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A STUDY OF HOAXES SPREAD IN DIGITAL REPUTABLE JOURNALISM MEDIA

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<sup>3</sup>[qnadia.syahrani21@mhs.uinjkt.ac.id](mailto:qnadia.syahrani21@mhs.uinjkt.ac.id)**Abstract**

Currently, it is still possible to find the spread of fake news or hoaxes on social media, especially supported by the development of communication technology that can help the public access all news through online sites. People can easily find and access news through online media, whether well-known media or not. The well-known news media also does not guarantee that the news provided is free from hoaxes. Therefore, this study aims to explain and provide an overview of the pattern of hoax spread in digital media that has an impact on media reputation. This research method uses an approach by finding and collecting data which is then analyzed based on the theory of hoax patterns according to the experts used by researchers. The results of this study conclude that there are still media that deliver hoax news, the news delivered is not in accordance with the facts and provocative titles. This can be a boomerang for the news media that conveys the hoax against negative public opinion. So, it is very important for the community not to take it easy and there must be participation from the government in eradicating hoaxes.

**Keywords: Hoax, Digital, Reputable, Journalism, Media****INTRODUCTION**

Along with the development of the times, the more developed Information and Communication Technology. Nicholas Negroponte (1995) describes how technological advances will make this world more unified, connected to another one, through the exchange of information so rapidly that it is able to change the existing order of life because of the presence of digital technology (Simarmata 2019). The development of Information and Communication Technology has also given rise to various kinds of media, one of which is online media. Online media emerges with technological sophistication and cannot be limited to the reach of giving and receiving information from various parts of the world (borderless). The ease and efficiency provided by online media in its use make this media a medium for disseminating information that is very influential in society. Online media

not only changes the way information is delivered but can also change the way people absorb and consume the information.

Currently, the dissemination of information or news through online media is not only done by news sites that are already well-known by the public but can also be done by anyone who uses the internet. However, there are information and news that are distributed by individuals, groups or news sites that cannot be justified or can be indicated as hoaxes. Hoax is information or news that contains things that are not certain, lies, slander, or which is not really a fact that happened. In the English – Indonesian dictionary, Oxford University Press, A.S. Hornby & E.C. Parnwell, and Siswojo (1977) said Hoax is defined as things in playing someone, cheating or lying in a joke. In the Longman Dictionary of Contemporary English, The Pitman Press, (1978), the word hoax is defined as a trick, esp. One which makes

someone believe something which is not true, and takes action upon that belief. In the Contemporary English – Indonesian Dictionary, Media Eka Pustaka, Peter Salim (2008), the word hoax is defined as joking or making fun of (Muhammad Fadeli, Awang Darmawan, dan Nurudin 2017). Now hoaxes are everywhere regardless of the status and role of society. Hoaxes can appear in any event where there is interaction and communication. Hoax news is news that is highly disliked or even hated by the public. However, there are still people who need hoax news for their own purposes and interests

The origins of the word hoax first appeared among the American people. At that time, a film called The Hoax was released which was an American drama film directed by Lasse Hallstrom in 2006. The title of this film is the same as the title of his book The Hoax, written by Clifford Irving, and focuses on the biographies of Irving and Howard Hughes. Howard Hughes is the person Irving credits with helping him write the book. However, in the film The Hoax, many of the events that Irving tells are changed or omitted. Since then, the film has been considered a film that contains a lot of lies and since then, whenever fake or fake news appears, many Americans use or call it a hoax.

So our goal in conducting this research is to analyze what are the characteristics of hoax news that are appropriate from the theory we use from several news portals that have the opportunity to spread hoax news according to the reputation of the news portal being discussed. Regarding society, from the explanation of the problems above, the author decided that the research on the Spread of Hoax in Digital Journalistic Media was the focus of this research.

## RESEARCH METHOD

In this research, researchers used qualitative research using an observational design. According to Bogdan and Taylor,

qualitative research is an effort carried out by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, discovering what is important and what is learned, and deciding what can be learned. educated. told to others. Based on the above definition, it can be concluded that the first step in data analysis is collecting existing data, compiling it completely, managing and analyzing it (Moleong, 2007) (Juditha 2018).

The use of qualitative research in this research aims to determine the pattern of the spread of hoaxes in digital media that has an impact on media reputation. The qualitative research used in this research begins with the initial data collection using document techniques. The initial information that has been obtained will then be analyzed according to the existing theory, then described in the form of analysis results that are in accordance with the theory or not.

## RESULTS AND DISCUSSION

In the research method that has been discussed, this research uses a qualitative approach with the method of observation and data analysis. This research aims to identify and explain the pattern of hoaxes spread in digital media that has an impact on media reputation.

### Observation List :

Data is analyzed twice a week

NO	HOAX SPREAD PATTERN THEORY	NEWS MEDIA 1	NEWS MEDIA 2
1.	(Mutia Sari, 2019) Not include a valid source	-	✓
2.	News headlines are provocative	-	✓
3.	The photo is not related to the news	-	-

4.	Hoaks dan Media Sosial (Tandoc Jr, Lim dan Ling, 2018; Rahadi, 2017) Fake news, manipulation and propaganda	-	✓
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Based on the table of data analysis results above, there are two news media that are analyzed based on the theory of the pattern of hoax spread proposed by experts. There is one news item to analyze from two different news media within a period of two weeks. The table explains that news media 1 is not in accordance with the theory of hoax spread patterns put forward by experts who are used as references by researchers, such as the news from the media including valid sources, news titles that are not provocative, photos used are related to news that is informed, and not news. manipulated lies and propaganda. News that is informed by news media 1 is in accordance with actual facts and events without any additional elements. Therefore, news media 1 can be said not to spread and provide news that contains hoaxes and the news provided is in accordance with actual events in the field. In news media 2 there are elements that are in accordance with the theory of the pattern of spreading hoaxes put forward by experts who are used as references by researchers, such as news from the media that does not include valid and credible sources, news titles used are provocative, and there is manipulation. The news that is informed by the news media 2 is not in accordance with the actual facts and events that contain manipulative elements. Therefore, news media 2 can be said to spread and provide news that contains hoaxes, news that is not in accordance with actual events, without any further research and data seeking regarding the news. This

shows that in the news media in Indonesia there are still many who are involved in the spread of hoax news.

