSUE OF TARIFF WARS: FRAMING ANALYSIS OF SOCIAL MEDIA POSTS THE GOVERNMENTS OF AMERICA, CHINA AND GERMANY

Inadia Aristyavani^{1*}, Edi Nurwahyu J², Suci Rahmah YF^{c3}, Mira Natalia Pellu⁴, Prasetya Yoga Santoso⁵

^{1,2,3,4,5}Universitas Sahid Jakarta, Indonesia

Corresponden E-mail: nadivani@gmail.com

Abstract

This study aims to analyze the narrative strategies used by the United States, China, and Germany in addressing the tariff war, focusing on the concepts of political communication, narrative strategy, and soft power. Political communication functions as a tool to shape public perception through the messages conveyed by political actors. Narrative strategy is used to frame the issue of the tariff war according to each country's political interests, while soft power relates to efforts to influence other countries through attraction and legitimacy rather than military power. The study employs a framing analysis method with purposive sampling, analyzing social media posts from four Twitter accounts representing the United States (President, VP), China (Ministry of Foreign Affairs), and Germany (Ministry of Foreign Affairs) during the period from April 3 to 10, 2025. The results show that the United States (U.S) frames the tariff war as a response to domestic economic issues, emphasizing economic independence and nationalism. Meanwhile, China frames the U.S. tariff policy as a violation of the multilateral trade system based on rules, focusing on resisting unilateralism. On the other hand, Germany emphasizes diplomacy and negotiation as a more rational and balanced solution. These differences in framing reflect the national interests and narrative strategies employed by each country to influence global public opinion through soft power. This study provides insights into how narrative strategies and framing can shape international public perception and influence global trade policies.

Keywords: Political Communication; Digital Diplomacy; Narrative Strategy; Soft Power; Tariff War; Framing Analysis

INTRODUCTION

Future world conflicts predicted will the more shift from domination strength military going to fight based on strength economy. If in the 20th century the power and influence of a country were measured through race weapons, alliance military, and capacity combat, then in the 21st century, countries tend to use instrument economy as weapon strategic For pressuring and influencing other countries (Bennett & Pfetsch, 2018).

One of form real from strength This is war tariff (tariff war), namely policies that involve enforcement rates high on goods import as form pressure politics and economics towards other countries. In the era of globalization and interconnection economy, action kind of This No only impact on the two countries involved direct, but also disturbing chain global supply, causing inflation, and create instability in financial markets international. Countries now No only race strengthen defense military, but also strengthens Power competition its economy as geopolitical capital new. In context this, policy economy like tariffs, embargoes, sanctions, and manipulation mark swap become tool main in the arena of global diplomacy and conflict.

Transformation This show that economy global politics the more play a role as the main arena fight power between countries, where control to technology, markets and resources Power become source domination new (Farkas & Bene, 2021).

On April 2, 2025, the President of the United States (US), Donald Trump, officially official to announce policy imposition rates reciprocal to dozens of countries that are considered cause deficit trading for America (Hameleers, Powell, Van Der Meer, & Bos, 2020). Policy This trigger global tensions due to target partner trade main and marking escalation from approach protectionist in political economy abroad US, even on April 3, 2025 there was reaction uncertainty economy globally disruptive stock exchange activity including Wall Street, to price gold and USD also participated volatile. Response from various countries in the world. Some countries choose approach accommodating through track bilateral diplomacy, hoping can to negotiate repeat policy said in order to save principle trading free which has long been foundation global economy (Thorburn, 2014). They worry that war rates can damage stability economy international, inhibiting current goods, and weaken global growth (H, Muklir, Hafni, Bin Abu Bakar, & Akmal, 2022).

However, no all countries choose For avoid confrontation. China, as competitor US strategic, in fact choose For do resistance open. Government China to criticize hard Trump's move, calling it as form destructive unilateralism system multilateral and conflicting trade with principle justice economy international. As response, China implemented rates comparable response to various American products. Tension This leading to war rates two the direction that is not only involving two strength world economy, but also disruptive chain global supply and trigger concern to emergence wave protectionism new (Syahputra & Ritonga, 2019).

Fight two countries with strength economy the largest in the world at the moment This (America and China) has an impact on other countries (Boulianne, 2020). The Trump administration is pressuring other countries to limit trading with China as reward on exception rates from the US. On the other hand The Chinese government also warned other countries not to sacrifice Beijing's interests at the moment negotiate trade with America (Kreiss, Lawrence, & McGregor, 2018).

Study This want to see how countries around the world respond and communicate issue war rates. Changes landscape global communication has bring significant transformation in practice diplomacy. If previously diplomacy understood as a closed process that is carried out through channel official and closed interstate, now diplomacy evolve become more open, inclusive and integrated with digital technology. In the digital era, officials government active utilizing social media as means delivery policy abroad, communication public, as well as formation image and legitimacy of the state (Poulakidakos & Giannouli, 2019). Phenomenon This give birth to term digital diplomacy, which is not only changing the medium of communication diplomatic, but also changing strategies, styles, and goals communication said. Social media, as channel main digital diplomacy, enabling official government For communicate in a way direct and real-time to global audience. Countries can convey narrative, forming alliance symbolic, conveying support or rejection to other countries' policies, and even involved in confrontation symbolic (Russmann, Svensson, & Larsson, 2019). In Lots case, social media used For influence opinion public abroad, explained position policies, and build image of the country as the actor in charge responsible, fair, or even firmly (Feinberg & Willer, 2019). This

is show that communication diplomatic on social media No just delivery information, but also a complex and full communication strategy. meaning symbolic (Lilleker, Veneti, & Jackson, 2019).

Study This will analyze How ministries and officials various countries compile and deliver messages them on social media, especially in context issue war weekly rates crucial prime. Research This will to study narrative that is done For build narrative strategic in explain and justify position policy they (Hill, Canniford, & Millward, 2018).

Framework theoretical main used in study This is Strategic Narrative Theory developed by Miskimmon, O'Loughlin, and Roselle (Bennett & Pfetsch, 2018). Theory This focus on how state actors build and deliver narrative For influence opinion international, forming order system international, as well as define identity and interests national in global context (Cahyono, Areni, & Sumarlam, 2021). Theory This identify three type narrative strategic main : system narrative, identity narrative, and issue narrative. All three become tool important in understand how countries compose meaning and legitimacy on action outside his country in the eyes of the world (Schulte-Cloos, 2020).

