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The Viral Phenomenon on Social Media is a New Legal Norm-No Viral, No Justice

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Abstract

Law is seen as a process of carrying out actions to uphold the functions of norms and regulations. The law develops on social media, which impacts social media. Social media provides information and services that make things easier for humans. This study aims to evaluate viral phenomena on social media in terms of new legal norms to formulate directions for further studies to be carried out from literature evaluations. This study uses a systematic review by tracing previous studies that have been published. This type of research is descriptive-evaluative with a qualitative

approach. Some viral cases can be criminalized into law. Virtual Police in Indonesia is a police activity to educate the public about opinions or content that can potentially violate criminal acts. The role of the community is very important to report the level of crime and encourage law enforcement to take action. Only 4 studies were found when the keywords "law enforcement and viral in social media" were written. However, these 4 cases did not emphasize law enforcement through the presence of virtual police.

Keywords: Social Law, Social Media No Justice, Digital Culture

Introduction

Law enforcement can be seen as a process of making efforts to uphold and function regulatory norms in a real way as a guideline for behavior in social and state life with full responsibility and ethics (Muhammad *et al.*, 2022) ^[11]. When viewed from the perspective of the subject, the law enforcement process can be carried out by a broad subject and can be interpreted as an effort to enforce the law by the subject in a narrow and limited sense (Prabowo *et al.*, 2020) ^[12]. Meanwhile, if viewed from an object perspective, law enforcement can have broad and narrow meanings, namely: (1) It means broadly that law enforcement includes the values of justice, which contain formal rules or values of justice that live in a society (Saputra, 2021) ^[15]; and (2) It means that law enforcement is only related to written and formal regulatory actions (Chaturvedi & Court, 2022) ^[4]. Furthermore, the meaning of the word "law enforcement" in the perspective of Indonesian jurisdiction can be interpreted broadly as law enforcement and can also use the term regulation enforcement narrowly. Therefore, law enforcement can aim to increase order and legal certainty in society (Akhmaddhian *et al.*, 2021) ^[11].

Law enforcement must also be concerned about the development of social media through today's rapidly developing technology. The development of social media also correlates with law enforcement efforts. There is the term no viral in social media, no justice. Information technology (information technology) has a very important role in the present and future. Information technology in Indonesia is bringing great benefits and interests to countries worldwide. Initially, information technology was expected to create convenience and prosperity for society in general, as the internet is now developing rapidly. The birth of the internet changed the mindset of human communication in socializing, doing business, and others. The internet changes distance and time rapidly so that it seems as if the world is small and unlimited. Everyone can connect, talk, and do business with people far from where they are by simply pressing a computer keyboard and mouse (Dwinanda, 2019) ^[7].

The presence of the internet with cellphone media in human life has encouraged social changes that are followed by the mindset or behavior of citizens (citizens) to become internet citizens (netizens). We can observe that many things have changed in the environment around us, from communicating, seeking information, to seeking entertainment. Social media networks such as YouTube, Instagram, and TikTok have a very important position, namely, they can be a mechanism for collecting actions, protests, and social movements. The community or the public can participate directly and share information with trusted parties such as friends and family. The internet provides many conveniences to its users (users). Access to information and entertainment from various parts of the world can be viewed via the internet. Time and space are not an excuse for being unable to be accessed by any user, anytime, anywhere. Indirectly, the internet has created a new culture in

modern society: mass culture and interactive digital culture. As a result of the unlimited internet in the all-digital era, it can clarify, obscure the user's identity, duplicate, or create a new identity (Dwinanda, 2019)^[7].

The development of social media also serves to make news viral that will help law enforcement. Various factors influence patterns of law enforcement, namely advance in technological means (social media) (Walsh & O'Connor, 2019)^[17], education, and lifestyles in modern societies that are rational, have a high level of social openness to cut off complex means, and bureaucracy in law enforcement in Indonesia (Tacconi *et al.*, 2019)^[16]. The digital era is an era that provides space or opens up great opportunities for the community to take part in expressing their opinions and aspirations as a people (Deni *et al.*, 2020)^[5]. Social media is one of the things that appear as a form of implementing efforts for the community to seek and obtain legal justice (Dwilaksanaa, 2020)^[6]. Various legal cases and tragedies throughout 2020-2021 have surfaced in public. There has been a trend in society to publicize (viralize) legal issues they face and generally relate to efforts to seek justice, such as (1) The crime of rape in Bintaro, South Tangerang; (3) Bullying and sexual harassment of IBC (Indonesian Broadcasting Commission) employees; (3) Sexual harassment of KRL (Electric Train) passengers in Jakarta; (4) Alleged rape of three teenagers in the district. South Sulawesi Luwu; (5) The case of rape of a detainee's child in Kab. Parigi Moutong Central Sulawesi; (6) Extortion and rape of detainees' wives in Kab. Deli Serdang; (7) Cases of sexual harassment at Sriwijaya University in Palembang; (8) Imprisonment of wife angry at husband drunk in Bandung City; (9) "Pornographic" exhibition at Yogyakarta International Airport; and (10) Suicide cases of female students suspected of rape in Kab. Mojokerto. These various events prove that social media has a big role in conveying demands for social justice in society or social justice warriors (SJW) (Hartanto *et al.*, 2020)^[10]. The trend of conveying SJW to the public through social networks is also increasing. This is evidenced by the increasing number of viral cases in the social community, including Twitter, Instagram, Facebook, and YouTube, which have sprung up as a forum for people's aspirations.

