

## COMMUNICATION TECHNOLOGY IN FIGHTING HOAX ON SOCIAL MEDIA FACEBOOK

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Submitted: July 2022, Revised: December 2022, Accepted: February 2023

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### ABSTRACT

*Hoax is fake news, or misleading news that has been around for a long time, but during the Covid-19 pandemic, there are lots of new fake news that are increasing. In this context Facebook as a social media becomes a place for spreading Hoaks or fake news in social media. During this pandemic, this is evidenced by the existence of more than 800 Hoax cases regarding Covid-19 in Indonesia, according to the Ministry of the Republic of Indonesia, seeing this MAFINDO (Indonesian Anti-slander Society) has made an application to prevent hoaxes that are spread in Indonesia with the aim of analyzing data or information. news that is read with the aim of preventing fake news in Indonesia.*

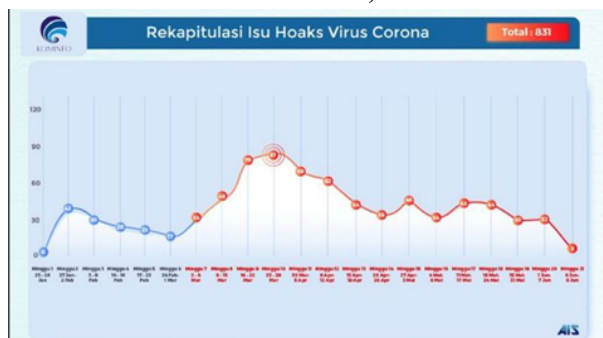
**Keywords:** Social media, hoax, message production theory, covid-19, hoax buster tools

### 1. PREFACE

Hoax is information in which some of the information is true, and some of it is wrong, or all part of the information is wrong, the hoax itself already exists in interpersonal communication, as well as information in the media, hoax itself can be interpreted as an attempt or a deliberate action by the message maker, or the people who spread the message, the hoax itself can make the message readers or the people who hear the message get lost, (misleading) so that it can create a circle of confusion or even worse believe that it is information which is true.

Therefore, I think it is essential for Indonesian people as well as netizens to be careful in choosing news to listen to, read, make sure the source is trustworthy, credible, has a good reputation, not just a disseminator without trust, Facebook, is a social media application with a high level of usage. which is very high in the world, Facebook itself still has many users in Indonesia with the majority of users aged 30 years and over, but it is unfortunate that social media with very high users is also one of the media with the highest Hoaks rate. Jakarta, Kominfo Minister of Communications and Informatics Johnny G. Plate explained that as of April 13, 2020, 518 hoax content of the Covid-19 pandemic had been identified. Therefore, Minister Johnny asked the public to support efforts to break the Covid-19 chain. If the distribution is calculated per digital platform, there are 1,160 hoaxes found on Facebook, Twitter, Instagram and Youtube. "On Facebook there are 804 distributions, on Instagram 10 distributions, on Twitter there are 340 distributions and YouTube there are 6 distributions related to the Corona hoax issue," he explained when giving information to IDN Times via Instagram live broadcast, Tuesday 2020.

**Figure 1**  
*Hoax in Covid-19 Pandemic, 2020*



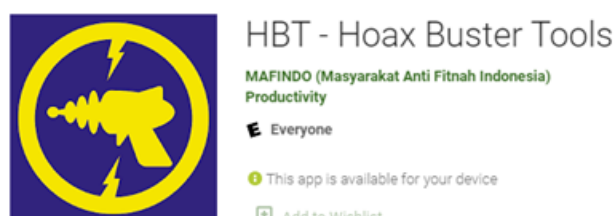
On Facebook there are 804 distributions, on Instagram 10 distributions, on Twitter there are 340 distributions and YouTube there are 6 distributions related to the Corona hoax issue, he explained when giving information to IDN Times via Instagram live broadcast, Tuesday 2020 [1].

