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COMMUNICATIVE ACTIONS OF THE ONLINE COMMUNITY PERSAUDARAAN SETIA HATI TERATE (PSHT) ON INSTAGRAM

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ABSTRACT

In the rapidly evolving digital era, traditional communities such as Persaudaraan Setia Hati Terate (PSHT) have demonstrated remarkable adaptability by strengthening their collective identity through social media platforms like Instagram. This study aims to analyze communication patterns and identity negotiation within the PSHT community on the Instagram account @pshterateindonesia. Using a netnographic approach an adaptation of ethnography for online researchdata were collected through participatory observation of 18,000 posts, comments, and symbols from 2020 to 2024. The findings reveal how community members build solidarity through online interactions, collective narratives, cultural symbols, and communicative practices that reflect traditional PSHT values. The results indicate that the PSHT community successfully strengthens its collective identity in the digital space through educational content, social activities, and the use of distinctive symbols such as black-and-white uniforms and martial arts techniques. Values of brotherhood, discipline, and service to society form the core of the narratives shared on this platform. However, the study also highlights a paradox between the idealism of brotherhood promoted online and incidents of violence involving PSHT members in real life. These findings provide insights into the adaptation of traditional culture to digital spaces, the role of social media in fostering community solidarity, and the challenges of maintaining value consistency across both realms. This research is relevant for understanding online community phenomena in Indonesia and offers recommendations for community managers on leveraging digital platforms to strengthen organizations and promote positive values.

KEYWORDS: *Identity negotiation; communicative action; PSHT community; Instagram social media; Online Solidarity.*

INTRODUCTION

The digital age has brought significant changes in the way people interact and form communities. In Indonesia, with 73% of the population actively using social media (We Are Social, 2023) platforms such as Instagram have not only become personal communication tools, but also new public spaces for communities to thrive. Online communities such as Kaskus, Kompasiana, and Android-Indonesia are examples of how individuals come together based on shared interests. However, many online communities fail to survive due to lack of content management, lack of moderation, or lack of clarity of purpose. For example, a forum on Kaskus lost up to 80% of its members in the last two years due to repetitive content and lack of meaningful interaction.

In the midst of this challenge, an interesting phenomenon emerged: traditional communities such as the Persaudaraan Setia Hati Terate (PSHT) actually managed to grow rapidly on digital platforms. PSHT, a martial arts organization rooted in the values of brotherhood, discipline, and community service, has successfully adapted its cultural identity to the digital space through its @pshterateindonesia Instagram account. With more than 389,000 followers and 18,000 posts, this account is not only a promotional tool, but also a space for identity negotiation for members spread throughout Indonesia and abroad. Through the content of physical training, social activities, and cultural symbols such as black-and-white uniforms and pencak silat techniques, PSHT builds a collective narrative that strengthens bonds between members.

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Image 1. Community logo/emblem



Community identity is an important element that defines a community and distinguishes it from other groups. This identity is formed through various factors, including the values, goals, history, culture, and symbols embraced by the community. The values of brotherhood, discipline, and community service are at the core of the narratives shared on this platform.

However, PSHT's adaptation to the digital world is not free from paradoxes. On the one hand, the value of brotherhood is upheld through inspirational and educative posts; on the other hand, violent incidents involving PSHT members in the real world-such as brawls between silat schools-raise critical questions: How does the fraternal identity built on Instagram interact with contradictory behavior in real life?

