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AN ANALYSIS OF SOCIAL MEDIA DISINFORMATION

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ABSTRACT

Background: The rapid development of technology and information offers many conveniences, one of which is the efficiency of communication in the form of exchanging information. However, the rapid exchange of information was handled unwisely by some parties, including deliberately spreading false information called disinformation.
Aim: This study aims to understand the phenomenon of disinformation that occurs in online media.
Method: This study uses qualitative research methods, while data collection techniques are carried out by exploring journals and other information relevant to the study.
Findings: The results showed that the phenomenon of disinformation can be anticipated through institutional, technological and literacy approaches. Meanwhile, the cause of this disinformation phenomenon is caused by the abundance of incoming information and the lack of re-examination of the information received.

KEYWORDS

disinformation, online media, Islamic sites

INTRODUCTION

The rapid development of technology and information offers many conveniences, one of which is the efficiency of communication in the form of information exchange. Information is a central element that is implicitly inherent in the concept of planned development. Any development activity can only take place and achieve the target if in each stage planning, implementation, and supervision are based on adequate information (Ahmad, 2013). However, at this time we are facing an era of communication abundance (communicative abundance), characterized by an abundance of information through various communication channels owned by citizens so that they are not only dependent on mainstream media such as television, newspapers, radio but also social media (Fathurokhmah, 2002).

The dissemination of information in this era of globalization can be done by anyone, but not a few also respond to this unwisely, including deliberately spreading false information called disinformation (Sasmito, 2018). The amount of intentionality caused between individuals and spreaders of fake news or hoaxes that are increasingly rampant on social media, in general can make it difficult for the public because many people cannot distinguish which news is fake and which is the truth, thus causing information bias due to the powerlessness of the public to check data that is correct and in accordance with reality (Erland & Eka, 2020).

This is evidenced by research conducted by MASTEL (2017) explaining that disinformation spread sites are websites by 34.90%, chat applications by 62.80% and social media by 92.40%. There are so many social media today, and many Indonesians are social media users. Social media is a new medium that every individual, group, or institution can easily create and own. Through social media, users can obtain information both previous

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information and information that has recently occurred both politically, socially, economically and so on (Samosir & Tjahjono, 2020).

In her research, Juditha (2018) specifically stated that with the increasing number of hoaxes spreading, the existence of associations that deal with this issue is a necessity in this era of globalization. On another occasion, Pratiwi et al. (2019) stated that people need to add and implement cultural and civic literacy to educate themselves to be more selective and avoid misinformation received.

Based on these problems, researchers are interested in conducting research with the title "An Analysis on Social Media Disinformation." This research aims to address the phenomenonof disinformation in online media. Then, the discussion in this article is associated with disinformation theories to answer problems relevantly and tested for validity.

METHOD

This research uses qualitative research methods. Qualitative research method is a research used to examine natural objects where the researcher is a key instrument, data collection techniques are carried out in combination, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2014). Qualitative research aims to maintain the form and content of human behavior and analyze its qualities, instead of transforming them into quantitative entities (Mulyana, 2000). while data collection techniques are carried out by exploring journals and other information relevant to the study. The journals used are searched for in the Search for Google Scholar with several writing formats, including disinformation, online media, Islamic sites and so on.

RESULTS AND DISCUSSION

As conveyed by the communication lecturer at Medan Area University, RD: "Every hoax must be made to harm other parties, either directly or indirectly. Hoaxes become a way to express hatred, hostility, and opposition. This can easily be seen from what they post on social media. There are those whose social media content is all hoax things that corner one party, religion and so on".

The results of the study illustrate that social structures are formed in the process of spreading hoaxes on social media. According to Fuchs (2014) social structure is inseparable from power or power. The forces among them are divided into economic and, political, forces. Economic power is the control or control over the use value and sources produced, distributed or consumed. In this case, there are certain parties who play an important role behind the process of spreading this hoax. Meanwhile, political power is the involvement in collective decisions that determine aspects of the life of the community of a particular community and social system. If political power on social media is asymmetrically distributed, special classes or groups have the power to decide. However, if the political power on social media is distributed symmetrically, every user or everyone on social media has a chance of engaging in decision-making. In this study, it is to decide to be involved in the process of producing hoax messages and also their spread.

The reality in this study that the content of hoaxes that have a certain content (Hatred and slander) directed at certain parties is also in accordance with what was conveyed by Silverman (2015) that hoaxes are made to attract the hopes and fears of society that are not limited to

reality. Whereas reality should give a limit to which news can be shared and not to the public sphere. Sirverman's research (2015) also revealed that the more the rumors are spread, the more reasonable it will be and can change public thinking and opinion (Ministry of Home Affairs, 2016).

