Fact Checking of Hoaxes by Masyarakat Antifitnah Indonesia

Niken Pupy Satyawati [1]; Prahastiwi Utari; Sri Hastjarjo [2]

[1] Student of Master Communication Science, Sebelas Maret University, Indonesia

[2] Master Communication Science, Sebelas Maret University, Indonesia

Abstract

Hoaxes in social media become a serious problem in the world, include Indonesia. This paper explores what volunteers of Masyarakat Anti-Fitnah Indonesia (Mafindo) do to produce messages against hoax in Facebook. This research applies qualitative descriptive methodology about the production of anti hoax messages and fact checking of hoaxes in social media, conducted by volunteers of Mafindo. The discussion shows that the production of anti-hoax messages and fact checking as done by Mafindo volunteers is very important to compensate for the hoax spread in social media. This research contributes to the world of new media research, where the production messages and fact checking against hoax by communities becomes a novelty and new phenomenon in Indonesia.

Keywords: Hoax; New Media; Fact Checking; Mafindo; Social Media

Introduction

Social media is becoming a means of spreading hoaxes from hoax manufacturer sites. The role of social media and blogosphere to the negative news releases is also tackled (Lowe, H, 2012). Corrections of the rumor also went viral on the same day(Chua, A.Y.K., S.-M.,Goh, D.H.,&Lim,E.-P.,2016).As social media has played a pervasive role in the way people communicate, such data opens new opportunities and solutions to a wide range of challenges (Chae, J., Zhang, J., Ko, S., Malik, A., Connell, H., & Ebert, D. S.,2016).

Hoax is not just an ordinary phenomenon, it has even become an art (Fleming, C., & O'Carroll, J. , 2010). In pursuing this argument, a reseacrh considered what it means for social science to play its particular 'language game', highlighting the similarities and differences between the hoax's and social sciences' efforts to 'seem true'(Hynes, M., Sharpe, S., & Greig, A., 2012). The article focuses on global warming tells about the great hoax of the 21st century. It highlights the book "2009 The End of Darwinism" which tells the story of the Piltdown Man whose discovery has become the hoax of the century (Buchanan, P. J. 2010).

The Indonesia Ministry of Communications and Informatics (Kominfo) noted, until the end of 2016 there are at least 800.000 hoax spreaders sites,as disclosed Minister Rudiantara (www.cnnindonesia.com, December 19th 2016). New Hoax-hoax also appear, come and go. Hoax is not only a national problem. Moreover, the phenomenon of hoax has become a global concern / world, as explained by Minister of Kominfo in Diplomatic Forum with theme "*Media Mainstream vs Media Sosial*" in Jakarta (kominfo.go.id, April 27th 2017).

Meanwhile, the Indonesian Telematics Society (Mastel Id) survey on the impact of spreading false news shows that 84% of internet users are disturbed by the hoax. As many as 75.9% stated that the hoax affected the harmony of the community. And 70.9% agreed that the hoax hampered development. Mastel Id survey results also showed hoax dominated by SARA factors, up to 91.8%. While the path of dissemination through social media, which is as much as 92.4% (detik.com, February 13th 2017). There are 61% receive a hoax every day, even a day they find more than one hoax.

The number of Internet users and social media increased dramatically. The recently released Tetra Pak Index 2017 report lists 132 million internet users in Indonesia. While almost half are social media enthusiasts, or ranged in the figure of 40%. This figure increased considerably compared to last year, in 2016 the increase of internet users in Indonesia ranged 51% or about 45 million users, followed by a growth of 34% active users of social media. While users accessing social media via mobile are at 39% (detik.com, September 27th 2017). This research is related to fact checking in Facebook social media. Therefore the authors feel the need to describe the data how many Facebook users around the world, scattered anywhere they are, and which country is the largest population using Facebook.

