



# THE DISINFODEMIC MITIGATION STRATEGY OF MAFINDO IN INDONESIA

By

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## ABSTRACT

Social media is usually utilized for literacy and education in articulating ideas and criticism. This study focused on the utilization of social media in the community during the COVID-19 outbreak, the implications for critical political awareness, and the wise use of social media. The data used was a compilation of hoax data circulating in Indonesia from independent fact-checking sites, government-run fact-checking sites, and fact-checking channels created by the mainstream media. The results revealed that the strong political polarization among the people was the cause of the massive spread of false news and hate speech during the COVID-19 outbreak. This study also described the mitigation strategy of MAFINDO to improve information security in facing an event that leads to an information crisis during the COVID-19 pandemic. Therefore, disinfodemic mitigation strategy was constructed as part of an early warning system in increasing public immunity against disinfodemic and controlling the spread of public suggestions and dangerous reactions. This study can be used as an early warning system to prevent health misinformation by revitalizing the movement of the anti hoax community in online and offline education.

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## 1. INTRODUCTION

Social media has been used by the public as a channel for information exchange among family, friends, and neighbors regarding the spread of disease (Jang & Baek, 2019). Not only used as a means of communication and information dissemination but also as a medium of literacy and education for discussion, expressing opinions, and criticism. As communication media, social media becomes effective and strategic in conveying information related to the pandemic (Parmer et al., 2016). Ineffective communication about the virus is a threat to public health and care (Toppenberg-Pejcic et al., 2019). This infective communication mostly arises from the high uncertainty about the exact route of infection and reinfection in the epidemic early phase (Lin, McCloud, Bigman, & Viswanath, 2016).

Ding and Zhang (2010) found that information related to the H1N1 flu outbreak was disseminated using social media. Therefore the Centers for Disease Control and Prevention (CDC) also initiated the use of social media to enlighten the public about the emergence of infectious diseases such as Zika and the Ebola outbreak (Chandra et al., 2010; Lazard, Scheinfeld, Bernhardt, Wilcox, & Suran, 2015). The spread of infectious diseases occurs so quickly that it threatens public health (Würz, Nurm, & Ekdahl, 2013). It happens because of the assumption that traditional media cannot provide fast, accurate, and relevant information to the public. In contrast to social media that can convey information directly and fast (Jang & Baek, 2019). In reality, not all social media users use it wisely. Some abuse it by spreading various issues such as false information and hatred expressions that provoke anger and hatred for each other, which, if left unchecked, could endanger national unity.

The feast of hoax and hate speech usually occurs during elections (Allcott & Gentzkow, 2017; Grinberg, Joseph, Friedland, Swire-Thompson, & Lazer, 2019). The configuration of the fake news is not only deceptive but also inaccurate (Allcott & Gentzkow, 2017). Kedar (2020) also stated that fake news becomes widespread in the last few years and mostly found in the assumed news articles that viral via social media or as sarcasm. The actors behind the spread of fake news are politicians and the practitioner of media art (Kedar, 2020). During the New Coronavirus outbreak (COVID-19) in Indonesia, hoax appeared until March 3 of 2020. There were 103 hoaxes with various themes, namely false reporting from Indonesia, false reporting from abroad, handling of patients in Indonesia, handling of patients in China, origins of the virus, virus spreading method, prevention and treatment techniques, and religious sentiment (Nugroho, 2020).

According to Zhao et al. (2020), there are subconscious phenomena that can result in a high spread of fake news. Van Heekeren (2020) asserted that many people today are using technology and have the awareness and capacity to limit and correct the spread of false news. (Silva, Santos, Almeida, & Pardo, 2020) emphasize the impact of false news spreading on humanity in many fields such as politics, economics, health, and security. Although this impact has been faced by the community for several centuries, it is increasing along with technological advances and the use of social media and social nets in the public. COVID-19 is the latest disease outbreak in the world. Misinformation about this infectious diseases pandemic are usually not anticipated in certain communities, geographical areas, and orthographic periods (Oh, Paek, & Hove, 2015). Effort that can be made is to build constructive communication of infectious diseases as emergency risk communication for public safety and health (Toppenberg-Pejcic et al., 2019). Not many social experts have studied the role of social media in the COVID-19 pandemic in Indonesia.

