Media Literacy for Dissemination Anticipated Fake News on Social Media

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Abstract: *Information technology nowadays results in spreading information rapidly. Everyone can easily produce information quickly through several social media, such as Facebook, Twitter, Instagram, or mobile phone messages, such as WhatsApp, Telegram, etc. It is alarming if the information conveyed is inaccurate such as a hoax with a highly provocative title, leading the reader and recipient to obtain a negative opinion. For fighting hoaxes and preventing their negative impacts, the government has adequate legal protection named ITE Law. Apart from the legal product, the government also forms the National Cyber Institution. For example, in West Java, the government has formed West Java Clean Sweep Team (Saber) for Hoaxes, in charge of verifying information distribution in public. The team is built as proactive efforts of the West Java Provincial Government to secure the residents of West Java from disseminating fake news. This article examines how the West Java Saber Hoaxes Team carried out a strategy to minimize the dissemination of fake news (hoaxes) on social media. The research used descriptive studies through in-depth interviews on West Java Saber Hoaxes Team. The result of the research showed that strategies conducted by this team are monitoring, receiving complaints, and educating the public.*

Keywords: *Hoax, Fake News, Media Literacy*

INTRODUCTION

At the end of January 2020, the number of internet users in Indonesia had reached 175.4 million people, while the total population of Indonesia was around 272.1 million. Compared to 2019, the number of internet users in Indonesia has increased by 17 percent or 25 million users. During 2019, internet users in Indonesia (aged 16 to 64) have an average of 7 hours 59 minutes per day using the internet. These numbers exceed the global average of only 6 hours 43 minutes on the internet per day. (Hootsuite, 2020)

The emergence term of New Media in the late 1980s made the world of media and communication look very different. Media Conventional Development shifted to new media, participating in influencing various aspects of human life. The presence of New Media is not able to separate from dynamic technological developments. One of the New Media platforms is Social Media. Social media is a medium on the internet that allows users to represent themselves to interact, cooperate, share, communicate with other users, and forms social ties virtually. Social media is a digital media where social reality and time-space occur for its users to interact. The power of social media is not able to be avoided so that no use of social media is so intensive and time-consuming. The world's data in 2019 show that Facebook is still the most popular social media in the world,

FIGURE 1. Dissemination of Hoax
https://mastel.id/hasil-survey-wabah-hoax-nasional-2019/

followed by YouTube, Instagram, and TikTok. (We are social, 2020).

Based on FIGURE 1, the dissemination of news, through online media, is not only done by famous platforms but nowadays everyone can also disseminate the information. The information disseminated by individuals is more likely to be inaccurate and may contain a hoax. A survey conducted by the Indonesian Telematics Public in 2019 illustrates that media platforms frequently used for hoax can be seen in FIGURE 1.

The conditions above are significantly alarming since the conveyed information is inaccurate, such as hoaxes with a considerably provocative title, leading their readers and recipients to get negative opinions. Negative opinions, slanders, hate speeches that are accepted to attack parties/people make people afraid and threatened. In turn, this can harm the reported parties/people so that those can damage the reputation and cause material loss.

The rise of hoax news on social media in Indonesia is an ongoing problem. Hoax always appears in various aspects of the problem. Ironically, the news is being produced, modified, and re-distributed as if it has become a habit on social media. Mastel Data also showed some kinds of fake news as seen in FIGURE 2. Hoax contents can penetrate all aspects of human life from socio-political issues to work information shown in FIGURE 2. Sabrina (2019) argues, nowadays, social media tends to have a function as a meeting place for audiences to exchange news, pieces of information, and recommendations with each other. The fast flow of information on social media makes hoax news spread swiftly to influence audiences. Hoax news comes with bombastic sentences regarding some problems as if the issue happened. In response to this problem, a question arises, "Why have hoaxes been so rampant and massive recently?". Presumably, there are many answers to these questions. However, one of the answers that able to be proposed is because of the increasing use of the internet (especially social media).

