

## RESTRICTED

### ABSTRACT

People today live in an increasingly connected world where many of them rely heavily on the internet, especially the media social platforms such as Facebook, Instagram etc, as their primary source of information. The term Information Operations (IO) had traditionally been linked to the military's usage of information to influence the decision-making process of their belligerent in times of conflict or war. However, in the current digital environment, usage of IO is not limited only to military applications. Indonesia is particularly affected by the digital revolution and phenomenon. However, at the micro-level, the impact of IO (during peacetime) on the military services has yet to be examined. This is especially important for a maritime nation like Indonesia which depends heavily on maritime trade and commerce between island for its economic prosperity. A strong and trusted naval force is required to defend maritime security and maritime interests of the nation. Therefore, this thesis first sets out to understand the types and end-goals of IO that could be conducted against the Tentara Nasional Indonesia/TNI AL (Indonesian Navy). This research uses a qualitative approach with the conduct of interviews and questionnaires for primary data collection. Data was then processed and analysed using Microsoft Excel and SWOT analysis. With the use of theories applied to IO, Counter Information Operations, Maritime Security and Strategic application materialized for answering the research questions. Finally, the theory on strategy Ends, Means and Ways were used to identify the sub-steps that needs to be implemented as part of the recommended strategy.

Key Words: Information Operation, Maritime Security, SWOT analysis.

