The Use of Facebook in ISIS Recruitment-An Exploratory Study

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ABSTRACT

Professional use of social media by militant group is a new and emerging trend. Such phenomenon had made Malaysia's national security on the verge of uncertainty. This research specifically looks at ISIS involvements in Facebook and how they have used it to recruit new members. This research focuses on analyzing the profile of potential target and to examine the methods used by them to persuade potential target to become a new member. This research also aims to propose preventive measures to reduce ISIS recruitment in Malaysia. This research uses an in-depth expert interview that involved four participants. It is clear that everybody is vulnerable to become the target especially the youth generation. The researcher also succeed in identify the method used by recruiters which is

by emotional appeal, promising a rewards, Bai'ah via online and using hashtag. An outreach programme like a forum about religion, ISIS, critical thinking and digital literacy could be used to reduce ISIS recruitment in Malaysia. Other than that, the existence law need to be tighten and the public is advised to be aware of what happen in the surrounding and give a cooperation to lodge a report if seeing something suspicious. It is suggested for other studies to conduct a research that focus on the profile of the recruiters itself to have a deeper understanding about the intention, reason or objective of joining the extremist group.

Keywords: *ISIS, Malaysia, Facebook, recruitment, terrorism*

1.0 INTRODUCTION

Today, there is a variety of social media such as Facebook, Twitter, Telegram and many of them can be linked to allow cross-posting. These creations give great benefits where the users can connect and reach maximum number people without having to waste a lot of time, money and energy. Social media is a best place or a powerful tool to reach mass audience and at the same time can maintain anonymity and it always attracts those who want to promote marginalised views or risky behaviour [1]. Therefore, it is not surprise that many extremist groups have discovers the potential of the internet in recent years and they exploit it. In fact, now there are many websites and social media sites that involve extremist and terrorists group that attract thousands of regular visitors. Terrorist use of social media as their platform is not a new phenomenon. After the tragedy of 9/11 happened in 2001, the public started to organize the antiterrorism campaign. Therefore, a large number of terrorist groups began to use the internet medium, launching thousands of social media and websites that promoted their propaganda and activities [2].

All active terrorist groups have set up their engagement on the internet especially Facebook. Islamic State of Iraq and Syria (ISIS) is perhaps the most successful militant group ever that apply online recruitment, seizing huge chunks of Iraq and Syria, declaring itself a state and governing territory for several years and counting [3]. In their efforts at both radicalization

and recruitment, terrorists, militias, and other illegal organizations have used Facebook in calculated strategies that defeat many in the West. As a CNN article concluded, "Violent extremists like the self-proclaimed ISIS have become increasingly sophisticated at creating dense, global networks of support online network that help these groups to operate and expand a virtual circle around the community and the world" [4].

ISIS has a good reason to use Facebook, whose popularity suits them in many ways. It is fast overtaking conventional forms of media such as books, newspapers, magazines, and television to become the leading research and entertainment platform. Facebook outlets allow them to present themselves as just another part of mainstream news. These platforms are easy to use with a little cost or without any cost. Terrorists can tailor their message to narrow audience niches, enlisting the help of the virtual world to enter the homes of millions of people with the use of these applications.

Furthermore, terrorists have increasingly used Facebook as a recruiting and publicity tool [5]. As a proof for that, ISIS has grown tremendously since its beginnings as a spinoff group from Al-Qaeda, producing income from each territory it has conquered. ISIS's recruitment and propaganda efforts have a global reach and are aimed at young people who are adept with Facebook. It is because Facebook is different from traditional media in some fundamental way. They allow this terrorist group to reach a large audience and distribute the message across the world, and they provide a way to ensure that their propaganda live forever online. Facebook is democratic in the sense that they allow anyone to publish or access information online. It is often used to strike fear in the public and deliver threats, creating a sense of community, radicalize other and offer travel advice and logistics for recruits [2].

2.0 PROBLEM STATEMENT

The extremism or terrorism threat is not new phenomenon in Malaysia. Since 1967, Malaysia has faced various forms of terrorism threat whether from local or international levels. Now, the emergence of ISIS poses a new threat to Malaysia. Based on the report from 2013 until 2015, Royal

Malaysian Police (RMP) has arrested 107 individuals because of the attempt to become a member of ISIS and also ISIS-affiliated groups in Syria and Iraq.

This extremism movement did not stop but still continues and therefore four Malaysians appeared in ISIS media al-Barakah on May 2016. They has burned their passports and announcing war against the Malaysian government. Malaysian authorities believe that they are members of Katibah Nusantara which were responsible for the Jakarta attack on 14 January 2016. In June 2016, one Malaysian appeared again in a video produced by ISIS. This time he openly declared war against the Malaysian police and the taghut regime, before proceeding to slaughter three individuals suspected of being spies [6]. On March 15, 2017, nine men, including a primary school teacher, who are believed to be involved in the ISIS militant movement were held in several locations in the country. Inspector-General of Police Tan Sri Khalid Abu Bakar said all of them, who were Malaysian nationals aged between 26 and 46, were detained in Selangor, Perak, Kedah, Kelantan and Johor.