How narrative strategic narratives are built by governments in various countries in frame policy, identity national, and system global trade in context war rates ? What there is difference approach communication diplomatic between countries in convey position they related war rates on social media ? How narrative emerging strategic in digital diplomacy reflects policy strategy abroad of each country?

METHOD

Study This use framing analysis. Entman (Torfing & Ansell, 2020) stated that framing is a selective process in serve reality by the media or actor political For to form perception public. Framing is not just convey information, but determine How a issue understood, who is to blame, how public evaluate the situation, and the solution what is considered appropriate. " *To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.*"

Table 1. Entman (Warnecke-Berger, 2019) identified four function key in framing, as following.

Framing Elements	Explanation
1. Define Problems	Determine What problem the main one is faced. Described in a way specific as adverse conditions or threaten.
2. Diagnose Causes	Explain reason from problem mentioned. It can be in the form of actors, policies, systems, or incident.
3. Make Moral Judgements	Giving moral judgment : who is wrong, who is right, or what is fair and what is not fair.
4. Suggest Remedies (Treatment Recommendation)	Offer solution or road go out from the problem presented. Usually describe policy or action as the only one the right solution.

Study This use purposive sampling technique in select country. Countries analyzed A total of 3 countries were selected based on : involvement active in tariff war, interests big in system trading international and diversity background behind politics and economics. Based on criteria There are 3 countries selected, namely : America, China, and Germany. United States represented by the X/twitter account of President Donald Trump (@realDonaldTrump) and Vice President DJ Vence (@VP). While for China and Germany, in study This represented by the Ministry of Foreign Affairs ' X account, namely GermanForeignOffice (@GermanyDiplo) and CHINA MFA Spokesperson 中国外交部发言人(@MFA_China). Platform X (Twitter) is selected Because is the most dominant social media in digital diplomacy, especially For delivery messages politics and policies abroad in real-time and openly. X/Twitter allows state actor for convey narrative strategic direct to global audience (Manor, 2019). In addition as main media digital diplomacy, platform X/Twitter) was also selected Because its dialogic nature and enabling interaction two direction between state actors and global public (Saragih, Khairina, & Br. Batubara, 2024)

Limitations or weakness methodological in study This lies in the inconsistency of the analysis unit between countries, where the United States represented by account president, while China and Germany represented by account official ministry abroad. China and Germany No represented by the president and vice president in study This Because reason structural and operational in practice digital diplomacy of each country. First, Chinese President Xi Jinping did not own an active public X /Twitter account, so that No available primary sources that can analyzed from level head of state. In China, communication digital politics more Lots run by state institutions such as A functioning Ministry of Foreign Affairs as funnel official policy abroad. This is in line with communication model political China which is institutional and collective, not based on personality leader (Repnikova, 2017). Second, in Germany, the system government parliamentary cause policy abroad more dominant run by the Ministry of Foreign Affairs, not by the President (whose role is more symbolic). Although President German in a way constitutional representing the country in affairs law international and signed agreement (Article 59(1) Grundgesetz), implementation policy daily overseas be under not quite enough answer Chancellor and Minister of Foreign Affairs.

Weakness This Still can accepted and justified in a way methodological, considering in studies digital diplomacy, institutions ministry foreign countries often act as representation official state in communication global public. According to Bjola & Holmes (Hassib & Shires, 2024), ministry overseas play role main in digital diplomacy, especially when the head of state does not active personally on social media. Besides that, Manor (Benouachan, 2021)emphasized that account institution government own authority institutional and can considered as expression official from position policy abroad of a country. With however, even though there is difference actor in the unit of analysis, substance messages and representations institutional still can compared to, because all over account analyzed convey narrative official state in respond issue war Tariff. Approach This remains valid in context studies communication politics and diplomatic framing in the digital age.

Unit of analysis in study This is social media content (posts) of the 4 accounts above, which one is related direct with issue war rates or policy trading international. The social media platform that will analyzed is X/Twitter. Sample in study This is a social media post from the 4

accounts above in a 7 day period after Trump delivered reciprocal tariff policy (April 3-10, 2025). Selected posts contain statement, comment, or policy related war tariffs, trade international, or tension economy between countries

Literatur Review

Communication Politics and Digital

Political communication in general simple Can defined as communication related allocation power that involves actors (political and non- political) and citizens. Communication process This Can Political communication can occur through mediation (via media), but it can also occur without media. Nimmo (Dahdal & Abdel Ghafar, 2025) defines communication political as exchange message that has load politics, both by actors politics (such as politician, party politics, institutions government) or by the community wide, deep context power and policy public

Landscape communication political with the presence of the internet changes pattern communication politics. According to Vowe & Henn (Said, Daeng GS, Rahman, Djohan, & Sukarana, 2023) there is a number of dimensions base communication politics that is experiencing change from paradigm traditional in the digital era. First, the dimension technical. In communication political traditional, technology broadcasting be in the part at the forefront, especially television. In the digital world, networks computer has become cutting edge media technology moment This. Second, the dimension space. In the old era, space communication political restricted by country. Restrictions This focus on space national, which is covered by each country's media system. In the internet era, it is difficult For limit communication politics only in certain countries. Communication political moment This No restricted in a way geographical by space certain (Hoesterey, 2020).

Third, the dimension content. In the old era, topics and debates issue communication political relatively uniform. In the digital era, increasingly difficult the formation process is explained A issue. In the digital world, content is highly fragmented. No only news but also posts, memes, etc. Fourth, the dimension social. In the old era, there were 3 actors communication politics, namely politician, journalist professionals in media organizations, and society. In the digital era when this, characteristics the become the more blur. Transition role happen with fast and often. People don't only as recipients, but also sources and intermediaries ; organizations politics and citizens can communicate in a way directly. Fifth, the temporal dimension. In the old era, there was synchronous stages, from production, distribution, and effects. In the internet era, there is change. S synchronization is no longer sufficient, given the increasing individualization in the reception of political communication.

Soft Power

Soft power is ability For reach goals and influence others through Power non - coercive attraction and influence, not with coercion or threat (Huang & Lee, 2019). In context this, power No originate from control direct or domination on source power that can forced, like in use of hard power (strength) military or economy), but more to ability For affect the country or individual through non-material aspects, such as ideology, culture, values, and system politics and economics.