Due to the phenomena of justice through social media or no viral no justice, this study aims to evaluate viral phenomena on social media in terms of new legal norms to formulate directions for further studies to be carried out from literature evaluations. This literature evaluation study uses a systematic review approach from published journals.

Method

This study uses a systematic review by tracing previous studies that have been published. A systematic review is a comprehensive, protocol-driven review and data synthesis focused on a key topic or question. The systematic review method used refers to a study conducted by Putra *et al.* (2023)^[13].

A systematic review is carried out by searching by writing the keyword "**law enforcement and viral in social media**" in the Google Scholar database. A systematic review is carried out by evaluating articles at five-year intervals. However, articles evaluated in this study must meet several criteria, including:

1. Must be indexed sinta (indeks kementerian pendidikan indonesia).

2. Must be a case study.
3. Must evaluate the legal context in Indonesia.
4. Must evaluate viral cases and applicable laws in Indonesia.

The use of the sinta index is because the legal cases and laws that apply in Indonesia are different from those in other countries, so the rules will be different. Using the Scopus index, many studies can be evaluated, but these cases are not in Indonesia with Indonesian legal rules. Articles with the topic "law enforcement and viral in social media" with the case of the Indonesian state are still not in the Scopus index (as an international index), so the sinta index is used because there is research on the phenomenon of law enforcement and viral cases in Indonesia. These articles can be evaluated and formulated further directions for this research.

Table 1: List of Journals According to Criteria

S. No	Author	Title
1.	Saputra, 2021 ^[15]	'One Nation Under Virtual Police': Kontrol Sosial, Aktivisme Viral, dan Patroli Internet
2.	Grecya & Yahya, 2022	Improving Civic Engagement through "No Viral No Justice" Phenomenon
3.	Gugule & Mesra, 2022	Analisis Sosiologis Terhadap Video Viral Tiktok tentang Penegakan Hukum di Indonesia
4.	Nur Muhammad <i>et al.</i> , 2022 ^[11]	Social Justice Warrior Trend: Penegakan Hukum Dan Viralisasi Kasus Melalui Media Sosial

This type of research is descriptive-evaluative with a qualitative approach. Evaluative research evaluates a program, activity, theory, or findings to measure an activity, program, and research by comparing the findings of previous theories. The evaluative descriptive used in this study is to evaluate the theory and findings of previous studies. These previous studies were searched using the Google search engine on the Google Scholar website (Putra & Indradjati, 2021)^[14].

Analysis

Case Evaluation

In the case of Veronica Koman and Dhandy Laksono in 2019, the two people were detained due to uploads on social media. Veronica Koman uploaded a video of a racist incident against a group of Papuan students on Twitter. The video shows members of the military, police, and community organizations as perpetrators of persecution. In context, Koman wants to show that the students, who were previously bullied by the mob for being accused of being separatists, are actually innocent. Unfortunately, even though her video answered the slander against Papuan students that was circulating, the female activist was named a suspect and put on the wanted list because she was accused of provoking Papuan students who were in Surabaya, East Java until a riot broke out at the hostel. The same year, Polda Metro Jaya forced journalist Dhandy Lhaksono as a suspect only because of his tweets and uploaded photos reporting the riot situation in Papua. Like the previous case, Dhandy's upload is actually important considering that at that time, the government completely blocked internet access and communications in Papua, which was later ruled as an unlawful act by the Jakarta State Administrative Court. In the two previous cases, the police

argued that the state has the right to limit freedom of information with certain considerations, and the actions taken by the uploaders created chaos.