**Figure 2**  
*Mafindo Logo*



Looking at this kind of case the non-profit Organisation call Mafindo (Indonesia Anti-Slander Society) committed to make Indonesia people, be more careful against this kind of treat, they make a campaign to school and University and much more kind of campaign and educate people to be more careful when listening to media or any information that given by Anonymous people in internet but Mafindo realise to make a better opportunity to fight Hoaxes they need to step up their games, so they make a new apps based Anti Hoaxes apps that could help people to fight Hoax. Hoax buster apps are Apps or commonly called applications, created by the MAFINDO group or the Indonesian Anti-Defamation Society. Which was formed in 2015, in this application we as netizens or news readers can be careful with the truth of the news submitted, According to Mafindo [2].

**Figure 3**  
*Hoax Buster Tools Logo*



How to use the hoax buster apps itself is very easy and uncomplicated so that every age group can use it, simply choose news or information that we can read, then check it using the hoax

buster apps and then automatically Hoax buster apps itself will scan or investigate information and compare it with a reliable, valid source issued by an official institution and show the results of a scan of the news. The Result of the scan is two classifications, which are general classification and academic classification.

### **Related work**

The Result is to secure understanding ensures that the communicant can understand the message received from the speaker. To establish acceptance, that is, if the communicant can understand and can receive the message given, he must also be able to be fostered. To motivate action, namely the message received can be fostered and can be the basis of motivation to be able to apply it in action. I chose this paper because it has a relationship with the research on the hoax buster tools being researched and how the process was carried out to introduce it to social media users in Indonesia.

Facebook as a means of communication media. Because it fulfills the requirements for communication between people or groups, such as the presence of a communicator, the presence of a message, channel, or channel, and acceptance and feedback, and some effects can be caused (mass communication). I chose this work because in this paper, it explains the role of Facebook as the main medium that I use.

Anti Hoaks Movement through education-socialization activities held online (on social media) and offline (through direct training activities). Through this campaign program, Mafindo hopes that the public can be aware, care and change their media behavior to become wiser and mindful. I chose this work because this paper explains how the persuasion process can change a person's perspective in responding to hoax news in the media.

### **Our contribution**

This research is expected to find out the influence and increase public knowledge about anti-hoax technology "Hoax buster tools". This research also expected to help and awaken readers or all users of Facebook social media accounts to be more careful and not easily believe or spread uncertain or false news.

### **Paper structure**

This report contains how someone in using social media tends to read news and spread news based on reading and immediately believe and repost so that often in the process of spreading news there is a lot of fake news or hoaxes contained in this news. Looking for the impact of hoax buster tools in building a hoax-free mindset and helping newsreaders to be more thorough and alert.

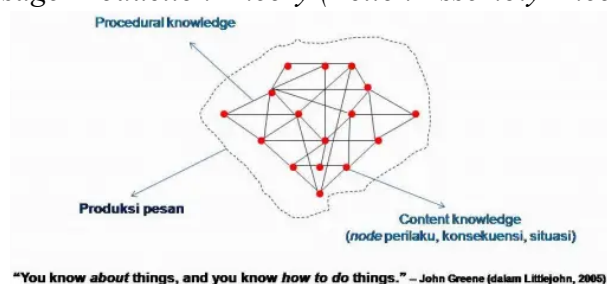
To find out the impact of communication technology in frightening Hoax On social media Facebook. On the mindset of the community in dealing with hoaxes many social media users do not feel sensitive to the news they read, where most of the many people choose to scan the news but do not know the truth of the news so that a mindset is formed where the news they read is true without any clarity from the news because that is why I am compelled to do this research in the hope of making Indonesian people aware of the importance of reading news well and free from hoaxes and not exposed to false information or hate speech.

## 2. RESEARCH METHOD

In this study entitled Communication technology in countering Hoaxes on Facebook social media, the researcher aims to find out the mindset of social media users in dealing with Hoaks on social media and whether they can be more thorough in knowing whether the source of information is correct or not or can be accessed. Believe it or not, and are expected to provide education and introduce Hoak's buster tools. According to Nasrulla, Social Media [3] that "social media can be seen from the development of how individuals relate to media devices. Van Dijk, quoted by Nasrullah in the book Social Media that Social media is a media platform that focuses on users who facilitate them inactivity or collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. Message Production Theory (Action Assembly Theory) John Greene [4] .