Data show Indonesia ranked fourth in the world with the most active users. This is revealed from the We Are Social and Hootsuite research report released on LinkedIn (liputan6.com, April 21st 2017). Facebook itself is claimed to dominate the world of social media in the world. To date, the social media giant owned by Mark Zuckerberg has gained 1,968 billion active users. As many as 89 percent of them access via smartphone and 61 percent access Facebook every day.

Once broken down by gender, 44 percent of users are women and 56 percent are men. Aggressive growth in users is also driven by the number of users in India. In the last 3 months, 22 million new users joined Facebook. Every day, there are 250 thousand new users. India is said to be able to conquer the United States (US) related to the number of user growth. The United States (US) is still ranked first with the most active Facebook users. Noted, there are 219 million Facebook users in Uncle Sam's country. Following India afterwards - slightly different - with 213 million users. Brazil sits sweetly in third place with 123 million users, and Indonesia ranks fourth with 111 million users.

What are the hoax issues that surfaced in Indonesia? Okezone.com in October 7, 2017 edition notes, some of the most talked about hoaxes in social media are rush money movement, raid of Chinese labor to Indonesia and so on.

Hoax is a global phenomenon, not just in Indonesia. What about conditions abroad? One of the hoax-related stories abroad, reported many hoax sites or false news when the US presidential election then came from Veles, a small town in Macedonia. From Veles the teenagers write sensational news, which is not clear the truth, then spread through Facebook and other sites, which eventually bring tens of thousands of euros per month from advertising. People call it the 'digital golden harvest'. Goran (not his real name), a 19-year-old student at Veles told a BBC correspondent accused Americans of being very happy with the lies. They do not care (if) the news they read is accurate or a lie. Therefore he and his friends produce it and they get the financial benefit from the news. Goran represents one of dozens or even hundreds of teenagers in Macedonia who reap the immense benefits of the pro-Donald Trump-proofed hoax in the US presidential election. From the talk at this cafe, Goran 'unlocks secrets' how he

and his colleagues make and spread false news. Usually Goran and his colleagues publish sensational or bombastic news that material is taken from the right wing sites in America that strongly support Trump. (bbc.com, January 11, 2017).

Seeing the phenomenon of hoax which sharpens the polarization of Indonesian society after the 2014 presidential election, in 2016 a number of representatives of several community members of civil society who have concern and feel concern about the hoax of declaring Masyarakat Indonesia Anti Hoax. But a reason related in legally problem, this community becomes Masyarakat Anti Fitnah Indonesia (hereinafter referred to as Mafindo). Mafindo is an official association organization established on November 19, 2016, by Notarial Deed No. 1 dated November 19, 2016 made by Isma Januarti SH, M.KN by Decree of Establishment of Associations Number AHU-0078919.AH.01.07.TAHUN 2016-Minister of Law and Human Rights. Mafindo is chaired by Septiaji Eko Nugroho, one of the group's Forum Anti Fitnah Hasut dan Hoax (hereinafter referred to as FAFHH) -a hoax clarification group and fact-checking on Facebook.

Mafindo since August 2018 has been becoming one of three institution in Indonesia which officially certified by International Fact Checking Network (IFCN). In September 2018, Mafindo won Tasrif Award from Aliansi Jurnalis Independen (AJI) for dedication in digital media literacy. Mafindo also as one of awardee in Anugerah Komunikasi by ISKI and Kominfo Ministry. During 2019, Mafindo accepted awards from Kepolisian Republik Indonesia (Polri), Komisi Pemilihan Umum (KPU) Indonesia and Badan Pengawas Pemilihan Umum (Bawaslu) Indonesia.

Methods

This study uses a qualitative method. According to Patton in the book Qualitative Research Methodology (Ahmadi, 2014) this method is used to understand phenomena that are happening scientifically. This method was chosen because the researchers wanted to get a natural picture of the fact-checking activities carried out by Mafindo volunteers to limit the spread of hoaxes in Indonesia.

Researchers interviewed informants to dig up information. Informants are people who know and have a variety of basic information needed in research.