Fig 1: Several posts by Veronica Koman and Dhandy Laksono on Twitter

The Syracuse Principle, an agreed international reference for the limitation of human rights in the civil and political fields, does allow for the limitation of civil rights, one of which is conveying information in critical situations concerning national security, public morals, and public safety. However, in the case of racism, measuring whether Vero and Dhandy's uploads deserve to be classified as 'state secret information' becomes ambiguous. Linking uploads on Twitter as the cause of the riots is not based on mature logic of causality because the main cause of the riots was incidents of racism by the authorities, not tweets on Twitter. On the other hand, the videos uploaded in both the Vero and Dhandy cases are indisputable evidence that the state has committed human rights violations against civilians, which the government has often denied so far. Police maneuvers were also highlighted by the UN Human Rights Commission, which warned the government not to act abusively using the iron fist of the police to criminalize information covering the Papuan conflict. Instead of appreciating the function of viral content, which actually helps the police to uncover the truth, the two previous cases show the police's failure to understand the essential essence of the public's right to information. The police seem to have found it easy to equate the uploader as the guilty party and consider the public uproar created by the circulation of information as an act of chaos. This misunderstanding also made the authorities see the need to find a mastermind who could be appointed to be responsible so that the public uproar could be calmed down. However, for the public, such a gesture seems to indicate that the police are washing their hands from the core of the problem that ensnares its own internal affairs.

An employee of the Indonesian Broadcasting Commission (IBC) with the initials MS admitted that he had received acts of bullying, enslavement, and sexual harassment by his office colleagues since he worked at IBC in 2012. While experiencing bullying and sexual harassment, MS reported her case to her superiors and the police, but the report was not taken seriously. MS first reported his case to the Gambir Police in 2019, but the police officer told him to report it to his superiors at IBC to resolve it internally. A year later, MS

again tried to report to the Gambir Police, but this report also did not meet his expectations. Because he no longer knew where to report, MS finally wrote down the case of bullying and sexual harassment he experienced in a letter which then went viral on social media Twitter in early September 2021. "Please, Mr. Joko Widodo, I can't stand being bullied and harassed at IBC. I am traumatized markers were written on the testicles by them," MS wrote in his letter. After it went viral and received public attention, only then did the police, IBC, and other parties move to follow up on this case. IBC Commissioner Nuning Rodiyah immediately accompanied MS in making a report to the Central Jakarta Metro Police, and the police immediately moved quickly to investigate this case.



Fig 2: Threads of bullying and sexual harassment cases of IBC employees on Twitter

The next case is the detention of Bripda Randy Bagus, who allegedly ordered Novia widiasari to have two abortions. This process was carried out after Novia widiasari died of suicide by drinking poison. Novia widiasari death has also gone viral on social media and Twitter. One netizen who claimed to be a close friend of Novia widiasari uploaded a conversation caption that the victim was depressed because of love problems. The victim is said to have had an affair with a police officer with the initial R who served at the Pasuruan Police in East Java. From the police investigation, the cause of Novia widiasari ending his life was due to mental stress or depression. Bripda Randy is also proven to have had an affair as a girlfriend from Novia widiasari, since 2019, and the two of them often have sex like husband and wife in several locations. As a result, Randy, who was dragged into the Novia widiasari suicide case, was dishonorably discharged.

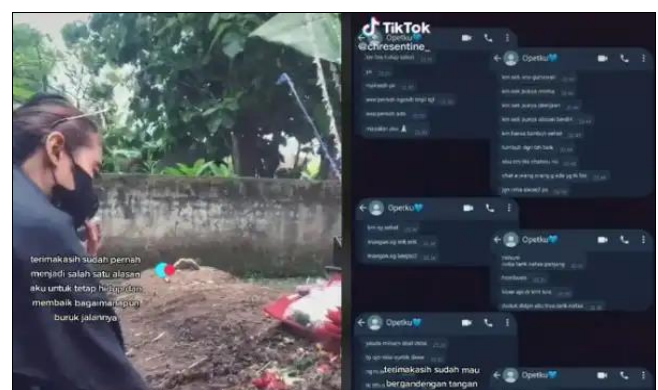


Fig 3: Novia widiasari friend's viral post on TikTok

The Medina Zein case is also one of the cases that has received much attention from Indonesian netizens. Selebgram Medina Zein was arrested for fraud and threats against Uci Flowdea. The case went viral and was widely discussed by netizens via social media, Instagram, and TikTok because of Medina Zein's status as a celebrity. The last case is the Exhibitionism case at Yogyakarta International Airport. The Twitter account collectionrare96 uploaded a video of an exhibitionist action of a woman showing off her breasts and genitals. After the video went viral, the police immediately took legal action and searched for the woman in the video. From the written watermark in the viral video, the police finally arrested a woman who owns the OnlyFans account named Siskaeee in Bandung.

