

HOAX Impact to Community Through Social Media Indonesia

Yayan Irfan Ferdiawan¹, Permata Ayu Dian Nurjanah², Etika Pahang Krisdyan³, Arif Hidayatullah⁴,
Hans Julio Manogari Sirait⁵, Nur Aini Rakhmawati⁶

Institute Teknologi Sepuluh November

¹yayanirfanferdiawan@gmail.com, ²mitauw@gmail.com, ³etika.pahang.k.1998@gmail.com,
⁴hidayatarif319@gmail.com, ⁵hansjulio98@gmail.com, ⁶nur.aini@is.its.ac.id

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Abstract - *Freedom of speech in Indonesia emerged since the reform era. Freedom of speech is the freedom which refers to the right to speak freely without censorship or restrictions. Social media is used as a place to express their opinions freely Indonesian society. But it is often abused by the Indonesian people who use social media to spread a message that is not yet known the truth or hoax. The objective of this paper is to know the tendency of public confidence in the false news which is called a hoax.*

Keywords: Hoax, Social Media, Impact

INTRODUCTION

The in-paced world is not limited to this, everyone can receive or disseminate information more easily. Almost everyone has a smartphone that serves as a tool for communication, work and gets information. But the rapid technological development is not balanced with a good attitude in some individuals, namely spreading false information to another person or more often we know the name of a hoax. Hoax increasingly prevalent in Indonesia and the possible negative impact on all aspects, both in the political, social and cultural hence, it is important to know the impact of these hoaxes.

According to research conducted Indonesian Infocom Society (Mastel) in February 2017, the most widely accepted hoaxes dissemination through social media, which reached 92.4 percent. Social media is here including Facebook, Twitter, Instagram, Path, Line, WhatsApp, and Telegram. (Bannerman, 2017)

Social media is an effective and efficient vehicle for disseminating information. Social media has a role in social dynamics are very high and allows users to communicate openly with other users with different backgrounds and different interests. Social media is media that consists of three parts, namely: infrastructure information and tools that are used to produce and distribute media content, the contents of the media can be in the form of personal messages, news, ideas, and cultural products are in digital form, then that produces and consume media content in digital form are individuals, organizations, and industry. (Woolley & Howard, 2016) also suggests social media is the medium used by consumers to share text, images, sound, and video information both with other people and companies and vice versa. The

opinion was supported by a statement in which social media is an internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed, with a broad audience and not pushing the value of user-generated content and interaction with other people's perceptions. (Carr & Hayes, 2015) Social media is used productively by the whole realm of society, business, politics, media, advertising, police, and emergency services. Social media has become the key to provoke thought, dialogue, and action around social issues. (Rahadi, 2017)

In a recent study conducted by We Are Social and Hootsuite, it was revealed that the Indonesian people are very fond of visiting social media. Noted, at least now there are approximately 130 million people in Indonesia are active in various social media, from Facebook, Instagram, Twitter, and others. (Lieu, 2018)

In another source says that "forms of content are most widely accepted hoaxes respondents is the text as much as 62.1%, while the remainder is in the form of images as much as 37.5%, 0.4%, and video. A total of 92.4 of respondents said getting hoax content through social media, social media are Facebook, Twitter, Instagram, and Path. This figure is far enough when compared to websites (34.9%), television (8.7%), print media (5%), email (3.1%), and radio (1.2%) ". (Marwan & Ahyad, 2017)

The number of social media users in Indonesia resulted in content - content in social media affect the majority of Indonesian people, including their content - content Hoax. Then it is necessary to know how the impact of social media on the Hoax in Indonesian society.