The following is a list of informants interviewed by researchers:

1. Mr Septiaji Eko Nugroho: Founder and leader of Mafindo
2. Mr Harry Sufehmi: Founder FAFHH and
3. Mr Eko Juniarto
4. Adi Syafitrah
5. Bentang Febrylian
6. Aldie El Kaezzar
7. Aizza Ken Susanti
8. Michelle Dian Pratiwi

Result and Discussion

Fact checking activities on the FAFHH Facebook group are carried out in two ways. The first is voluntary by group members in crowdsourcing, where members have the same opportunity. As long as you are already a member of the group, you can directly do the fact check / check. The results of the fact check are then posted. Before the broadcast, the content is moderated first by the group admins.

But this first method is not necessarily the result. The risk can be that there are many results of fact checking in one day, sometimes none at all. Even though every day there are only hoax waiting to find the truth. Therefore, the second method was taken by a number of Mafindo volunteers who became fact checkers in full time.

The full time fact checker gets rewards from sponsors for their work. Thus every day there are results of fact checks that are published in the group. They coordinate with each other in fact finding work. The following are the findings of interviews with a number of full time fact checkers and a number of fact checkers who are not part of the full time team.

Understanding Levels of Fact Checking

The average fact checker has a proper understanding of the concept of hoax. Especially Mafindo volunteers who have joined the full time fact checker have participated in a training of trainers on fact checking organized by the Google News Initiative. Even among them are now becoming trainers in various activities for other communities. But the understanding of one fact checker with another is not the same, but there are levels.

The basic understanding of the types of hoax that guide fact checkers is as issued by First Draft. First Draft is an organization formed by journalists themselves and is dedicated to supporting journalists, academics and technology who are trying to overcome challenges related to trust and truth in the digital age. In addition, fact checkers are also bound by the agreed correction policies. The hoax according to First Draft can be:

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1. Satire / parody: this content has no malicious intent, but can be deceptive
2. False Connection: this content contains a different title than the news content
3. False Context: the content is presented with the wrong context narrative
4. Misleading Content: content is twisted to denigrate
5. Imposter Content: content profiteers the names of certain public figures
6. Manipulated Content: Existing content is modified to deceive

7. Fabricated Content: 100% fake content.
 (https://medium.com/1st-draft/fake-news-its-complicated-d0f773766c79)

Regarding the level of understanding of fact checkers, it was stated by Harry Sufehmi, a fact checker, founder of FAFHH who is also a member of the Mafindo Presidium who oversees the fact checking field. According to Harry, there are levels in debunking hoax from a simple understanding of tracing that leads to a claim of true or false information, to a certain level of understanding where fact checkers have the ability to classify hoax according to the First Draft.

"There are levels of hoax debunking capabilities. From simple, right and wrong. Until those who can do the academic classification are false context, misinformation and so on, the seven First Draft classifications. To get here, we need fact-checking training. And after that QA or quality control every day." (Harry Sufehmi, interview, 14 September 2019)

Meanwhile in line with Harry, one member of the full time fact checker named Adi Syafitrah stated the level of fact checking ability, related to the fact checker experience following a number of trainings held by a number of institutions. For himself, this understanding is not only obtained by training but also by direct work. While working, he learned while doing (learning by doing).

"If we are on average learning by doing. (Check fact) there is no formal level of education. I initially worked at IH (Indonesian Hoaxes) before Mafindo. So because accustomed. The other one is a journalist base. If I take part in training from Google during the launch of Cekfakta.com at Grand Melia, two days. Same live checking at Google's office. There is a certified trainer from Google. Indonesian friends who already have Mr. Aji and Mr. Ari. Google Initiative Network." (Adi Syafitrah, interview 14 September 2019)

Fact Checker's Operational Procedure

Mafindo's factor checker is bound to the standard operational procedure (SOP) / guidelines or principles that are their attitude in producing a rebuttal message against hoax. The principles as revealed by Harry Sufehmi (interview 14 September 2014) are:

1. Fair & Neutral
The political & religious preferences of fact checkers must not influence the results of their work. Right must be declared right, and wrong must be declared wrong.