According to Nye (2004), soft power involves three source main. First, culture. The culture that a country has can become very powerful tool For attract and influence countries or group

other. Culture This can covers art, music, film, food, and other aspects life others who make a country is favored or respected by other countries. Second, values Politics. Countries that have system interesting and can politics accepted by many people, such as democracy, freedom and rights basic human, have ability For influence other countries to follow suit pattern The countries that uphold tall values This considered own Power pull more big in interesting support international. Third, diplomacy and global leadership. Leadership the good, and ability in diplomacy, can strengthen the country 's soft power. Countries that have influence in settlement global problems, such as conflict international or change climate, can show their soft power in strengthen position they are in the international world.

Nye (Rahmat & Apriliani, 2023) distinguishes between soft power and hard power. Hard power refers to the ability a country to to force his will through strength military or economy, namely through threat or use strength physical. In contrast, soft power focuses on more smooth and subtle, which is built through trust, persuasiveness, and respect to values culture and politics. Although the concept of soft power is often considered as against from hard power, Nye argues that both of them No each other exclusive. On the contrary, the most successful countries in policy overseas are often able to blend second type strength said. The power military or big economy can combined with soft power to create more results sustainable and stable. For example, a country with strength a large military, but one that is not own Power pull culture or accepted values in a way wide, maybe will face difficulty in expand its influence in a way effective in the international world.

Narrative Strategy

Study This use narrative strategy theory in communication political international from Laura Roselle, Alister Miskimmon and Ben O'Loughlin (2013, 2014, 2018). Narrative strategies can understood as the way of the state and actors international other compile and distribute story that has objective certain, with hope For to form perception and action party other, good in context connection international and also in policy domestic.

Narration is tool For build framework a reference where people and countries can understand the world around they (Iswardhana, 2021). Narratives This Can nature positive, as used For promote values democracy and rights basic human, or negative, such as narrative used For describe threat from the country or group certain. Narrative strategy in connection international No only about what is said, but also how something That conveyed (what is highlighted, who is depicted) as protagonists and antagonists, as well as solution what is offered to global problems). Narrative strategy own great potential For to form opinion public, influence policy international, and change connection between countries.

Narrative strategy has 4 elements important (Roselle, Miskimmon & O'Loughlin, 2013). First, character or actors. Actors in narrative is those who have agency and viewed as important in narrative said. In context international, actor Can in the form of a large country (such as the United States) or China), small country, organization international, or even individual like leader political or activists. Characters This play a role in tell story certain about connection international. Second, the setting or environment. Setting refers to the place where the action takes place. taking place. In connection international, settings include description about system international — is this world viewed as a world of mutual depends, or is this world is place for

fight between friends and enemies. The way a country depicts the world can greatly influence the way the country interact with other countries (Josefine, 2019).

Third, conflict or action. Conflict is moving elements story, identify who did it What to who, and what happened as as a result. In connection international, narrative often built around conflict — good That conflict military, economic, or ideological —and how the state views it role they in overcome conflict Fourth, the resolution or proposed solution. A narrative often includes solution to the conflict faced. In context connection international, narrative focused on resolution Can related with policy abroad or intervention proposed international For finish global problems.

In context global communication. Narrative strategy be one of tool analytical important For understand how the state shapes and influences global perception. Theory strategic narrative offer framework For understand How stories (composed of in a way aware or No conscious) influences opinion public, legitimacy policies, and interactions between countries and non-state actors.

According to Miskimmon, O'Loughlin, and Roselle (Aini, 2019) narrative strategic operating on three level : narrative system international, narrative national, and narrative issues. All three each other interact and form method We understanding the world, countries and policies certain. The following explanation of each level in narration strategic.

1. Narration System International (International System Narratives)

Narration system international is narrative that describes structure and dynamics of the world: who the actors, how the global system works, and as such What order idealized international or currently happened. Narrative This influence how the country sees role they are in the world and how they formulate policy strategy abroad. Narrative this is very important Because He become framework big that determines is the world considered as place competitive, cooperative, or conflict (Benouachan, 2021). Narrative system international No only reflect reality, but also forms reality through perception collective. Narrative This Can utilized For justify policy, forming alliance, or even stigmatize a country or group certain.

2. Narration National Identity (National Identity Narratives)

Narration national is stories told by and about a country, including identity national, core values, history collective, and future aspirations. Narrative This No only to form the way the country is see himself yourself, but also how He want to perceived by the world. Narrative national functioning as foundation identity collective (Dahdal & Abdel Ghafar, 2025). In context connection international, narrative this is very important For build legitimacy and support public to policy abroad. Narrative this also affects how countries interact with other actors in system international. Narrative national can also become tool resistance. Countries that feel marginalized in global systems often build narrative national who refuse Western hegemony, such as Iran with narrative revolutionary or Russia with narrative resurrection strength big post -Soviet.

3. Narration Issue (Issue Narratives)

Third level from narrative strategic is narrative issue, namely narrative that explains Why policy certain important, what its purpose, and how policy the will applied. Narrative issue functioning as instrument For frame problem public, building legitimacy policies, and convince audience (good) domestic and also international) about urgency a action (Tranter et al., 2022).

Narrative issue often used by the government For influence opinion public. For example, when a the country does intervention military, the narrative used Can revolves around “ protecting right basic human,” “ guarding peace,” or “ prevent genocide.” In context this, narrative become tool For bridge policy technical with moral and emotional values that can understood public. Narrative issue own Power high persuasion Because they touching on needs, values, and aspirations audience. However, the effectiveness narrative it really depends on how much Good they connected with narrative national and system international (Pattiradjawane, 2022).

RESULTS AND DISCUSSION

Framing Analysis of Posts

Following results Framing analysis of social media posts (X/Twitter) the governments of America, China and Germany (European Union).

American

Problem main thing that is raised is condition economy worsening domestic : rising debt and deficits, loss of industry manufacturing, as well as dependence economy America towards other countries, especially China. In addition that, they highlight damage social and economic events that occur in cities small consequence closing factory and disappearance field work. On the side politics, they also look at it existence incoherence in policy abroad, namely the Washington elite's desire to against China in military However still maintain dependence economy towards the country.

US leaders identify actors certain as reason problem. The “globalist” policies of government previously (especially the Joe Biden era) was criticized as contributor main crisis economy. Agreement trading free as NAFTA is accused become trigger deindustrialization. In addition that, the liberal elite is called as the promoting party dependence against China and spoke out policies that do not in accordance with interest national. China itself constructed as an “abuser” country that has take advantage of America during dozens year (Pratama, 2021).