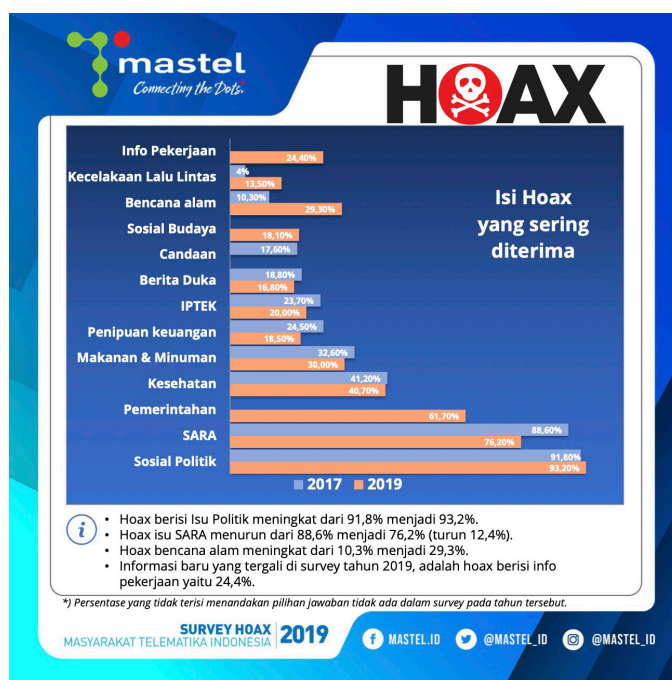The complex condition of disseminating hoax news becomes a

FIGURE 2. The Content of Hoaxes News
https://mastel.id/hasil-survey-wabah-hoax-nasional-2019/

heavy task for the public in sorting out information. The audience tends to have no other choice to receive on-going information. One of the efforts to tackle hoax news is media literacy. The main solution to tackling hoaxes is to build publics competence in dealing with the flood of information. The effort to build public competence is through media literacy (Gumgum, Justito, & Nunik, 2017). In several studies that have carried out, media literacy is trusted to be a powerful solution to tackle hoax news.

Media literacy helps the public to separate information, clarify, and know the truth from several sources. With decent media literacy, the public will understand more about the movement of information and media flows. The result of (Yodiansyah, 2018) research found that the contribution of mass media literacy is useful for human life, provided that media literacy is used well and regularly. Media literacy can motivate users to understand the projected effects in the future.

In fighting hoaxes and preventing the negative impact, the government has adequate legal protection. Article 28

paragraph 1 and 2 of Law No. 11 of 2008 concerning ITE, Articles 14 and 15 of Law No. 1 of 1946, Articles 311 and 378 of Criminal Code, and Law No. 40 of 2008 concerning Elimination of Racial and Ethnic Discrimination are several legal products that can be applied to combat the dissemination of hoax. Besides legal products, the government has also formed a National Cyber Institution that can be the forefront in fighting the dissemination of misleading information. Based on this, the literacy movement to understand the language of information in the media needs to be improved. The level of media literacy in our public is still minimum, so the government and stakeholders are trying to implement a monitoring strategy for hoaxes dissemination.

In West Java, for example, the government formed West Java Clean Sweep Team (Saber) Hoaxes, introduced by Governor of West Java Ridwan Kamil in 2018. This team is an official institution under the auspices of West Java Province of Communication and Informatics Office in West Java Provinces, which oversees verifying information

circulating in public. West Java Saber Hoaxes Team works by opening channels for complaints of information suspected of hoaxes, including through social media utilizing social media analytics software to monitor information about West Java. West Java Saber team not only gives verification but also its existence becomes the reference. Therefore, the researcher is interested in researching the steps taken by the West Java government. Besides, the researcher wants to study strategic steps and policies taken by the West Java government, to minimize hoax dissemination by formulating a problem on "How Does The Strategy of Media Literacy in 'West Java Saber Hoaxes' to Minimize the Dissemination of Fake News on Social Media?"