Media according to the online communication model referred to in the CMC Interactivity Model (Mahmoud & Auter, 2009) is a condition for the existence of media or channels to facilitate the process of interaction between users. The results showed the use of social media (Facebook and Twitter) as a medium for spreading hoaxes. This is due to the ease of using this media, anytime and anywhere and the spreading power is very wide. Nasrullah (2016) said that social media is a media that has special characteristics that are used in various fields such as journalism, public relations, and marketing, including politics. The characteristics of social media are networked, informative, there are archives, there are interactions, social simulation images and information or content produced by users. This characteristic also makes social media the easiest and fastest medium for spreading hoaxes.

The character of this new media is what makes the spread of hoaxes even more massive. Hoax-charged messages can be spread, reproduced, and even modified digitally. The spread is difficult to control because there is a digital storage system. Hoaxes can still be accessed and spread online and offline, even after the original post is removed, so a hoax cannot be completely removed. There are so many channels that can be used to spread hoaxes (RD, Interview, 2017).

"If it is connected to new media, hoax news is super massive. Apart from the fact that there is a cyber force on duty about it, and the sensitive issue makes even ordinary people share and expand to go viral (AD, Interview, 2017).”

Maulana and Situngkir (2012) argue that Twitter, for example, is a medium for spreading gossip news, rumors or hoaxes spatially and chronologically, because it has a unique community structure. A gossip about a public figure in Indonesia who was reported dead reached about more than 50,000 readers tweeted by 59 social actors in various cities just about two hours before it was discovered that it was untrue news. One does not have to have thousands of Twitter followers to post questions about whether a public figure has died, and within minutes, this news was responded to by thousands of people by writing statements of sympathy and condolences.

The speed with which hoax messages circulate is inseparable from the characteristics of the social network. Social media is built from social structures formed within the network or the internet. However, as Casrells said, social structures or organizations formed on the internet are based on information networks that basically operate based on information technology in microelements. The network formed between users is a network that is technologically mediated by technological devices. In the case of hoaxes, this research is a social network that is formed because of the similarity of purposes of users (Senders and recipients of messages) both to vilify.

While the social characteristic that is built up in it is to form a network among its users. By leaving aside whether in the real world between users know each other or not (Nasrullah, 2016). This can be seen from the results of this study, where the sender and recipient of the message may be people who know each other first offline, or they may not. But they are brought together in a socially explicitistic similarity. The presence of social media provides a medium

for users to connect technologically. This network that is formed between users ultimately forms a community or society that consciously or not, will give rise to the values that exist in society (Nasrullah, 2016).

The picture above shows that the production of hoax content is entirely the ability of users to create, change, modify, and spread through social media. As stated by Lister et al., (2006) that on social media content belongs entirely to and based on the contribution of users or account owners this is what is called user gererated content (UGC). UGC is a symbiotic relationship in a new media culture that provides opportunities and flexibility for users to participate. Jenkins (2022) also argues that new media including social media offers new technological tools or tools that allow audiences (consumers) to archive, annotate, adjust and re-circulate media content called do-it-yourself. That is, what happened in this hoax case, the real message is easily changed, replaced and then redistributed.

This is also exacerbated by the condition of the Indonesian people who easily believe in the news that is circulating. This is also because hoaxes are produced as if they were from well-known news sites such as Kompas.com and foreign sites, thus giving people confidence in the news. According to Ryan Ariesta (in Rudi, 2017) from the Political Waves Analysis, there are three factors that Indonesian society is very easily influenced by various hoax content, namely: "First, people's interest in reading is still very lacking. Second, it does not check the truth and authenticity of the news. This provides a change in the various views of the Indonesian people towards the phenomenon that is being widely discussed by the public. Third, the Indonesian people are too quick to conclude an event that occurred. This is due to the lack of knowledge of cause and effect, when this happens, it can be concluded that there is a lack of intention in finding out more clearly.

The same thing was also expressed by professor of Communication Science at Padjajaran University, Bandung, Deddy Mulyana (in Rudi, 2017), that the original character of Indonesian society is not used to dissenting opinions or having a healthy democracy. This condition is one of the factors that are easy for people to swallow hoaxes that are spread deliberately. Since a long time ago Indonesians like to get together and tell stories. What is being talked about is not necessarily true. Because this culture of collectivism is not accompanied by the ability to process data. According to Deddy, most people are also not used to recording and storing data so they often talk without data. On the other hand, society prefers to discuss aspects related to violence, sensuality, drama, intrigue and mystery. Politics is a field that has those aspects. No wonder hoaxes often occur on political themes. Especially when there is a power struggle that brings down opponents such as regional elections (Rudi, 2017).