This alarming trend is a proof that ISIS threat is not diminishing although they have to realize that they are losing ground in Syria and Iraq. Previously, the media arm of ISIS produces an online English-language magazine called Dabiq that publishes propagandist articles. It is aimed to spread their ideology and to find new recruits. Today, ISIS creativity in using social media especially Facebook as their part of recruitment tool has been an outstanding sensation and phenomenon [7]. Majority of terrorist activity which is 90 per cent is by using internet or more specifically by exploiting social media. These situations can be proved by the statement on May 2016, in New Straits Times where Home Minister Datuk Seri Dr Ahmad Zahid Hamidi informed Parliament that of the 107 arrested, 75 per cent had been recruited through social media.

Therefore, the intention of this study is to analyse the profile of potential target to be recruited by ISIS groups in Malaysia and it will focus on the use of Facebook as the medium of recruiting. It has been discussed that Facebook has become one of the major online tools for

terrorist recruitment [8]. The researcher aim to know more about the background of potential people that will be recruited in terms of their age, profession, education and also sex. Then it is easier for the researcher to acknowledge to most potential people that ISIS aim. More specifically, this study intends to examine the method used by ISIS to influence and persuade potential target to join the militant. Lastly, this study is conducted to propose recommendations that can be used to reduce the recruitment of ISIS group in Malaysia. Therefore the related organization and ministry can apply the researcher's recommendation to ensure Malaysian citizen live in peace and harmony.

3.0   LITERATURE REVIEW

3.1   *Definition of terrorism*

The 21st century can be described as highly interconnected and sadly as an era of rising terrorism. People all over the world throughout the years have seen and aware about the increasing number of new extremist or terrorist groups. There is also a lot of violent radicalization of religious extremists groups that give a trouble to many people and places. Terrorism is defined as the illegal use or threat of violence to further political goals. It is not valid because it targeted civilians and or non-combatants, and it was done by secret agents of the state and non-state actors to violate the laws of war and criminal statutes. It is symbolic and organized violence and the objective is to communicate a message to a broader population than the immediate victims of violence. It is intended to give effect to this audience by creating psychological fear to encourage or influence decision-makers to change policies, practices or systems related to the perpetrators of political objectives. This objective can be either systemic or sub-systemic and can be driven by social forces that complex including, but not limited to, ideological or religious extremism [9].

Terrorism is often conceptualized as a form of psychological warfare and certainly terrorists have sought to wage such a campaign through the Internet. There are several ways for terrorists to do so. For example, they can use the Internet to spread false information, to deliver threats intended

to distil fear and helplessness, and to disseminate horrific imagery, such as the brutal murder of American journalist Daniel Pearl by his captors, video tapes which one has played at several sites terrorist web. Terrorists can also launch psychological attacks through cyber terrorism, or, more precisely, by creating fear of cyber terrorism [2]. Terrorists organizations and their supporters maintain hundreds websites, exploit unregulated, anonymous, and easily accessible nature of the Internet to target multiple messages to multiple audiences.

3.2 ISIS in Malaysia

The issue of Malaysian citizens being radicalized and going to fight in foreign conflicts is not a new threat. The Soviet invasion of Afghanistan in the 1980's, led to numerous Malaysian individuals fighting in the conflict there. As early as 2012, the Royal Malaysian Police (RMP) had already detected Malaysians who want to recruit other Malaysians to fight in the conflict in Syria. Specifically, Yazid Sufaat who was alleged to have been trying to initiate 'Tanzim Al-Qaeda Malaysia' with the aim of using it as a medium to bring the other Malaysians to join the militant. On 25 March 2016, there have been 175 arrests that have been made in Malaysia with regards to the threat. 16 have been deported and 107 have been charged with 14 convicted. 17 have been killed, of which six died as suicide bombers [7]. According to the Royal Malaysian Police, the ideology of Malaysians who are involved in the conflict in Syria or Iraq was based on 'Salafi Jihadiyah'. Salafi in this context refers to the intention and objectives of these individuals to return to the original teachings of the salaf generation or the generation that existed 300 years following the demise of Prophet Muhammad. They believe that the salaf generation was perfect in their practice of Islam [7].

It was reported on April 2015 in the Malay Mail that Malaysia's top counter-terrorism official opined that an ISIS attack on Malaysia "was just a matter of time." If so, Malaysian authorities would be well advised to consider that the appeal of ISIS may not be attributed only to developments in Syria or Iraq or American foreign policy in the Muslim world. It could well start at home, where the political and social climate

that allows exclusivist right-wing groups and politicians to speak and act with impunity is the same one that will provide recruits and sympathizers for insidious organizations such as ISIS.

3.3 Facebook

Facebook is one of the most popular social media in the world. In Malaysia there are 19 Million user of Facebook based on the statistic by Internet World Stats. By using Facebook, users will create a personal profile or organization page and add photos, contact information, and additional information. Then they can search for people with similar interests and hobby. After that, they will create networks of "friends", communicate by sending private messages or posting comments on another user's wall, "like" pages of organizations and join "groups" with other users who share similar interests, post and share content created on Facebook or linked to another website [2].