2. Trusted
The fact-checking process must use reliable and accountable sources.

3. Explain at what point the hoax is
Put it as a title or in the first paragraph: because taking into account the fact that the level of literacy in Indonesia is extraordinarily low, then the title and / or paragraph must already contain a conclusion. If not / if the reader is left to draw his own conclusions, then there has been an incident, where the posting of the debunk hoax was even distributed - because they instead believed the hoax denied in the post. Present the actual facts, along with supporting evidence.

4. Screenshot
Including evidence is a screenshot of the hoax article. This is to avoid the "hit and run" mode - posting hoaxes that are already viral, then deleted, so that they cannot be sued by the injured party.

5. Does not break the law
Debunking of hoax is prohibited in which the process violates the laws of the Republic of Indonesia or is of a racial nature.

6. Doxing is prohibited
Doxing / witch hunting, which is the activity of hunting down hoax spreaders and exposing their data to the public. Fact checker only denies hoax, nothing more than that. The matter of finding out who the perpetrators are is left to the authorities (police officers, etc.). This is because too many hoaxes are spread from fake accounts / accounts that have been hacked / seized from the real owner. If we are not careful, then we can wrongly blame innocent people.

Other factor checkers, Bentang Febrylian revealed, to comply with the guidelines set specifically produce fair, neutral and reliable reports, fact checkers as fact examiners are required to be more careful in presenting the results of fact checking. This is different from the media that can claim information as a hoax because the journalists do work to go directly to the field to dig up information. Therefore according to Bentang, his party used to compare the results of fact checking with information contained in the media. Not one but more than one media.

"As a fact checker, fact checkers are asked to be more careful in presenting the results of fact checking. Another case with the media, which can easily claim an information as a hoax. Fact checker Mafindo used to compare beforehand to one media with other media to analyze the results of checking the facts themselves." (Bentang Febrylian, interview 19 September 2019)

Credible Media as a Reference

When finding content that is suspected hoax, what is in the minds of fact checkers? The most productive fact checker in the FAFHH group who is also the Chair of the Fact Check Committee at the Mafindo organization, Aribowo Sasmito, said that when dealing with content that was suspected to be a hoax, he would usually identify a number of things. Then he will seek rebuttal from credible media. A credible media that has been verified by the Press Council as a reference because it is considered more trusted.

"When finding hoax, the first thing I observed was the specifications of the hoax, then what the narration was about. Only then look for rebuttal. Rebuttal to haoks is information sourced from credible media from a press company that has been verified by the Press Council. The reason is because the credible media crew is bound to journalistic code of ethics. They carry out the discipline of verification and the work process is considered to have been through a mechanism based on strict journalistic values and the rules applied by the press company concerned." (Aribowo Sasmito, interview 31 August 2019)

Aribowo Sasmito said that the rebuttal is usually indeed from credible media. However, sometimes there are also some unique cases where the rebuttal is precisely from the blog. For example the case of a photo that was manipulated, instead met the rebuttal on the blog. Because logically the original was the first to be uploaded.

"The rebuttal is usually credible news in the media. But there are also unique cases, for example where the head priest is replaced by Pak Prabowo. That rebuttal is on the blog. While blogs, actually including the category of content that is not credible. But based on logic, if the form is an image, then

the first one to be uploaded is the original one. And the original was posted on the blog." (Aribowo Sasmito, interview 31 August, 2019)

Fact Checker Competency

Not just anyone can be a fact checker (fact checker), especially those who carry out tasks in full time, where the day-to-day task is to examine the facts. There are special skills that must be possessed by a fact checker. That expertise is needed to do a fact check. This is as described by Harry Sufehmi. According to him, at least a fact checker must have the following skills:

1. Critical thinking
2. Emotional skepticism
3. Investigative way of thinking
4. Writing skills

"A fact checker must have critical thinking skills, emotional skepticism, investigative thinking and writing skills. Writing skills are needed because the results of fact checking must be reported in written form. Some Mafindo fact checker team members happened to be former journalists." (Harry Sufehmi, interview, 14 September 2019).