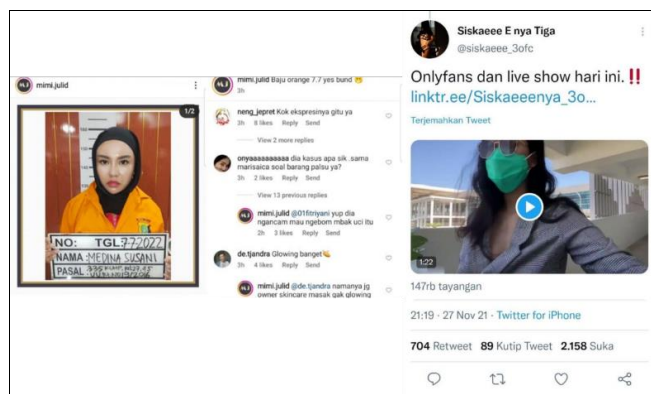


Fig 4: The case of Medina Zein and Siskaeee

Viral Evaluation on Social Media

The cases of Veronica Koman and Dhandy Laksono went viral via social media Twitter. The virality of this case started with a video uploaded by Veronica Koman about an incident of racism against a group of Papuan students on Twitter. The same thing happened to journalist Dhandy Lhaksono as a suspect because his tweets and uploaded photos reporting the riot in Papua went viral. Both cases also led to the determination of suspects.

Cases of bullying and sexual violence at the Indonesian Broadcasting Commission (IBC) have also gone viral via social media Twitter. A Twitter user shared the story of the bullying in a thread. The thread contains a chronology and an open letter from the victim to President Jokowi. Many netizens commented and shared the thread so that the case went viral. The case finally received attention and only received police handling after it went viral.

The disclosure of the case of Bripda Randy Bagus as a suspect in forced abortion also started from a TikTok post by a close friend of the NOVIA WIDIA SARI victim who uploaded a screenshot of the chat with the NOVIA WIDIA SARI victim before he died. The screenshot of the chat then became a topic of conversation among netizens and a trending topic on Twitter with the hashtag #savenoviadidasari. The virality of the case attracted the attention of several prominent figures, such as the National Police Chief General Listyo Sigit Prabowo, who ordered his staff to thoroughly investigate the case until Bripda Randy Bagus, NOVIA WIDIA SARI's girlfriend, was named a suspect.

Unlike several previous cases, the viral case of the arrest of influencer and celebgram Medina Zein did not start with a viral post. Medina Zein was arrested for fraudulent acts and threats against Uci Flowdea. The case went viral and

became a topic of conversation among netizens because Medina Zein is an influencer and controversial celebrity well-known by Indonesian netizens.

The Siskaeee exhibitionist case in the Yogyakarta International Airport (YIA) area, which led to the arrest, also started with a post on Twitter that went viral. The virality of the case led to the arrest of a woman known as Siskaeee, who carried out exhibitionist acts in several locations and sold her pornographic action content.

Evaluation of Law Enforcement

The viral uploads and tweets of Veronica Koman and Dhandy Laksono led to their being named suspects. Veronica Koman was charged with multiple articles starting from Article 160 of the Criminal Code, Law Number 1 of 1946, and Law Number 40 of 2008, and is still on the wanted list to date. Meanwhile, Dhandy Laksono was forcibly picked up by the police and charged with Article 28, paragraph 3 of the ITE Law.

The handling of cases of bullying and sexual violence at the Indonesian Broadcasting Commission (IBC) was different before they went viral. MS, a victim of bullying at IBC, had reported her case to her superiors and the police. MS first reported his case to the Gambir Police in 2019, but the police officer told him to report it to his superiors at IBC so that it was resolved internally. MS also reported acts of bullying to his superiors, but there were no sanctions or legal action against the perpetrators of bullying. A year later, MS again tried to report to the Gambir Police, but this report was also not processed legally. After the case went viral, MS, accompanied by the IBC Commissioner, made a report to the Central Jakarta Metro Police, and the case was legally processed. As a result of this case, IBC terminated the contracts of 8 employees involved in bullying. However, until now, the legal process of the case has not been completed.