In accordance with the results of the data analysis and also to answer the formulation of the problem in this research, there are several theories that become a reference in the analysis of this research.

#### 1. Unclear source

Unclear news sources are one of the theories that become an important reference in analyzing hoax news in digital media. In this theory, we analyze by paying attention to the address of the news site to be analyzed, because many sites claim to be official news portals and have a domain similar to the domain of the official website of the popular press in Indonesia. According to the Press Council's records, there are about 43,000 sites in Indonesia claiming to be news portals. Of these, less than 300 have been verified as official news sites. This means that there are at least tens of thousands of sites that have the potential to spread fake news on the internet that must be watched out for.

This is in accordance with a survey conducted by Lembaga Masyarakat Telematika, as many as 54.10% of correspondents admitted that the characteristics of hoax news circulating in digital media can be identified based on the source. They also considered that unclear news sources had a high probability of spreading hoax news. (Mastel, 2019)

#### 2. Writing that is not in accordance with journalistic ethics

Journalists are intellectual workers, similar to researchers or scientists who start their work from critical thinking about a phenomenon in society, then seek answers through certain analyzes and then are selected to be disseminated to the public. This is where the importance of journalistic ethics, along with the development of technology and society, journalists not only master problems but can

also become leaders of change for society (Hidayat, 2012).

Yosep Adi Prasetyo (2018) as the Chairman of the Press Council said that the current number of media is 43,400. However, only 234 media are registered with the Press Council. Even so, less than half of the media comply with the rules and regulations, they work not in accordance with the journalistic code of ethics. Only 74 media were verified by the Press Council from around 234 registered media. The Press Council explained that there were 30% of online media violated the journalistic second's code where the average violation committed was a matter of accuracy.

And according to Agus Sudibyo (2010), there were six types of violations of the journalistic code of ethics that were reported, namely not testing information, inaccurate news, mixing judgmental facts and opinions, unbalanced news, hiding the identity of immoral victims and news with unclear sources.

### 3. Has a provocative title



According to Septiaji Eko Nugroho (2016), Chairman of the Indonesian Anti Hoax Society. Provocative titles are often used in hoax news, for example by mentioning a certain party. And usually, the content of the news is taken from official media news but is changed according to the hoax maker in order to cause various perceptions from readers. So when we encounter news with provocative titles, we

should look for references in the form of similar news from official press sites, then compare the contents, are they the same or are there exaggerations. At least we as readers can draw conclusions from the two news in a balanced way.

According to research entitled "Fenomena Penyebaran Hoax dan Hate Speech pada Media Sosial," it is said that the process of spreading hoax news and information on social media occurs because there are no booths or rules that restrict the creation of news or information on the platform. All users can create and distribute information according to their wishes and thoughts without having to conduct studies and research on the subject of information disseminated. (Rahmadhany, Aldila Safitri, and Irwansyah 2021). There is no law that regulates the making of the news. But of course, there is a law that regulates the spread of hoax news. Hoax spreaders will be charged with the Criminal Code, Law Number 11 of 2008 concerning Information and Electronic Transactions (ITE), Law Number 40 of 2008 concerning the Elimination of Racial and Ethnic Discrimination, and actions when hate speech has caused social conflict.

For a journalist, writing and spreading hoax news is certainly against the rules/code of journalistic ethics. Spreading hoax news can also give a bad image to the media where they work.

## CONCLUSSION AND SUGGESTION

### Conclusion

Based on the results of previous research and discussion, related to the pattern of spreading hoaxes in digital media that have an impact on the reputation of the media, the conclusion obtained is that until now there are still news media that spread the news that is not in accordance with facts, is provocative and

speaks hatred or what we know. as fake news. News media that spread hoax news in digital media will have a bad impact on the news media, such as the media will be viewed badly by the public and the media that spreads hoax news of course violates the rules and is not in accordance with the rules or journalistic code of ethics. However, there are many media that have delivered news according to the actual facts without any additional elements that invite negative public opinion and also in accordance with the rules or journalistic code of ethics.

Hoax information is created intentionally to influence the public or there is an element of intent with the intention in it and can also occur due to the lack of sources of information in the news. The message conveyed does not match the original news. This shows that the existence of hoaxes can lead to negative opinions, misunderstandings and can also cause defamation of certain individuals or groups.

#### **Suggestion**

Hoax news can happen anywhere and anytime. This is exacerbated by the condition of the people who so easily believe the news circulating without knowing the truth and also the news that is spread by well-known news media, thus contributing to increasing public trust in the news. Hoax prevention can be done by increasing public literacy, and can also use applications such as hoax checker which can be used by anyone to check whether the news is indicated as a hoax or not. However, the prevention of hoaxes is not only the responsibility of the community, but the government also has a responsibility in eradicating hoaxes such as making regulations such as the UU ITE Law against hoax spreaders, removing hoax news that is spread and also educating the public about the characteristics of hoax news, and how to analyze and distinguish whether the news that is being spread contains elements of a hoax or not and can take the meaning of the news.

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HALAMAN INI SENGAJA DIKOSONGKAN