



The Motivation of Hoax Message Recipients in the Process of Disseminating Hoax Information on Facebook Group

Wien Hesthi Rahayu; Prahastiwi Utari; Mahendra Wijaya

Faculty of Social and Political Science, Sebelas Maret University, Surakarta, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v6i4.1015>

Abstract

The background of this research is that social media brings new changes in people's lives in the field of communication. This new change sometimes has a negative impact. An example of the negative impact is the spread of uncontrolled hoax information. The purpose of this study was to find out how the motivation for public participation in disseminating hoax information. The method used in this study was an in-depth interview with a group of respondents who redistributed the hoax messages they got from the Group on Facebook. The results of the research show that there are 3 people's motivations in spreading hoaxes, 1) Dissatisfaction with the ruling leader 2) Intolerance towards minorities 3) Do not want non-Muslims to become leaders.

Keywords: Motivation; Hoax; Facebook; Social Media

Introduction

Communication by the community began to become easier with the help of technology. The presence of the internet is a medium for communicating in a new style, without the limitations of space and time. Only by using a set of computer tools and internet connection network can you easily get information. The presence of the internet is not only present as advancements in technology, but also as new media in connecting individuals with other individuals in education and information exchange. As explained by McQuail (1987:16) that as a new electronic media device that includes several technological systems; transmission system (via cable or satellite), miniaturization system, information storage, and search system, presentation system, and control system (by computer).

The ease with which this occurs makes it easier to braid access to information. As a result, there is a lot of spreading false information or better known as hoax news. The circulation of hoax news today has become a scourge until the Government enforces regulations so that people are more careful in using the internet. The Indonesian government has updated Law No. 11 of 2008 concerning Information and Electronic Transactions (ITE) which took effect starting Monday, November 28, 2016. Thus, people's behavior on the internet including on social media has limits. One can no longer speak arbitrarily on social media. However, this does not rule out the possibility of spreading false news or hoax news.

Indonesian Kompas newspaper on November 25th 2016, explained that social media in Indonesia was recently filled with false news. News with questionable truth circulated widely in the

community. Messages that are not necessarily true but have been spread in various circles can cause public opinion. As is known that public opinion is a united opinion that arises from a group of people who gather spontaneously, discuss a controversial issue, discuss it and try to overcome it. Public opinion can also create public divisions.

Kompas.com, *liputan6.com*, *tempo.co*, and *tribunnews.com* explained that the Indonesian government had blocked 11 hoax sites, including *voa-islam.com*, *nahimunkar.com*, *kiblat.net*, *bisjarah.com*, *dakwahtangerang.com*, *islampos.com*, *izzamedia.com*, *gensyiah.com*, *abuzubair.net*, *muqawamah.com* and *suaranews.com*. Eleven of these sites have a similar appearance to official and trusted news sites in Indonesia. Blocking these sites is caused by containing negative content, phishing (fraud by stealing the target account), and malware (software/programs that aim to damage or infiltrate computer systems quietly).

Blocking is done so that the public can access information in accordance with the correct journalistic rules. This was done considering the importance of the real function of the press, namely as a provider of information, educational media, entertainment media, as well as social control (Yosef, 2009: 18). As for the blocking of these media, of course, a media does not provide the function as it should or instead tends to cloud the flow of information in the community.

The existence of increasingly sophisticated technology also presents a new form of communication in cyberspace or in the cyber world which is currently widely used namely social media. More information flow is spread on social media than conventional media. A variety of social media exists to facilitate the community in establishing communication and staying connected without distance, including Facebook, Twitter, Instagram, Youtube, Path, and others. One social media that has many features and the number of users is increasing, namely Facebook. Since its foundation in 2004, Facebook has experienced rapid development. Social media as a form of metamorphosis based on new media has destroyed the territorial boundaries. Social media explodes, plagues, and gives birth to an extraordinary fondness. Social media with all its charms anesthetize all users (Eka, 2014: 27).

The Facebook company through *kompas.com* described an increase in the number of active users in Indonesia in 2016 to 88 million. This is an increase compared to 2015 used by 82 million people in Indonesia. The increase in users is also due to the widespread use of smartphones (smartphones) or gadgets that make it easier for individuals to access the internet. As many as 88 million active Facebook users in Indonesia in 2016, 94 percent access Facebook through gadgets. The increase in Facebook users is also a medium for socializing when someone chooses to use the internet in search of news. Research from Forrester Research in 2004 stated that the effects of the internet have changed conventional conceptions of several important activities and businesses. This then becomes the reason the newspaper industry is affected by the development of the internet network.