Different individuals and organizations will have different reason of using Facebook. It same goes to violent extremists and terrorist groups who also have a significant reason of using Facebook as their weapon. This medium has given a lot of benefits especially the use of Facebook page where it stating the support for the terrorist group and allow anyone to read the post, watch the propaganda video, comment or write their own posts on the wall posts. In addition, the pages also can foster friendships that individuals may be missing from their physical community and provide a community who share their extremist ideology, feed off of one another and further radicalize.

It has been discussed that Facebook has become one of the major online tools for terrorist recruitment [8]. Facebook used to teach the use of explosives, followers continue to the site with teaching materials, promote hacking techniques and share the encryption program. Postmodern terrorists trained in camps in the virtual online, using a rich variety of new social media [2]. Terrorists have been documented using Facebook to create friendships through the "narrow casting" strategy using names, which included default images and information on the message board that is all tailored to fit the profile of a particular social group [2]. Facebook

also contains personal information about individuals, who pose a security threat to military operations.

3.4 The Roles of Facebook in Terrorism Action

Facebook is one of the most popular social media in the world. In Malaysia there are 19 Million user of Facebook based on the statistic by Internet World Stats. By using Facebook, users will create a personal profile or organization page and add photos, contact information, and additional information. Then they can search for people with similar interests and hobby. After that, they will create networks of "friends", communicate by sending private messages or posting comments on another user's wall, "like" pages of organizations and join "groups" with other users who share similar interests, post and share content created on Facebook or linked to another website [2].

It is expected that the terrorist act or threat would leave ripples in the social media landscape especially through Facebook. It would seem reasonable that Facebook will have a social responsibility to ensure the public is protected from danger, violence, and crime, while using their products and services. However, this medium has been exploited for activities that violate the law, such as terrorism. For example, the terrorists are not only using Facebook to broadcast propaganda and acts of violence, but to stay and train the new recruits and as well [10]. The propaganda of extremists group on social media has managed to persuade and influence others, especially young men and women to become their member.

3.4.1 Recruitment

Facebook can be used not only to solicit donations from sympathizers but also to recruit and mobilize supporters to play a more active role in supporting terrorist activities. Besides using technology to enhance the delivery of their message, the terrorist organizations obtain information about users who visit their website. Users who show their passion or interest in the group page will be contacted through this medium [2].

Online recruiting has increased exponentially due to the developments of social media like Facebook, Twitter, Whatsapp and other site which

attract interested jihadist who play a crucial role in identifying potential new member and alert about suspected others [11]. Terrorist groups use social media to recruit worldwide. Just as with propaganda, recruiting costs are also at low costs as social media sites are advantageous in this aspect. As a result, it appears that more women are recruited to support the intelligence domain [10].

Typically, however, the terrorist organizations go looking for recruits rather than waiting for them to present themselves. Potential recruits are bombarded with religious orders and anti-American propaganda, which is provided with a training manual on how to become a terrorist, and they lead to a narrow path secret chat room. They were also given specific instructions on how to make the journey to Iraq. An important component of internet recruitment is Facebook that consists of email and message boards [2]. The message board is a connector for potential terrorist agents and communication can be as simple as generating a quick response or providing elaborate memos. Facebook lets terrorist to recruit new member without having the need to see the person.

3.4.2   Radicalization

Radicalization refers primarily to the process of indoctrination that often accompanies the transformation of recruits to individuals who have chosen to act with violence by extremist ideology. The radicalization process often involves the use of propaganda, whether delivered in person or via the Internet, from time to time. The length of time and the effectiveness of propaganda and other persuasive means employed will vary according to individual circumstances and relationships. The use of Facebook by individuals and organizations to radicalize individuals for political and social change has become increasingly popular as it's penetrates more of the world and mobile computing devices are more accessible. Radicalisation towards ISIS in Malaysia occurred because of various reasons but it can be grouped under four main factors; individual, religious, external and internal factors which is inside Malaysia [7].

3.4.3 *Propaganda*

One of the major uses of Facebook by terrorists is to spread propaganda. Propaganda usually takes the form of multimedia communications provides the ideological or practical instruction, explanation, justification or promotion of terrorist activities. This may include virtual messages, presentations, magazines, audio and video files that was developed by a terrorist organization. Promotion of violence is a common theme in the propaganda of terrorism. There is wide range of content that being spread over the Internet with the rapid increase of spectators who may be affected. In addition, the ability to continue to distribute content through Facebook to reduce dependence on traditional communication channels such as news services. It can take steps to independently assess the credibility of the information provided or leave aspects deemed too provocative. Propaganda through Facebook can also include content such as video recording acts of violence or violent video game developed by a terrorist organization that simulates the act of terrorism [12].