**Figure 4**

*Message Production Theory (Action Assembly Theory) by John Greene*



This theory explains that a message or information cannot just appear, but several conscious or unconscious processes in the mind are organized and become a message. Greene Explains in his theory that two main components form the frame of mind in this theory. First is Content Knowledge Content Knowledge (The contents of the topic or message read). Second is Procedural Content knowledge (things we know and know how to do.) Procedural knowledge consists of an awareness of the consequences of various actions in different situations. Third unutilized assemblies an action that occurs because of the experience in the actions taken. According to Creswell [5], qualitative research approaches are divided into five types: phenomenological research, grounded theory, ethnography, case study, and narrative research. Phenomenological research is qualitative research where researchers collect data with participant observation to find out the participants' essential phenomena in their life experiences. The reason the author chose the Phenomenological Research method is that the author feels that this research will be much more effective if he can find out directly about the direct point of view of social media users knowing Hoax Buster tools or not and the number of those who have used, or the number of those who know but do not use, or even those who do not know it at all, and at the same time can find out what age people often use Facebook as a social media for news or information seekers circulating in the community so that researchers feel that if they can see it from the person's point of view, they can immediately find out. More in-depth information. According to Sugiyono [6] the primary data source is data that is given directly to data collectors, in this case I will conduct interviews with certain workgroups and also conduct opinion questions with several Facebook users in carrying out an act of communication and news search which later on from the results obtained I will be able to make a conclusion and also observations.