The Indonesian Internet Service Providers Association (APJII) found the results of a survey in 2016 which stated that the biggest reason someone accesses the internet is to obtain information. As many as 31.3 million people use the internet to get information, and then other reasons are to fill up leisure time, work matters, socialization, education, entertainment, and doing business. The print newspaper industries then began to fill opportunities by using the internet. Facebook as social media has features that can support the wishes of the people above. The features offered by Facebook can share text, images or photos, and videos. Facebook also has a feature that can share information from an official news website through a sharing link.

Dissemination of information that is not true by adding sentences that are not in accordance with the original news and then become increasingly rampant on Facebook. The focus is now not only on one person but also on the current government. Especially the group features presented by Facebook. Groups on Facebook that allow members to upload any posts or links can be a field for hoax news mushrooming. It is known that INFO WONG SOLO is a group that is on Facebook with the status of "public group" (accessible to anyone). There are five Facebook groups with the same name, including INFO WONG

SOLO (IWS), Info Wong Solo (closed group), Info Wong Solo (IWS), and info wong solo. The five groups created to provide information to each other among fellow citizens or communities living within the scope of Solo Raya (Surakarta, Sukoharjo, Boyolali, Karanganyar, Sragen, Wonogiri). Of the five groups, INFO WONG SOLO is the group with the most members, which is 432.129 and continues to grow. Instead of being a center for information seeking and communicating with each other, the group tends to contain hoax news that is spread by its members. The source of the news that was distributed was not credible and had never even been heard before as the Indonesian mass media. Messages that appear or sentences in the news lead to hate speech whose sources are less accountable.

The newly created website or website is packaged as neatly as possible like official media in Indonesia. However, the site or website may just be a blog or website that is not official to become media. Information that is repeated can be embedded in a person. Especially considering the number of hoax news lately often accepted by the public. The issues that often arise on Facebook account INFO WONG SOLO are about politics and racism.

Pei-Wen, et.al (2016) researched what made Facebook users share content with other users. The results of his research found that an individual Facebook user shares information with other users with the aim of psychology, social capital focus, and types of content.

The focus is on receiving messages from Facebook users. Existing hoax messages can certainly be ignored if Facebook users can verify the truth. However, when that does not happen, the spread is inevitable. According to Stuart Hall, the true reception of a message is not to the sender of the message, but the recipient of the message. Moreover, issues that often arise and become the current debate in Indonesia around politics and racism.

Both of these issues spread to every line of society. The issue of racism which became popular emerged rapidly when the DKI Jakarta Governor Election was held for the 2017-2022 period. The issue became increasingly hotly discussed by Indonesians when the candidate for Governor of DKI Jakarta, Christian, Basuki Tjahaja Purnama (Ahok), mentioned Surah Al-Maidah in the Al Qur'an in his campaign. This issue has swelled up a lot of hoax information about religion in Indonesia, whether related to Ahok or not, flying in the mass media is no exception on social media. Seeing the urgency of the problem of hoaxes and the reasons above, the researcher wanted to raise a study entitled "*The Motivation of Hoax Message Recipients in the Process of Disseminating Hoax Information on Facebook Groups*"

Hoax Information

Hoax is defined as tricks, jokes, tricks, which refers more to false publicity. Therefore in this study, the term hoax information was chosen. This selection is based on the basic understanding of the word hoax itself (deception), and its form in the form of information or messages when it is distributed (as objects) on the internet.

Survey results from MASTEL (Indonesian Telematics Society) in 2017 show that hoax news has several definitions. Among them (1) intentional hoax,(2) inciting news,(3) inaccurate news, (4) prophecy or science fiction news, (5) news that corners the government. The form of hoaxes that are often accepted by the public is in the form of writing, pictures, and videos. Hoax has significant negative impacts,including disturbing social peace, damaging community harmony, and can hamper development. The type of hoax that is often accepted by the public is themed (1) social politics, (2) racism, (3) food and beverage, (4) science and technology, (5) sad news, (6) jokes , (7) disaster, and (8) traffic.

Characteristics of information or hoax messages will continue to develop over the times. There is also information or semi-hoax messages, that is information whose essence is true but its usefulness and value is questioned. Most hoax information dissemination starts from good intentions to pay attention or

help others. However, there is hoax information that is intended for personal pleasure when successfully deceiving others.

There are rules of thumb in identifying hoaxes in general (Harley, 2008). First, hoaxes have the characteristics of a chain message by including the phrase "*Spread this to everyone you know, otherwise something unpleasant will happen*". Second, the hoax information does not include the date of the event and does not have a verifiable time statement such as "yesterday" or "written by ...".

Third, hoax information has no expiration date on information warnings. If there is a date, it will not give any effect. However, it creates prolonged anxiety for the reader. Fourth, that is not assisted by the organization as a source of information related to the message delivered. Usually, only include phrases like "According to someone who works at Google" (or other large organizations).