Meanwhile Adi Syafitrah admitted, writing skill is a basic thing that must be owned by a fact checker. He himself is not a journalist background but from the field of information technology (IT). While writing skills are obtained from self-study.

"What is clear is that writing is standard, very basic. Because if not, it can be denied. Journalistic skills are required. Because people think it's good to just copy and paste, not really. We need sewing to make articles that can be read publicly. I have not attended journalism training. Learning by doing. Because if in Mafindo there is already a standard starting from writing what, what should the title be. Get used to it." (Adi Syafitrah, interview 14 September 2019)

Hoax Information Sources

There are a number of sources of information where fact checkers can get material for fact check work.

The ideas / material tracing facts is based on information absorbed from:

- FAFHH member report
- Report of turnbackhoax.id site readers
- Reports on the Hoax Buster Tools application
- Kalimasada user report
- Monitoring Crowd Tangle application
- Sharing from relatives in WA groups or other channels

Fact checkers do rely on reports from the public through various channels. This is as stated by Harry Sufehmi and the fact checkers.

"We rely on reports from the public, from various channels namely report forms, whatsapp, facebook groups, etc. And reports from facebook, we get a special dashboard that shows content that is being viral. So that we can see what is really hoax, and need to be prioritized to be debunked." (Harry Sufehmi, interview 14 September 2019)

Meanwhile, Bentang Febrylian checker stated that to absorb information, the fact checkers explore social media, monitoring WA groups on personal cellphones to find out the hoax people are talking about.

"Every day the FC (fact checker) team always roams social media to find information that doesn't match the facts. Not only social media, I myself also always monitor Whatsapp groups that are on my personal mobile to be a source of hoax." (Bentang Febrylian, interview 14 September 2014)

Coordination in the Telegram and WhatsApp Groups

Fact-finding work requires coordination. For this reason, fact checkers join a WhatsApp group and also a Telegram. But Telegram became the main group. In addition to exchanging information, the group is also a means of sharing tasks, the aim of which is to avoid overlapping, in which one case of a hoax that has been handled by a fact checker is not handled by another fact checker simultaneously.

"We coordinate via the Telegram group. There we share assignments, and help one another. The consideration is because the Telegram group is more 'lighter' than WhatsApp, the content is stored in the cloud when in Telegram. Whereas Whatsapp on our cellphones is more 'heavy'." (Harry Sufehmi, interview, 14 September 2019)

The same thing was said by Bentang Febrylian. She added, group members usually report what cases the facts will be examined. This was done to reduce the risk of overlapping.

"After searching for hoax, we used to report what we were going to check for the facts. We coordinate through Telegram, which includes the FC team. This is done to reduce the risk of overlapping in conducting the examination of the facts themselves." (Bentang Febrylian, interview, 14 September 2019)

Prioritizing Severe Hoaxes

Every day, there are just new hoax that circulate in cyberspace. Hoax involve a variety of issues and are related to various institutions. Which should be prioritized for a fact check? Apparently, severe and urgent hoaxes are preferred for clarification. For example, the hoax that attacked the Election Organizers during the election season. If clarification is not immediately carried out, the damage is high and threatens the integrity of the nation.

"We apply a priority scale, based on severity, that is, how severe & urgency, whether it needs to be quickly addressed. Severe & urgent hoaxes will be sought immediately handled immediately, if necessary rollicking. Hoax that are not urgent & are not severe, like flat earth, so we postponed the handling." (Harry Sufehmi, interview, 14 September 2019)

The same thing was said by Aldie El Kaezzar. Priority applies to crucial issues. Crucially here could be related to racial issues.

