

The Commitment of Stakeholders in Resolving Hoax Phenomenon at Medan, Sumatera Utara

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Abstract: The rise of the news Hoax has led to social turmoil that led to the potential for conflict. Some many individuals and groups are victims of Hoax information on social media. Preaching about Hoax is ultimately considered to be news that is considered true; precisely what is fake news. Social media, which was created to update personal status or find old friends who are separated, has turned into a means for someone to express political opinions, comment on the opinions of others. Social media has changed its function to become a place for people to find undirected conversations and fake news. In addressing the problem of Hoax, it is needed the commitment of stakeholders such as government, non-government organization (NGOs) community, academics, social media activists, and also the societies.

1 INTRODUCTION

Social media provides a space for users to voice their thoughts and opinions in the thought process. The devices on social media act as a stage for users of state buildings to share their outfits as they have not been heard.

Mass media is often the mouthpiece used by citizens as a medium to convey their aspirations. It's just that the opportunity to be published in the mass media also cannot happen easily. There are editorial work mechanisms and policies that are provisions, while if expressing aspirations through political party mechanisms, there is a structure that must be passed from the lowest level to the top and takes sometimes complicated procedures.

Therefore, an aspiration is sometimes only stopped at chatter or issues that are only circulating in a coffee shop or other gathering place. Social media is present to bring new values in the middle of its user's social, religious and economic issues. Then what is noted is that since social media has emerged and various types of content can be uploaded, what citizens do and their collaboration with mass media institutions is transformed into something new. This makes the information that develops in the community must be confirmed because the source of information is very diverse (Juditha, 2018).

Moreover, the trend of news interest that is read by users of social media is only adjusted to the tastes of each individual, which makes the truth of the information consumed by the public increasingly misleading. This phenomenon is evidenced by the widespread circulation of false news (hoaxes) in the community that is spread through social media. Based on data released by the Ministry of Communication and Information (Kemkominfo), throughout 2018 there were at least 800,000 (eight hundred thousand) hoax spreading internet sites with various motives and goals (Yuliani, 2019).

Furthermore, the Ministry of Communication and Information said that from August 2018 to April 2019, 1731 fake news reports were successfully identified, verified, and validated by the AIS Team of the Ministry of Communication and Information. The political category hoax is said to dominate the total number of false news stories during this period with 620 fake news items, in other words, the most widespread hoax distribution circulated in April 2019 before the implementation of the Democratic Party (Maharani, 2019).

The increased of hoaxes, especially in big cities in Indonesia, is inseparable from the increasing number of internet users in Indonesia. North Sumatera Province, which is the province with the most population number 4 (four), the region with the number of internet users reaching 994,000 people in

the city of Medan. This fact makes the spread of false news (hoaxes) one of the main problems in Medan. According to data from the Sub Directorate (Subdit) II/Cyber Crime the Special Criminal Directorate (Ditreskrimsus) of the North Sumatra Regional Police has handled 8 (eight) cases of hate speech and hoaxes between July 2017 and February 2018. This data will certainly continue to grow until the middle of 2019, so research on how the phenomenon of hoaxes that occur in the city of Medan and how to anticipate hoaxes in a social media framework needs to be done.

2 RESEARCH METHOD

This study uses a qualitative method with a constructivist paradigm based on case studies. The method of collecting data for this research is used interviews and FGDs, while also using data from international journals, national journals, books, and media news releases.

The collection of research data is then carried out through a review process of documents or reports related to research conducted based on phenomena on social media, government policies, and stakeholders' formulas in overcoming deception, specifically in Medan.

3 RESULTS AND DISCUSSION

3.1 Digitalization Process and the Implications

The development of the internet has had an impact on changes in the political, economic, social and cultural fields. One of the developments in science and technology that is progressing very rapidly is the development in the field of information technology. It is marked by the birth of the internet, which is scientifically referred to as cyberspace (Juliswara, 2017).

Concerning the digitalization process, the dimension of state sovereignty then expanded, which no longer consisted of land, sea and air space, but also virtual space. The virtual space that is portrayed from the internet has created a new legal regime known as the law of the internet, cyberspace law, or telematics law. Thanks to the internet, information exchange takes place faster and faster. The internet and its supporting technological devices seem to want and have made the world almost united (Kellner, 2011).

