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HOAX DISSEMINATION IN NEW MEDIA

(A Netnography Study on Facebook)

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Abstract

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Based on the observations that researchers do in social media up, researchers found that the spread of information is divided into two types, the first type is where the dissemination of information in social media Facebook comes from one account that performs reposting activities (not primary source information). The second type is where the dissemination of information in social media facebook comes from one account that became the primary source of information.

Keywords: Hoax, Facebook, Netnography

A. Research Background

The emergence of new cultural elements in a society will be welcomed and responded to in various ways by the community. Some societies can not to adapt and receive well but others are not able to adapt and take the benefits properly, so that new forms of civilization often cause many worries and new problems for certain communities.

Technological advances in various fields exist and influence people's lives with certainty. People who do not want to be left behind in the process of development and cultural change to advanced and modern civilization must immediately learn and adapt to new patterns and rules in various areas of life. Patterns of interaction in community relationships have evolved and changed due to rapid technological developments in this century, so the emergence of a new form of communication culture is unavoidable even in people who still want to survive with the pattern of old culture

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this century, so the emergence of a new form of communication culture is unavoidable even in people who still want to survive with the pattern of old culture.

Contradictory occur in people who are trying to adjust to new cultural elements, often followed by disorganization and even disintegration, of course, this is not our desire, then we should really be very wise to respond to and act so new cultural pattern should be more of a positive aspect that will make our lives better and not just to spoil and cause discomfort.

New media is a necessity, social media has become an important part in our daily lives, many matters can and should be solved with the help of social media. This cultural element has been targeting almost all groups and layers of society in this country that in fact is very plural with various races, ethnicities and religions as well as differences in class levels and social status. A social reality develops and is interesting to observe and learn as the stretch of society to find its identity in the current social and cultural system associated with the use of social media raises both positive and negative phenomena.

Hoax emerged as a new term in our language setting that we use every day. Literally hoax is defined as false news. Hoax is a phenomenon in new media in the use of social media. Hoax really becomes a phenomenon in society, when followed by the presence of a viral phenomenon that the circulation process quickly a post through social media because followers continue to share these postings. The phenomenon of hoax and viral become a dramatic couple in cyberspace because of the impact it can cause. The culture among Indonesian people to share information on their social media account help spread hoax more easily and quickly. Hoax that becomes virally negative can be a misconfigured knowledge that can even form a belief that can encourage members of society to act blindly without taking any consideration in advance. It causes misperceptions between people and slanderous slanders as an attempt to assassinate characters for individuals or groups and community institutions.

Messages in which there is information or false news conveyed in ordinary real-world conversations may be rapidly evaporating and meaningless because they may

only be regarded as mere chats or jokes that are not important enough to be observed and not easily spread widely. In contrast to hoaxes, information or false news conveyed through cyberspace, which is various types of social media that develop in the community is a verbal message that cannot be easily removed and discontinued. When community members are not smart enough to receive and manage the news they receive through social media, it is likely to immediately replicate it and share the hoax, which is possible because technology makes it easy to do so. Some research shows that not only uneducated members of the community who do this but also members of the community who in fact already have a higher education, so unwittingly there has been a process of duping in the community, unfortunately this happens when the community is holding smart technology in his hands. Maybe good understanding and consciousness will not sway man to the uncertainty of information circulating in cyberspace. A social media user who has this understanding will seek to react and judge a message from social media with full awareness and responsibility (Zamroni & Sukiratnasari, 2011: 84).

What kind of cultural form is actually developing in our society related to this hoax problem? Euphoria can get information easily through the internet whether it really is believed to be a culture of openness and a manisfestation of democracy where accessing information is a right. Delivering a number of information is of course a form of channeling and self-expression that can be very positive. Getting certain information can also be a fulfillment of the needs of community members. Indeed, the cultured society in utilizing social media is the smart one in conveying information or being smart in receiving information?

B. Research Goal

This study aims to describe the dissemination of hoax on social media up, For that purpose then Facebook becomes the object of research because there are 71.6 million users in Indonesia and it becomes the first social media platform widely used in the country (http://tekno.liputan6.com). And personal account involved in the

dissemination of hoax became the subject of this study. The requirement is that an account should often involve in the dissemination of information on Facebook in the period of one month in April 2017.