### **Disinfodemic Challenges**

With the high spread of disinfodemic social media, it is necessary to curate content on the development of counter-narratives to challenge the disinformation of the COVID-19. Moreover, efforts are needed to mobilize online communities to help disseminate health information from reliable sources. In this case, UNESCO has strengthened the professionalism of journalism by embracing cooperation through the International Association for Media and Communication Research (IAMCR) to publish a Journalism Education and Training module in counteracting disinfodemic (Posetti & Bontcheva, 2020). They also conduct online courses in various languages about the "transmission" of disinformation. The UNESCO publication series on internet freedom also provides a digital-based educational model to avoid hatred, radicalization, and violent extremism, which found to be fused with disinformation. Furthermore, the UN Secretary-General has launched the UN Communication Response initiative "to flood the internet with facts and science", while fighting disinformation as "a poison which endangers human safety. The UN has also asked for advertising material to produce content that includes "myths". The South African Government has also set up all operating internet sites that are visible on [www.sacoronavirus.co.za](http://www.sacoronavirus.co.za) (national COVID-19 site). The British government has also embraced technology experts in the 'disinformation counter cell' program and 'quick response unit' designed to fight disinformation. And the Indian Government with their WhatsApp chatbot to fight disinformation related to COVID-19 (Posetti & Bontcheva, 2020).

Ozbay and Alatas (2020) offered a fake news detection model. It works by building a technological toolkit that can pre-process datasets by filtering out excessive footings such as numbers and stops words. Meanwhile, Silva et al. (2020) conveyed that the spreading of false news had occurred for several centuries and continues to increase in a very terrible way through the dissemination of message content and social media. Belshaw (2011) also formulated eight essential elements of digital literacy, known as 8 C, which are context, cognitive, constructive, communicative, confident, creative, critical, and civic (supporting the realization of civil society). Brainard and Hunter (2020) had implemented three stages of modeling to explain the indirect effects (1 = no dissemination of wrong information, 2 = wrong information makes the outbreak worse, and 3 = strategy to reduce the effect of incorrect information). The modeling will control the information dissemination or the vulnerability to it, to reduce the potential spread of the character and the impact of the character. The rapid spread of false news is causing major problems for humans in the political, economic, health, and security fields. Silva et al. (2020) found the best types and the best learning methods to detect false news. A similar condition also happened in Indonesia, which is carried out by several communities. In Indonesia, the CekFakta.com collaboration consisting of MAFINDO and 24 online media has begun monitoring and verifying issues related to the COVID-19.

## **2. RESEARCH METHOD**

This study focused on the use of social media in the community during the COVID-19 pandemic and the implications for critical awareness and wise use of social media. Besides, theoretical and empirical reviews of the implications of social media for the public's critical awareness in responding to COVID-19 are still very limited. To fill this gap, this research specifically focused on (1) the use of social media among the public during the COVID-19;



(2) The implications of social media report on the trust in government; and (3) The efforts to overcome the spread of hoaxes and hatered speech during the COVID-19 pandemic.

The data used in this paper was data compilation of hoax circulating in Indonesia from independent fact-checking sites, government-run fact-checking sites, and fact-checking channels created by the mainstream media. Data Sources were Turn Back Hoax.ID Mafindo, Independent Cek Fakta.com, 24 Press Media Stop Hoax.ID, Indonesian Ministry of Communication and Information, Fact Check Channel from Tempo.com, and Mainstream Press Media (Kompas.com, Detik.com, suara.com, Liputan6.com, AFP-Indonesia, Tirto.ID, Jawapos.Com, AntaraNews.Com, etc.).