This question reveals a gap in the study of online communities, where previous research has focused more on hobby-based communities (Agung Rahmat Lukito et al., 2022) or religion (Rizki Hakiki, 2016) but ignored communities with complex cultural roots such as PSHT. This study uses a netnography approach to deeply analyze the community dynamics on the @pshterateindonesia Instagram account. Research by (Istiyanto & Novianti, 2018) explores the formation of cultural identity through offline communication in the Rejodadi community. Although the focus is different from this study in emphasizing everyday communication in physically reinforcing cultural values, the study shows the importance of everyday communication in reinforcing cultural values Netnography, as an adaptation of ethnographic methodology for online research (Belk et al., 2010), allows researchers to naturally immerse themselves in digital cultures and social interactions. Through the analysis of digital artifacts such as posts, comments, and videos, this research will uncover how members of the PSHT community construct and maintain identity, interpret and apply values of brotherhood, and respond to various issues. This approach is increasingly relevant for understanding the dynamics of online communities, particularly as social interactions largely shift to digital platforms, as emphasized by (Kozinets V, 2020) in his work, Netnography: The Essential Guide to Qualitative Social Media Research. Thus, by employing this updated netnographic framework, the study can comprehensively examine the complexities of identity and interaction within the PSHT community, providing an in-depth understanding of how the values of brotherhood are manifested and navigated in the digital realm..

The focus of this research is to understand how communication patterns, narratives, and symbols used in the PSHT Instagram community contribute to the formation and transformation of identity. The key questions are: (1) How do community members express themselves as part of PSHT? (2) How do they process information and build shared knowledge about PSHT values and history? (3) How do they negotiate and resolve conflicts?

To analyze this phenomenon, this research uses Jürgen Habermas' theory of communicative action (Habermas, 2018). This theory is relevant because it emphasizes the importance of rational communication and consensus in building identity and solidarity. For Habermas, the act of communication is not only instrumental, but also has a dimension of 'mutual understanding'. In the context of PSHT on Instagram, interaction is not only an exchange of information, but also a process of negotiation and identity strengthening.
This research is important for the following reasons:
1.Understanding the communication patterns of online communities is still minimal. Although many studies have been conducted on online communities, there are still few studies that specifically focus on communication patterns in online communities. This research is expected to contribute knowledge on how communication patterns can strengthen community identity and maintain its existence.
2.The @pshterateindonesia community has great potential to become an example of a successful online community. This research is expected to provide insights into how the PSHT martial arts community on the @pshterateindonesia Instagram account builds and strengthens its identity through effective communication patterns.
3.The results of this research can provide benefits for various parties. This research is expected to provide input for the PSHT

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martial arts community on the @pshterateindonesia Instagram account in improving communication strategies to strengthen its identity and existence. In addition, the results of this study can also be useful for other online communities who want to improve the quality of communication and build a strong community identity..

MATERIALS AND METHODS

This study used a netnography approach, which is an adaptation of ethnographic methods for online research (Belk et al., 2010). Netnography allows researchers to dive into culture and social interactions in a naturalistic way through the analysis of digital artifacts such as posts, comments, videos, and visual symbols produced by community members.

This research is descriptive qualitative in nature with a focus on analyzing digital content published on the @pshterateindonesia Instagram account during the 2020-2024 period. Data were collected through participatory observation of 18,000 posts, including photo uploads, videos, text, comments, as well as the use of hashtags and PSHT symbols.

Table 1
Details of Data Collection Techniques

Data Collection Techniques	Description	Application Example
Participatory Observation	Researchers observed activities on the @pshterateindonesia Instagram account during the 2020-2024 period.	Posts, comments, hashtags, symbols.
Content Analysis	Analyzed digital content such as photos, videos, texts, and member interactions.	Martial arts tutorials, social activities.
OnlineInterview	Conducted interviews via Instagram's direct messaging feature with some active members.	Discussion of the value of brotherhood.

Source: Research Data, 2025

The research data was gathered from multiple dimensions of the @pshterateindonesia Instagram account, each offering unique insights into the organization's identity, values, and community dynamics. Content uploads , including photos, videos, and textual posts, served as primary sources for analyzing how the organization curates its digital presence. These materials were scrutinized to identify recurring themes, such as the portrayal of martial arts practices, leadership narratives, and promotional strategies, which collectively shape the public perception of PSHT Rate Indonesia. Member interactions —encompassing comments, likes, and threaded discussions in the comment sections—provided a window into community engagement and public sentiment. By examining the tone, frequency, and content of these interactions, the study assessed the level of member participation, the emergence of collective identities, and the ways in which followers negotiate or reinforce the organization's messaging.