New Media is a term used to describe convergence between computerized digital communication technologies and the network. An example of new media is the internet, television program, movie, newspaper, magazine, and other kinds of printed media do not belong to New Media. The comparison between New Media and false mass communication is on the occurring interaction process. In New Media, interaction can occur directly, and there are no limits in their interaction process. Meanwhile, interactions in mass communication still have limitations and do not occur directly.

New Media is media based on the internet through the use of computers and smartphones. The two main forces of the early change were satellite communications and computer use. The key to the computer as a machine of communication is located in the digitization process that allows all forms of information to be carried efficiently and blended. (McQuail, 2011)

The phrase of New Media until now is still debatable among scientists. The initial impression that arises from the concept of new media is often interpreted simply as interactive media using basic computer devices (Kurnia, 2005). New Media is a terminology for explaining convergences between digital communication technology and the network. New Media is something that can transmit information (intermediaries) from information sources to information recipients. (Efendi, Astuti, & Rahayu, 2017)

Social media is a part of instant media that nowadays have several functions. Besides functioning as a means of communication, mass media is also a means for its users to gather tons of information. Social media has a role and an impact on human lives which must be designed in such a way that social media remains on function and purpose of social media itself and has benefits in the lives of every individual. "The use of social media today ensures immediacy and wider reception of contents that possibly can be accessed by over 80 per cent of world's population". (Effiong, 2018)

Social media is designed to expand human social interaction using the internet and web technology. Social media has succeeded in transforming the practice of direct communication with broadcast media from one media institution to many audiences (one to many) into dialogical communication practices between many audiences (many to many). Social media supports the democratization of knowledge and information and transforms humans from users of message content to the message maker itself.

Along with the development of communication technology, of course, there are several consequences, both positive and negative connotations of influence use of communication media technology. Based on Baran (Baran & Davis, 2010), social media can influence the culture of the audience in several ways. Therefore, it is not surprising if the life of

our public nowadays cannot be separated by the presence of communication media technology. It is time for the increasingly vigorous and free media penetration to be balanced with media literacy as a culture of countering the negative impacts of media. Media literacy proposed for protecting the public, which is vulnerable and weak to media impact penetration of new media culture. One of the popular definitions mentioned that media literacy is the ability to access, analyze, evaluate, and communicate media messages and make media its main focus.

According to Tamburaka (Tamburaka, 2013), Media Literacy is the place for changing messages, and literacy also means awareness. Understanding is media literacy. In this case, media literacy refers to the public's ability, which is literate enough towards media and mass media messages in the context of mass communication.

Silverblatt (Silverblatt, 1995) identifies five elements of media literacy, namely: (1) An awareness of the impact of the media on individual/public; (2) An understanding of the process of mass communication; (3) The development of strategies with which to analyze and discuss media messages; (4) An awareness of media content as a "text" that provides insight into our contemporary culture and ourselves; (5) The cultivation of an enhanced enjoyment, understanding, and appreciation of media content.

The importance of media literacy is not only the ability to read and write, but literacy can mean literacy in technology, politics, critical thinking, and being sensitive to the environment. Literacy is a life skill that makes humans function optimally in public. Life skills come from the ability to solve problems through critical thinking activities. Besides, literacy is also a reflection of cultural mastery and appreciation. A cultured public is a public that instills positive

values as an effort to actualize itself. Self-actualization is formed through interpretation, namely the activity of seeking and building the meaning of life. This can be achieved through good literacy mastery. (Febrianti & Irianto, 2017)

In Cambridge English Dictionary (2017), The word "hoax" itself means manipulations or jokes. Activities of manipulation, manipulating plan, manipulating tricks are also called a hoax. Hoax in Indonesia means fake news or fake information. Meanwhile, according to the English dictionary, hoax means teasing, lying, and deceiving. Hoax is fake news and an attempt to disseminate it, aiming to make readers believe in fake news. Manipulation news or fake news is a deviation from journalistic principles.