Basic threat posed by terrorist propaganda related to the manner in which it is used and the intent with which it is deployed. Terrorist propaganda circulated through Facebook includes a variety of objectives and audience. It can be customized according to supporters or opponents of potential or actual organization. Terrorists also use propaganda to share extremist beliefs or to direct them to acts of terrorism. Propaganda disseminated through conveying messages of pride, achievement and dedication to the goal of extremists. In addition, another objective of terrorist propaganda may include the use of psychological manipulation to undermine the confidence of an individual in the collective social values, or to spread a sense of heightened anxiety, fear or panic in the society. This can be achieved by spreading false information, rumours and threats of violence or images related to the provocative acts of violence. Intended audience may include direct audience of content, as well as those involved with the potential publicity generated by the material. With respect to the broader international community, the goal is often expressed the desire to achieve glorious political goals [13].

3.5 Profiling of Terrorist

Unlike racial and gender discrimination, psychological profiling is widely accepted in both the study of criminology and as a method within law enforcement operations. There have been multiple attempts to transfer its apparent success from the criminal environment to the context of terrorism. Implicit in this approach is the belief in a causal connection between abnormal psychopathological behaviour and terroristic tendencies. The presence of certain exhibited personality traits or traumatic life experiences is believed to be suggestive of a propensity towards terrorism. In the criminal context, psychological profiling is used as a method of suspect identification, particularly in highly emotive cases involving rape offenders, sexual-orientated killers and serial arsonists An important factor to remember when considering the individual psychology of terrorists is that there is no such thing as an overarching terrorist profile. Individual motivations for getting involved in terrorist activities are endless. Adding to this problem is the fact that research on the individual psychology of terrorists is limited at best [14].

Those creating a terrorist profile must do exactly that, with particular detail to what actions differentiate a terrorist from a non-terrorist. Importantly, not all of the activities involved in terrorism are illegal, particularly those which support the ultimate action - the terrorist attack, through a peripheral network of terrorist sympathisers, such as financiers, promoters and recruiters.

3.6 Methods of Persuasion

The participants stated that ISIS recruitment method focuses on various themes based on the audiences on which it is addressing. When ISIS recruits in Arabic, it bases its social media postings around anger and a sense of injustice. ISIS attempts recruitment in Arab through the post which describes violence hoping to provoke the audiences. Meanwhile, ISIS used different propaganda on Muslims in Western countries. They attract the audiences with idealism and the individual needs to appreciate the meaning of life. They offered ways through social media to guide individual towards a better life. ISIS approaches potential recruits by using

online chat rooms, direct messaging through applications such as Facebook, Whatsapp, Telegram or face to face through Skype.

ISIS offered a non-stop service that operates 24 hour, seven day a week that allows jihads to communicate with possible recruits regardless of the time. At this process, recruiters can answer questions directly, gain a support and encouragement from people who could not go to Syria or Iraq to pledge their coalition to the ISIS. As jihadists use the success that ISIS has had in Syria to encourage new members, the ones that cannot travel will often launch attacks on soft targets within the area they reside to prove their loyalty.

Terrorists take advantage of the fact that parents and law enforcement are often unaware of the dangers that may be present when young people spend large amounts of time on Facebook. Terrorist organizations use this potential look to create lines of communication, enabling them to find, recruit, groom and communicating with young people around the world. This helps extremist groups to attack Western countries and their importance in creating an international network of radical followers to violence. Radical recruiters also contact users who like their wall posts and leave an encouraging comment on a post that expressed a desire to get involved in the cause. Some recruiters use the name, image, and information attractive young woman to draw attention young men to be recruited.

4.0 METHODOLOGY

4.1 Exploratory Study

Drug abuse may link to filicide in various ways. From the case series and themes emerged from the interviews and reviews of the cases, the process of how drug abuse could lead to filicide were proposed. Figure 1 below illustrates of how abusing drugs could lead directly or indirectly to filicide.

Since the terrorist threat and recruitment through Facebook are recent and on-going issues, the authority must look for an approach to tackle the

issues with effective security measurement. Thus, exploratory is the best method to be use in this research. This study uses a qualitative approach, which is an in-depth expert interview. A qualitative research framework is flexible and could easily suit the topic of the study rather than quantitative approach. This is because qualitative approach enables better measurement of perception of the use of social media in ISIS recruitment. A qualitative approach is created to expose the target participant's variety of actions and views that is attached with particular subjects or areas. In this research, a series of in depth interview has been conducted to various personnel that are expert in counter-terrorism and security.

4.2 Participants

The participant came from government sector and academician where they are experts in counter-terrorism and security of country. Four (4) participants from different fields of expertise were chosen. Interviews were conducted face-to-face. Each participant was given few questions related to their field of expertise. The following paragraph gave some background to each participant;

    i.   Superintendent Ahmad Norisham, Officer in Charge E8C at Bukit Aman's Special Branch Counter Terrorism

   ii.   Miss Elina Noor Director, Foreign Policy and Security Studies, ISIS Malaysia and Serves on the Global Commission on the Stability of Cyberspace

  iii.   Inspector Bukhori, Inspector of Social Extremist at Special Branch

  iv.   Mr. Ahmad El-Muhammady, a lecturer in political science and Islamic studies at the Department of Human Sciences, International Islamic University Malaysia, has conducted extensive research on extremist ideology and terrorism in Malaysia. He has been an advisor to Royal Malaysia Police Deradicalisation Programme for terrorist detainees and has interviewed more than 50 detainees, some as young as 14-years-old.