This paper aimed to identify mitigation strategies to beat the disinfodemic of the COVID-19 that has been conducted by the Indonesian Anti-Defamation Society (MAFINDO) in a comprehensive and multi-perspective manner. It is expected to provide input information for the government, civil society organizations, social media companies, and law enforcement agencies in anticipating the negative impact of the COVID-19 outbreak, which also triggered a storm of information distortion. For readers, this paper is expected to be used as a reference or comparison in the topic of digital literacy, especially efforts to improve information security to face an event that leads to an information crisis in the social media era.

### **3. RESULTS AND ANALYSIS**

#### **Hoax Impact on Political Awareness**

Epidemic provides two economic impacts, direct and indirect impacts (Gong, Zhang, Yuan, & Chen, 2020; Wen, L., & M., 2013). The direct impact is usually seen in the resources used for the financing of patient treatment, and research and development of antiviral drugs and vaccines. It also has implications for individuals' behavior and also the company indirectly. From the distribution and number of the COVID-19 hoax themes in Indonesia, there are some serious impacts from the rampant circulation of these COVID-19 hoaxes. Firstly, hoax can reduce public confidence in health authorities, governments, mass media, and scientists. The many hoaxes of erroneous reports from 34 locations in Indonesia imply that some people trust more information from social media and conversation groups without verifying than taking information from health authorities and trusted sources. It is also shown by the increase of hoax related to the origin of the virus, prevention and treatment efforts, and the virus spreading method. Low levels of public trust in retrieving information from reliable sources can potentially hinder the efforts to involve the community as an active part in fighting the COVID-19 outbreak.

According to the study by Mustapha et al. (2018), empirically explored the role of political satire as a communication channel that identifies the level of political knowledge and political attitudes of young people in Nigeria. This finding confirms the importance of the role of youth in the media space which influences the political economy of Nigeria's media. This finding in Nigeria shows the level of political knowledge in social media among youth is quite good, youth have the ability to sort out information wisely to provide confidence in the existing government. Unlike the case with Indonesia, there are still many young people who do not yet have good digital literacy skills so that they are easily influenced by hoax news and trigger low trust in the existing government.

Second, hoax can reduce public confidence in public health facilities. MacKenzie and Bhatt (2020) added that the consequence of spreading false news without proper clarification is a decrease in public respect and trust towards stakeholders. Public trust is the initial foundation of civilization, both instrumental and intrinsic beliefs. Most hoaxes report the erroneous incidence of the COVID-19 outbreak in a health facility or hospital. It is feared to affect the patients' psychology or the new patients who want to seek treatment at a health facility.

Third, hoax causes public panic reflected in the panic buying of masks and groceries. According to the study of Brainard & Hunter (2020), the spread of diseases caused by viruses is also related to the dissemination of incorrect information, because wrong information shapes public understanding, lifestyles, and the way the public responds to the wrong information. According to the report of MAFINDO Presidium, since the coronavirus outbreak entered the media, panics buying of masks have been widely seen by people who think the mask was the most effective tool in preventing coronavirus infection. Coupled with stockpiling by individuals caused masks scarcity on the market. The price was way beyond the normal price when they available. It could reach ten times the original price. Whereas health authorities such as WHO, and the Ministry of Health of the Republic of Indonesia, stated that masks were only effectively used by sick person, not healthy person (Ministry of Health, 2019). Likewise, when the President of Indonesia announced the first case of two Indonesian citizens in the country, the groceries panic buying in various supermarkets emerged. Information uncertainty fosters fear, which then drives panic buying and reckless decisions that can disrupt the national economic security.