The narrative that is constructed load sharp moral judgment: old elites and past leaders depicted as failed, no sane, and not side with the people. They considered responsible answer on condition damaged economy and loss sovereignty American economy. Globalism criticized as form betrayal to interest domestic. On the other hand, nationalism economy, courage, and decisiveness depicted as true and solution-oriented moral values. Characterization opposition using sarcastic labels as “PANICAN” describes effort frame against political as the weak and helpless party worthy lead.

Solutions offered in narrative This is change radical going to protectionism economy and nationalism. The US government under Trump is pushing implementation rates height, increase independence economy, cessation dependence on China, and rejection to policy trading free. They also emphasized importance strong, courageous and patient leadership as road towards " glory" "national ". In other words, the rate No only seen as policy economy, but also as tool moral and identity restoration national.

Table 2. Solutions Proposed In The Narrative

No	Posting	Define Problems	Diagnose Causes	Moral Judgement	Treatment Recommendation
1	<i>"This is a big change — but we needed a big change. We cannot keep going down the Joe Biden globalist pathway, where we have \$2 trillion of peacetime debt and deficits. We have manufacturing disappearing. That is not working for Americans."</i>	Krisis ekonomi: utang dan hilangnya manufaktur	Kebijakan globalis era Biden	Jalur lama gagal, merugikan rakyat	Ubah arah kebijakan nasionalisme ekonomi →
2	<i>"Think about how many factories we have seen close down since NAFTA, in the early nineties, 90,000 American factories have been closed down. That is small towns that have been blighted. That is millions of workers who have lost their jobs. That has to stop."</i>	Penutupan pabrik, pengangguran massal	Perjanjian perdagangan bebas (NAFTA)	Globalization = destruction of local community	Stop it policies that cause offshoring
3	<i>"It's bizarre to see all the limousine socialists screech desperately for dependence on Chinese supply chains and inflated equities."</i>	Dependence on China's supply chain	The pro-liberal elite	Hypocritical, not on the liberal side of people	Limit influence of the build economic independence
4	<i>"There is a category of DC insider who wants to fight an actual war with China but also wants China to manufacture much of our critical supply. This is insane. President Trump wants peace, but also wants fair trade and more self-reliance for the American economy."</i>	Kebijakan luar negeri yang tidak logis	Elite Washington yang ingin perang tapi tetap bergantung ke China	Tidak waras, membahayakan negara	Choose Trump's way : peaceful, just, independent
5	<i>"Oil prices are down, interest rates are down (the slow moving Fed should cut rates!), food prices are down, there is NO INFLATION, and the long time abused USA is bringing in Billions of Dollars a week from the abusing countries on Tariffs that are already in place. This is despite the fact that</i>	Exploitation US economy by foreign countries (especially China)	Failure old leader, state "abuser"	US played during decade	beingContinue tariffs, fight countries that harm US

the biggest abuser of them all, China, whose markets are crashing, just raised its Tariffs by 34%, on top of its long term ridiculously high Tariffs (Plus!), not acknowledging my warning for abusing countries not to retaliate. They've made enough, for decades, taking advantage of the Good OL' USA! Our past "leaders" are to blame for allowing this, and so much else, to happen to our Country. MAKE AMERICA GREAT AGAIN!"

"The United States has a chance to do something that should have been done DECADES AGO. Don't be Weak! Don't be Stupid! Don't be a PANICAN (A new party based on Weak and Stupid people!). Be Strong, Courageous, and Patient, and GREATNESS will be the result!"

6

Old weaknesses and indecisiveness
 Leader weak & stupid " PANICAN symbol
 "Weak = nopatient, brave worthy lead → Be strong, achieve glory national

China

China in general consistent frame problem in context injustice structural in system trading international. Problems main emphasis is use rates unilaterally by the United States which is considered damage system multilateral trade regulated by the WTO. In addition that, the US tariffs are called will creating a global economic "tsunami" that could hinder development of developing countries, as well as disrupting global development agendas such as the UN 2030 Agenda for Sustainable Development. With Thus, the problem No only seen from China's perspective as a victim, but also as a threat to global stability and justice.

China in general explicit blame policy protectionist United States packaged in term like "reciprocity" but considered as pretext For to force unilateral domination. The US is called has violate WTO rules, using rates as weapon geopolitics, and try pressuring other countries through "maximum pressure". US actions do not only seen as policy economy normal, but as part from conflicting hegemonic strategies with multilateral principles and rights development of other countries, especially Global South countries (Kharismawati, Widodo, & Retnawati, 2024).

In narrative This, China constructs himself as actor rational, peaceful, and constructive, which remains open to dialogue but No will step back when attacked. The US, on the other hand, is depicted as a global troublemaker who is destructive order international for the sake of

narrow alone. Diction such as “weaponizing tariffs”, “bullying”, and “pitching itself against the rest of the world” strengthen moral judgment that the US is acting No fair, no responsible answer, and damage global order. While That, the statement “We Chinese are not troublemakers... we will not flinch...” created moral image that China is a dignified, resilient and upholding country sovereignty as well as justice (Said et al., 2023).

China recommends a number of solution in framework narrative strategically: The return of the United States to the path of dialogue and multilateralism, with condition equality, mutual respect, and mutual profitable. Rejection to pressure maximum pressure as a negotiation strategy. Resistance to rates unilateral through step countermeasures such as raise rates by 34%. Strengthening system multilateral trade, with emphasis on WTO and the order international based on rules. This solution show that China does not only want to maintain interest nationally, but also claims moral position as defender justice and interests world collective, especially developing countries.

