Hoax News on the 2019 Presidential Election Campaign on social media

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Article Info

Abstract

Technological developments have made online media a preference for delivering news. News that is spread in online media influences people's mindset and life. This has implications for the high potential for people to be trapped in fake news that is massively spread in online media. This study analyses the hoaxes in the 2019 presidential campaign. The results discuss the fake news, namely (1) 7 fake news from 35 findings of fake news with a percentage of 20%, (2) 3 findings of types of fake news (clickbait) with a percentage of 8%, (3) 4 findings of confirmation bias with a percentage of 12%, (4) 6 findings of false news types of misinformation with a percentage of 18%, (5) there are 6 findings of satire types of fake news with a percentage of 18%, (6) 3 findings of post-truth types of fake news, with a percentage of 8%, (7) there are 5 findings of fake news types propaganda with a percentage of 16%. Basically, fake news spread in online media is nothing but leading readers to certain opinions that are full of political interests.

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INTRODUCTION

Language in communicating has a very broad impact, language affects human life. Subyantoro (2019) said that language is basically integrated with human life. Humans convey ideas, ideas, thoughts, hopes and desires through language. Using language has various interests and their respective functions. Language is used by humans for educational, cultural, religious, and other purposes. Ganjar Pranowo is a multi-speaker. Every speaker in a multilingual community makes a language selection to determine the target language used in communication (Apriliani and Rokhman, 2016).

Social media is the media used by individuals to become social, online by sharing content, news, photos and others with other people. Taprial and Kanwar (2012). From the definition that has been presented, the public can share information and vice versa with the government. Subakti (2011) defines online media as mass media that is presented online on the Internet website. Online media is the "third generation" mass media after printed media - newspapers, tabloids, magazines, books and electronic media (electronic media) radio, television, and film / video. Andreas Kaplan and Haenlein (2010) define social media as a group of internet-based applications that are built on the foundation of Web 2.0 ideology and technology, and enable the creation and exchange of user-generated content.

Supriyadi and Zulaeha (2017) said that mass media coverage at various levels will shape public opinion. The existence of balanced news shows the active participation of the mass media in development, which is manifested through control and constructive criticism. The open access to information to the public and a mass media that is not tendentious in reporting will minimize trial. Authority, autonomy, and immunity by the press of the mass media will increasingly have a place if the element of reporting bias can be eliminated.

The advancement and variety of communication media owned by the community caused the public and the state to face the hoax effect because of the communication jammed that occurred. Communication jammed is caused by the uncontrollable development of communication technology. Communication traffic which is very complicated causes hoax news as an act of simple social construction, but it becomes the enemy of society and the state, easily popping up (Bungin, 2017). The hoax phenomenon in Indonesia is causing various problems. Hoaxes are mostly spread through social media. One side of social media can promote closer friendship, online business platforms, and so on. The other side of social media often triggers various problems such as the rampant spread of hoaxes, hate speech, incitement, insults, sheep fights and others that can lead to national division. Social media itself according to Van Dijk (2013) is a media platform that focuses on the existence of users who facilitate them in their activities and collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users and a social bond.

The spread of hoaxes is a postmodern phenomenon of society, and thus this study uses a post-structural approach. The memes used as data are mostly related to national and religious themes. The results show that anti-diversity deception is used for short-term purposes (power politics), so they do not interfere with the institutional memory of Indonesian society and their belief in diversity.

According to David Harley in the book Common Hoaxes and Chain Letters *(2008)*, which identifies hoaxes. First, hoax information usually has the characteristics of a chain letter by including sentences such as "Sebarkan ini ke semua orang yang Anda tahu; jika tidak, sesuatu yang tidak menyenangkan akan terjadi." Second, hoax information rarely includes dates of events or does not have realistic dates or verifiable, for example "kemarin" or "dikeluarkan oleh ...," statements that do not show clarity Third, *hoax* information rarely has an expiration date on the information, because it can have a prolonged uneasy effect. Fourth, there is no organization that has identifiable

information that is cited as a source of information or includes the organization but is usually unrelated to the information.

President Joko Widodo himself stated that hoaxes are part of an era of openness that must be faced. The President asked all parties to stop the spread of hoaxes and slander that could divide the nation, especially those circulating through social media. Meanwhile, the Coordinating Minister for Political, Legal and Security Affairs (Menko Polhukam), Wiranto, said that the public would be harmed by the large number of unclear news spreads, among others, with doubts about all the information received, the public was confused. This community confusion can be used by irresponsible parties to instill hatred so that for division and enmity (Tarigan, 2017). Widyawari & Zulaeha (2016) suggest that the tendency of political actors to speak with multiple interpretations is understood by the community so that by knowing the meaning of the speech, people can follow, believe, do what they want, or vice versa.