Forth, the wrong method of prevention and treatment of the COVID-19 can be dangerous. Oh, Lee, and Han (2020) identified the type and level of public emotion when using social media during the outbreaks of infectious

diseases. The findings reinforce the discourse that the public uses social media not only to obtain accurate information and news but also to engage in full emotional communication about the health crisis. These findings provide advice to governments to ignore the irrational overreaction of the public in pandemic crisis management. So that, the erroneous knowledge, which is thought to be medical-based by people with no medical background or literacy, has the potential to increase public health problems because it will be a decisive factor in prevention and healing processes. There were 12 hoaxes related to coronavirus prevention and 9 hoaxes related to the prevention and treatment of the COVID-19. Many people who spread the false information is intending to share with friends and family but do not realize the impact may lead to immediate danger for anyone who believes it is true.

Fifth, society consumed by conspiracy theories. There are significant difficulties in communicating infectious diseases, namely the uncertainty of the exact site of contamination, behavior, and retrieval in the initial stages of the outbreak (Lin et al., 2016), lack of accurate information about the risks and treatments provided (Reynolds & Seeger, 2005). During the COVID-19 outbreak in Indonesia, there were 9 hoaxes related to the origin of the virus and generally led to conspiracy theories. For example, it was said the virus was created by a virology laboratory in Wuhan, or the virus was patented a year before 2019. This hoax could provoke hostility to the certain party who stigmatized as the engineers of the virus and can erode trust to health authorities as well.

Sixth, the anti-China and xenophobia sentiments arise. The origin of the virus that causes COVID-19 is from Wuhan, a city in China, while some Indonesians are still affected by the political polarization of the 2019 elections, which was full of identity politics, where anti-China issues were very dominant. Various hoaxes related to China and the COVID-19 patients handling in China can strengthen the Anti-China sentiment, and even encourage higher xenophobia. It can be seen from 23 hoaxes associated with the handling of COVID-19 patients in China, which generally give negative stigma to China and its government. It is compounded by several hoaxes that use religious sentiments, such as linking the virus to the Chinese government's repression to the Uighur community in Xinjiang. This sentiment developed into verbal bullying at the most extreme levels as was the case in Malaysia. Hua et al. (2019) identified the phenomenon of cyberbullying among young people in Malaysia to vent their anger which is not only related to social activities but also related to their activities and political choices.

Seventh, sharpen the political polarization that is still burning. Political polarization does not end when the 2019 elections ended. It is still carried over in response to the COVID-19 outbreak. Urman (2019) confirmed that political polarization has occurred in social media. They identified the intensity of political polarization with the highest occurred in the countries with two parties, such as the United States of America and the worse in the countries with multi-party systems and proportional voting systems. Comparable to the research of van der Linden, Panagopoulos, and Roozenbeek (2020), which described in more detail of the United States public opinion regarding false news and its influence on the perception and political awareness of American society. In line with what happened in Indonesia after the 2019 elections, several studies proved that false news has an impact on social behavior, such as the formation of political identity patterns (Pennycook & Rand, 2019) and cognitive and affective styles (Bronstein, Pennycook, Bear, Rand, & Cannon, 2019). Hoax with the Anti-China, xenophobia, patients handling, both in Indonesia and in China, tends to be spread by those who during the 2019 general election used the anti-China issue. Post-truth bias often makes it more challenging to raise awareness that the believed information is eventually hoaxed.

### **The Mitigation Strategy of Disinfodemic**

Rubin et al. (2015) have identified three main types of fraud: (i) fraud for humorous purposes, utilizing sarcasm and irony to produce parody and innuendo; (ii) fake content to deceive people and spread misinformation; and (iii) unconfirmed information received by the public. Fakenews usually fits the second type. According to Rahmaniah and Rupita (2020), Tsaniyah and Juliana (2019), Masyarakat Anti Fitnah Indonesia (MAFINDO) is a society that has struggled practically in community-based education to raise critical mindfulness of the public to fight the spread of hoax. MAFINDO is the first fact-checking organization in Indonesia and is community-based. As a non-profit and independent institution, it has more than 550 volunteers in 17 cities in Indonesia and eight fact-examiners. It aims to fight lies and educate the public to think critically. MAFINDO is very active in the digital citizenship issue. It is also the founder of cekfakta.com, a collaboration with 24 online media, supported by the Google News Initiative to address misinformation in Indonesia, and has also worked with various government agencies, civil society organizations, and big companies like Google, Facebook, WhatsApp, Twitter to bring a safer digital space environment. MAFINDO, as a volunteer-based organization, feels called to help the community (Hidayah, 2018).