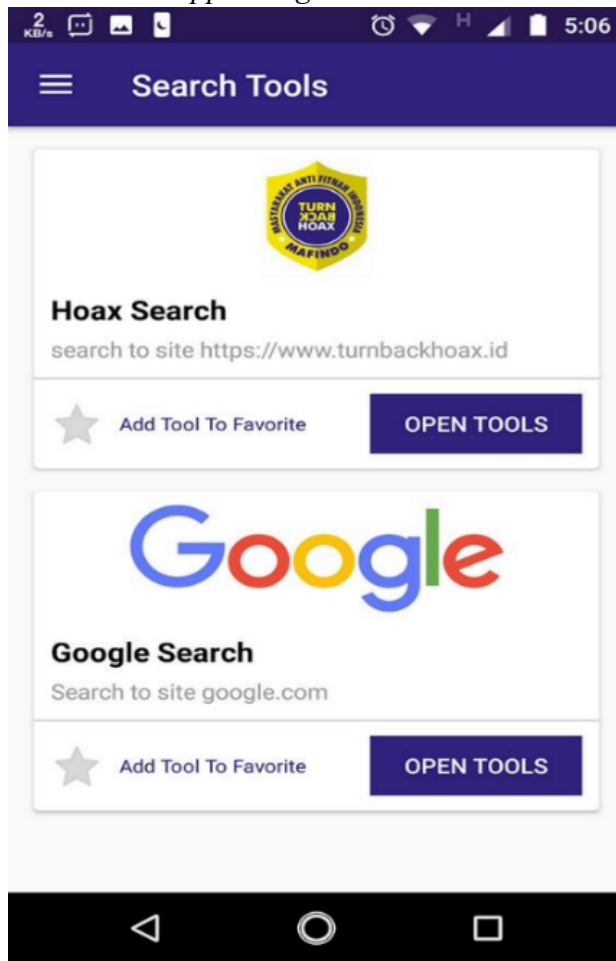
### 3. RESULT AND DISCUSSION

First, the mindset to use Hoak's buster is still low. This is evidenced from the analysis of interview data conducted with five interviewees, only Hendri Iswanto who uses Hoak's buster apps in reading news on Facebook social media "there are using Hoax Buster apps as a means to find out whether the information has an element of lying or not". Maybe this is because of the speed and practicality that readers want. This is evidenced by the quote from resource person Kelly xia "he sometimes just needs to read the news quickly, and he feels that using an application scan will slow him down in reading the news" and also the lack of people's knowledge of the application or how to use it. This is corroborated by a quote from an expert resource person, Luciano antargara, "he said that the Hoax buster application does have good potential but it is unfortunate that the application is easy to use even though it is easy to use from the side of general clarification, but the results given will be less accurate because it cannot explain in detail where the parts are. Complete hoax, meanwhile in terms of academic clarification, it can explain various kinds of hoaxes or parts of information (some parts) that contain hoaxes and those that are not, but the clarification is quite difficult to understand for certain users (Examples of users who are not in high school) so that not everyone can make the most of it. Second, the mindset of Facebook social media users in countering hoaxes is still good. Based on interviews with the five (5) resource persons above, it can be seen that the mindset of the five informants towards hoax news is still quite good. The quotes from the sources above evidence this, the first resource person Hendri Iswanto said "he knows Facebook has a high hoax rate, he does not make it a problem because in addition to trusting the information provided by his close friends, he said that he used Hoax Buster apps as a means to find out whether the information contained an element of lying or not" as for a quote from the second source Kelly xia "he also said that sometimes news could appear, right? sent by a friend about Covid-19 which she believes has an element of lying" and the statement of the third source, Maryanti Mwiganda, "too much fake news or rumors or even fraudulent attempts on Facebook, especially in the early days of the COVID-19 pandemic in Indonesia," he added. Third, Mindset level of prospective new users of Hoak's buster tools is quite good. Based on interviews conducted by the author, although four of the five informants did not use Hoak's buster tools and some had never even heard of or knew about it, after being told some of the benefits and uses of Hoaks buster tools, the four interviewees admitted that they were quite interested in using Hoax Buster Tools because they have the use of being able to distinguish news that is read on social media Facebook and other media by scanning using hoax buster tools besides that the application also does not require any fees so that people can download it for free and easily. In the App Store or Google Store. Fourth, the mindset of social media users to repost hoax news / issues is still good. This is evidenced by the acknowledgment of several resource persons who said that they tended to hesitate or did not want to, carry out an information or repost on a news they read without any clarity or truth of the information is correct or not, due to fear or consequences. What will arise if you later give fake news to friends or family (Procedural Content) in John Greene's theory it is said that in Procedural Content a feeling or mindset will emerge that will emerge automatically from a social media user when reading news or information. This happens because if someone is going to share news or information but there will be fear such as doubts of being ostracized or not being trusted anymore in providing information or being considered a liar either from family, work relatives or from the surrounding community when spreading news without exact clarity, this is also explained by the sources who admit that they are afraid to spread news without any clarity of news from trusted media or not or news that is not clear, so that a mindset will appear that makes them not spread news without certainty.

On discussions we found out some result. First, mindset using hoax buster still low. In this case, it is proven based on interviews from sources, it is proven that the Hoax buster still has less influence. This may happen because the level of truth of a news is not too concerned, or maybe it could be from the desire of news readers to only read the news. As information or a desire to read quickly, and fear that hoax busters will take time in the reading process, one of Kelly Xia's interviewees stated that she said she only reads news quickly for information and claimed not to use it hoax buster tools because it would time-consuming. This can be proven by the theory of message production, where in this condition the reader reads the information circulating on social media facebook, then reads the news then there is a theory of production of the last message, then goes to knowledge of the news content (Content Knowledge) and only becomes information. for readers, it does not go through the procedural knowledge process, thus making the process of message production much shorter because there is no truth-seeking process or sharing of repost processes or news additions in this process. Conversely, if someone reposts, or adds news or finds out news circulating in the community, of course, the process will be different if someone uses Hoax buster tools to find out information. Data were taken based on interviews with five sources. For example, Mr. Adi is looking for information on Facebook about Covid-19 and he finds a news that he feels is quite dubious, and he remembers reading hoax news on Facebook (Procedural knowledge) because he is afraid of getting fake news or hoaxes, he is looking for a solution to avoid it. because of the news he was looking for an application that could help him fight hoaxes, finally he downloaded the Hoax buster tools application, with the hoax buster tools he can analyze the news he reads whether it contains fake news or not, so he is not afraid to share news or read news again. Second, the level of awareness of the mindset of Facebook social media users in dealing with hoaxes is still quite good. Based on the results of interviews and data observations carried out, it can be concluded that the awareness of the five sources in responding to hoax news is still quite high because based on the confessions of the five informants who conveyed that they always find out the truth of the information first and do not want to repost or believe in the news without knowing it. There is certainty from the news or legitimate information institutions, This is evidenced by the Message Production theory, where this theory applies like a mindset or way of thinking in the example of procedural knowledge theory, in his theory John states that if someone has procedural knowledge, he will be able to have utilized assemblies, in this case John states that there is no action. which can stand alone there must be a series of experiences or thoughts that occur so that someone can make or make decisions, for example I go to the office using the MRT train, because it is only about 1 Kilometer from my house, at that time it was the rainy season in December , then when I walked to the station suddenly heavy rain fell so I got wet in the rain, this of course became a lesson so I wanted to bring an umbrella or raincoat another day because it has become a bitter experience that I want to avoid. Based on the above, it can be seen that every decision does not occur because of one thing only but because there is a series of things that happen that help someone in making decisions or actions (message production theory) based on evidence that has occurred, maybe every source person has received hoax news or seen news. There will be rampant hoax news or unclear news in social media facebook so that it becomes a learning procedural knowledge that makes someone more careful or careful in making decisions. Third, The mindset level of prospective new users of Hoaks Buster Tools is quite high. Based on the findings from the researchers, it can be concluded that the prospective users of hoax buster tools are quite good, as evidenced by the observations and results of interviews conducted by four people who did not use hoax buster tools, claiming to be interested in using Hoax buster tools, because it has uses that attract their attention, in this can provide certainty in a news or information obtained so that it is more trustworthy and more acceptable without having to doubt the truth of the information.