4.3 Semi Structure Interview

Semi structure interview was chosen for this research because it allows participants the freedom to express their views in their own terms. Semi structure interviews can provide reliable, comparable qualitative data. For the purpose of the research, eleven (11) questions were generated to meet the objectives of the research. The questions are as follow;

i. Do you have any experience on meeting the former ISIS face to face? Tell me what is you first impression (RO1)

ii. So after a conversation with them, what is your opinion about them? (RO1)

iii. Do you have any latest statistic about Malaysian people that have been part of ISIS whether they have been detained or still free out there? (RO1)

iv. Who can be a potential target to be recruited by ISIS groups in Malaysia via social media? Is there any special profiling? (RO1)

v. Malaysia has detained a number of former members of ISIS. They must come from a different objectives and background right? So, what is your analysis about their profile and background? (RO1)

vi. Could you please tell me what is the process of being recruited by social media and what is basically the methods? (RO2).

vii. Who is basically the one that approached first on social media? (RO2)

viii. Do you think the detainees already familiar about IS before agree to join the terrorist group? (RO2)

ix. Is there any preventive measure that has been done by Malaysian government in order to reduce the recruitment of ISIS? How effective it is? (RO3)

x. What are the recommendations that you want to propose to reduce the recruitment of ISIS in Malaysia via social media? (RO3)

xi. What is your advice to people out there especially Malaysian citizen on how to prevent themselves from becoming the potential target of ISIS? (RO3)

5.0 RESULTS AND DISCUSSIONS

5.1 *The Profile of Potential Target to Be Recruited By Isis Groups in Malaysia via Facebook*

In this section, the discussion focuses on the potential target to be recruited by ISIS in Malaysia via Facebook. The researcher has categorized the answer from participants into themes.

5.1.1 *Demographic profile*

The demographic profiles in this section explain about a description of a particular type of potential target to be recruited by ISIS including their sex, age and professions. By developing a demographic profile it is easier to diagnose and classify the target based on the features.

Based on the conducted interview, in terms of demographic profiles, all informants agree those individuals aged from 15 to 40 are vulnerable to become potential target. Statistic from Royal Malaysian Police also shows that 80% of ISIS detainees were comes from youth generation. This is because individual in this group are still considered as young and they have a rebellious soul. Furthermore, ISIS always recruits a new member and since they are involving in extremism, they need individual with high spirit and energy like youth. Furthermore, ISIS group are indeed targeting the youth to be recruited as their member and that is the reason why they fully exploit the social media like Facebook, Twiter and Telegram because the network is medium of communication used by the youth.

Other than that, the involvement of men is higher than a women and the different was very noticeable. Although the rates of women are lower than men, but their willingness to become an ISIS member was something worrying. There is a fundamental misunderstanding that the act of extremism and terrorism exclusively concern men. While the potential for women to be targeted for radicalization and recruitment in those illegal activities has long occurred, it remains to be somewhat underestimated and unaddressed.

"By and large mostly men but you see more active participation among women these days. I think one of the latest has been arrested was female immigration officer, who was helping to facilitate entry and exit in Sabah. So still, more of the passive roles that women are playing, that they not in the front line of the battles, but I think what we see now is the difference between the willingness to participate compared to before during the days of Al Qaeda, you didn't see as much as willingness among women to participate."-Miss Elina

Terrorist organizations also target women for recruitment. According to participants, ISIS has drastically increased its recruitment efforts to lure young women as recruits. ISIS seeks women recruits as brides for ISIS' fighters. Many young female recruits have been enticed to travel to Syria and Iraq to join. ISIS is also using young women recruits to promote the terrorist organization's marketing message and cause to other people. Young women have been used in marketing propaganda in online videos, social media, and websites to encourage other young women to join ISIS.

5.1.2 Physical Profiles

On the other hand, from a physical appearance point of view, all participants shared a same opinion that everybody could become a potential target. This is because, based on the appearance of the detainees, they just look like an ordinary person. They are not like a stereotyping judgement by public who always thought that extremist need to have a long beard and moustache or muscular body shape. The recruiters believe that the most important thing was not the body shape, but the courtesy to fight in the name of God. They stressed that ISIS do not have an exact guidelines about what type of physical appearance that will become their target. The most important thing for them is the courage and the willingness to fight following their way.

