

“No Viral, No Justice” as a Non-Juridical Solution (Case Study: Advocate Alvin Lim and Quatient TV)

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ARTICLE INFO

Keywords: No Viral No Justice, Non-Juridical Solution, Social Media Justice

Received : 12, March

Revised : 15, April

Accepted: 30, May

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ABSTRACT

This study explores the application of virality techniques as a practical, non-judicial solution. The case under study involves the practices of Advocate Alvin Lim and the youtube program “Quatient TV”. The research aims to understand how the implementation of virality techniques can be an effective non-legal solution. The findings are expected to provide insights into strategies applicable in various contexts beyond the legal field.

INTRODUCTION

The emergence of viral phenomena as a form of inherent social control in the era of information openness in the new media culture indicates that societal criticism on issues related to public interest is increasing. The social control exercised by netizens is directed towards the deviant behavior of public officials, utilizing punitive features such as humiliation, ridicule, and criticism to discredit the credibility of those deviating officials. In many cases, this activism has successfully elicited a maximum response from authorities to take corrective measures.

If we delve deeper, often cases that go viral receive more attention from the media and the public. However, this does not always mean that only those cases are dealt with more quickly in legal terms. The expedited processing may occur due to public pressure arising from virality, but it is essential to remember that each case has different contexts and levels of complexity.

The slogan "No Viral No Justice" can actually be considered a form of constructive criticism of our legal system. It is a call to those involved in law enforcement not to focus solely on cases that are currently trending on social media. In this context, we should appreciate the efforts of law enforcement in carrying out their duties, regardless of how much attention a particular case receives.

According to the author's examination of literature in the library and searches on social media, it seems that no existing scientific studies align closely with the proposed research title.

Table 1. Research Gap and Novelty

No	Author	Research Title	Research Result	Novelty
1	Budiyono (2013)	The utilization of mass media by law enforcers in combating corruption.	Research results indicate that the mass media plays a passive role in monitoring corruption cases managed by law enforcement agencies such as the Police, Public Prosecutor's Office, Corruption Eradication Commission (KPK), Courts, and Correctional Facilities.	This research is related to Alvin Lim's efforts through the YouTube channel "Quatient TV" as a non judicial legal avenue for the general public to seek faster and more affordable justice with the concept of "No Viral No Justice."
2	Auditya Firza Saputra (2021)	Social Control, Viral Activism, and Internet Patrol	There should be virtual police empowered to reprimand and order the removal of content within the framework of social control over the behavior of public	

			officials through social media.	
3	Muammar (2023)	Handling Viral Crimes: Shifting from the Principle of Legality to the Principle of Virality.	The study findings reveal a diminishing adherence to the principle of legality outlined in Article 1, paragraph (1) of the Criminal Code. This principle emphasizes that no action should be subject to punishment unless it is expressly regulated and defined in statutory provisions before the act occurs. However, the observed shift indicates a trend where actions become punishable only after gaining widespread attention or going viral, deviating from the established legal principle.	
4	Muhammad Fikri (2023)	The Influence of the Virality of Crimes on Social Media on Criminal Law Enforcement Examined from the Principle of Equality Before The Law.	The presence of social media significantly impacts law enforcement within the community. Law enforcement authorities, including police investigators, public prosecutors, and judges, have stirred controversy in society during the execution of their duties.	

Problem Formulation in this research: *First*, How effective are non-judicial solutions in addressing legal issues to achieve legal justice in Indonesia? *Second*, How effective are legal cases that are viralized through social media? Research Objectives: *First*, To assess the effectiveness of the impact of content virality on legal issues through social media. *Second*, To identify the challenges that arise in viralizing legal issues through social media.

Table 2. The legal case "No Viral No Justice" in Indonesia throughout the years 2021 to 2023 (modified by writer)

No	Tahun	Kasus "No Viral No Justice" di Indonesia
1	2021	Sexual harassment of employees at the Indonesian Broadcasting Commission (KPI)
2		The rape of three children in North Luwu
3		The case of the suicide of a female student in NWR (North Western Region) allegedly prompted by being instructed to undergo abortion by Bripda (Police Officer) Randy Bagus twice.
4		A member of the Pulogadung East Jakarta Police Sector who instead scolded the reporting victim of theft
5	2022	The case of the shooting of Ferdy Sambo
6		Kanjuruhan Tragedy
7		The case of fraud investment involving Deny Salman, Indra Kenz, and PT Asabri.
8	2023	The case of the rape of a disabled person in Padeglang, Banten.
9		The reopened case of Jessica Wongso
10		The criminalization of lawyer Alvin Lim.
11		The case of the assault on Mario Dandy, which led to the exposure of corruption involving his father, Rafael Alun.