C. Previous Research

Sabilul Maarifah Karmidi (2014) in his research entitled " Kredibilitas informasi di era kebebasan produksi berita pada masyarakat yang terkonvergen", states; the Internet transforms the pattern of information dissemination becomes more flexible, accessible and can be done in accordance with the needs and desires of the community. There is a change of pattern in society that becomes recursive when simultaneously a person becomes consumer and news producer. The era of information democracy makes the widespread use of media to enable news that anyone can experience in engineering, manipulation, over-preaching, simplification, even forgery without the filtration and identity of the maker, so credibility and reliability of information and news are questioned.

Nindyo Budi Kumoro (2012) through his research on "Konsep diri dan penyebaran wacana dalam cyberspace: Tantangan bagi penelitian Antropologi", argues that the cyberspace structure in the internet that we know as the virtual world gives free space for every individual to take any action. People also no longer passively receive information from the mass media, but can actively produce and disseminate their own information. Currently the power of discourse is no longer held by the centers of information dissemination such as state or mass media but on every individual who can access information technology. On the other hand this phenomenon also triggers a boom in information where people can no longer differentiate useful or not, which is appropriate or not. Surely the use of interaction in this virtual world affects the lives of real people and forms new patterns in human social relationships.

Rio Heykhal Belvage (2012), did a research on Digital Human Culture through an existentialist approach attempts to explore the world of cyberspace and explains the human form of digital based on the seven elements of universal culture as expressed

by Koentjaraningrat. Language, science, technology, livelihood, trust and art. Conclude that; Cyber human communication with each other is intertwined through text, images, video and sound. He recognizes himself through it-whether or not it represents the identity of a cyber human. When in the real-world man cannot obtain existence as he wishes, existence can still be obtained in the cyber world. In it, man can live dashing with his idea, with alter-ego, with his passion, and with his imagination. As in the real world, there are a variety of human characters that can be easily encountered in the cyber world. By accessing www.google.com and we write keywords, we can meet cyber humans scattered there, from characters that seem to give the impression of serious, religious, until the characters are humorous, naughty, and so forth.

D. Theoretical Review

New Media or online media is defined as a product of mediated communication technologies that exist along with digital computers (Creeber and Martin, 2009). Another definition of online media is the media in which it consists of a mixture of various elements. That means there is a convergence of media in it, where some media are made into one (Lievrouw, 2011). New Media is a medium that uses the internet, technology-based online media, has a flexible character, is potentially interactive and can function both privately and publicly (Mondry, 2008: 13).

One part of new media is "Network Society". "Network society" is the social formation that is structured from groups, organizations and mass communities that affirm the initial form of the organization from all sides (individuals, groups, organizations, and social groups). In other words, the fundamental aspect of this theory formation is all that has a broad relationship of collectivity (Van Dijk, 2006: 20).

E. Research Method

This study aims to describe the dissemination of information with the theme of hoax in social media, so in finding the pattern of information dissemination method that will be used is ethnography, where ethnography is the domain of anthropology and

used by anthropology scientists to study a culture, or sub-culture, or meso culture. The domain of data in this study is virtual with a media that prioritizes the mastery of technology in interaction and communication (virtual). Therefor Terry Flew (2005) in Arif (2012: 168) calls the new media as the form that combine the three Cs; computing and information technology (IT), communication network, digitized media and information content, for which the ethnography adopted in this study in data processing is virtual ethnography, where in the virtual ethnography artifact sub-culture is the source of data in this study is data is virtual, or words that are considered as actions.

"Netnography is participant-observational research based in online fieldwork. It uses computer-mediated communications as a source of data to arrive at the ethnographic understanding and representation of a cultural or communal phenomenon "(Kozinets, 2010: 60). On the above definition, virtual ethnography or netnography is a participant-based observation study based on online work, using communication with online technology as a source of data for the purpose of ethnographic understanding and representation of cultural phenomena.

F. Research Findings

Based on the observations that researchers do in social media up, researchers found that the spread of information is divided into two types, the first type is where the dissemination of information in social media facebook comes from one account that performs reposting activities (not primary source information). The second type is where the dissemination of information in social media facebook comes from one account that became the primary source of information.