METHODOLOGY

The hoax is an attempt to deceive or circumvent any reader or listener to believe something when the creator of the fake news already know that he created a fake news. One example of hoaxes that usually happens is claiming something or events with a different title to the goods/true events. Another definition states hoax is a hoax used to believe something is wrong and often absurd is often spread through media social. Hoax aims to create public opinion, lead public opinion, creating the perception that having fun is also to test the intelligence and precision of internet users and social media. Purpose of spreading hoaxes vary but are usually hoaxes spread as a joke or just for fun, dropping competitor (black campaign), promotions by fraud, or solicitation to commit deeds - good deeds that are as yet no clear arguments therein. But this led to many recipients hoax incited to immediately deploy to their colleagues so that eventually this hoax quickly spread. People are more likely to believe a hoax if the information in accordance with the attitude or opinion. (Respati, 2017)

The positive feeling will naturally arise in a person if the opinion or conviction gained recognition that likely will not care whether it receives the correct information and even easier for them to disseminate the information. This can be compounded if the spreader hoaxes have less knowledge in the use of the Internet for more information on or just to check and re-check facts.

Theory Fixation

One theory is the theory of hermeneutics Ricoeur this fixation explains how to communicate and understand the process of oral discourse is formed into a daily text, or from oral to writing. Fixation function is to maintain the discourse of extinction. (Syiafullah, 2018)

According to Ricoeur if the meaning of the text would be revealed or understood, an interpreter will face two alternatives, namely the direct path taken by Heidegger followed by Gadamer or circular path taken by Husserl. If using a direct path, a text understands interpreter directly without the use of methodologies to understand and investigate the meaning contained in the text. (Hardiman, 2016)

Theory Distansiasi

In theory distansiasinya, Paul Ricoeur backed by a study of the language. According to him, the language of discourse with the language as a language are two different things. Sebagaisistem English language is a massive pile, for example in the dictionary. While the language as a system of communication is the language that has been activated by someone in a particular time and place. (Sastrapradja, 2013)

Types of Information Hoax

1. Fake news: News lie: News who seek to replace the original news. News aims to falsify or enter the untruth in the news. Author hoax usually adds things that are not true and conspiracy theories, even weirder, the better. The hoax is not a humorous comment on a story.
2. Clickbait: Link trap: Links placed strategically in a site with the aim to attract people into other sites. Content in this link fit the facts, but the title made redundantly or placed an interesting image to lure readers.
3. Confirmation bias: confirmation bias: The tendency to interpret recent events which as well as evidence of the trust that already exists.
4. Misinformation: The information that is incorrect or inaccurate, primarily intended to deceive.
5. Satire: An article that uses humor, irony, things are exaggerated to comment on events that are warm. Satirical news can be found in television shows such as "Saturday Night Live" and "This Hour has 22 Minutes".
6. Post-truth: Post-truth: Genesis where emotions play a bigger role than the fact to shape public opinion.
7. Propaganda: activities to disseminate information, facts, arguments, gossip, half-truths or even lies to influence public opinion.

According to sources in Indonesia CNN on 14 March 2018, Director General of Information and Public Communication (IKP), Communication and Information Technology, Niken Widiastuti stated that the spread hoaxes reach the figure reached 800 thousand content per year. In the 2019 elections in Indonesia, increasing the hoax news rose sharply.its objectives influence each other, using social media such as character assassination black campaign, decay character, which does not exist according to the inventions. Multimedia Bureau Chief Police Public Relations Division Brig Rikwanto. (Juliaiwanti, 2018)

The Government proposes a hoax news by calling for the eradication of social media users use real identity based on the information minister of human rights law (Menkumham) proposed a law against the use of the firmness of the original identity of the use of social media. This step can be taken to combat the circulation of false information alias hoax containing hate speech nuances of ethnicity, religion, race, and groups (SARA), (Sohuturon, 2017)

RESULT AND DISCUSSION

The spread of hoaxes in Indonesia caused by many things, M. Ravii Marwan mention that there are several factors that cause a hoax:

- For pleasure for someone. Each individual has his own way to make a pleasure for him. With the help of technology that is growing rapidly, it is

very easy to make things that are beyond human mind and added a few words of interest.