Hoax is a word used to denote false news or an attempt to deceive or trick readers into believing something, and not based on reality or truth (nonfactual) for a specific purpose. Simply, the purpose of hoaxes is to joke, entertain, or shape public opinion. The point is that hoaxes are misleading, especially if internet users are not critical and immediately share news they have read with other internet users. (Juditha, 2018)

Hoax is made by someone or groups for various purposes, from jokes to economic goals (fraud) and politics (propaganda/formation of public opinion) or agitation (incitement). Hoaxes usually arise when an issue emerges. However, many things have not been revealed or become a question mark. The characteristics of information or hoax messages will continue to evolve with time. There is also semi-hoax information or messages, namely information that is essentially correct but has questionable use and value. Most hoaxes originate from the good intention of paying more attention or helping others. However, there is hoax information that is intended

for personal pleasure when successfully tricking others. (Hesthi Rahayu & Utari, 2018)

Several studies that have been conducted by other researchers on themes relevant to this research include:

(1) Government measures to prevent the dissemination of fake news. The research was conducted by Budi Prayitno to find out what strategic steps and policies the government has taken. In general, the government, to minimize fake news (hoax), has shown quite strategic steps by looking at some regulatory and technical instruments that have prepared. However, the Ministry of Communication and Informatics as the regulator has not issued many regulations that explicitly regulate how content management in virtual media and social media whether it is from the standpoint of service providers and users. Ministry of Communication and Informatics should also take an active role in minimizing fake news (hoax), but it also seems to be stuttering in responding to the increasingly fast development of the digital world and tends to become a 'firefighter' when problems arise and are spreading widely. (Prayitno, 2018)

(2) Analysis of Hoax News Dissemination in Indonesia. The research of Ravi Marwan Ahyad describes the phenomenon of fake news (hoax) through social media channels and online media and how the ways to prevent fake news (hoax) itself. The result of the research showed that the easy and inexpensive technological advances are a determining factor in accessing information. Besides, social media activists need to be smarter in using information, namely understanding media literacy which is generally considered a source of truth, as well as the importance of the government's role in controlling the dissemination of fake news (hoax) as a determinant of legal policy as stipulated in ITE Law. (Marwan & Ahyad, 2016)

(3) Media Literacy in Tackling Hoax News. The research conducted by M. Ismail Alif, A. Yudo Triartanto, Arvin Hadrian, Fajar Kurniawan, Adhi Dharma Suriyanto discussed understanding of media literacy in students, and hoax publications conveyed through social media on the issue of religious blasphemy that arose in regional elections in DKI Jakarta. The results of the study found that Hoaxes accessed through social media, especially Facebook and WhatsApp, were still able to manipulate students. Students are still easily influenced and cannot distinguish hoax news from factual news. (M. Ismail Alif, A.Yudo Triartanto, Arvin Hardian, Fajar Kurniawan, 2018)

Based on the research mentioned above, the position of this research showed that this research different from research before. Previous research on digital media literacy has argued a lot about how to analyze hoax, or about its impact on the public, as well as government steps that are regulatory in nature in carrying out media literacy to various parties, both public and educational environment. Therefore, the researcher argues that the research has adequate originality because it explores more about strategies in analyzing hoax news on social media and about concrete efforts made by the government through West Java Saber Hoaxes program.

METHOD

The research used the descriptive method. Descriptive is a research method that attempts to describe an object or subject under study objectively and aims to describe facts systematically and characteristics of the object under study and frequency being studied accurately (Zellatifanny & Mudjiyanto, 2018). This research is also often called non-experiment because there is no control and manipulation from the research variables.