According to Maslow motivation is the urge to humans to do something based on their needs, including in spreading hoax information. "Humans are motivated by some basic needs that are the same for all species, unchanging and derived from genetic or instinctive sources" (1987: 70). In Maslow's theory, there are five most basic human needs, namely: (1) physiological needs, (2) security and safety needs, (3) love needs, (4) appreciation needs, and (5) self-actualization needs. Based on the level of basic needs above, Maslow said that human motivation for something is centered on human beings themselves, not only from the environment or passion but is a whole. Motivation is an encouragement to humans to do something based on their needs, in this case including spreading hoaxes.

Regarding hoax information, Harley explained that most of the hoax's work was originally made from good intentions, by inviting to spread useful letters/chain information (such as reminding of virus problems). Of course, some hoaxes (or semi-hoaxes) emerge from misunderstandings or are separate from the truth because they spread further on the Internet (so they do not fit into the context of territory and time). However, much of the hoax information started by a misleading individual feels that his self-esteem is increasing every time one of his victims feels stupid when he realizes that they have been deceived.

Research Method

This type of research uses a qualitative method approach. The method used is in-depth interviews with respondents. Researchers took ten respondents who are members of the Facebook Group who are active in using Facebook and follow the Facebook group INFO WONG SOLO.

Results and Discussion

Not Satisfied With Government Policies

Several respondents from the Facebook group INFO WONG SOLO showed actions that showed disagreement with the government. Anti-government hoax is a hoax that contains issues related to government actions that are considered not suitable to be applied in Indonesia. Anti-government action can also be interpreted as against the government, namely not agreeing with the policies or actions of the government. Resistance to the government is manifested in sentences that reflect that the government is less assertive and less alert in dealing with problems at home and abroad. Dislike of the government in this study also refers to matters relating to invitations or appeals to take any action that is not following the policies set by the government. In this case, the voice of the government is deemed unnecessary to hear, so the most important thing is to take action based on the wishes of the respondents, for example, an invitation to conduct demonstrations and to draw opinions on government policies. The following are examples of interview quotes from respondents:

The current government does not fulfill its political promises during the first campaign. Examples such as the promise of the economy to grow by 7%. But in reality, even today have not been achieved. This is one proof of the failure of the government so I am not satisfied.
Respondent 1

I feel that the current government policy does not favor the voice of Muslims. many Muslim leaders are criminalized. This is really a real injustice from the current government.
Respondent 2.

This Jokowi's government has many problems that arise compared to before. At this time a lot of sheep fighting between groups. So it is very appropriate that we feel dissatisfied with the government's performance. Respondent 3.

What was promised when the campaign has not been achieved. Example one is the promise of creating 10 million jobs. But the facts on the ground don't have data that says up to 10 million jobs. But now, a lot of people become online motorcycle taxi drivers. There are no jobs for productive and beneficial for the nation's progress. Respondent 4.

Based on the description of the interview results above, it can be concluded that the majority of members of the Facebook group INFO WONG SOLO expressed dissatisfaction with the government from various aspects.

Intolerance of Minorities

Respondents in the hoax information they disseminate are always followed by an invitation not to elect non-Muslim leaders. In this case, the respondent wanted to take advantage of the majority vote held by Muslims not to vote for Ahok (the former of DKI Jakarta governor). To reinforce their argument, the respondent wrote the sentence "*It's not a hoax*". The sentence is an attempt of reposter so that the information shared is trusted by the reader. The main target of this information is Muslims. This is evident in the sentence "*Even in political Islam there are instructions*". Respondents targeted Muslims to win a majority vote so as not to elect non-Muslim leaders.

The information discusses to the case experienced by Ahok as the governor of DKI Jakarta at that time. In the next sentence, the respondent uses religious arguments to influence Muslims not to choose non-Muslim leaders both in political and non-political terms. At the end of the information, it is explained that the religious leader did not participate in politics, but rather performed an obligation to the people, namely preaching not to elect non-Muslim leaders. Then the respondent wrote that for Muslims who did not follow the advice of the cleric he was said to be a betrayer. The sentences were written by the respondent contradict the general election principle in Indonesia, which guarantees the freedom to choose whoever the leading candidate is. The existing law in Indonesia guarantees that all Indonesian citizens have the right to vote or be elected in general elections. The following are the results of interviews with respondents.

Indonesia should not be led by foreign descendants. They are afraid of their policies not in favor of the natives. Respondent 5.

Foreign investment from China is increasingly widespread in Indonesia. Do not let an area led by their descendants. Respondent 6.