Research on hoaxes was conducted by Situngkir (2017) with the title "Spread of Hoax in Social Media". This research discusses how to spread hoaxes as gossip and rumors on twitter, by observing empirical cases in Indonesia. This study also discusses the factors of spreading gossip on social media and looks at the epidemiology of propagation hoaxes before and after the hoaxes are clarified in conventional mass media.

The results of the study conclude that *twitter*, as a *micro-blogging* service, is one of the effective media in spreading news from person to person at a speed comparable to conventional mass media. Hoaxes have a large population coverage of five to six tweets, and are potentially exponentially larger, unless conventional media stops the *hoax* from spreading.

One role of language that is in the spotlight is the role of language in law. The role of language in law has now become very important. This can be seen from the number of linguists involved in handling a particular case. If usually an investigation of a case relies on

aspects in the world of law, now the aspect of language has become one aspect that can help in investigating a particular case. Linguists use linguistics to help handle certain legal cases. The language used is forensic linguistics.

Subyantoro's research (2019) entitled *"Linguistik Forensik: Sumbangsih Kajian Bahasa dalam Penegakan Hukum"*. There are three major areas that become the focus of forensic linguistics, namely: (1) language as a legal product; (2) language in the judicial process; and (3) language as evidence. The role of language in the world of law has become very vital. This can be seen from the number of linguists involved in handling a case. The problem that arises from the enormous amount of news circulating in the community today is the number of hoaxes that are widespread, even educated people cannot tell which news is true, advertorial and *hoax*.

According to Coulthard and Jonhson (2010), the study of forensic linguistics includes (1) language in official documents, (2) language of law enforcers and police, (3) interactions in court rooms, (4) interviews between children and witnesses in the legal system, (5) linguistic evidence and expert witness testimony in the courtroom, (6) written attribution and plagiarism, and (7) forensic phonetics and speaker identification. Still according to Coulthard and Johnson (2010), forensic linguistics experts have uncovering (1) morphological meanings and phonetic similarity, (2) syntactic complexity in official letters, (3) Mexican-grammatical ambiguity, (4) lexical meanings, and (5) pragmatic meaning. Departing from this opinion, this paper intends to analyze cases of defamation using semantic-pragmatic analysis.

This study analyzes the hoaxes in the 2019 presidential election campaign on social media, and the public is expected to be wiser in using social media. For example, first ensuring the accuracy of the content to be shared, clarifying the truth, ensuring its benefits, only then will the news be broadcast.

Theoretically, the results can add to and expand the development of science regarding the spread of fake news (hoax) on social media

regarding new events that have emerged in society that have fulfilled one element of hoax distribution for the community. Practically, the results can a reference for implementing the curriculum in learning news texts related to new events that can be categorized as hoaxes.

METHOD

This study used two kinds of approaches, namely a methodological approach and a theoretical approach. Methodologically. This research uses descriptive qualitative research methods. Lexy J. Moleong (2010) defines qualitative research as research that intends to understand the phenomena experienced by research subjects, for example behavior, perception, motivation, action, holistically by descriptions in the form of words and language, in a context. Special nature by utilizing various scientific methods. The descriptive term suggests that research is carried out solely based on existing facts (Sudaryanto, 2015). The descriptive approach is used to describe the meaning in the text fragments of lies in the 2019 presidential election campaign.

The purpose of the qualitative approach is to find out fake news (hoaxes) in the 2019 presidential election campaign. Theoretically, this study uses a forensic linguistic approach with the theory used is pragmatic theory. Pragmatic function in its use is to understand communication between speakers in a speech which is meant as a form of conversational implicatory (Rustono, 2000). The theoretical approach in this study uses a pragmatic analysis approach regarding implicatory studies. The purpose of using the forensic linguistic approach is to examine in depth about the use of language through the branch of linguistics used by someone involved in a case in the realm of law.

This research is a qualitative research because the data of this research is in the form of a text analysis of lies. Therefore, statistical calculations in this study were not carried out. The focus of this research leads to the object of research. The object of this research is the hoax in the 2019 presidential election campaign on social media. This research conducted examines hoax news on social media, namely Instagram.

The data in this study are snippets of speech that refer to 'memes' and comments on social media, namely Instagram taken from September 2018 to March 2019. The primary data source in this study is Instagram content on the katukitaig, djendralgaruda, otaksehat accounts.

The data collection method used was listen and note. The naming of the listening method used by researchers to get data was done by listening to the use of written language, while the note-taking method was the method used to record important things and information and differentiate implicatures in language use.

The first method used to analyze data is the *normative method*. In the data processing process, the following steps are carried out (1) finding the form of fake news *(hoax)*, then the researcher identifies and gives examples of each fake news, then finds the types and characteristics of fake news *(hoax)*, determines the implications of fake news *(hoax)*, (2) the researcher identifies and classifies all data and focuses interpretation on objects related to fake news, the characteristics of fake news, the implications of fake news, (3) the researcher places the data in each field of discussion which is carried out systematically.