From the interviews that the researchers did with some accounts that became secondary sources of information, the majority said they were confident with the information they were redistributing due to the main reason that the information they obtained was obtained from a reliable source of online media which was a media institution official such as kompas.com and tribunnews.com.

While the results of interviews with some sources of this research who became the primary source of information states that they are so confident in the truth of information they have, on the basis of that belief they disseminate information on the basis of their concern for friends or relations they have in social media. But the truth about the information they have cannot be accounted for, for several reasons. First they do not validate the truth of the information, which, in the end, even if they believe in the truth of the information they cannot account for it, because they do not fully understand the issue of the information they have and propagate. This is evident from one account posting a mystical issue in which the speaker uploaded a short video showing a ghostly figure, the observation results reinforced by the interview the researchers did, where the speaker acknowledged that he was not a supernatural expert and only received the video submission from relatives through other social media that he has, which is then uploaded so that other relatives in the media up can view the video.

This is also the second reason in the matter of the truth of information where, the information disseminated is not the information obtained directly by the resource person in this study. But not all sources spread the hoax news, as seen from observations in social media on Facebook where researchers found one of the news posts where the account uploaded a photo taken from the newspaper. These findings suggest that accounts can be a credible source even though they are not a direct source of information, but include information from reliable and accountable sources, that is, print media.

As Abrar (2003) argues that the message controller is audiences, it is explained that the use of communication technology has always given rise to social change in society. A social media user who has this understanding will seek to react and judge a message from social media with full awareness and responsibility (Zamroni & Sukiratnasari, 2011: 84). This statement is seen in the study of this study, where in the dissemination of information in Facebook media there are always pros and cons, there are those who agree and some are not agree.

From the results of the observation showed that the information disseminated by secondary sources of information that reposts from the official online media does not invite negative comments, the opposite actually happens, where the primary source of information that is assessed cannot be accounted for invites a lot of negative comments, falseness of the news.

While the primary source who gets information on direct experience invites a lot of positive comments, it can be seen from the observations that researchers do where the news that the majority distributed is personal such as one example is the account information of the account owner's graduation in obtaining a bachelor's degree. Supported from interviews with resource persons who uploaded photos in the information that said that the photo was done at the end of the graduation procession, while from some other informants who get the information said that they appreciate the information and provide positive comments, even some of the sources include like in the post information on the basis of their belief in the truth of that personal information. Some of these speakers also stated that they would include negative comments if they doubted the information was distributed and would not share the information with other accounts.

G. Discussion

There has not been much literacy on the exact definition of hoax, but Harley (2008) generally makes the identification of news categories considered hoaxes, namely: hoax information usually has a characteristic chain letter with a sentence like "Spread this to everyone you know, if no, something unpleasant will happen. "Second, the hoax information usually does not include an event date or does not have a realistic or verifiable date, such as" yesterday "or" issued by ... "statements that show no clarity. Then the third, hoax information usually does not have an expiration date on the information warning, even though the presence of the date will also prove nothing, but may have prolonged effects of anxiety. Fourth, no identifiable organization is cited as a source of information or includes an organization but is usually unrelated to

information. Upon such identification, the authors found that much information is spread in facebook social media which refers to the above three identification points. Only the first point that is not found in the flow of information that occurs in social media facebook.

Behind someone spreading information there is usually a motivation that encourages him to do so. There are several schools that discuss this motivation, one of which belongs to Abraham Maslow (1987) which explains that motivation is the impetus for humans to do something on the basis of their own needs. Man's behavior is born of encouragement or motivation derived from multiple needs. "Humans are motivated by a number of basic needs that are the same for all species, unchanged and derived from genetic or instinctive sources" (Goble, 1987: 70).

According to Maslow, there are four basic human needs (Novita, 2016: 36). Physiological needs, The need for security, The need for belonging and belonging and a sense of affection (social needs, and The need for appreciation.

Of the four types of needs presented by Maslow, it appears that the third requirement is the need for a sense of belonging and belonging and a sense of affection (social needs) to be one motivation that encourages someone to disseminate information in this study, as found in this study that a person disseminates information on the basis of their concern for their friends or relations they have in their social media.