THEORETICAL REVIEW

According to Friedman, law and legal systems are essentially social entities, born of social forces, and Friedman has provided a rich description of the social nature of law through his extensive theoretical writings and empirical studies. In his 1975 book "The Legal System: A Social Science Perspective" and subsequent works such as "Total Justice" (1985) and his book "American Law" (1998), Friedman argued that the legal system is a social system, with a social structure and a social culture. Therefore, to understand the law, one must understand not only its substantive rules, but also the informal social structure of the legal order and, perhaps most importantly, the ideas, attitudes and orientations towards the law that make up the legal culture.

We see the power of social media today through the case of Alvin Kim's 16-year-old daughter Kate Lim who defended her father through social media, where her courage to break the enforcement or rule of law in this country, especially for people seeking justice. The power of netizens on social media is what is called the invisible component as public opinion or control.

The influence of collective pressure, whether acknowledged or not, has psychological and social effects on legal institutions, specifically investigators and prosecutors in this context.

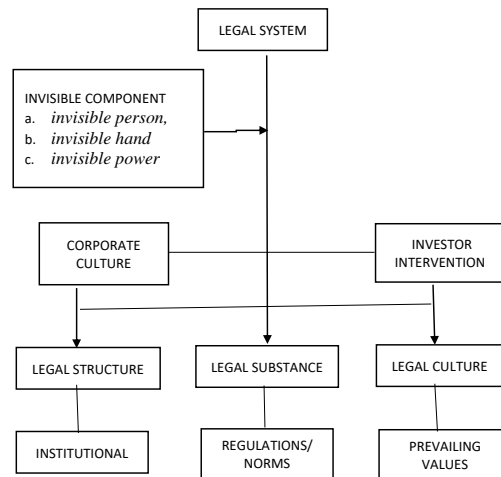


Figure. 1 "Invisible Hand" in the Legal System According to Friedman's Theory (modified by Writer)

METHODOLOGY

This study utilizes a normative research methodology, employing the case approach, statutory approach, and conceptual approach as its investigative methods.

RESULTS

With the development of the current era, all the ways and all the things in life today are also changing. And one of them is how to solve a case or legal case. The cost of a major legal case involving the services of a lawyer or a law firm is very high. It will take a long time. For example, a consumer feels wronged by a shop or company that refuses to pay compensation. Instead of making a police report or filing a lawsuit, which of course takes a long time and costs a lot of money, the consumer can go to court.

The expression "No Viral No Justice" indicates that in legal matters, if an issue is not viral, then there is no justice. It has become a strategy to seek justice because the more it is circulated, the greater the pressure exerted by the public on the legal process and law enforcement apparatus.

Viralization through social media indirectly shapes the mentality of "netizens," leading people to compete to become viral. "No viral No Justice" has become a form of concern and a background to a social phenomenon that is not quickly responded to by law enforcement authorities.

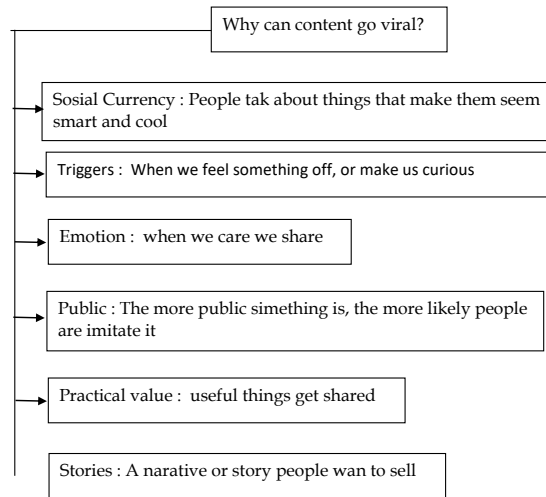


Figure. 2 Why Can Content Go Viral

Currently, YouTube channels such as "Quatient TV", which has proven to be effective in publicising the Alvin Lim case, are issuing a non-juridical legal case resolution service (outside of legal channels) through social media as an alternative way.