The research is about the strategy of media literacy "West Java Saber Hoaxes" in Minimizing Dissemination of Fake News on Social Media. The research use technique of collecting data by in-depth interview carried out on West Java Saber Hoaxes Team, consisting of the Chairman of West Java Saber Hoaxes Team (Head of Department of Communication and Information of West Java Province and Members of West Java Saber Hoaxes Team).

The data in this study were based on the results of in-depth interviews and then analyzed, presented, and evaluated so that they have meaning. In this research, data analysis is conducted by following a procedure proposed by Nasution (Nasution, 2003), that is data reduction, data display, concluding, and data verification. In this stage, the researcher interprets field findings that become a model of research results according to the raised theme.

RESULT AND DISCUSSION

West Java Saber Hoaxes is a channel in charge of verification of information/ news circulating in public. The team regularly provides information and invites the public to participate in fighting fake news actively. The establishment of the West Java Saber Hoaxes Team carried out on-premise, that Indonesian social media users continue to increase. The fast and influence of dissemination in information often have an impact on efforts to manipulate the public by creating and disseminating hoaxes. The invasion of information dissemination through social media, messaging applications, and other media has influenced the public through fake news. This fact cannot be denied and avoided. Public needs a reliable channel to verify the information they receive.

West Java societies need digital literacy enhancement, critical abilities to receive and disseminate information,

and awareness of hoaxes. The Regional Government in West Java actively exists to provide education on wise use of social media and services that clarify and carry out truth-checking on issues and information circulating in public.

The specific work unit for the West Java Clean Sweep Hoaxes Team (WEST JAVA SABER HOAXES) formed with roles and responsibilities to provide up-to-date and accurate information to the public of West Java, coordinating with agencies, organizations, and agencies working in the same area: Public Relations, Ministry of Communication and Informatics, Public Organization, NGO, CSO, Public Anti-Hoax, Digital Literacy Movement Public, and others. Nowadays, the West Java Saber Hoaxes Team is under the technical assistance of the Communication and Information Technology Office of West Java Province.

Monitoring Strategy of Dissemination of Fake News on Social Media

The use of the internet, especially social media, has many ungood effects, ranging from data theft, dissemination of malware as well as pornographic content, and the most visible in the Indonesian public is a hoax. Hoax culture in this digital public is increasingly broad in scope, not only lying on individual selfishness but also the groups and stakeholders, supported by information media that is fast dissemination (shareability). Hoaxes will quickly disseminate not from mouth to mouth, but from finger to finger. Because once we click the share button, everyone plays a role in dissemination hoaxes.

Looking for these rampant phenomena, and thus it is harder to fight hoax news. Even looking at the site address, sometimes netizens still cannot understand it completely. The government of West Java Province, for example, makes efforts as a bulwark
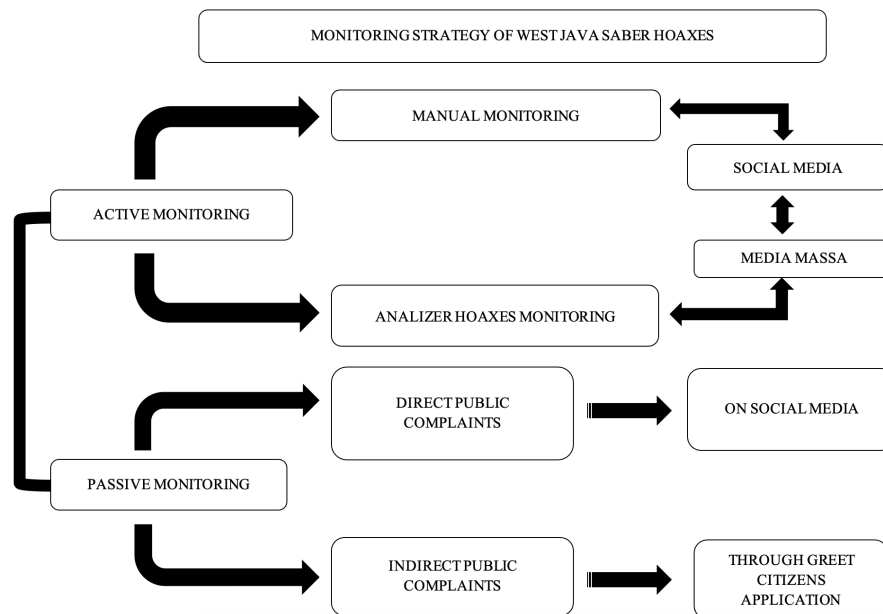
FIGURE 3. Monitoring Strategy Models of Hoax News
Source: transcript of interview with West Java Saber Hoaxes Team, 2020