Table 3. Solutions Proposed In The Narrative

No	Posting	Define Problems	Diagnose Causes	Moral Judgement	Treatment Recommendation
1	<i>"Under the pretext of "reciprocity", the U.S. has imposed tariffs... violates WTO rules... undermines multilateral system. China firmly rejects... urge the U.S. to consult on basis of equality, respect, mutual benefit."</i>	AS mengganggu sistem perdagangan global	Tarif melanggar aturan WTO & bersifat sepihak	AS US acts No fair and destructive order international	Call for equal and mutual dialogue honor
2	<i>"US 'reciprocal tariffs' will create a 'tsunami' for global economy."</i>	Crisis expanding global economy	thePolicy aggressive tariffs	US US exacerbates global instability for its own interests	Stop it rates, back to multilateral dialogue
3	<i>"China will impose additional 34% tariffs... counter trade bullying... China is open to dialogue. Maximum pressure won't work."</i>	Intimidation economic by the US against China	The US is implementing pressure maximum, form bullying	The US is depicted as oppressor China takes a ofstance firm However open	Reply rate ; fixed ; open for equal dialogue

	<i>"US tariff hikes</i>				
	<i>deprive countries</i>	US	tariffs		
	<i>of their right to hamper</i>	global	US as barrier	US is selfish,	Stand Up system
	<i>development... hit</i>	development &	development, harms	poor	trading fair ;
4	<i>Global South... destruction</i>	especially for	countries	&strengthen	WTO
	<i>cripple UN 2030</i>	objective	the Global	damages	UNand
	<i>Agenda... uphold</i>	development	South	agenda	multilateralism
	<i>WTO, opposes</i>	sustainable			
	<i>unilateralism."</i>				
	<i>"We Chinese are</i>				
	<i>not</i>				
	<i>troublemakers... Attempts</i>	to	The	USChina	is
	<i>will not flinch... We</i>	delegitimize	narrative	depicted	firm,
5	<i>will not let anyone</i>	China's position	corners	China	dignified, and
	<i>harm China's</i>	as the cause of	No fair	not aggressive	remain alert and
	<i>sovereignty,</i>	the conflict			ready
	<i>security, and</i>				
	<i>development."</i>				
	<i>"By weaponizing</i>				
	<i>tariffs... US is</i>				
	<i>against the world... US</i>	abuses rates	The US places	China	as
6	<i>China's response</i>	as weapon	self oppose	defender justice,	Continue response
	<i>safeguards justice,</i>	political	global	multilateralism	firm to protect
	<i>multilateralism,</i>		interests	and world order	global order
	<i>and global order."</i>				

Germany (European Union)

German frame problem as tension in system trading potential transatlantic cause loss economy and instability politics, no only for the member states of the European Union, but also for United States consumers alone. In narrative they, rates unilaterally imposed by the US against steel and aluminum considered as step coercive and disruptive balance system trading international. Statement that " for these US consumers not Liberation Day, but Inflation Day " highlights that problem rates No only harm party external, but also domestic America itself, signifies that policy This counterproductive in a way economy.

German identify step unilaterally by the US, especially under the Trump administration, as source main tension trade. Rates charged rated No fair and unfair based on in a way economy, as well as contradictory with Spirit Work The same international. The US is positioned as the actor who started escalation through action protectionist. However, Germany No use Language confrontational ; they more emphasize that Europe only respond policy coercive from the US. This is create image as the defensive and rational side in conflict This.

In statement they, Germany put forward image as the actor in charge responsible, moderate and open to the dialogue. Sentence as "We never wanted a trade war" shows that

German put oneself in a high moral position — no start conflict, but No passive when forced to react. On the contrary, US steps are implicit rated No proportional, coercive and detrimental multilateral system as well consumer alone. However, no There is use term aggressive or rhetoric emotional as found in US and China narrative. This reflect style diplomacy Europe that puts forward norms and stability.

The solution offered by Germany nature compromising However firm. Emphasize negotiation as road main settlement conflict, with give 90 days space before apply sanctions. Encourage fair and balanced solution through track diplomatic. Declaring that all option remain on the table (“all options remain on the table”), indicating that they No close possibility use pressure come back If diplomacy fail.

Table 4. Solutions Proposed In The Narrative

No	Posting	Define Problems	Diagnose Causes	Moral Judgement	Treatment Recommendation
1	<p><i>"Economy & security are closely connected. For US consumers it is not Liberation Day but Inflation Day - and Unity Day for Europe. We have a strong toolbox to respond to coercive measures. We never wanted a trade war & remain open to talks."</i></p> <p><i>"Today, EU countries backed our proposal to impose trade countermeasures on the United States, in response to unjustified steel and aluminium tariffs...AS They can be lifted at any time, should a fair and balanced negotiated solution be found."</i></p>	<p>Ketegangan ekonomi transatlantik; dampak buruk tarif terhadap stabilitas konsumen</p>	<p>Coercive and unilateral actions from the US (rates steel & aluminum)</p>	<p>EU does not look for conflict, and rational & responsible answer</p>	<p>Terbuka untuk dialog, tapi siapa merespons dengan instrumen ekonomi</p>
2	<p><i>to unjustified steel and aluminium tariffs...AS They can be lifted at any time, should a fair and balanced negotiated solution be found."</i></p>	<p>Ketidakadilan kebijakan tarif</p>	<p>US tariffs are considered No based on, Spirit Work The same</p>	<p>EU only respond, stay side with the principle justice and negotiation</p>	<p>Siapa menerapkan sanksi jika tidak ada solusi adil; bisa dicabut bila ada hasil</p>

"We want to give negotiations a chance... we will put them on hold for 90 days... If negotiations are not satisfactory, our countermeasures will kick in. Preparatory work on further countermeasures continues. All options remain on the table."

3 Tension can be triggered by the EU is depicted as Give it 90 days For party negotiation ; if failed, Still Can moderate & sanction will appeased through negotiation open to roadenforced peace

In general overall, the United States, China, and Germany has a very different framing related war tariffs. United States more emphasize on change big and independent economy, with policy rates considered as solution For problem deep domestic. China, on the other hand, looked on US rates as violation to regulation international and emphasize the importance of dialogue based on equality For finish dispute trade. While that, Germany more emphasize the importance of diplomacy and fair settlement through multilateral negotiations as more solutions constructive and avoid confrontation direct.

A different approach This reflect difference in interest national, principle base in connection international, as well as strategies in finish conflict global trade. Each country prioritizes the solution they consider most appropriate with identity and role they in system more world trade big.

United States, through a series statement from President and officials tall others, describing war rates as chance For change the required size For overcome problem economy domestic. In their framing, tariffs charged as response to detrimental dependence on other countries, especially China, and to reduce deficit and national debt. Focus on security economy become key in US narrative, with claim that policy globalist previously (implemented by the Joe Biden administration) has harm economy domestic.