Some civil society initiated to create a Kawal COVID-19 channel on social media and created a special site to facilitate the public to get reliable information regarding the outbreak. Synergy and collaboration between stakeholders, namely government, health authorities, mass media, law enforcement agencies, civil society organizations, fact-checking institutions, community leaders, religious leaders, and the general public are crucial to





win the fight against the COVID-19 outbreak and the negative impact of information distortion, especially in this era of social media.

Based on interviews with the chairman of MAFINDO, there were 241 hoaxes related to COVID-19 recorded from the middle of January to the beginning of April 2020. There were 158 hoaxes in March alone. It is very high, far beyond the time of the 2019 Election. There were 75 suspects arrested related to corona hoaxes. It is not included with a lot of local hoaxes, which is hard to detect because located in the private WhatsApp group or private Facebook Group. Mafindo is not only dealing with the COVID-19 but also information madness. According to the chairman of MAFINDO, information madness occurs because of low digital literacy and health literacy.

The limited source of credible information from the health authorities made hoax spread fast and massive. The owners of fake sites are more aggressively creating and spreading controversial and provocative writing to affect the public. As a result, some became very frightened by the non-credible COVID-19 info, some increasingly hated the government, especially the health authorities, some were panic buying, and some were ignoring government regulations.

Polarization of political and group identity is strengthened by conveying hatered expressions, verbal abuse, and even provocation with religious, racial, and xenophobic sentiments. This phenomenon continues to strengthen in social media. Following is the photographs and examples of the COVID-19 and hoax hatered speech in Indonesia: the first is to build a trusted and transparent information superstructure. The availability of reliable information quickly is an essential key in combating information noise. Some characteristics of reliable information are transparent case identification (without compromising privacy), sharing data with various stakeholders, and smooth communication. The handling authority of the COVID-19 outbreak must ensure information credibility. It is also necessary to be active in social media so that communication with the public can always be established.

Second is a massive and contextual education effort. Health literacy and digital literacy are still low. It needs to be improved by educational efforts that involve many parties, not only the government, but also civil society organizations, religious organizations, cross-issue communities, religious and community leaders, and key opinion leaders.

Third is collaborative and responsive fact-checking in Indonesia. There is already a fairly proven fact-checking collaboration that is a collaboration of cekfakta.com and 24 online media. There are more than 4,000 journalists trained in information verification. Collaboration checks the facts by networking to the regions. It is very important to appropriately and accurately respond to sensitive issues that have the potential to disturb the public.

Fourth is the press media must be more responsible. The press must be loyal to the ultimate goal, away from the practice of click-baiting or hunting for traffic by ignoring the information accuracy. The press must participate in fostering optimistic spirit, increasing educational content, and critically guarding the battling of this pandemic.

The fifth is fostering a spirit of voluntarism. Digital Siskamling becomes increasingly important due to public participation in filtering information around the digital environment. It is the key to early detection and reducing the spread of false information. Furthermore, voluntarism can be done by enlivening educational content both the hard approach and entertaining soft approach using various available platforms (Facebook, Instagram, TikTok, etc.).

The sixth is strict law enforcement. The broad impact of hoax requires transparent legal therapy, especially for intellectual actors who benefit economically, or who have malicious intentions to create social and political chaos. With the existence of the Information and Technology no. 11 of 2008, the Criminal Code Law, Law No. 1 of 1946. Law enforcement is expected to firmly take legal action for the hoax case that has a wide impact but prioritizing mediation for those who fall into the category of victims of misinformation/disinformation. One who shares hoax because they do not know it should be given a social punishment in the form of education, with a spirit of restorative justice.