The fourth element in the CMC Interactivity Model is communication setting, namely a flexible communication environment and time according to participants' wishes, considering that online communication is real time (Mahmoud & Auter, 2009). The results showed that these three hoax cases were spread some time (within a matter of days) after the news was actually published in cyberspace. This news or information was then modified by the creator of the hoax and then spread again through social media, a place where many users could immediately read the message. As Awang Darmawan said: "When connected to new media, I judge the hoax news to be super massive. Apart from the fact that there is a cyber force in charge of spreading it, and the sensitive issue makes even ordinary people divide and expand so that it makes it crowded." (AD, Interview, 2017).

Benkler (2012) and Cross (2012) argue that the share/sharing factor is another character of social media. This medium not only produces content built from and consumed by its users, but is also distributed as well as developed by its users. This shows that the audience is actively spreading the content of the message as well as developing it. The content of the message that is spread is then commented on, also added with the latest data or facts. In the case of hoaxes, the development of the message content from this user makes the correct message content blurred and it seems as if the content of this hoax message is the right one, because getting a lot of supporting comments accompanied by hoax or fake data and facts as well.

How to overcome this by enforcing systems, rules, laws and literacy for the public. The ITE Law remains relevant to ensnare the makers and disseminators of hoax or fake news on social media. In addition, Kominfo collaborates with law enforcement authorities and campuses, to map the source of hoax news, I think it can be traced. Law enforcement for perpetrators of snapper-class hoax news remains paramount. (AD, Interview, 2017)

How to anticipate it can be done from 2 sides, namely the virtual audience side and the regulatory side. From the audience side, there is a need for a new media literacy movement process. This is important because it is not uncommon for audiences who don't know anything to be part of spreading hoaxes. In terms of regulation, a strong punishment is needed, not only focusing on the spreader of hoaxes but more focusing on the creator of hoax content. From the legal side, the ITE Law is still necessary, but it also needs to be provided with a container / application / web or whatever it is called, in which the virtual community can report, check the truth of the news, clarify the information that has been obtained. It is indeed a hard job, but this is one of the roles of the state. The state is present when people are anxious or hesitant about the information or news they receive (DH, Interview, 2017).”

According to the Minister of Communication and Informatics, Rudiantara, to anticipate hoax news and hate speech on social media and websites, monitoring or filtering cannot use the same method. For government sites, it can be directly blocked, but for social media, cooperation with service providers must be done first.

Ryan Ariesta said that the right solution to reduce the impact of hoaxes is first, be careful with provocative news or informational headlines, because any title that contains this will cause the public to be easily provoked quickly. Second, be careful in looking at news sources. It is important to provide knowledge to the public to always see whether the source of the news occurred in the past, or only came from a source of unclear origin. Third, check the facts and authenticity of a news story, because news is information that contains factual and actual, the public is expected to see that the news contains a relevant fact and with sufficient data. Authenticity is also an important thing in choosing news. People should not be easily deceived by news that is only a provocative action on social media (Ariesta, 2013).

CONCLUSION

There are three important approaches needed to anticipate the spread of hoax news in society, namely institutional, technological and literacy approaches. An institutional approach, by continuing to promote the anti-hoax community. In terms of technological approach, with the application of hoax cheker that can be used by the public to check the truth of news that indicates hoaxes. The literacy approach, with anti-hoax news movements and socialization to the community ranging from schools to the general public, is improved and encouraged, not

only by the government but also by all levels of society including other non-governmental institutions.

The recommendations of this study are also addressed to the Ministry of Communication and Informatics to establish an independent body that checks whether the news is a hoax or not. The agency also manages hoax checking applications that are accessed to all online media, activating cyber GPR to share information against hoax news in every central government agency to the regional level, minimizing the existence of anonymous accounts by verifying digital accounts using the real identity of the Indonesian people, especially on websites or internet services with high data traffic. All institutions, both government and private, are advised to continue to increase anti-hoax campaign efforts and support positive content for the community. Another effort that can be taken is to strive for digital literacy for students and the general public on an ongoing basis. The phenomenon of disinformation can be anticipated through institutional, technological and literacy approaches. Meanwhile, the cause of the disinformation phenomenon is caused by the explosion of incoming information and the lack of re-examination related to the information received.

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