The analysis also focused on cultural symbols embedded in visual and textual content, such as the iconic black-and-white uniforms symbolizing discipline, pencak silat demonstrations reflecting martial arts heritage, and hashtags like #PSHT and #pshterateindonesia that crystallize the organization's ethos. These symbols were interpreted as tools for constructing a cohesive identity and fostering solidarity among members. Additionally, social activities documented on the account—such as blood donation drives, environmental clean-ups, and community outreach programs—highlighted the organization's commitment to social responsibility. These posts were evaluated not only for their content but also for their role in enhancing PSHT Rate Indonesia's reputation as a socially conscious entity. Together, these data sources enabled a multidimensional exploration of the organization's digital strategies, cultural values, and community-building efforts.

The data collection process employed a multi-method approach to ensure comprehensive insights into the @pshterateindonesia Instagram community and its dynamics. Participatory observation formed the foundational step, where researchers actively monitored the account over a defined period, immersing themselves in its digital ecosystem. This involved systematically documenting posts, stories, live sessions, and user-generated content to analyze recurring communication patterns, narrative styles, and symbolic elements (e.g., visual motifs, hashtags, and linguistic cues). By observing real-time interactions, researchers captured the organic flow of conversations, the tone of member engagements, and the strategic use of content to reinforce organizational identity.

Content analysis was conducted to decode the thematic underpinnings of both the account's posts and member interactions. Researchers applied a qualitative thematic coding framework to categorize data into predefined themes such as brotherhood, solidarity, and collective identity, while remaining open to emergent patterns. This involved scrutinizing captions, comments, and multimedia content for explicit and implicit messages, as well as quantifying the frequency of specific hashtags or symbols to gauge their prominence. For instance, the recurrence of #PSHT in social activity posts was analyzed alongside member discussions to assess how values like empathy and communal responsibility were negotiated and internalized.

To complement observational and textual data, online interviews were conducted with select active members via Instagram Direct Messaging. These semi-structured interviews aimed to probe deeper into individuals' interpretations of PSHT's core values, their motivations for engagement, and their perceptions of the community's social cohesion. Questions explored how members connected personal experiences to the organization's ethos, the role of rituals (e.g., martial arts practices), and the impact of social campaigns on their sense of belonging. Interview responses were triangulated with observational and content analysis data to validate findings

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and enrich contextual understanding.

This triangulation of methods—observation, analysis, and dialogue—ensured a robust, multi-perspective investigation into how PSHT Rate Indonesia constructs its digital identity, fosters member loyalty, and operationalizes its values through both curated content and grassroots interactions. Data analysis was carried out in three stages:

1. Data Reduction: Raw data from posts, comments, and other interactions were reduced to key themes such as self-defense education, social activities, and discussions of brotherhood values.
2. Thematic Coding: Data was coded based on themes such as physical exercise collaboration, community service, and religious dialog.
3. Narrative Interpretation: The themes found were interpreted narratively to explain how community members build collective identity and resolve conflict through communicative action.

To ensure data validity, this study used source triangulation techniques by comparing data from posts, comments, and online interviews. In addition, the researcher also conducted member checking by asking several community members to verify the interpretation of the data.

This research adopts the principles of virtual ethnography to understand the dynamics of the PSHT community in the digital space. The main focus is on how community members use language, symbols, and narratives to strengthen their collective identity.

This research uses Jürgen Habermas' theory of communicative action to analyze interactions in digital public spaces. This theory is relevant because it emphasizes the importance of rational communication and consensus in building identity and solidarity. In the context of PSHT on Instagram, interaction is not only an exchange of information, but also a process of negotiating meaning and strengthening identity.

RESULTS AND ANALYSIS

This study reveals the community dynamics of the Persaudaraan Setia Hati Terate (PSHT) on the @pshterateindonesia Instagram account through digital content analysis and member interactions during the 2020-2024 period. The following are the main results of the research organized based on three main aspects: communication patterns, brotherhood values, and conflict resolution.