In addition to the need for a sense of belonging and belonging and a sense of affection (social needs), the need for appreciation is also a source of motivation to disseminate information found in this study. This can be seen from the spreaders of information that do repost from the official online media does not invite a lot of negative comments. So the number of likes and comments provided by friends or relations of the account then the disseminator of information felt himself more competent and his confidence will increase, so he felt rewarded from others especially if you get positive comments. With the increase in self-confidence and feel himself has been appreciated then the spreader of information is increasingly more productive in producing information (Maslow, 1987).

Ease of information dissemination of course supported by the features that exist in each social media. Just by clicking the feature share, repost or retweet then the information is spread and can be accessed by friends or relationships that connect with the spreader of such information. With these features, then the party who disseminate the information into the second or umpteenth who also spread the information that could have been valid or not yet valid. Dissemination of information on the internet can also be done by writing the information in a private account or by copying paste a post other people (without repost) that could be real events or hoaxes. Sometimes the writing is based on experience or stories that they believe is true, or in the form of an opinion they then spread through their facebook or social media.

When viewed from the findings of the research with the ease of dissemination of information through facebook, both types of information dissemination derived from an account that performs reposting activities (not primary sources of information) and the type of information dissemination in social media facebook comes from one account that became the primary source of information can be done by spreading according to the original (just reposting it), interpreting and rewriting the interpretation, or deliberately re-edit which of course the truth needs to be validated first so as not to become a hoax.

Information management means that it can be defined how to organize a flow of information. Likewise with the information on facebook and other social media, users should be able to organize information which is worth reading and disseminated to the crowd.

Dissemination of information on facebook that do the reposting activity also need to be arranged (manage) by user. Users should read and process carefully the information from the title to the contents, the account that contains it, if necessary check and re-information with other accounts that are already credible, do not just repost but do not know the content. Likewise with the dissemination of information derived from a single account that became the primary source of information, the user must be able to understand and process the content he will write and spread it, the data used whether

to support the writing or not, the video or photos used in accordance or not with the topic presented.

H. Conclusions

Information hoax occurs due to lack of poster to understand the issues posted. The lack of a thorough reading culture and a lack of willingness to check and reconcile issues and seek other information is one of the reasons for this. Poster is too easy to believe in the information so that a hoax occurs, this can be because the technology gives ease to do so. If the poster understands the issues he posted or reads, he will not be swayed by the uncertainty of the information he gets.

Hoax information always creates controversy, some would accept it, some would not. Hoax which literally means false news, where a lie must have caused controversy. Understanding is the key to the community's reaction, whether or not the hoax information is not educational or age. Parties who understand will not accept and spread the information hoax, on the contrary parties who do not understand will receive and disseminate it even be a belief for them.

Hoax also appear because of poor management in information. Any information that will be posted and deployed should be well managed, because if it is not managed properly it will give birth to a hoax. Poor management of information such as not checking the account of reference, not reading the entire information, uploading unrevealed photos or videos, and more. Management is not good that is causing feud in social media between the pros and cons with the information.

Dissemination of information included with the confirmation process (issue review) will reduce the dissemination of hoax information. Most hoaxes occur in the absence of a confirmation process. The poster swallows the information he gets so he is sure that the information is not hoaxed. If the poster knows the confirmation process he should have confirmed it before posting it and spreading it.

I. Recommendations

Posters should understand the growing issues in social media. Not all issues are true, so as a poster must be able to understand the issue before posting and disseminating it through social media. Understanding the issue can be done by reading the main media or other mass media that can already be guaranteed credibility.

Post hoax information that cause controversy should the poster take action to find out whether the post is true or hoax. The poster should be willing to remove the post if it is a hoax and the poster should also clarify that the post is a hoax. Before making a post or disseminating something in social media, well every poster manages it well. Posters are advised to check and re-enter what will be posted, posters are also advised to retrieve data from major media or other mass media, other than that the poster should understand and membca the entire information.

Each poster must confirm what is posted, from this process the user can compare what information is true and what is not. Society can compare from the data used by each party or other elements contained in each post.

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