"I met the detainees or the former ISIS while interrogation session. The detainees were not having a solid physical to lift the arm but their thinking has been cultivated with ideology that allowing them to rise up to fight. Their expression also does not describe the side of terrorist but

what is feared by the interrogation officer when starting the session was their mental strength. They were able to reject any outside penetration so it becomes hard for the interrogation officer to going deep into their minds."-Inspector Bukhori

5.1.3 Characteristic

According to the participant named Ahmad El-Muhammady, there is no definite profile for those who involved in ISIS, however there are four most characteristics that make youth vulnerable to be recruited. This group of people have a low self-esteem, desire to repent and become a hero. The same thing about this group is they are actively use social media ISIS offered the all the thing that they want.

All of the participants agree that there is no single potential profile that could become the target of ISIS. It is because understanding the mind of the terrorist is not an easy task. Individuals may join terrorist groups and participate in extremist activities for various reasons and intention. Different terrorists have been described as being mentally ill, rational, irrational, exasperated, antagonistic, biased, demanding, uneducated, highly educated, affluent, underprivileged, and ordinary. The problem is further compounded by the fact that within any terrorist organisation there will be as many different personality types as there are roles and members. What needs to be realised is that by all accounts terrorists are normal people in extreme situations. The researcher believes that their involvements in extremism are the result of interplay between socio-cultural elements, individual characteristics and the dynamics of the terrorist organisation.

5.2 The Methods Used To Recruit Potential Target To Be Part Of Isis In Malaysia

ISIS has made use of social media to recruit a new member. Based on the in-depth interview with all participants, the researcher has identified four methods that have been used by ISIS to persuade potential target to be part of ISIS.

5.2.1 *Emotional Appeal*

The first method that the recruiters use to persuade potential target in social media is by using emotional appeal. Based on the data given by the informant, all of them shared the same opinion. The ISIS recruiter managed to play with the emotion of their target and usually they make it happen by posting something that will raise the spirit of their follower. They realized social media is the great medium to spread the message, ideology and at the same time to recruit a new member. The participant told the researcher that ISIS know how to manipulate their audiences with the use of social media because the medium widely used by everyone.

Superintendent Ahmad Norisham on his interview said one of the method used by the recruiter is by using criticizes comments to any party who condemning ISIS to lure their target. The comments are included anything that related with emotional which will bring hatred or vice-versa. He then added that the recruiters were really expert on manipulating the feeling of their target. He stressed about the propaganda or method usually used by ISIS is by injecting the emotional appeal through the post or comment on Facebook. Then, the recruiter will identify the user that always push a like button or give a reaction on comment by monitoring the Facebook. They know how to play with human emotional to win the heart and mind of them.

"Recruiter will lure the target with a criticize comments about government because condemning the ISIS and then they will try to make the target as a source of reference or sharing about the things that they want to know happen in Syria.- Superintendent Ahmad Norisham

5.2.2 *Rewards*

The researcher also recognizes another method that given by the participants which is by promising a reward. The rewards may come in different forms but it becomes the attraction and motivation for the individual to joining ISIS. In this situation, the ISIS recruiters already understand the fact that it is a human nature to love getting a reward and appreciation. It is similar with other studies who mentioned that

men and women were promised glory, martyrdom, free rent, electric, water, a husband and wife to raise a family with. Therefore Facebook is increasing the chances that individuals will travel and join the group by allowing potentially vulnerable people who may not have had contact to directly interact with recruiters and fighters. Further, due to the trauma in a person's past, Facebook may be particularly effective as these individuals may be isolated from conventional social groups. Therefore they may feel appreciated and a sense of belonging in an extremist group that promotes a specific way of life and specific ideals.

"In most cases, they promise to those who want to pledge sincere allegiance with gift rewards, which is tagged as gifts from Allah. It includes a free flight tickets, house furnished and with free electricity and water and no rent is included."- Mr Ahmad El-Muhammady

5.2.3 Bai'ah

The other method used by ISIS is by opening the process of Bai'ah using cyberspace. This is because they notice that a lot of their followers in Facebook want to become a member but having a difficulties and obstacles to travel to Syria and pledging the Bai'ah, so they make it easier by using the apps.

5.2.4 Hash Tag

The last method used by ISIS recruiter that has been acknowledged by the researcher is the hash tag. The used of hash tag from social media make the process of analysing the potential target to be recruited become easier. The presence of hash tag also has make them to use it as an archive because all they have to do is to type the keyword, and the needed information will appear.

Hashtags make it easier for users to find messages with a specific theme or content. When Twitter introduced its "top trends" list in 2010, hashtag became a buzzword. Products and advocates started using it for campaigns and users started using it for just about anything under the sun. The speediness with which media can be dispersed on Facebook, its capacity for extremely targeted messaging, and the hashtag search

functionality made it an ideal place for violent extremists to operate. The jihadists, however, do not use "official" accounts on Facebook being suspended. Adapting to this, hashtags (which Facebook neither suspends nor blocks) have become the jihadists' weapon of choice. Using hashtags allows the ISIS to efficiently target and publish information while blending in with the crowd. The hashtags serve as an effective archiving tool, allowing the jihadists and recruiters to share and spread their propaganda on the internet, without the necessity to have a large follower.