1. Podcast services. In this podcast, the victim will use interview or question and answer techniques to tell the story of the incident and the desired outcome. It is hoped that the relevant offending parties will listen, so that mediation or restorative justice can take place in the form of compensation. The YouTube channel "Quatient TV" is associated with the law firm LQ Indonesia Law Firm milk Alvin Lim.
2. From the podcast, it was then included in the online media by collaborating with other online media to publish the news in their media such as delik Kompas media TV1, Tempo, TV Sindo, Merdeka, Tribun, Warta Kota, Poskota, Media Indonesia, Gatra and other media.
3. The podcast could be featured on national TV such as metroTV, TV One, Kompas TV, CNBC, detikTV and other national TV.
4. The protest service. "Quatient TV offers a service that can help gather masses of people to hold public protests or speeches at relevant locations. For example, if someone is being harmed by a factory that sells incorrect products, a protest can be held in front of the factory and broadcast according to the victim's wishes.

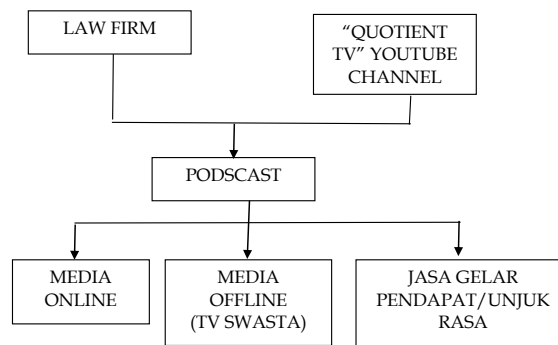


Figure. 3 Viral Technique Method

DISCUSSION

In this digital era, social media popularity has a significant impact on how we perceive the world, including our views on justice in law enforcement. However, we need to realize that justice cannot be solely measured by the popularity of a particular case. Each case has its complexities and context that must be considered in the legal process.

It is important for us to understand that the slogan "No Viral No Justice" actually reflects the dynamics within our legal system. Everyone has a responsibility to continue supporting fair and equitable law enforcement, without being solely focused on popularity. True justice can only be achieved if each case is treated fairly, and every legal step is taken with careful consideration.

The current judiciary is enveloped by a new paradigm in a legal event where netizens become judges outside the court. Currently, netizens have become the fifth pillar in upholding democracy, replacing the role of the press, based on what they convey on social media. Judges have the obligation to explore the values that exist in society through a methodological approach, not assumptions built by netizens. Although the voices of netizens can indeed become a new paradigm in the context of seeking justice, it is still not universally accepted in legal theory and practice, both consecutively and theoretically.

Articles that can be used to criminalise the perpetrators of virality techniques are the offences of defamation and extortion.

Table 3. Comparison of Defamation Offences in ITE Law, Penal Code (old), Penal Code 2023 (Author, 2024)

DEFAMATION/SLANDER CRIME		
Law No. 11 of 2008 Jo Law No. 19 of 2016 (ITE Law)	Law No. 1 of 1946 (Old) Penal Code	Law No.1 of 2023 Penal Code 2023
Article 27 paragraph (3) in conjunction with Article 45 paragraph (1) of the ITE Law states: "Anyone intentionally and without authority distributes and/or transmits and/or makes electronically stored information and/or electronic documents containing defamation and/or slander shall be punished with imprisonment for a maximum of 6 (six) years and/or a fine of up to Rp 1,000,000,000.00 (one billion Indonesian Rupiah)."	Article 310 paragraph (1) states: "Anyone intentionally attacking the honor or good name of someone by accusing them of something, with the clear intention that it becomes known to the public, shall be threatened with defamation and punished with imprisonment for a maximum of nine months or a fine of up to four thousand five hundred Indonesian Rupiah." Article 310 paragraph (2) states: "If this is done through written or visual means that are published,	Article 433 paragraph (1) states: "Any person who orally attacks the honor or good name of another by accusing them of something, with the intention that it becomes known to the public, shall be punished for defamation, with imprisonment for a maximum of 9 (nine) months or a fine of up to category II." Article 433 paragraph (2) states: "If the act as mentioned in paragraph (1) is done in writing or with images that are published, shown, or