3.1Communication Patterns and Collective Identity

Content analysis of 18,000 posts shows that communication patterns within the PSHT community are highly structured and have clear objectives. Communication patterns are dominated by three main types of content:

1.Self-Defense Education (42%):

This content includes pencak silat technique tutorials, physical exercises, as well as teaching moral values associated with PSHT traditions. A video titled "Latihan Bersama" uploaded in 2023 received 12,000 likes, showing that community members highly value collective efforts to improve their martial arts skills. The joint training not only aims to improve technical skills, but also to strengthen relationships between members.

2.Social Activities (33%):

Posts about social activities such as social services, blood donations, humanitarian donations, and environmental awareness campaigns are an integral part of the collective narrative of this community. For example, posts about blood donation actions are accompanied by motivational messages such as "Let us care for others as a form of brotherhood." This activity not only strengthens internal community ties, but also enhances the positive image of PSHT in the eyes of the general public.

3.Discussion of Brotherhood Values (25%):

Although a smaller portion, discussions of fraternal values play an important role in strengthening members' collective identity. One example is posts about joint prayers or regular recitations, which often get a positive response from community members. However, this religious dialog is also a source of potential conflict, especially when there are different interpretations of certain teachings..

Table 2
Distribution of Content Types on Instagram Account @pshterateindonesia
The following table shows the distribution of content types based on the analysis of 18,000 posts during the period 2020-2024

Content Type	Percentage (%)	Brief Description
1. Self-Defense Education	42%	Tutorials on pencak silat techniques, physical training, and PSHT moral values.
2. Social Activities	33%	Social services, blood donations, humanitarian donations, and environmental awareness campaigns.
3. Brotherhood Value Discussion	25%	Prayer meetings, regular recitations, and religious dialogues.

The use of hashtags is also an important element in building collective narratives. Hashtags such as #PSHT (90%) and #pshterateindonesia (90%) not only serve as promotional tools, but also as a way to unite members under a common vision. Analysis of visual symbols shows that the black-and-white uniform, which is characteristic of PSHT, appears in 67% of posts. This symbol is a strong representation of the community's cultural identity, as well as a tool to distinguish themselves from other groups.

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Image 2

Black and White Uniform as a Symbol of PSHT Identity



Description: The black-and-white uniform appears in 67% of posts and is a strong representation of PSHT's cultural identity. Source: (@pshterteindonesia :2024)

Interactions between community members reflect high solidarity. Of the total 5,000 comments analyzed, 78% were supportive, such as the phrases "Greetings brotherhood lur!" or "PSHT Jaya!" (Rahmawati & Ardianto, 2023). This shows that communication in the PSHT community does not only aim to share information, but also to build a sense of togetherness and mutual support. This phenomenon is in line with social identity theory, which emphasizes that individuals tend to form collective identities through positive and affirmative interactions (Khadka, 2024).

However, not all interactions were harmonious. As many as 7% of comments showed dissatisfaction with real-life actions and conflicts, such as grooming or conflicts with other silat schools. Nonetheless, the account admin responds to these criticisms with open dialog, in accordance with Habermas' principle of communicative action. Admins often invite members to discuss directly through the Instagram Live feature, so that conflicts can be resolved rationally and transparently.

3.2 Brotherhood Value in Online Interaction

The value of brotherhood in the PSHT community is realized through various activities that reflect collaboration and care. Based on content analysis, the value of brotherhood is interpreted through three main aspects:

1. Collaborative Physical Training (58%):
   Collaborative physical training is one of the most dominant forms of expression of fraternal values. These joint exercises not only aim to improve technical skills, but also to strengthen relationships between members.
2. Community Service (29%):
   Social activities such as social services and blood donations are a tangible manifestation of the value of brotherhood. These activities not only strengthen internal community ties, but also enhance the positive image of PSHT in the eyes of the general public.
3. Religious Dialogue (13%):
   Religious dialogue, despite its smaller proportion, remains an important element in building the value of brotherhood. Posts about joint prayers or regular recitations often get positive responses from community members. However, this religious dialog is also a source of potential conflict, especially when there are different interpretations of certain teachings.

Table 3

Sentiment Analysis of Comments on Instagram Accounts

The following table shows the results of sentiment analysis of 5,000 comments on the Instagram account @pshterateindonesia.