Previously, ISIS has applied hashtag in their campaign which uses an Arabic language that translates to "In the heart of their land" in order to gain supporter and encourage them to involve in extremism activity. ISIS uses Facebook so that the follower can actively repost the images or statement made by them that related to the campaign. The recent campaign also bears similarities to past ISIS hashtag movements in its efforts to "piggyback" on trending hashtags, injecting ISIS propaganda into other conversations and increasing the campaign's visibility.

5.3   *Recommendations to Reduce Isis Recruitment in Malaysia*

The last objective of this study is to propose a recommendation to be used in order to reduce the recruitment of ISIS in Malaysia. In order to control this situation from getting worse before it can harm the national harmony; few suggestions and recommendations can be taken and implemented. Social media ability to manipulate people minds is no doubt. Even though, from the findings and analysis showed that the effect on cultivating people's mind and behavior take some time to be categorized as success, however if there is no any systematic plan to eradicate this situation, the situation will be lengthened and giving a major problem for the country. Based on in-depth interviews with four participants, the ideas are listed below:

5.3.1 Conduct an Outreach Programme

The first one is by conducting an outreach programme. The programme must be organize continuously so that the public aware of the danger of ISIS and also know on how to used social media wisely. Based on the

opinion from the participant, the researcher managed to categorize a several content that should be conduct on the outreach programme.

5.3.1.1 *The Danger of ISIS*

The researcher found that it is important to conduct a talk about the danger of ISIS since a lot of public out there still lack of knowledge about this extremist group. Based on the information by the participants, the not all the detainees that they met were truly familiar with the ideology of ISIS. In addition, they also did not notice about the danger of the group because they just think about the benefit that they would get.

5.3.1.2 *Digital Literacy*

Based on the opinion of the participants, they agreed that it is important to have digital literacy. In this country, we have Malaysian Communications and Multimedia Commission (MCMC) as an organization that take a proactive action initiating a Public Awareness on Internet Safety Campaign. The commission has organizing a campaign with 'Klik dengan Bijak' ("Click Wisely") as the main theme which aiming for safety, security and responsibility. The campaign is targeted at those people most vulnerable to the threat of cybercrime especially the children, youth and parents and guardians. The commission has made a road tour at school, universities and rural area to give awareness to the public on how to become a smart user.

"I think it is important to have digital literacy so that people understand and are able to deconstruct the messages that they receiving online. It's not just a passive consumption and you accept everything as the truth and nothing but the truth but it's the ability to question what you see on social media. The US talks a lot about the fake news so in that sense it is important to question whether whatever you see the content that you get on Facebook or Twitter whether that's real or not. Some of the truth that we take for granted may have 50 different shades of truth to them. The longer term, critical thinking in education is very important. Again this supposed to the point about being able to think critically and constructively about whatever you been taught because may be things have changed

in school right now but when I went to school it wasn't an interactive session right? The teacher taught you something and at the end of class you stand up and you say thank you teacher and the teacher leave. So, it's not a very conversional kind of teaching methods, not only in Malaysia but I think in Asia, we tend to focus on root learning so we take in we take in we take in, and we don't really digest, when it comes to exam, we answered everything. We don't take the time to process what we been taught which I think is very critical not only in religious education but also regular education. So it is important to see that some things are not always black and white and what is literal may have different interpretation and context."-Miss Elina

MCMC also has made an initiative to collaborate with the United Nations, police and the Ministry of Women, Family and Community Development. As what has been described by Superintendent Norisham, The Royal Malaysia Police has organized the campaign but if the public don't give cooperation to contribute and participate, this problem will be more difficult to be resolved

5.3.1.3 Critical Thinking

Education is crucial to establish a brilliant generation especially in the social media field of study. This is because it required a social expertise in order to master the use of social media. A proper education can help to control this thing from getting worse. So, the critical thinking is really important to differentiate between bad and good. It will become great if the related organization can conduct an outreach program and give a talk or advocacy about the important to have a critical thinking.

A lot of case related to people who involved with ISIS because they believe on what they see and read. They don't have the ability to apply Digital Literacy because they lack of knowledge about it. The recruiter share about the advantages of being an ISIS member and supported by hadith from holy Quran. The misinterpretation about the hadith has made people become radicalized and influenced to involve in ISIS. Miss Elina

said that it is important to not just accept and believe everything in social media without having an ability to question and do own research. She added that it is important have a critical thinking and it should start from the school. The communities have to realize that some things are not always black and white and what is literal may have different interpretation and context. Therefore it is important to not trust or depends only on one sources and always being able to think critically and constructively about whatever we been taught.