There are several ways to identify misinformation as offered by Appling et al. (2015), which identifies indications of endorsement, exaggeration, abandonment, and dishonesty in social networks, evaluates the following instructions in the text: dishonesties, inconsistencies, falsehoods, meanings, superlatives, lack of information, half-truth, and changes in subject, inappropriate information, and misinterpretation. In addition, Potthast et al. (2018) use writing style patterns to distinguish overexcited biased news, eg, a type of "news" that is very one-sided, inflamed, expressive, and often occupied of untruth, related to fake news. In Indonesia, there are several communities that focus on fighting hoaxes and doing literacy and education to the public. One of them is CSOs MAFINDO, which focuses on facts checking related to the COVID-19 through its website. MAFINDO, which has 27 coordinators in various regions in Indonesia, also conducts educational literacy activities using an online system. In the educational activity, one of the materials is knowledge to identify hoax news about Covid-19, for example, by checking the reports of MAFINDO's fact-checker, and efforts that can be done together to ward off hoaxes. The education activity

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has a constructive impact on public awareness in the importance of preventing the spread of hoax, which marked by the high number of Instagram Turnback Hoax followers. MAFINDO volunteers come from various regions and the user of hoax buster tools and check facts.com is increasing.

Therefore MAFINDO launched the “Ayo Lawan COVID-19.id” program that can be accessed very easily. The program contains education to prevent the development of hoax, misunderstandings, and avoid the spread, and up-to-date info of the COVID19 in the community, especially communities in the remote areas and villages and generally included in urban areas. MAFINDO also created the COVID-19 Anti Hoax Cluster, which concentrates fully on checking the facts of news about the COVID19 and includes education and educational translations. The results can be seen on MAFINDO's channels, Instagram: turnback hoax id (facts check results) and Website: turnbackhoax.id (fact-checking results), and Ayo Kawal COVID 19.id. There are complete guidelines and education procedures for volunteers in the regions and cities, Facebook: MAFINDO/ID and Twitter: @TurnBackHoax. MAFINDO has provided digital literacy training and education to more than 40,000 people with data recorded throughout Indonesia over the past 3 years since 2017. MAFINDO also conducted a public discussion on the mitigation of virus corona hoax by involving the Indonesian Ministry of Communications and Informatics, presidential staff office, Google, Sibercreation, and UNICEF. Together with Internews, the Alliance of Independent Journalists (AJI), the Indonesian emergency medicine association, and the crisis and disaster journalists webmasters made the "cover COVID-19 safely" and channels to be accessed by the public. These efforts by MAFINDO provide various ways for the public to identify hoax news. Here is an examples of truth news and hoax news that was clarified by MAFINDO in April 2020.

Since the COVID-19 pandemic occurred, students are instructed to use online learning systems. One of the efforts made by the Indonesian Ministry of Education and Culture for students who do not have smart cellphones and internet networks is by providing learning material through the government-owned television station. However, there was a Facebook account that spread hoax stating that Muslim students have been taught Catholic teachings through the "Catholic Pulpit" program broadcast by Indonesian Republic Television (TVRI) on April 13th, 2020 at 09.00-10.00 am. The report was denied by the TVRI investigating team and the Indonesian broadcasting commission. The investigation showed that the "Catholic Pulpit" program was not aired at the alleged time. With the investigation and clarification, the news content from the account is included in the wrong content, as reported on the MAFINDO turnback hoax webpage. MAFINDO also has the Forum Anti-Defamation and Hoax on the Facebook page. They also conducted debunking the COVID-19 coverage in Indonesia. One of the cases that had been debated was the information related to the zero death of COVID-19 in Vietnam due to the consumption of the hot tea mixed with lemons. It disputed based on research evidence, which confirms that the heat and lemon cannot cure COVID-19.