Beware of the increasingly stretching of internet technology and the number of users, the Government of Indonesia through the Ministry of Communication and Information has prepared a number of regulations to regulate various types and models of information, one of which is the Law of the Republic of Indonesia Number 11 Year 2008 concerning Information and Electronic Transactions (ITE Law).

The ITE Law, in addition to being a sign of changing orientation, models and information systems in Indonesia, also marks the return of state restrictions on information, including information received via the internet (Atmaja, 2014).

Zain Noval, the Head of the Office Agency of Communication and Information Medan, said:

"Social media is one of the online media where its users can carry out various activities including communicating with each other, looking for information, and adding new friends, with all the features it has. Communication in social media becomes very easy because communicating using social media is no longer limited by distance, time, and space. Communication can occur anywhere, anytime, and even without face to face" (Interview, 2019).

That is, the use of massive communication technology can be found in various places and situations, and we can easily meet people who are interacting with other parties who are connected through its gadgets. In the domestic sphere, from the living room to the bedroom, communication technology is scattered side by side with human life. The increasingly prominent role of communication technology in our midst, it can be seen clearly that lifestyle changes that occur apply in almost all circles, children, adolescents and adults (Nilan and Fexia, 2006).

The presence of the internet as a form of technological development in the field of communication is a matter that is familiar to modern society in Indonesia. Previously, internet technology was only used to send electronic messages via email and chat, but it was also often used to search for information through browsing and googling. But along with the times, the internet can give birth to a new network commonly known as social media (Nugraheni & Yuni, 2017).

Furthermore, until now law enforcement in Indonesia is experiencing difficulties in dealing with the phenomenon of electronic crime (cybercrime). This is because there are still very few law enforcement officers who understand the ins and outs of information technology (internet).

In addition, law enforcement officials in the regions are not ready to anticipate the rise of this

crime because there are still many law enforcement officials who have not been literate about technology. Then there are still many law enforcement institutions in the regions that are not yet supported by the Internet network.

During 2018 alone there were 292 cases related to the ITE Law, this number has doubled compared to the previous year with a total of 140 cases. Defamation becomes the most favorite criminal case with 149 cases, followed by hate speech cases with 81 cases, while violation cases are in third place with 71 cases. As many as 35.92 percents of people who reported cases of the ITE Law were state officials, including regional heads, agency/ department heads, ministers, and security forces. While lay reporters or the public recorded 32.24 percent (Yuliani, 2019).

3.2 The Hoax Phenomenon on Social Media

Hoax in the Oxford dictionary (2017) is interpreted as a form of fraud whose purpose is to make humor or bring danger. The phenomenon of the Hoax case occurred due to several things, mainly related to the interests and lack of filtering news information on social media from the authorities. This makes it easier for hoax makers and spreaders to do their jobs. Substantially, the presence of Law No. 19 of 2016 concerning Amendment to Law No. 11 of 2008 concerning Information and Electronic Transactions is inevitable from social media user protest movements throughout Indonesia. Especially in the article on defamation, many of which caused strong reactions from the public where freedom of expression on social media was felt to be restricted (Mahmoud & Auter, 2009).

Based on the latest data from the Ministry of Information and Technology (2019) which revealed that of 1,146 respondents, 44.3% of them received hoax news every day and 17.2% received more than once a day. Even the mainstream media that are relied upon as trustworthy media are sometimes contaminated with hoaxes. Mainstream media is also a channel for hoax information/news dissemination, each at 1.20% (radio), 5% (print media) and 8.70% (television).

While the Head of the office agency of Communication and Information Medan, Zain Noval stated that:

"Hoax is not only happening by the mainstream media, but a hoax is also now very much circulating in the community through online media. Then, the channels that are widely used in hoax dissemination are websites, chat applications (WhatsApp, Line,

Telegram) and through social media (Facebook, Twitter, Instagram, and Path" (Interview, 2019).

Furthermore, it must be acknowledged that provocative news on social media attracts the public's attention. Social media is used by the community to be a place to convey public opinion that is humanitarian or human interest on issues that develop in the community. With the internet, people can opine through social media such as Twitter, Facebook, Path, Line, WeChat, Website, Blog, E-mail, and others (Renata and Rachmaniar, 2016).

Moreover, in Medan from May 2018 to May 2019 there were at least 13 cases of hoaxes handled by the North Sumatra Regional Police. The biggest hoax case in Medan is related to politics, mainly in the lead-up to the general election and riots after the presidential election. Furthermore, the phenomenon of hoaxes currently carried out through online media is not only carried out by news sites that are well known to the public but by anyone an internet user can play a role in spreading information.