**Figure 5**

*Hoax Buster Apps Usage*



An example of using Hoax buster tools where users can search for data or news and the application will scan and provide results whether the news they read has hoax elements or not. Fourth, the mindset of social media users to repost hoax news / issues is still good. In this case, the researcher found that social media users still have a pretty good mindset not to repost based on the experience of Procedural Content Knowledge, for example, if someone previously received information or hoax news then without thinking or knowing the truth of the information and reposting. just like that, to friends, family, and work organizations, they know that the news is a lie or a hoax of course based on Procedural Content. A new mindset is created, not to repost without thinking, such as a deterrent effect, or embarrassing consequences so that it has a bad impact such as embarrassment to friends or being ridiculed for a community so that there is a mindset that appears to be more careful or even don't want to. Reposting a news story that is not clear is a sign of support from trusted media or sources such as examples of TV news media and trusted news sites. Based on this and also the acknowledgment from sources who also said that they tend to be hesitant to repost without any clarity from trusted media or without any checks from Hoaks Buster tools and others based on this for Hoaks buster tools users that HBT acts like Gate Keeper where it can hold and provide certainty to news stories that have been explained and provide information whether the news is Hoax or not and also serves as an educational tool to keep Hoaks news away from social media users to be more careful in reposting information or spreading information again in the future.

#### 4. CONCLUSIONS AND RECOMMENDATIONS

Based on research conducted by researchers, the authors can conclude it as follows. First, The mindset of using Hoax Buster Tools is still a bit This is evidenced by the results of research where only one in five informants uses Hoax Buster Tools, and there is evidence from sources who say that they only use social media to communicate between their families or for work communication only. Second, the awareness mindset of Facebook social media users in Indonesia is still quite good. Based on the results of the interviews, it can be concluded by the researchers that although the level of use of Hoaks busters is low, the informants said that they often do not believe the news on Facebook that they read directly but will check through the official media first. Third, prospective new users or high interest Hoax Buster Tools. Based on the confessions of four informants who did not use Hoaks buster tools, they admitted that after hearing the use of Hoaks buster tools, the interviewees admitted that they were interested and wanted to use Hoaks buster tools because they felt that it was not only useful in knowing the information read by this application, it did not cost anything. Fourth, the mindset of social media users to repost hoax news/issues is still good. This is evidenced by the fact that many of the informants are afraid or have a mindset where they are afraid to share the information they get on social media arbitrarily because if it happens, it is feared that there will be consequences of being ostracized or considered spreading hoax news or other impacts due to the consequences of spreading news. Hoax committed by social media user

#### Acknowledgment

Thank you for the related parties to support the completion of this research.

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