Diagnosis the cause is globalization is considered bring impact bad for US manufacturing, reducing field work, and worsen dependence on supply abroad, especially China. In moral judgment, United States evaluate that policy rates This is necessary actions For stop exploitation of countries like China which have been This considered take profit from policy trade that is not fair. Recommendation the solution is strengthen position trading domestic and improve independence economy with reduce dependence on other countries, while still try look for more agreement fair in global trade.

Different with the United States, China in its framing consider tariffs imposed by the US as violation to system multilateral trade, in particular in context of the World Trade Organization (WTO). China defines problem This as injustice committed by the US, which is considered No only harming China, but also other countries, especially developing countries (Global South).

The cause is policy unilateralism implemented by the US, which ignores principles multilaterality that should be underlying trading fair international.

In moral judgment, China describes self as a victim of US policies that are bullying and detrimental to developing countries. Recommendations solution from China is For stop policy rates and returns to table negotiation with approach which are more based on equality, respect and benefits together, and strengthen the role of the WTO in finish dispute trade. China also emphasized that they No want to war trade, but Ready respond US aggression with steps required reply For protect sovereignty and rights development they, while confirm that maximization pressure No will succeed.

Germany, through its Ministry of Foreign Affairs and EU leaders, pointed out a more moderate and diplomatic approach in respond to war rates This. The problem defined by Germany focuses on the tension that arises from policy US tariffs are considered coercive and destructive system trading international based multilateralism. According to Germany, rates This No only harm Europe, but also can trigger tension a more global economy wide.

Reason main identified by Germany is action unilateral and not balanced from the US in wearing rates without through fair dialogue and negotiation. Germany 's moral judgment emphasize that they No look for conflict, but rather evaluate US rates as policies that do not fair and detrimental Lots parties, including more countries weak in system global trade. The solution offered by Germany is give chance For negotiation more carry on with open possibility For stop rates If achieved a fair and balanced agreement. Germany also stressed that they Ready For take steps appropriate retaliation, but still prioritize dialogue and resolution peace.

Table 5. Solutions Proposed In The Narrative

Country	Define Problems (Define Problems Problem)	(Diagnose Causes (Diagnose Reason)	Moral Judgement	Treatment Recommendation (Solution Recommendation)
United States of America	War rates as solution For reduce economy return independence manufacturing domestic.	Globalization and trading previously (such as NAFTA) caused dependence on other countries and loss field work in the sector manufacturing.	Policy applied previously detrimental America, causing US deficit and loss work.	Reduce dependence on China and other countries through higher rates high, and strive look for agreement more trade fair For economy domestic.
China	The US is implementing rates in a way unilateral, which violates WTO rules and undermine system	US policy is of a nature unilateralism and protectionism cause injustice in global trade.	US acts arbitrary with ignore international detrimental developing countries China.	Respond with rates reply and call for dialogue based on principle equality, mutual respect, and benefit together For finish dispute.

multilateral
trade.

Policy US tariffs create tension in global German economy and damage system trading based multilateralism.

US tariffs are considered unilateral, which is detrimental to other countries in global trade.

US tariffs are considered as coercive and leads to escalation tension, which is detrimental to global economy in general overall.

Putting it first diplomacy and multilateral negotiations, with opportunity For stop rates If a fair solution achieved through discussion international.

State Narrative Strategy

Following results narrative strategy analysis from social media posts (X/Twitter) of officials the governments of America, China and Germany (European Union).

American

United States of America construct system international as order that is not fair, dominated by actors globalism, detrimental multilateral agreements, and exploitation by other countries especially China. In narrative this, globalization and agreement as NAFTA is considered as root cause destruction industry domestic. Trade free No positioned as instrument global growth, but rather as tool oppression to US economy. The world system is depicted as an arena of conflict economy, not Work mutually supportive multilateral profitable. Strategic goal: delegitimize order old global economy for justify approach unilateralism and protectionism.

Identity American national framed as exploited nation, but strong and capable rise. Rhetoric such as “Good OL' USA”, “Make America Great Again”, and satire to elite weak strengthen image that the American people are victims of the global system, but own potential For return lead in a way independent. There is emphasis on values independence economy, patriotism, and nationalism strong economy. Strategic goal: Strengthening return identity national based on production and power domestically, as well as to raise support domestic For policy rates.

War rates positioned No just policy economy, but rather as symbol resistance to global exploitation. Issues like the disappearance factory, dependency chain supply to China, and the deficit trading become proof narrative that existing system has failed. Therefore that, tariffs and protectionism considered solution corrective to “weak” policies in the past. Conflict rates are also framed as form moral battle between “protectors” workers” versus “global elite ”. Strategic goal: Justify policy rates as tool recovery national and struggle justice economy.

Table 6. Solutions Proposed In The Narrative

No	Isi Tweet	Narasi Internasional	Sistem Narasi Nasional	Identitas	Narasi Isu
1	<i>"This is a big change — but we needed a big change. We cannot keep going down the Joe Biden globalist pathway, where we have \$2 trillion of peacetime debt and deficits. We have manufacturing disappearing. That is not working for Americans."</i>	Menolak globalisme, pada sistem global	arah, mengarah ketegangan	US portrayed as victim of globalism, identity under threat	War tariffs / nationalisolationism as solution
2	<i>"Think about how many factories we have seen closed down since NAFTA, in the early nineties, 90,000 American factories have been closed down. That are small towns that have been blighted. That are millions of workers who have lost their jobs. That has to stop."</i>	System international is called as inequality	trading (NAFTA) liberalization reason (small towns)	The US as a victim of trade. Identity local highlighted	Issue specific : impact trading free to the disappearance work
3	<i>"It's bizarre to see all the limousine socialists screech desperately for dependence on Chinese supply chains and inflated equities."</i>	Criticism of global dependency, especially on China	✓ US elite "limousine socialists", emphasizing mark independence	US in contrast with "limousine socialists", emphasizing independence	Issue: dependence on Chinese supply chains as a national problem
4	<i>"There is a category of DC insider who wants to fight an actual war with China but also wants China to manufacture much of our critical supply. This is insane. President Trump wants peace, but also wants fair trade and more self-reliance for the American economy."</i>	Criticism to geopolitics depends in a way economy	paradox tension Butseeker peace and independence economy	US is positioned as going to trading fair and independent	Issue: War rates as road going to trading fair and independent

"Oil prices are down, interest rates are down (the slow moving Fed should cut rates!), food prices are down, there is NO INFLATION, and the long time abused USA is bringing in Billions of Dollars a week from the abusing countries on Tariffs that are already in place. This is despite the fact that the biggest abuser of them all, China, whose markets are crashing, just raised its Tariffs by 34%, on top of its long term ridiculously high Tariffs (Plus!), not acknowledging my warning for abusing countries not to retaliate. They've made enough, for decades, taking advantage of the Good OL' USA! Our past "leaders" are to blame for allowing this, and so much else, to happen to our Country. MAKE AMERICA GREAT AGAIN!"