RESULTS AND DISCUSSION

Types of hoax information

1. Fake News

From the data got, 7 fake news, one of which was examined was the statement in the quote on the brain's Instagram account page above, it was seen that "*Prabowo benarkan Ratna Sarumpaet dikeroyok sekelompok orang langsung dari Jakarta Selatan*". Prabowo's statement can be said to be fake news because Ratna Sarumpaet had bruises because of the plastic surgery she had done. News that tries to replace the original news.

This news aims to falsify or include untruth in a story. Fake news writers usually add things that are untrue and dispute theory, the stranger, the better. Fake news is not a humorous commentary on a story. So it can be seen from the statement that there is an untruth that means to overthrow the opponent. Based on the above statement, it can be concluded that the above is a type of fake news. The flow of fake news spread can be classified in four ways:

1. Depth. It Can Be Seen The Number Of Retweet Skips Starting From The Point Of Origin.
2. Size. This Can Be Seen From The Number Of Users Involved In News Flow.
3. Maximum Breadth. This Can Be Seen From The Full Number Of Users Involved In The News Flow Originating From A Wider Coverage Area. The Interpolation Measure Between.
4. Structural Virality. This Can Be Seen From The Content That Is Spread Over One Big Broadcast, And Then Massively Distributed Across Channels.

2. Clickbait

(DATA 2)

In this data, among the 3 data findings, one of such content is that users are led to have certain perceptions about an issue or event (framing). Content can be in the form of pieces of images that are put together, the use of pieces of scripture verses, or parts of the results of scientific research to support the framing of the stories that are made. We often encounter things like this in political advertisements, propaganda, and conspiracy theories. The data above shows that there is content that contains exaggerated images, its function is to attract readers to follow the news. The average length of a clickbait article title is 10 words, while the number of characters per word of a clickbait article title is 4.5 characters. It can be concluded that the data above is of the type of clickbait.

3. Confirmation Bias

(DATA 3)

The statement above explains that Jokowi is the king of debt during his reign and comparing it to the SBY administration, this is to find evidence that supports his opinion or belief and ignores evidence that states otherwise Accurate data shows that during the Jokowi administration, Indonesia's debt, which was 152 billion in 2014, then at the end of the period during Jokowi's administration, debt was created at 67 billion. So, it can be concluded who has a lot of debt. This misjudgment leads to wrong conclusions and hinders effective learning. Confirmation bias occurs when we interpret existing information according to what we believe. According to Langrehr (2006), there are

three types of information that are stored or remembered in the brain. The three types of information are: (1) content, namely what is thought about various symbols, numbers, words, sentences, facts, rules, methods, and so on; (2) feelings about the content; (3) questions that are used to process or to use content. Confirmation bias is a tendency for people to look for evidence that supports their opinion or belief and ignores evidence that states otherwise.

4. Missinformation

(DATA 4)

Looking at the hoax case in the data above reveals that Jokowi's diploma during high school was reported as fake, in fact Jokowi had graduated from SMA 6 Surakarta, and it was revealed that Jokowi was not a graduate of SMA 6 Surakarta. The fake news was made to bring down Jokowi. Inaccurate information, especially those intended to be deceptive, is a type of misinformation. The results reveal that communicators deliberately send hoax messages to message recipients accompanied by specific goals and motives. The messages received are also easily forwarded to other users via online media, whether the communicator knows it (Devito, 2006).

5. Satire

(DATA 5)

The statement in the data above shows exaggeration by calling Jokowi a kafir when wishing him a Merry Christmas in 2014, and Prabowo's supporters who turned a blind eye when Prabowo and Sandiaga Uno wished him a merry Christmas in 2018. Satire or parody is a satire directed at a person or event. Satire or parody is usually wrapped in a humorous context. It may surprise us to know that satire or parody falls into the category of misinformation and disinformation. In fact, often not everyone understands the context of the satire or parody, which makes misinformation possible. A writing that uses humor, irony, exaggeration to comment on current events.

6. Post-Truth

(DATA 6)

The data above explains that emotions play a more important role than facts in shaping public opinion. The data above reveals that debt during Jokowi's leadership was called the king of debt rather than during the SBY administration, while the data states that the most debt was during SBY's leadership but no one shouted the King of Debt, but it was exaggerated when Jokowi was called the King of debt.

The foundation of informationalism is the information transmitted in the global community network, which is currently dealing with a new era called the post-truth era. The post-truth era is not an era that marks the emergence of alternative forms of truth, as the layperson might perceive this term. The post truth era is an era of satisfying beliefs in which the objective and rational sides of humans seem to provide a way for emotions or desires to side with what is believed even though the facts reveal the opposite. "The era where the search for justification, not the truth" becomes a new adigium to explain the state of society in the digital era.