to maintaining regional conduciveness through an institution called West Java Saber Hoaxes. West Java government formed West Java Saber Hoaxes Team with an assumption that public unrest often results in hoax news. West Java Saber Hoaxes Team tasked with verifying the information, whether requested or not. Then, this team regularly informs the public about which information is in the hoax category.

Among the things done by this team is monitoring. Monitoring activities carrying out generally refer to program planning and assessment. The monitoring activities depicted in the FIGURE 3.

The strategy carried out by West Java Saber Hoaxes Team is to initiate several monitoring strategies that researchers can group as both active and passive monitoring. Active monitoring means that the team takes the initiative to minimize the dissemination of fake news on social media actively. The method is done manually through monitoring on social media, such as Facebook, Twitter, Instagram, WhatsApp where the team looks at various information on social media randomly—usually the trending topics.

Besides, monitoring is using a tool called a hoax analyzer. Hoax Analyzer is a website-based application that can help find out the truth of information or news either in text or images. Through advanced technology of Machine Learning and Natural Language Processing, the Hoax Analyzer will process incoming and then find out whether the information is a fact or a hoax. Hoax Analyzer system usually studies keywords that appear frequently and divides them into categories. Also, active monitoring was initiated by this team. The monitoring was running passively, where West Java Saber Hoaxes team received complaints submitted by the public to the team. The source of public complaints is conveyed directly by the public through the complaint link on social media. However, the public can complain indirectly through the "Sapa Warga" application. Sapa Warga is a one-stop application to facilitate communication between the West Java public and the government. Citizens can channel their aspirations, get important information, and access public services in one application. Currently, Sapa Warga

has opened for RW (Citizen Association) management located in West Java Province specifically. In this case, citizens of West Java can convey various things about fake news they find and want to clarify the truth of the information.

Strategy for Acceptance of Public Complaints About Fake News on Social Media

Information and digitalization development has made it easier to disseminate hoaxes in public. Due to this reason, the government, media, and all stakeholders need to band together to ward off news that will harm the public. The rise of hoax news in public is quite worrying and unsettling so that all parties must educate the public to choose and sort out what is true or not. The public has an equally important role in fighting hoax news.

West Java Saber Hoaxes Team in accommodating aspirations of public regarding reporting on hoax news and following up on public complaints, takes the following steps and mechanisms as seen as FIGURE 4.

For those who find hoax news, the process of receiving complaints is through West Java Saber Hoaxes Team channels on social media. Then, West Java Saber Hoaxes Team will investigate public complaints. The conducted investigations are a collection of facts that occur in the public to support data when clarifying information. Clarification includes clarification of information sources, contents, and locations. In addition, West Java Saber Hoaxes Team will republish the results of clarification regarding the correct information through the official channels of West Java Saber Hoaxes Team on social media.