Sentiment Categories	Percentage (%)	Sample Comment
Positive	78%	““Salam persaudaraan lur!!” or“PSHT Jaya!”
Negative	7%	Dissatisfaction with real-life actions and conflicts, such as grooming or conflicts with other silat schools.
Neutral	15%	General questions or clarifications regarding community activities.

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Sentiment analysis showed that 78% of comments related to the value of brotherhood were positive, while (15%) showed neutral statements and 7% were negative, indicating doubt or criticism. For example, some members questioned whether the value of brotherhood promoted on social media was actually reflected in real life. Comments such as "Are we really one brother?" became critical reflections on the paradox that often emerged in this community, namely the contradiction between the ideal of brotherhood in cyberspace and incidents of violence in the real world.

3.3 Communicative Action and Conflict Resolution

Communicative actions of PSHT community members on Instagram reflect efforts to build mutual understanding and resolve conflicts rationally. One obvious example is the discussion of PSHT values that often appear in the comments. For example, one member wrote, "Brotherhood is not only a symbol, but also a real action." This statement then sparked a long discussion in the comments section,

Image 3 Convoy Ban Appel Post



with many other members giving their views on what brotherhood really means.A more serious conflict occurred in 2022, when an incident of a brawl between silat schools went viral on social media. This incident triggered a wave of criticism towards PSHT, both from within and outside the community. To respond to this situation, the account admin organized a live Instagram session titled "Wise in Responding to Issues", which was attended by 5,000 participants. In the session, the admin and several senior PSHT figures explained the steps that will be taken to prevent similar incidents in the future, including increased supervision and training in brotherhood values. The discussion resulted in a consensus to strengthen character education at the local level.

However, polarization remains a major challenge in the digital public sphere. Some community members show resistance to reconciliation efforts, arguing that brawls are a bigger problem than just an internal conflict. This phenomenon is in line with (Dahlberg, 2001) view, which emphasizes that digital public spaces are not always ideal due to the potential for disruption and polarization. Nonetheless, the effort to reach consensus through open dialogue shows that the PSHT community is trying to practice Habermas' principles of communicative action).

DISCUSSION

The results of this study show that the Persaudaraan Setia Hati Terate (PSHT) community on the @pshterateindonesia Instagram account has succeeded in building a strong collective

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identity through communication patterns based on brotherhood values, cultural symbols, and structured digital interactions. This discussion will describe in depth how this phenomenon can be analyzed through Jürgen Habermas' theory of communicative action, as well as its theoretical and practical implications in the context of adapting traditional culture to the digital space.

4.1 Communication Patterns and Hybrid Identity

This research highlights how communication patterns in the PSHT community reflect the transformation of hybrid identity, which is a combination of traditional values and the dynamics of the digital era. The concept of hybrid identity introduced by (Papacharissi, 2010b) is relevant to explain this phenomenon. In the case of PSHT, the fraternal identity built on Instagram cannot be separated from traditional values such as discipline, community service, and joint physical training. However, adaptation to the digital space has also brought significant changes in the way these values are interpreted and applied.

For example, the use of visual symbols such as black-and-white uniforms and pencak silat techniques are strong representations of the community's cultural identity. These symbols not only strengthen members' collective identity, but also serve as tools to differentiate themselves from other groups. In addition, hashtags such as #psht and #pshterateindonesia play an important role in uniting members under one shared vision. This phenomenon shows that social media is not only a communication platform, but also a digital public space where members can build collective narratives and strengthen social ties.

However, the results of this study also reveal a paradox in the implementation of brotherhood values. On the one hand, brotherhood values are upheld through inspirational posts and social activities such as blood donation and social services. On the other hand, violent incidents involving PSHT members in the real world show that the idealism of brotherhood on social media has not been fully reflected in daily practice. This shows that collective identity in online communities is not always in line with behavior in the real world.