- To earn money by working with specific groups. (Case Saracen)
- Only after something that was viral and does not know the truth.
- To make fun of or favoring a particular party.
- Deliberately to cause panic in society and take advantage of the panic of people to benefit
- To disturb atmosphere between the two sides to have a suspicion of each other. (Marwan & Ahyad, 2017)

The impact of this hoax, not a few who lead the life of a human being lost due to the news that the truth can not be accounted for. The impact of this hoax caused a lot of impact in terms of political, social, economic, or cultural.

In politics, there is some hoax information recently made people uneasy, because the information that says that there is the issue of clerical assault committed by a madman. Head of the Task Force archipelago, Gen. Gatot Eddy Pramono said, at least 45 news attacks against the clergy during the period of February 2018. It is widely believed that it is a hoax news produced by Muslim Cyber Army (MCA) and Saracens. Indonesian President Joko Widodo also asserts that the impact fact of spreading hatred or hoax news has the potential to create national disintegration. (Bhayangkara, 2018)

Information hoax also impacts also in the social sector, where there is a hoax on the sale of salt mixed with salt by salt sellers caused the high price of salt. As a result of the hoax news, a number of producers of salt in several regions in Indonesia also experienced substantial losses. The resulting salt product sales also had decreased dramatically. (Jajeli, 2017)

In other social fields occur at the beginning of January 2018 there is information about the attack was triggered hoax of hoaxes newspaper obtained the FPI members of the social media that there is one member of the FPI who was stabbed by a member GMBI. As a result of this hoax led to the attack by members of the Islamic Defenders Front (FPI) attacked and set fire to the headquarters of the Lower Indonesian Society Movement (GMBI) in Bogor. Any losses caused hundreds of millions of rupiah. (PERMANA, 2017)

Momo challenge is a challenge that rampant this month, this challenge Momo originally came from Facebook, Momo account will share your phone number to his followers on Facebook if saved numbers will be connected with the application WhatsApp. Once the number is stored, then the figure Momo will be visible through the Display Picture WhatsApp. After saving the number Momo, we can

directly invite chat Momo with the initial greeting "Hi, Momo!". Only a few lucky people who message you want to reply by Momo, Momo usually will reply to the message with a short video that shows the challenge that must be made by the recipient of the message. Such challenges are quite dangerous if the recipient refuses the challenge, then he will be threatened by Momo to fear, ranging from spam chat to video call. In Argentina, Momo Challenge already claimed the lives of up to 12 teenagers. The main objective of this challenge Momo invites the recipient via WhatsApp to commit suicide.

In an era of all-round this time, the accuracy of Indonesian people should be cautious. Disclosure of information and the lack of privacy on each individual's own. The need for education to people that is not consumed by the news hoax. According to M. Ratvii Marwan, there are several ways to identify a hoax news that

- Information sourced from websites do not have a lot of reviews.
- Date of occurrence of these events is sometimes not listed.
- Events occurred sometimes not listed.
- Leads to things that smell with SARA.
- In favor of certain groups and harm the other party.
- The news was not impartial. Delivering facts and considerations onesided.
- Not having a clear storyline.
- The use of the language used is slightly out of sync and ambiguous.
- Use language that is inviting or proactive.
- Sentences that are used typically abusive or containing such content. For example:

Media dissemination of false accounts which usually is deliberately created by the group of people. Usually, have the following characteristics. (Marwan & Ahyad, 2017)

CONCLUSION

With so many social media users in Indonesia, the content - content in the social media influence on Indonesian society, including the negative impact Hoax content on various aspects of Indonesian society. Indonesian society needs to sort it wisely and properly in obtaining information. Need to increase the attitude of Indonesian society who understand others and the impact on certain groups need to be improved. From this study proved that the spread of socially mediated hoax affects important for the condition of Indonesian society. The hope will be further research to reduce hoax in social media applications in order to reduce incorrect information being circulated.

¹Yayan Irfan Ferdiawan, ²Permata Ayu Dian Nurjanah, ³Etika Pahang Krisdyan, ⁴Arif Hidayatullah, ⁵Hans Julio Manogari Sirait, ⁶Nur Aini Rakhmawati

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