"The crucial thing is about SARA or the virus. Election time, for example, about server settings. That's so viral. This is the case where the @cowboy account was finally arrested. Or about SARA, for example, the narrow Mobile Brigade case." Aldie El Kaezzar, interview 28 October 2019).

Tools to Check Facts

There are many ways to browse for information that is suspected to be hoax. One of them is utilizing tools or applications in the online world, such as Google Reverse Image to trace the authenticity of photos, RevEye Reverse Image and Hoax Buster Tools. Apart from various tools, also in other ways. Even though all fact checkers have mastered a number of tools to carry out fact finding, they cannot rely on tools as the only "weapon" in doing fact check work. Tools don't always work. This was explained by Harry Sufehmi.

"Debunk hoaxes don't always use tools. Was there ever a Google scientist asking how we handled deepfakes? Do we have the technology to detect deepfakes? I declare that until now we have never found deepfakes hoax, my guess is that there are still many who can be fooled only with fake headlines. So, why bother making hoof deepfakes, if you can do mass fraud just by making fake headlines? "(Harry Sufehmi, 14 September 2019)

While Aribowo Sasmito states, although the tools are helpful, they cannot be used as the only mainstay for debunk hoax. Logic in this case takes an important role.

"For example, like a picture of a white car that was edited so that there is writing Gerindra. Tools help but can't rely on that one. Check for facts more demanding accuracy. Aribowo also pointed out the case of children who died in the refrigerator, called because of the cold, apparently not because of that. The refrigerator is an old refrigerator and placed in the yard of the house. So logically the cause of death is due to oxygen depletion."(Aribowo Sasmito, interview 31 August, 2019)

Journalistic Rules

Every institution that does fact checking has its own policy on how to produce antihoax messages. For example, media such as Liputan6.com, Tirto.id, use article writing style as their core as a mass media that strictly applies journalistic rules.

Meanwhile, for the fact checkers in the FAFHH group. Based on the findings of the researchers, the fact checker report conducted by the fact checker generally fulfills a number of journalistic aspects, including:

- News value (important, actual, there is a closeness with Indonesia, big events, touching / human interest)
- The principle of the inverted pyramid, the conclusion at the beginning
- 5W + 1H principle (what, when, who, which, why, how)

Related to this, Aribowo admitted, indeed the background of most of Mafindo's full-time fact checkers was journalists. If a fact-examiner has journalistic expertise, it will be very helpful especially in writing the fact-finding report. Nevertheless he stated that a fact cheker was not required to have a journalist background or master expertise in journalism.

"You don't have to. If the basis is indeed necessary. But to be a fact checker you don't have to have journalistic expertise. Nice to have. Maybe just need to add skills about the writing. Writing a fact-

finding report is different from writing a report on a journalist's coverage. So if the results of checking the facts are as short as possible, as short as possible. Let it be easier for people to read. If there are winged sentences in journalistic format, conclusions can be listed below. Now if we reverse it."(Aribowo Sasmito, interview 29 August 2019)

Aldie El kaezzar added that the reference attachment was made to reinforce the message. While the reference is not merely from credible media.

"In rebutting hoax, it is not merely using credible media links to reinforce the message. To make a reliable rebuttal message, sometimes related to several hoax to contact the parties mentioned in the hoax including the victim to get clarification. I do it through social media if available, or through other channels. If the party in the form of a company / organization, I do not hesitate to look for contacts. For the first alternative I will try to contact via social media. To get social media, I will browse with the company's keywords." (Aldie El Kaezzar, interview 19 September 2019)

Correction Policy

Harry Sufehmi admitted, despite using credible media as a source of rebuttal, he admitted that sometimes the media cannot be guaranteed 100% because the people working behind him are people who can make mistakes.

"Hoax denial from the media is not always credible, because as I said, humans cannot be guaranteed to be 100% correct. And this has been proven - from time to time, we find various errors in the mass media. And this is humane. When the media is wrong, we will try to let you know. So that they can be corrected." (Harry Sufehmi, interview, 14 September 2019).