Indigenous natives are more worthy of being leaders in this country. Why would the offspring become leaders here? I don't think it's necessary. The policy is not to favor the natives.
Respondent 7.

Foreign descendants are on average non-Muslim and have strong business strength in Indonesia. I don't think they need to take part in managing this country. It's enough that they master business in Indonesia. They have very strong capital support. Respondent 8.

Rejecting Non-Muslim Leaders Candidates

Respondents in the hoax information they disseminate are always followed by an invitation not to elect non-Muslim leaders. In this case, the respondent wanted to take advantage of the majority vote held by Muslims not to vote for Ahok. To reinforce their argument, the respondent wrote the sentence "It's not a hoax". The sentence is an attempt of reposer so that the information shared is trusted by the reader. The main target of this information is Muslims. This is evident in the sentence "Even in political Islam there are instructions". Respondents targeted Muslims with the aim of winning a majority vote so as not to elect non-Muslim leaders.

The information alluded to the case experienced by Ahok as the governor of DKI Jakarta at that time. In the next sentence, the respondent uses religious arguments to influence Muslims not to choose non-Muslim leaders both in political and non-political terms. At the end of the information it is explained that the religious leader of Muslims did not participate in politics, but rather performed an obligation to the people, namely preaching not to elect non-Muslim leaders (infidels). Then the respondent wrote that for Muslims who did not follow the advice of the cleric he was said to be a betrayer. The sentences written by the respondent contradict the general election principle in Indonesia, which guarantees the freedom to choose whoever the leader candidate is. The existing law in Indonesia guarantees that all Indonesian citizens have the right to vote or be elected in general elections.

In the district where the majority of Muslims should also be led by Muslims as well. The problem is that the policies will be in accordance with the majority vote. Sometimes even Muslim leaders support less than non-Muslim policies. Respondent 7.

Leaders in Indonesia must naturally be Muslim. Because representing the majority vote is important so that their interests don't clash. Respondent 8.

If the majority of citizens are Muslim, the leader must be naturally from the Muslim community as well. If the majority of its citizens are Christians, it's good to be a Christian leader too. Let it be equally delicious. Just look at eastern Indonesia, the leader is not Muslim. Respondent 9.

Islamic scholars ordered that the leader of the faith be chosen. So yes we as Muslims should choose a leader who is Muslim too. Respondent 10.

Most of the respondents happen to be Muslim, so they write answers according to their views as Muslims. The majority of respondents choose leaders who are in one of their groups. So if there is hoax information attacking non-Muslims they agree.

Conclusion

The results of this study indicate that the majority of respondents who joined the Facebook group INFO WONG SOLO supported the dissemination of hoax information. This was done because they have their views on the conditions that occur in Indonesia today. This view is motivated by dissatisfaction with the current ruling government in Indonesia, concern when led by minorities and not wanting to be led by non-Muslims. Most members of the Facebook group INFO WONG SOLO are Muslim. So in answering the question they also take it from their perspective. Hoax information that conflicts with the government tends to be supported for dissemination. This is considered as an attempt to replace the ruling government so that according to the wishes of the respondents. This method is not appropriate in an Indonesian

country that adheres to the principles of law. So it needs prevention and enlightenment to users of social media on any platform to improve how to channel aspirations.

Another aspect which is the main key to the motivation is dissatisfaction with the current government policies. Respondents felt that their voices were not heard, so when there was hoax information about the government they immediately trusted it. This feeling of trustworthiness then makes the respondent want to tell others. This attitude then led to the process of spreading hoax information on social media, especially the Facebook group.

References

- APJII. (2018). Survey Penetrasi dan Perilaku Pengguna Internet Indonesia 2018. Retrieved from <https://apjii.or.id/survei>
- Eka, Nada SA. (2014). Media, Masyarakat dan Realitas Sosial. Surakarta: UNS Press.
- Harley, David. (2008). Common Hoaxes and Chain Letters, Vol.1.San Diego: ESET LCC. E-book.
- Kompas newspaper. (2016). Medsos Dipadati Berita Abal-abal, pp. 20-21.
- Maslow, A. (1987). Motivation and Personality. New York: Harper and Row.
- MASTEL. (2017). Hasil Survey Hoax Nasional 2017. Retrieved from <https://mastel.id/hasil-survey-wabah-hoax-nasional-2017/>
- McQuail, D. (1987). Teori Komunikasi Massa. Jakarta: Erlangga.
- Pei-Wen, et all. (2016). What makes users share content on Facebook? Compatibility among psychological incentive, social capital focus, and content type. Journal of Computers in Human Behavior, Vol.67, pg.23-32.
- Yosef, Jani. (2009). To be a Journalist. Yogyakarta: Graha Ilmu.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).