"The other thing again is to pause and think about what you're reading and to verify the authenticity of what you're reading because it could be that this are thing that being spread but you need to, I mean is like reading the hadith then all that right, you need to verify the authenticity. It same with news, because is so much information out there you don't know of what is false, what is true, what may or may not be completely true so people are lazy nowadays right, they just accept, accept, accept because there is a mess of information and so much out there so people need to save through the information and figure out for themselves what is true and what is not."-Miss Elina

5.3.1.4 Law

Education about law is also important because sometimes people don't really understand about the consequences of their act. As mentioned in previous chapter, the Malaysian government has announced several pieces of legislation to handle and monitor the evolving threats of terrorism, especially the ISIS. Therefore, the Prevention of Terrorism Act (POTA) 2015 has been introduced by the government on 7 April 2015. Basically, it is the law that permits the authorities to detain suspected terrorists for a period of two years without judicial review. The POTA case is being presented in normal court but before the board consisting of five members. It is a powerful preventive law that some claimed mirrors the ISA. The introduction of POTA 2015 coincided with an increased number of arrests in Malaysia for attempting to join ISIS [6].

5.3.1.5 Religious Consciousness

Based on all of the participant view, it can be concluded that religious consciousness are highly need to be emphasized. That means the education about religion need to be cultivated from childhood. It is because Islam prohibits its followers to wage war and promote to solve the problem peacefully (discussions). Although the various parties against Islam either covertly or openly, the fact that Islam attaches great importance to the health and social structural simplicity, and work to create a common security and prosperity. It does not look at all of that damage and divisive. It sees positive action as a duty and a sign, and did not allow negative action. It makes firm love and brotherhood in the society, and put forward the need for unity and solidarity. Islam strongly rejected the motions, which destroy the values and integrity among members of society, such as violence, racism and negative nationalism.

5.3.2 Tighten the Law

Social media ability to manipulate people minds is no doubt. Although there are list of rules and regulations in the new media monitoring system by MCMC for Malaysia, however it should be tighten more in order to make sure that users abide by the rules. All the examples of internet abuse also can be published in the portal and news to be as a lesson to the other users. In many cases, usually it is hard for authorities and responsible bodies to identify the cyber offenders because they are also information from technology expert that smart enough to hide their personal identity from been detected and tracked by any authorities.

5.3.3 See Something, Say Something

The participants stated that every parties including public and private sector need to unite and give cooperation to each other and not only depend on securities organization. It is because the related organization like MCMC has done their part, and they seeking the cooperation from the other party and public to give cooperation. Minister of Communication and Multimedia, Datuk Seri Dr Salleh Said Keruak ask the public to make a report to MCMC related to ISIS movement because the group was so

active in creating a new website and social media. Meanwhile, Deputy Communications and Multimedia Minister, Datuk Jailani Johari told until last October, MCMC has blocked 72 websites and social media related to the spread of ISIS ideology and propaganda. The participants also agree that everybody need to be the eyes and the ears of RMP and lodge a report if see something suspicious.

Safety and security is always become the top priority at RMP, especially the Counter Terrorism Division. The RMP are working attentively and diligently to ensure that the country remains safe, but the cooperation of others are needed to continue to prevent Malaysia from any threat whether from foreign or domestic. The threat of ISIS must never be underestimated or down played. When it comes to matters of security, it must never be politicised or used as an issue to further an agenda.

6.0 CONCLUSION

The use of Facebook in ISIS recruitment is an alarming issue that become our securities threat. Therefore, the researcher intends to analyse the potential profile of target that the recruiters aim to be their member. Understanding the mind of the terrorist is not an easy task. The golden rule to remember is that there is no single terrorist profile, individuals join terrorist groups, and participate in terrorist activities for a multitude of reasons. Different terrorists have been described as being mentally ill, mentally sound, rational, irrational, frustrated, aggressive, prejudiced, authoritarian, uneducated, highly educated, affluent, poor, and normal. What needs to be realised is that by all accounts terrorists are normal people in extreme situations. Their actions and devotion to extreme ideologies are the result of interplay between socio-cultural factors, individual characteristics and the dynamics of the terrorist organisation.

ISIS is a new breed of terrorist organization. Rather than sit in the shadows and wait for opportune moments to strike; ISIS uses a much more overt strategy. ISIS wants to be in the public eye, the group uses any media attention to spread their brand of fear around the globe. ISIS represents a sea of change for terrorist organizations. Online propaganda

is the new manifestation of terror in the modern age. ISIS has successfully branded itself as the winning brand of terrorism. The way in which it presents itself online is one of power and fear. Nevertheless, there are signs of hope. Malaysia must remain attentive, and continue to develop complex methods to reduce ISIS recruitment. Success in this arena will make it very difficult for ISIS to legitimize itself to the world population.

It is clear that everybody is vulnerable to become the target especially the one that use social media and also the youth generation. The researcher also succeed in identify the method used by recruiters which is by emotional appeal, promising a rewards, Bai'ah via online and using hash tag. The third objectives also achieved where researcher has found that outreach programme like a forum about religion, ISIS and digital literacy could be used to reduce ISIS recruitment in Malaysia. Social media are designed to complete human life for a better communication and interaction between one to another without boundaries. Proper education on social media helps people to differentiate between the good and bad side of using the apps. Other than that, the existence law need to be tighten and the public is advised to be aware of what happen in the surrounding and give a cooperation to lodge a report if seeing something suspicious. Lastly, all security forces, government and private sector need to be together to curb this issue continuously so that it will not disturb the peace that has been achieved over the years.

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