"The United States has a chance to do something that should have been done DECADES AGO. Don't be Weak! Don't be Stupid! Don't be a PANICAN (A new party based on Weak and Stupid people!). Be Strong, Courageous, and Patient, and GREATNESS will be the result!"

Perang tarif sebagai alat untuk membalikkan ketimpangan historis. The US is depicted as a long-term victim of a global conflict between the US and "abuser" countries (China, etc.). There is a narrative of nostalgia and recovery. national ("Good OL'Direspon USA", "Make Americasebagai Great Again"). langkah pemulihan ekonomi.

No to mention system international in a way straight away, but nuanced correct historical to policy overseas. Issue rates strengthand policies national. Inviting publiceconomy as a national For choose courage andnational strength for the glory ofmomentum for the United States. "recovery history".

China

China frame system international as multilateral, based law, and based on principle equality. In narrative, policy US unilateral tariffs are considered as form violation to WTO rules and threats to stable global order. China is positioning itself himself as guard system and invite other countries — especially from the Global South— to united oppose unilateralism and protectionism. → *Strategic goals*: Strengthen image as the power in charge answer, and build global alliance against hegemony US economy.

China put forward identity as peaceful nation However firm. Rhetoric like “we are not maker trouble”, “we don’t will tremble”, and “we will maintain our rights” shows character moral steadfastness and legitimacy. Identity This combined with image as a developing country that is fighting for it right For build, and protector sovereignty and interests domestic from pressure outside. *Strategic goal*: Build solidarity international through narrative moral and legal resistance (Sutrisno & Meirinaldi, 2020).

Issue main framed in context “trade as right development”. War US rates positioned No only as attack to China, but also as threat towards developing countries and goals global development (UN SDGs 2030). China highlight impact rates to global economy, stability trade, and inequality. Tariffs are framed as form coercion economy that is not valid, temporary China's response is called as step legitimate and necessary For defend self. *Strategic goal*: Define conflict rates as global crisis to expand support international.

Table 7. Solutions Proposed In The Narrative

No	Isi Pernyataan	Narasi Internasional	Sistem Narasi Nasional	Identitas	Narasi Isu
1	"Under the pretext of "reciprocity", the U.S. has imposed tariffs... violates WTO rules... undermines multilateral system. China firmly rejects... urge the U.S. to consult on basis of equality, respect, mutual benefit."	Emphasis strong on the multilateral order and WTO rules. The US is depicted violate rule international.	China is positioned as defender rules, rational, and open to dialogue.		Rates as violation to global system, China frames response as legitimate and proportional.
2	"US 'reciprocal tariffs' will create a 'tsunami' for global economy."	Global impact highlighted: depicting instability resulting from US policies	No to mention identity national in a way explicit		Issue rates as threat to global stability
3	"China will impose additional 34% tariffs... counter trade bullying... China is open to dialogue. Maximum pressure won't work."	Response to US unilateralism, remains open to multilateral order	China is positioned as a dignified country, not aggressive, but Afraid		Framed rates as notaction legitimate For oppose intimidation

4	<p>"US tariff hikes deprive countries of their right to development... hit Global South... cripple UN 2030 Agenda... uphold WTO, oppose unilateralism."</p> <p>"We Chinese are not troublemakers... will not flinch... We will not let anyone harm China's sovereignty, security, and development."</p>	<p>Criticism deep into unilateralism. Spotlight on the impact towards developing countries & systems international</p>	<p>China shows solidarity with the Global South. Identity as leaders of the Global South. Issue rates expanded to issue global development, not just bilateral</p>
5	<p>"By weaponizing tariffs... US is against the world... China's safeguards multilateralism, and global order."</p>	<p>Strong : identity national based on sovereignty, resilience, rights development</p> <p>Implicit : US as actor trigger tension</p>	<p>Issue war rates as part from attack to sovereignty and rights</p>
6	<p>China's response justice, and system</p>	<p>Narration systemic maximum : US vs world. Identity national as protector world "fairness" and the global order</p>	<p>Rates as tool US hegemonic, and China's response as defender justice</p>

Germany (European Union)

Germany, through representation of the European Union, putting forward system international based on rule law, dialogue and balanced negotiation. The system This reject action unilateral like US tariffs, however still open room for negotiations. The EU presents himself as supporting actor resolution peace and stability system multilateral trade. *Strategic goal:* Maintain reputation as protector *rules-based order* and power global mediation (Nan, 2020).

Germany and the EU frame self as actor rational, strong in a way collective, and responsible answer globally. No There is glorification nationalism extreme, but more emphasize on unity Europe, trust in institutions, and the response measurable. Identity This underline difference they from unilateral and emotional US approach. *Strategic goal:* Showing EU as alternative stable, rational and sustainable global leadership.

Issue war rates framed as consequence from action No fair and unilateral from the US to sector steel and aluminium. The EU is positioning policy responsiveness as form balance strategic, not retaliation. Focus on 90 -day negotiations show that diplomacy still is prioritized, but threat sanctions still prepared as form pressure measurable. *Strategic goal:* Show commitment to diplomacy, however with capacity For act If needed.

Table 8. Solutions Proposed In The Narrative

No	Isi Pernyataan	Narasi Internasional	Sistem Narasi Nasional	Narasi Identitas	Narasi Isu
1	"Economy & security are closely connected. For US consumers it is not Liberation Day but Inflation Day - and Unity Day for Europe. We have a strong toolbox to respond to coercive measures. We never wanted a trade war & remain open to talks."	Emphasis that action US unilateralism has global impact ; Europe = response collective to pressure		EU as a united & rational actor; rejecting the narrative of US dominance	Perang tarif sebagai tindakan koersif; respons UE adalah defensif dan berbasis aturan
2	"Today, EU countries backed our proposal to impose trade countermeasures on the United States, in response to unjustified steel and aluminium tariffs... They can be lifted at any time, should a fair and balanced negotiated solution be found."	System international based on rules : refuse rates unilateral		Identity Europe : collective, fair, open solution	Isu: tarif sepihak (AS) dianggap tidak adil; UE membalas secara terukur & terbuka
3	"We want to give negotiations a chance... we will put them on hold for 90 days... If negotiations are not satisfactory, our countermeasures will kick in. Preparatory work on further countermeasures continues. All options remain on the table."	Mendorong dialog multilateral sebagai norma internasional		Europe depicted as patient, rational, aggressive	Issue : rates and framed as problem diplomatic, not only economy

From the analysis above, it can be seen that the three countries use narrative strategic in a way different For to communicate position, strengthen legitimacy, and securing its importance in conflict rates. All three utilise digital diplomacy for to spread each narrative to global audience.