Meanwhile, FAFHH admin who is also Mafindo's advisor, Eko Juniarto, stated that sometimes the results of fact checking can be premature, meaning there are additional facts. If this happens, then there are several options that can be done. If the reference media is wrong, an additional addition (addendum policy) is made. There has also been a double posting event, then the admin deleted one of them, which was later posted.

"If it's premature since we use templates for posting, it's very rare. If it has been a case from which the media was wrong, we will provide a addendum. Or if it turns out to be a double post, one is deleted, not because it was wrong, just because it happened to be made together but because I postponed it only after the night, it turns out that someone has already discussed it, I deleted it later." (Eko Juniarto, interview 28 October 2019)

Therefore according to Eko Juniarto, admins tend to be very careful in posting. If indeed there is no credible source that can be used as a reference, then an information that is indicated hoax can not be discussed at FAFHH.

Network with Government, NGO and Journalists

The fact checkers in working to examine the facts do not only coordinate with fellow fact checkers within the WhatsApp group or the Telegram group with fellow fact checkers Mafindo. Moreover, those who are members of the group initiated by Mafindo also network with many parties, including fact checkers from other groups.

"The fact checking team network with anyone, because we realize that the work against the hoax is too big for us alone. With journalists including the CekFakta and AJI networks, the government for information sources from authorities, NGOs, social media platforms for handling hoaxes on their platforms, etc." (Harry Sufehmi, interview 14 September 2019)

While networking with media journalists, is based on special reasons because journalists have advantages compared to fact checkers in the Mafindo group. This is as said by Adi Syafitrah.

"Connect with media friends, especially those who are members of the program Cekfakta.com initiated by Google. Because they master accuracy, then they have the right to issue statements, reach out to speakers and others that are not owned by us." (Adi Syafitrah, interview 14 September 2019)

The Logic of Message Design

The findings of the researcher, most of the results of fact checking conducted by fact checkers are written in rhetorical logic. While some others apply conventional logic. One of the speakers, Aribowo Sasmito, who produced the most messages, reached 74 messages from 297 samples (25%). Almost all messages produced by Aribowo use the logic of rhetorical message design. There are 71 messages with rhetorical logic. While the remaining 3 messages use conventional logic.

In this case the researcher developed the question "why do they use such designs in producing antihoax messages" to the speakers. Answering this, Aribowo said, to achieve the current format where antihoax messages are always accompanied by links in the form of references from credible media, after a long process.

"Finally the fact checkers tried to adjust, including the rule that the headlines / titles must have been in the form of a final conclusion. It can be seen in every post of search results conducted by volunteers or fact checkers in the FAFHH group that always begins with a final conclusion whether it turns out that what was traced was false, correct, containing disinformation, misinformation or other information." (Aribowo Sasmito, interview 29 August 2019)

Aribowo stated, the format of the hoax rebuttal achieved today is also not a format that follows the International Fact Checking Network (IFCN) standard. IFCN does not provide guidance to fact checking agencies on its network to rebut hoax with certain formats. To note, Mafindo is one of the institutions in Indonesia that received the IFCN certificate, and the only organization outside the press publishing company that obtained the certification. Other institutions holding IFCN certification are Kompas Gramedia, Tempo and Tirto.id. The use of references in the form of links and accompanied by the inclusion of a complete body of news from credible media in each final part of the hoax rebuttal, according to Aribowo Sasmito, as an argument in strengthening the rebuttal.

"About the reference, it is also a specific request from FAFHH users who use Facebook Free features. As everyone knows, users who use Facebook Free feature use social media without a browsing package. So they asked for copy paste (copas) these references. As a consequence, every hoax rebuttal becomes long." (Aribowo Sasmito, interview 29 August 2019)

In the past, Aribowo continued, the fact checkers only included links in the reference section. Users, thus, must search for the link themselves. But as time passed, the link was finally presented complete with its contents to provide access to Facebook Free users.

Acknowledgement

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