7. Propaganda

In the data above, Prabowo stated that there are people in West Java whose people find it difficult to eat, but it is not explained which region and is not accompanied by facts, therefore this assumption has led the public to make various comments from the Governor that need to be corrected. The activity of broadcasting information, facts, arguments, gossip, half-truths, or even lies to influence public opinion.

Table 1.1 Types of Fake News

No	Types of Fake News	Fake News Frequency	Percentage of Fake News
1	Fake News	7	20%
2	Clickbait	3	8%
3	Confirmation Bias	4	12%
4	Misinformation	6	18%
5	Satire	6	18%
6	Post-Truth	3	8%
7	Propaganda	5	16%
	Total	35	100%

All the data above is the percentage of fake news types with the findings that there are 7 fake news from 35 findings of fake news with a percentage of 20%, 3 *clickbait* findings (trap links) with a percentage of 8%, there are 4 findings of *Confirmation Bias* with a percentage of 12%, there are 6 results of *misinformation* findings with a percentage of 18%, there are 6 satire findings with a percentage of 18%, there are 3 *post-truth* findings with a percentage of 8%, there are 5 findings of the type of propaganda news with a percentage of 16%.

From the findings above, it can be concluded that the type of fake news that dominates from the fragments of fake news text (hoax) in the 2019 presidential election campaign on social media is *fake news*.

The results that there are 20% of the total (fake news) types which are often used to support hoax news cases on social media. For example, the quote from the brain's instagram account page above shows the statement that "*Prabowo benarkan Ratna Sarumpaet dikeroyok sekelompok orang langsung dari Jakarta Selatan*". Prabowo's statement can be said to be fake news because Ratna Sarumpaet had bruises because of the plastic surgery she had done. News that tries to replace the original news. The news aims to include untruth in news.

Fake news writers usually add things that are untrue and dispute theory, the stranger, the better. While the percentage of *clickbait* is only 8%, not that dominating because it usually contains trap links that are usually made redundant, its function is to attract readers to follow the news. The average length of a *clickbait* article title is 10 words, while the number of characters per word of a *clickbait* article title is 4.5 characters. The results which state the types of *fake news* are supported by several studies conducted by Rahardi (2017) which state that the results show that the behavior of social media users in responding to *hoax* information is quite diverse with various user backgrounds.

Users understand the information and the impact of hoaxes that arise after spreading the information. The main reason users spread hoax information is to influence the opinions / attitudes of others. Another reason is for social media to go viral, social media users also understand that hoax information can divide the nation.

The results of research conducted by Widiyanti (2020) entitled "Hoax News Information from a Language Perspective" shows that an image is got and the purpose of making hoax news is to change and influence the image of a person or group in the eyes of the community. The topic used is unclear and unsustainable so that it affects and reduces the quality of the information conveyed; The argumentation used has unclear main argumentation elements, namely the elements of general statements and evidence, these elements become the basis for the next element of argumentation so that it affects the next argumentation elements which are also unclear, namely reinforcement, support, modality, and refutation; The accuracy used has a low accuracy value because there is no match between facts and statements so that the truth in the information conveyed can be said to be wrong. *Hoax* in the form of a noun which is a game of tricking others (Maulana, 2017). Hoaxes are viruses for the mass media, from print to electronic. From the results of a survey about the national hoax outbreak conducted by Mastel (2017), the most commonly accepted form of hoax is writing with a percentage of 62.10%, pictures 37.50%, and videos 0.40%, while the most common hoax spread channels are in social media (facebook, twitter, instagram, and path) with a percentage of 92.40%, chat applications (whatsapp, line and telegram) 62.80%, websites 34.90%, television 8.70%, print media 5%, e-mail 3.10%, and radio 1.20%.

CONCLUSION

Hoax information is deliberately made to influence the public and is increasingly prevalent because of stimulant factors such as socio-political issues and racial violence, but hoax recipients are quite critical because they are used to checking the truth of news. This means that it is good, it remains only to prevent the silent majority group from moving to haters. Based on a discussion of the types of hoax news, it can be concluded (1) 7 fake news from 35 findings of fake news with a percentage of 20%, (2) 3 findings of types of fake news (clickbait) with a percentage of 8%, (3) 4 findings of confirmation bias with a percentage of 12%, (4) 6 findings of false news with a percentage of 18%, (5), 6 findings of satirical types of fake news with a percentage of 18%, (6) there were 3 findings of post-truth fake news types, with a percentage of 8%, (7) there were 5 findings of fake news propaganda types with a percentage of 16%. The author hopes that there will be in-depth research that can discuss the language of forensic linguistic studies, especially those related to hoaxes.

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