Education Strategy to Public in Minimalizing Dissemination of Fake News on Social Media

The government continues to intensify socialization of how people should be wise using media to minimize the dissemination of hoax content. The public has informed about punishment for them to disseminate fake news as stated in ITE Law. The obtained information is fast and easy through several social media such as Facebook, Twitter, WhatsApp, and so on. However, on the other side,
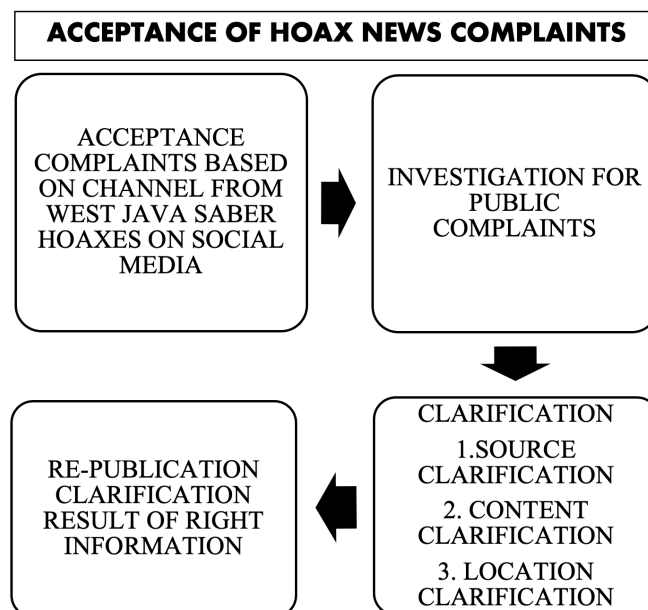
FIGURE 4. Mechanism of Public Complaints about Hoax News
Source: transcript of interview with West Java Saber Hoaxes Team, 2020

Activity Forms
1. Socialization
2. Extention
3. Training
4. Invitation Narasumber
5. Use Social Media

Narasumber
1. Governor's Wife
2. Diskominfo
3. JabarSaber Hoaxes Team
4. Jurnalist
5. Publiic Figure
6. Mafindo
7. Geoogle Parties

Content
1. Digital Literacy
2. Hoaxes

Delivery Techniques
1. Live Through The Program Release Release From Wife Governor (Sarling)
2. Indirect Through Media Social And Sapa Application Citizens

Target
1. Public Figure
2. Religion Figure
3. Mothers
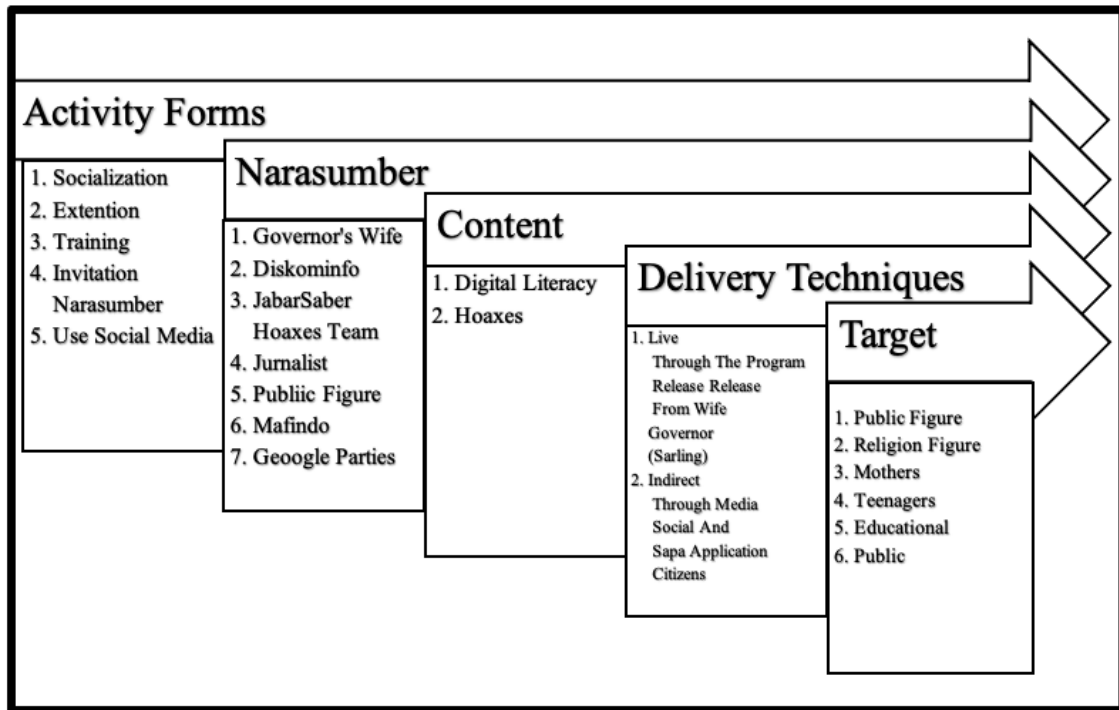4. Teenagers
5. Educational
6. Public