MAFINDO not only carried out education and literacy efforts with the online system but also with the offline systems, such as distributing flyers and educational banners on preventing the spread of the COVID-19 outbreaks to rural areas in several regions in Indonesia, conducted by its volunteers. This effort was made to improve digital literacy as emphasized by Belshaw (2011) formulates eight essential components of digital literacy, namely cultural (thoughtful context), cognitive (increasing the mind), constructive (developing positive things), communicative (capable of communicating and networking), confident (confident and responsible), creative (doing new things), critical (critical in reacting to content), and civic (supporting the recognition of civil society). Digital literacy is important to be pursued as a vaccine to maintain endurance (Heryanto, 2017). Meanwhile, hoax is like a disease that can strike anyone and at any time. If people have been given a vaccine, at least they have better protected from various diseases.

Hence, MAFINDO has constructed the disinfodemic mitigation strategy by constructing the following capacities. First is constructing an early warning system by conducting disinfodemic and fact check mapping to strengthen public capacity in data literacy and technology literacy by creating hoax buster applications, WhatsApp Hoax Buster/Kalimasada, and Yudistira. Second is prevention efforts with community-based educational, carried out online and offline in 27 regional coordinators to increase humanitarian literacy and volunteerism-based work in the Ayo Kawal COVID-19 (let's combat COVID-19). The third is conducting data-based research as a reference to develop a model for preventing disinfodemic and formulate a disinfodemic vaccine as an empowering effort. Forth is a recovery efforts by constructing public political awareness to the government in handling the COVID-19 by carrying out literacy efforts on health education for young people and housewives. These activities by MAFINDO prove that MAFINDO has been able to build an early warning system with a collaborative work-based.

Thus, education in digital literacy to prevent hoaxes on the COVID-19 pandemic are like giving vaccines so that the public is protected from the dangers of hoaxes and hatered expressions. Likewise, digital hoaxes and literacy. The high level of digital literacy will impact people to filter out information and check the facts for the spread of lies that are there. Brainard and Hunter (2020) also analogized in their research that the spread of hoaxes is as spreading

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viruses. According to them, the dissemination of misinformation can affect the spread of disease or bacteria indirectly when the public trusts the misleading content, which causes them to lose vigilance.

This effort needs to be executed by instilling voluntary, caring, and tiered collaborative work involving many parties, including families, schools, CSOs, and the government. With digital literacy education, the public is expected to be able to filter out information, knowing whether the information makes sense or not; have a basis for argumentation, data, facts, or not. Therefore MAFINDO has emphasized and conducted the literacy-based community movement of education through both online and offline systems since December 2016.

#### 4. CONCLUSION

MAFINDO has an important role in creating a mitigation strategy to defeat the COVID-19 hoax in a comprehensive and multi-perspective manner. Mitigation and Handling Strategy of the COVID-19 is an important part in the fighting of the COVID-19 outbreak. It requires a collaborative and comprehensive effort between stakeholders with a spirit of transparency and honesty. Indonesia is quite advanced in the ecosystem of fact-checking to ward off hoaxes because: has a cekfakta.com, a collaboration between MAFINDO and 24 online media, supported by Google; has 7 IFCN certified fact-checking institutions (at the Asian level, Indonesia is second only to India for the number of IFCN signatories); and the rise of fact-checking channels in various online media, newspapers, television and radio programs.

The digital literacy education movement is also flourishing with the existence of the Siberkreasi Digital Literacy National Movement, which was built by a cross-section of civil society organizations and supported by the Indonesian Ministry of Communication and Information. Based on this study, MAFINDO has implemented four steps of the mitigation strategy, namely early warning system, prevention, empowering, and recovery. The disinfodemic mitigation strategy approach and design can be adapted for various types of diseases, not only infectious diseases but also non-communicable diseases. Monitoring of the health misinformation can reduce the potential spread of disease transmission and disease burden as an implication by reconstructing community movements that focus on anti hoax education.

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