DISCUSSION AND DISCUSSION

Nye (2004) introduced draft *soft power* as ability a country to influence other actors through Power pull, not coercion or threat. Nye shared the power of the state becomes two : *hard power* (strength) military and economic) and *soft power* (culture, values, and legitimacy)

policy abroad). In context war rates, although conflict This related with *economic hard power*, at the level of discursive states attempt use narrative For build Power pull politics, morality, and legitimacy international the essence of *soft power*.

In context this, the result study about how countries frame problems (define problems), causes (diagnose causes), moral judgment (make moral judgment), and recommendations solution (treatment recommendation) in war rates can associated direct with effort building soft power through narrative strategic.

Narration system international developed by each country does not only functioning as explanation on position they in system, but also as a soft power strategy for build moral and normative image that can accepted in a way international. Narrative system international is instrument For influence perception actor international about who is on the right, just and responsible side answer. In Nye's theory, legitimacy policy abroad is part important from *soft power* (Kuo, Shyu, & Ding, 2019).

China, for example, in particular consistent emphasize commitment to multilateralism, the WTO, and global development, including the interests of the Global South countries. In framework *soft power*, this is a strategy for placing China as responsible global leader responsible and fair — opposite with the perceived image of the US unilateralist and coercive. Germany and the European Union use narrative based on law and dialogue, strengthening image they as guard order international based on rules (*rules-based order*). This is form *soft power* through values : offering a leadership model stable, consensual, and legitimate international order. In contrast, the United States (especially in narrative presidency moment that), precisely try change order international with confirm return sovereignty and its unilateralism. Although This looks as form *hard power*, at the discursive level there is effort For build support domestic and claim moral position : that the US is fighting for " justice " in unequal system (Asif et al., 2020).

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Narration identity national in context war rates used For to raise support public, at the same time For display image national that can made into example or source global sympathy. Identity national in narrative strategic used For interesting sympathy, building trust, and create perception positive. All This is component important from *soft power* according to Nye.

United States, in the narrative, framing identity national as a country that " already" exploited for too long," and now rise For restore " glory " (*Make America Great Again*). This affirming soft power based on nationalism populist, who wants to come on stage as defender people regular and opponent from global elite. China emphasizes that they are " not" maker problem," and describes the people as a victim of pressure external that is not fair. This is in line with China's efforts to build image as a strong developing country However friendly, part from *soft power* they in to build global south solidarity. Germany, with image as a moderate and supportive country diplomacy, displaying identity as rational power, no reactive, and open towards the dialogue. This is example *soft power* based on trust and reputation international.

In framework *soft power*, how to a country formulates issues and solutions also show effort moral persuasion. A country that is capable of convey incoming solution reasonable, fair and based on universal values will to obtain more Lots legitimacy. arasi issue become an arena for show values, rationality, and moral leadership, all of which become component important in strengthen *soft power* of the country (Xu, Guthrie, Fan, & Li, 2017).

United States of America frame rates as solution from long -standing global injustice. The solution firm, confrontational, but claimed fair for the American people. In context *soft power*, narrative This more strong in a way domestic However at risk reduce Power pull international Because nuance *unilateralism*. China, with state that they open to dialogue but reject pressure maximum, trying show that they is actor rational and open, not aggressor. With connect US tariffs on losses towards developing countries and the UN development agenda, China is expanding its *soft power* base. to non-Western countries. Germany use approach compromise : even though they Ready oppose US tariffs, they still put forward negotiation and suspension sanctions as room compromise. This is form narrative relevant issues with values *European soft power* based law, consensus, and multilateralism.

CONCLUSION

Study This highlight how narrative strategy used by the United States, China, and Germany in convey position they to war rates through social media. The three countries took advantage of communication digital politics for build narrative system international, identity national, and issues policy in soft power framework. Narrative strategic development No only functioning as tool legitimacy policy, but also as instrument For influence opinion public international, raising funds support, as well as strengthen image of the country as responsible global actor answer. Research This confirm the importance of social media as a new arena diplomacy public and how digital framing becomes element important in the current global power strategy more based on influence narrative compared to strength coercive. From the results study this, there is a number of recommendation, good academic or practically. In academic, there are a number of limitations in study this is what can become base for development study continued. First, the method used limited to analysis text (framing) of social media posts, without explore How audience interpret or respond narrative said. Research furthermore can adopt other methods (

such as analysis reception or survey) for test effectiveness narrative to perception public. Second, focus study This only on one social media platform, namely Twitter. front, study can expanded to other platforms such as Instagram, TikTok, FB or YouTube, which have visual and demographic characteristics audience different. A multimodal approach is also important. For understand role images, videos, and memes in digital narrative strategies. Third, the subject study only covers state actors, namely official government and ministries abroad. Research next recommended For involving non-state actor such as international NGOs, leaders opinion digital public (influencer), or organization public civil transnational, use catch complexity digital diplomacy is increasingly decentralized. Research timeline It is expected to be extended >7 days so that the dynamics of the communication process can be improved. politics & digital diplomacy can analyzed more Far related the impact globally.

Temporary For recommendation practical, research This recommend government (especially developing countries) such as Indonesia) need utilizing social media as part from policy overseas in harmony with national strategy. Research This show that social media has become an important arena for the country to frame global issues accordingly with interest national. Every statements published on social media official state designed as part from a supportive communication strategy position political, economic, and diplomatic aspects of the country on the global stage. The government need compile consistent digital narrative with priority policy abroad, good in issue trade, environment, and Security. Communication the country's digital politics must based on principle legitimacy, interests national, and power moral appeal, to be effective in build image country's reputation and expand influence international through digital diplomacy.

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