FIGURE 5. Education to The Public
Source: transcript of interview with West Java Saber Hoaxes Team, 2020

technological developments can also have a negative impact. Unfortunately, if information obtained is inaccurate information, especially if the information is false information (hoax). It is not able to deny that hoaxes often circulate on social media. Social media is an expression of advances in science and information technology - communication used as a means to disseminate hoaxes.

Dissemination hoaxes on social media are not purely an individual action, but an organized and group action. How West Java Saber Hoaxes Team educates public in dealing with fake news in West Java can be seen in FIGURE 5.

West Java Saber Hoaxes Team conducted several educational efforts to all components of the public, through several forms of activities, including socialization, counseling, training, as well as fulfilling invitations as resource persons in socialization activities to the public. Socialization to the public, in general, can encourage people to participate in their social life. What is socialized is information provided to the public in values, norms, and roles and on how to socialize and involve some learning process. The agents are socialized, institutions, mass media, individuals /groups.

In addition, to form of activities, in providing education to the public, competent sources who participate in socialization events from the regional head, local communication and information office, Saber Hoaxes team, journalists, public figures, as well as other communities who care about anticipating disseminate of news hoaxes on social media. In educating the public, the content provided is about digital literacy as well as material about hoaxes. The technique of conveying can directly, which is called mobile broadcast, and also through multiplatform facilities owned by West Java Province. Targets in this educational activity consist of various groups, including public leaders, religious leaders, women, young people, educational institutions, and even communities.

CONCLUSION

In response to rampant hoax news circulating, West Java formed a team called Jabar Saber Hoaxes. West Java Saber Hoaxes tasked with verifying information circulating widely in public. West Java Saber Hoaxes team works by opening channels for complaints of information suspected of being hoaxes through various platforms of social media that are currently being loved by the public. West Java Saber Team not only provides verification of information, but also becomes a reference for verifying information.

In carrying out its duties, West Java Saber Hoaxes Team has implemented several strategies to tackle the dissemination of hoax news. Monitoring is carried out actively by directly monitoring social media which is often used by public, such as Facebook, Twitter, Instagram, WhatsApp. This function is to detect hoax news that appears on social media amid hot topics. The material suspected of being a hoax will be analyzed by using Hoax Analyzer, an application that will process reports received by the team.

The process of receiving complaints is on Jabar Saber Hoax channels on social media. Furthermore, West Java Saber Hoaxes team will investigate complaints that come from public. The investigation is gathering facts that occur to support data during clarification. Clarification includes clarification of information sources, contents, and locations. Then, West Java Saber Hoaxes team will republish the results of clarification regarding the correct information.

West Java Saber Hoaxes team always educates the public in minimizing the dissemination of fake news on social media. Efforts are made of education to all components, through several forms of activities, including socialization, counseling, training, meeting invitations as informants, and also utilizing existing media.

This research only elaborates on the strategy carried out by the West Java Saber Hoaxes Team in minimizing fake news on social media. Suggestions for further research are that there is also a need for a study of ideal content in providing education to the public in choosing the right media and public's responses towards efforts made by the West Java Saber Hoaxes Team.

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