The law against the viral death of a female student who committed suicide next to her father's grave has been upheld. A viral screenshot containing Novia Widiyasari confidant in a close friend has attracted public attention. Bripda Randy Bagus, the victim's lover, is suspected of being the cause of Novia Widiyasari suicide. From the results of police investigations, it was discovered that Bripda Randy Bagus had ordered Novia Widiyasari to have an abortion twice. As a result of his actions, Bripda Randy Bagus was sentenced to 3.5 years in prison because he was deemed to have fulfilled the elements of a violation of Article 348 paragraph 1 juncto 56 paragraph 2 of the Criminal Code (KUHP). The results of the code of ethics hearing also determined that Bripda Randy Bagus violated Article 7 Paragraph 1 letter b and Article 11 letter c of the Chief of Police Regulation 14 of 2011 so that he was sentenced to the heaviest sanction, dishonorable discharge from the police.

Medina Zein was legally proven guilty and violated Article 62 paragraph (1) Juncto Article 9 paragraph (1) letter a of Law Number 8 of 1999 concerning Consumer Protection and the prosecutor's first indictment. As a result of his actions, Medina Zein was sentenced to 2 years and 6 months and a fine of 1 billion. The legal process for the case was already underway before it went viral. Meanwhile, in the Siskaeee exhibitionist case, the perpetrator was subject to the Pornography Law with a maximum penalty of 12 years in prison or a maximum fine of Rp. 6 billion and was also charged with Article 45 paragraph 1, the ITE Law with a

maximum imprisonment of 6 years and a maximum fine of 1 billion. After being detained and undergoing trial, Siskaeer was sentenced to 10 months in prison and a fine of IDR 250 million, a subsidiary of three months in prison by the Panel of Judges at the Wates District Court (PN), Kulon Progo. This decision is lighter than the demands of the previous Public Prosecutor (JPU). The prosecutor demanded that Siskaeer be imprisoned for 1 year and fined Rp. 250 million, a subsidiary of six months in prison.

Discussion

From the results of the analysis of the literature review, it is known that so far, research discussing law enforcement after going viral is still very limited in Indonesia, using the keywords "law enforcement and viral in social media," only 4 studies were found. These studies further discuss the role of the virus in handling these cases. These studies do not discuss the role of the virtual police in compiling these under-exposed cases of legal injustice.

Even though the virtual police have a role to follow up on cases that appear or are viral on social media, legal injustice or cases that are not of concern to law enforcement get the same legal rights according to the laws in Indonesia.

Virtual Police in Indonesia is a police activity to educate the public about opinions or content that can potentially violate criminal acts. This task is more effective in dealing with defamation, hate speech, and SARA to pornographic content shared by Siskaeer followers. Virtual police in China is better known as the Internet police force, while in Europe, it is better known as virtual community policing. The Chinese government formed the Internet police force to manage the potential negative effects of the internet and utilize the internet to strengthen regulations in China (Arsène, 2012)^[2]. In general, the work of the Chinese Internet police can be understood as monitoring the security of computer networks and Internet systems, administrative regulation of Internet activities, and detection of computer and Internet crimes (Zhang, 2012)^[18].

Meanwhile, virtual community policing is a difficult concept to define due to the different approaches adopted by police services over the years. Most of the relevant literature identifies the concept as a field of policing that focuses on developing interactions between police services and the community (Calcara *et al.*, 2015)^[3]. Virtual community policing, in practice, is one of the simplest ways to ensure an in-person form of crime prevention. Even though the concept of virtual police is widely known, it is not easy for the police to prevent and uncover crime cases before they go viral on social media. As in everyday life, not every crime can be prevented by law enforcement, and several new cases are uncovered after the crime has occurred. Therefore, the role of the community is very important in reporting crime rates and encouraging law enforcement to take action.

Conclusion

Based on the results of the analysis carried out, this study found that there are still limited studies that try to examine the phenomenon of law enforcement due to viruses that appear on social media or no viral no justice. Only 4 studies were found when the keywords "law enforcement and viral in social media" were written down. However, these 4 cases did not emphasize law enforcement through the presence of virtual police. These studies only evaluate cases without emphasizing law enforcement from law enforcement

agencies or virtual police.

Further research should be carried out by evaluating the no viral no justice concept of law enforcement by the presence of virtual police because virtual police have a role to follow up on cases that appear or are viral on social media so that legal injustice or cases that have not become the concern of law enforcers to obtain the same legal rights following existing laws in Indonesia. This research can also be used as a recommendation for other research to be able to evaluate law enforcement cases due to virality on social media. Currently, social media, through technological developments and the internet, is changing the behavior patterns of people in urban areas and law enforcement, many of which are not published to the public

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