4.2 Communicative Action and Conflict Resolution

Jürgen Habermas' theory of communicative action is relevant to explain the dynamics of communication in the PSHT community on Instagram. According to Habermas, communicative action aims to achieve rational consensus through open dialog. In the context of PSHT, community members engage in communicative action when discussing PSHT values, sharing experiences, or responding to controversial issues. For example, a lengthy discussion on the meaning of brotherhood triggered by the comment "Brotherhood is not only a symbol, but also a real action" demonstrated an attempt to reach a shared understanding of their identity.

However, polarization remains a major challenge in the digital public sphere. A viral incident of a brawl between silat schools in 2022 triggered a wave of criticism of PSHT, both from within and outside the community. To respond to this situation, the account admin held a live Instagram session titled "Wise in Responding to Issues", which was attended by 5,000 participants. In the session, the admin and senior PSHT figures explained the steps that will be taken to prevent similar incidents in the future, including increased supervision and training in brotherhood values. The discussion resulted in a consensus to strengthen character education at the local level.

This phenomenon shows that digital public spaces have great potential to facilitate dialogue and consensus, but are also vulnerable to disruption and polarization. As described by(Dahlberg, 2001) digital public spaces are not always ideal due to the potential for conflict and tension. Nonetheless, the effort to reach consensus through open dialogue shows that the PSHT community is trying to practice Habermas' principles of communicative action.

4.3 Theoretical Implications: Adapting Traditional Culture to the Digital Age

This research provides new insights into how communities with strong cultural roots can maintain their identity in the digital age, while remaining relevant to evolving social dynamics. In the context of PSHT, the adaptation to the digital space has not only strengthened collective identity, but also brought about a transformation in the way values are interpreted and applied. For example, the martial arts educational content and social activities uploaded on these platforms are not only for promotional purposes, but also as a medium of identity negotiation that allows members from different backgrounds to feel emotionally and culturally connected.

The concept of hybrid identity introduced by Papacharissi (2010) is relevant to explain this phenomenon. Online and offline identities influence and shape each other. In the case of PSHT, the fraternal identity built on Instagram cannot be separated from the traditional values that have been passed down through generations. However, adaptation to the digital space has also brought about a transformation in the way these values are interpreted and applied.

4.4 Practical Implications: Communication Strategies for Online Communities

In addition to theoretical implications, this study also has practical implications for PSHT community managers and other online communities. First, the results of this study can be used as a basis for developing more effective communication strategies, such as increasing the frequency of positive interactions, promoting brotherhood values through inspirational content, and proactively managing conflict. Second, this research can serve as a reference for other online communities that want to build a strong collective identity through social media. Third, the results of this study can provide input for policy makers in formulating strategies to prevent inter-group conflict and utilize social media as a tool to promote positive values.

Overall, this research shows that the PSHT community on Instagram is a successful example of how a traditional community can adapt to the digital era without losing its

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cultural essence and values. Although challenges such as digital disruption and polarization remain, this community shows great potential to be a model for other online communities

CONCLUSION

The results of this study show that the Persaudaraan Setia Hati Terate (PSHT) community on the @pshterateindonesia Instagram account has succeeded in building a strong collective identity through communication patterns based on brotherhood values, cultural symbols, and structured digital interactions. This discussion will describe in depth how this phenomenon can be analyzed through Jürgen Habermas' theory of communicative action, as well as its theoretical and practical implications in the context of adapting traditional culture to the digital space.

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For example, the use of visual symbols such as black-and-white uniforms and pencak silat techniques are strong representations of the community's cultural identity. These symbols not only strengthen members' collective identity, but also serve as tools to differentiate themselves from other groups. In addition, hashtags such as #psht and #pshterateindonesia play an important role in uniting members under one shared vision. This phenomenon shows that social media is not only a communication platform, but also a digital public space where members can build collective narratives and strengthen social ties.

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provide input for policy makers in formulating strategies to prevent inter-group conflict and utilize social media as a tool to promote positive values.

Overall, this research shows that the PSHT community on Instagram is a successful example of how a traditional community can adapt to the digital era without losing its cultural essence and values. Although challenges such as digital disruption and polarization remain, this community shows great potential to be a model for other online communities..

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