Head of the office agency of Communication and Information Medan Head of Medan, Zain Noval said that:

"Much more information or news that is distributed individually or in groups cannot be accounted for truth or hoax indication. Hoax is information or news that contains things that are uncertain or that are not facts that occur" (Interview, 2019).

3.3 The Commitment of Stakeholders

The spread of hoaxes on social media has caused problems for all parties, whether it is spreading hoaxes or receiving information because it has the potential to damage community records (Siswoko, 2017).

Various efforts have been made by the Medan city government to minimize its distribution. However, several cases related to a hoax that have slander and hatred towards the Tribes, Religion, and Race in recent years continue to occur. One social media activist in Medan, Anwar Saragih said that:

"The strategic steps and government policies so far have not been maximized, although it has tried to minimize the spread of hoaxes by issuing several regulations and supporting infrastructure. On the other hand, the government is also not optimal in coordinating across agencies and providing media literacy to the community of social media users so that they are ethical when interacting in cyberspace. However, it has not been able to suppress the number of hoaxes" (Interview, 2019).

This means that stakeholders, namely the central government, regional governments, NGOs, social media volunteers, social media activists, academics

and the community must be active to minimize the spread of false news (Thurlow et al, 2004). The central government through the Republic of Indonesia Ministry of Communication and Information should be more active in building communication with stakeholders, both central and regional so that there are a common perspective and resolution in responding to false news (hoaxes) circulating in the community.

Furthermore, in coordinating efforts between these stakeholders, they must be managed under one roof in developing a single narrative about what will be conveyed to the public that the need to strengthen literacy in wise efforts on social media.

Proactive and productive steps in maximizing the role of the stakeholders must also be supported by one-stop cooperation. The practice of disseminating to the public authentic narrative through supporting data needed to be known to the public correctly. Besides, these stakeholders must build literacy narratives delivered both government policies and programs across sectors and regions to the public must be conveyed through communication channels to the public in an appropriate, fast, objective, good quality, national-minded, and easy to understand.

This is caused by hoax problems that have appeared not only involving photo memes or narrative uploads but also using news language. Zain Noval as Head of the office agency of Communication and Information Medan Head of Medan in his interview also conveyed how to deal with hoaxes. He mentioned in his interview that:

"Sometimes hoax news comes from provocative titles, photos that look evocative and convincing. The contents can also be taken from the official media news, it's just changed to cause the perception as desired by the hoax maker. Social media users must be diligent in checking the facts for information obtained from the website or including a link, check the URL address of the site in question. Then Watch where the news originates from and where it originates. It is important to confirm information" (Interview, 2019).

Presence The role of stakeholders in solving the hoax problem is expected to start from upstream to downstream. Upstream issues are the responsibility of the government in coordination with the Indonesian police and cyber teams, while downstream is the role of social media activists to spread literacy in efforts to overcome hoaxes in the community (Howard& Hussain, 2013).

Not only that, to optimize the dissemination of information to ward off false news (hoaxes), the stakeholders must establish a communication network through the WhatsApp application.

This communication network contains government public relations personnel at the central and regional levels. Through this information group, the stakeholders are expected to be able to filter the information before being shared (sharing) properly. Group members also provide information related to activities carried out in their respective institutions to be known by group members in the hope of being disseminated to the WhatsApp group at their respective agencies quickly and accurately.

4 CONCLUSION

Collaboration between stakeholders in efforts to overcome hoaxes is an obligation for parties to overcome destructive information. Stakeholders here include the central government, local governments, NGOs, social media volunteers, social media activists, academics, and the public who are expected to be active to minimize the spread of hoaxes and overcome hoaxes.

The stakeholders must also have the same enthusiasm in protecting the public from false information. Furthermore, the government must lead the coordination of these stakeholders in accelerating the pace of coordination with platform providers, such as Facebook, Twitter, Instagram, Path, and other various platforms to prevent the spread of false news (hoaxes).

Another step that can be done is giving good literacy to the public about the importance of ethics and sensitivity when interacting in cyberspace. Another thing that is no less important is to clarify as soon as possible when there is false news by building counter-narratives to be distributed to the public in a constructive nature. These steps, if done by all parties appropriately, are expected to reduce the rate of spread of false news in the community.

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