	<p>shown, or posted in public, the individual shall be threatened with written defamation and punished with imprisonment for a maximum of one year and four months or a fine of up to four thousand five hundred Indonesian Rupiah."</p> <p>Article 310 paragraph (3) states: "It is not considered defamation or written defamation if the act is clearly done for the public interest or out of necessity for self-defense."</p>	<p>posted in public, it shall be punished for written defamation, with imprisonment for a maximum of 1 (one) year and 6 (six) months or a fine of up to category III."</p> <p>Article 433 paragraph (3) states: "The acts as mentioned in paragraphs (1) and (2) are not punishable if done for the public interest or out of necessity for self-defense."</p>
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Table 4. Comparison of Extortion Law, Penal Code (Old), Penal Code 2023, (modified by writer, 2024)

EXTORTION CRIME		
Law No. 11 of 2008 Jo Law No. 19 of 2016 (ITE Law)	Law No. 1 of 1946 (Old) Penal Code	Law No.1 of 2023 Penal Code 2023
<p>Article 27 paragraph (4) of the ITE Law states: "Anyone intentionally and without authority distributes and/or transmits and/or creates electronically accessible data of Electronic Information and/or Electronic Documents containing extortion and/or threats."</p>	<p>Article 368 paragraph (1) reads: "Anyone with the intent to benefit oneself or others unlawfully, forces someone through violence or threats of violence to provide an item, either wholly or partially owned by that person or others, or to create a debt or cancel a debt, shall be threatened with extortion and punished with imprisonment for a maximum of nine months."</p> <p>Article 369 paragraph (1) reads: "Anyone with the intent to benefit oneself or others unlawfully, with threats of defamation either verbally or in writing, or with threats to reveal a secret, forces someone to provide an</p>	<p>Article 482 paragraph (1) reads: "Punishable for extortion with a maximum imprisonment of 9 (nine) years, any person who, with the intent to benefit oneself or others unlawfully, forces someone through violence or threats of violence to:</p> <ol style="list-style-type: none"> a. provide an item, either partially or entirely owned by that person or owned by others; or b. provide a loan, make an acknowledgment of debt, or cancel a debt. <p>Article 482 paragraph (2) reads: "The provisions as referred to in Article 479 paragraphs (2) to (4) also apply to extortion as referred to in paragraph (1)."</p> <p>Article 483 paragraph (1) reads: "Punishable for threats with a maximum imprisonment of 4 (four) years or a fine of up to category IV, any person who,</p>

	item, either wholly or partially owned by that person or others, or to create a debt or cancel a debt, shall be threatened with imprisonment for a maximum of four years."	with the intent to benefit oneself or others unlawfully, through threats of defamation or written defamation or with the threat to reveal a secret, forces a person to: a. provide an item, either partially or entirely owned by that person or owned by others; or b. provide a loan, make an acknowledgment of debt, or cancel a debt. Article 483 paragraph (2) reads: "Criminal acts as referred to in paragraph (1) can only be prosecuted upon the complaint of the victim of the criminal act."
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CONCLUSIONS AND RECOMMENDATIONS

- a. The "No Viral No Justice" movement in the digital space is a symbol of public concern about legal injustice.
- b. The consequences of this phenomenon are First, it does not guarantee legal protection against the dissemination of information or the defamation of a person, even if it comes from an unclear source (in violation of Article 40 of Law No. 36/1999 on Telecommunications). This phenomenon makes the law enforcement authorities tend to prioritise the resolution of viral cases over those that are not viral.

Recommendations

"No Viral No Education" is a legal innovation that aims to transform the culture of social media into a tool that is not only viral, but also educational. The stronger the public opinion, the higher the justice will be delivered by the judge, as exemplified by the misguided judiciary in the cases of Jessica Wongso and the criminalization of lawyer Alvin Lim.

FURTHER STUDY

Every rose has its thorn, and this proverb aptly captures the essence of this research. While the topic is currently novel, it is anticipated to become obsolete within the next five or ten years. Therefore, readers are encouraged to enhance its relevance by employing a combination of qualitative methods involving respondents.

ACKNOWLEDGMENT

We express gratitude to the faculty members and friends at Universitas Proklamasi 45 Yogyakarta's law faculty for their prayers and support. Our appreciation extends to everyone involved in the development and completion

of this study. Special acknowledgment goes to my wife, Ardine Novella, B. Buss, whose contributions have played a crucial role in making this research possible.

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