Factors Causing the Spread of Hoax News Via Social Media in Village Communities

by

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Abstract

This research will reveal factors that can cause the spread of hoaxes in the midst of society. The benefit for the development of our jurisprudence is to know how we should behave and what we will do to prevent the spread of false news in the mass media from happening again. We can also inform the public on the dangers caused by the circulation of false news through the mass media to the public. It is in the hope that in the future the public will no longer spread the news that is not necessarily the truth. This research must be carried out because the spread of false news has been perilous if it is circulated in the midst of the community because it will cause slander and lies that can harm the community either individually or detrimental to the wider community, even this can possibly trigger to cause conflict or riots. The findings of this study are beneficial for students, academics, government and the public to add insight into the factors that cause why our society are partial to spread false news. It is also hoped that in the future we know how to overcome them. The method of approach used in this study is the R and D approaches while data analysis using qualitative methods. The output of the research is the Article Publication of the Accredited Journal and Intellectual Property Rights in the form of Copyright. TKT in this study is proposed between 3 (three). Some factors that cause the spread of hoax news include the presence of pleasure element; an attempt to go viral or make sensation on the internet and social media; a way to get more money by collaborating with unscrupulous buzzers (e.g. Saracen cases); A mere social participation- to make it look more exciting; a propaganda to corner certain parties (black campaigns); an intent to cause unrest; an intent to spread hoax and bring into conflict. The causes that emerge the spread of hoax news include the lack of interest in reading; the trait of people who are easily trust their close relatives and people; an enthusiasm to be considered as the most updated person; an information acquisition presumed to be accurate from trusted people; an ease availability for people in having modern and inexpensive communication tools.

Keywords: Fake news, social media, village communities, spread of hoax news

Introduction:

Human civilization continues to change and develop from what was originally all manual, then turned into semi-digital, and currently, all became digital or often called the cyber era. Nowadays, we can spread the news so quickly, and practically, the news that we want to preach can be easily shared with the general public. At this time, in addition to the media mentioned above, there is a means called social media which offers numerous formats and features and is currently present in the midst of Indonesian people's lives. These social media include Wikipedia, Friendster, Facebook, Youtube, Twitter, Tumblr, BBM, WhatsApp, Instagram, and many more that can be used for social broadcasting.

Dissemination of news through online media is not only done by communication media that already have an appellation but now everyone can also play a role in the dissemination of information. Information disseminated by these individuals who are more likely to have no responsibility for the truth of the information also contains hoax news. Seeing people who are easily affected by news without finding out the truth of the news can be a problem and can even cause conflict in the community.

As mentioned earlier about the effects of hoax news, one is easily ignited people's emotions. The impact is in fact really happening in the community, where they trust the hoax issues that are spread, causing harm to others who are considered as objects of the issue. An example of the case is the issue of child abduction which has been talked about lately, and which has alarmed parents. In Sumenep Madura, this reaction came with the beatings and mistreatment of three people who were identified as having mental disorders because of the widespread news on that the characteristics of the kidnapper who was said to be pretending and acting like a mentally ill or beggar-like person. This falsehood has affected eventually people with mental disorders in the area who became victims of the beatings.

Examples of the cases above indicate that hoax news has become more widespread and has negative influences on people's lives. This of course must be a special concern of the government to deal with the spread of hoax issues. Data presented by the Ministry of Communication and Information Technology says there are as many as 800 thousand sites in Indonesia that are indicated as spreading false news and hate speech. The government has also taken steps to overcome this hoax news by screening or filtering for sites, while for social media, the government is working with the social media providers.

Handling hoax cases is not enough to only be handled by the government alone, but can also be done by educational institutions. Educational institutions can play a role in providing education about the characteristics of hoax news and how to respond to it. While personally the public can also help in minimizing the spread of hoax news by not easily believing provocative news titles in the form of accusations to certain parties with plagiarism from an official account which has been altered. Society should check the unofficial site addresses and examine the facts about whether the news is accurate or not.

The public must also be cautious in spreading the news that has no known truth or hoaxes because currently there is a specific Law in regards to the Information and Electronic Transaction or Law number 11 of 2008. It is a law that regulates information and electronic transactions wherein article 28 Paragraph 1 of the ITE Law which contains any person who intentionally or without the right to spread lies and mislead, the threat can be subject to a maximum sentence of six years and a maximum fine of Rp. 1 billion.

Technological developments that occur at this time have a good impact on the dissemination of information. However, the information in various ways can easily be acquired by

people but sometimes this is deceitful information. So that people are confused to filter out what is right and what is wrong. Thus, this technological progress must be regulated by strict legal rules. And reinforce the community togetherness to join forces with the government so that the spread of false news through social media can be prevented.

Theoretical Framework:

Definition of Criminal Acts:

The prohibited action aspect that is accompanied by criminal threats is often referred to as criminal acts (derived from the word *strafbaar feit*), which is also often referred to as *delik* (derived from the word delict). Crime is a formulation of an action that is prohibited to be carried out (in the legislation) accompanied by a criminal threat for those who violate the prohibition.

Scholars translate the term *strafbaar feit* or *delict* with various terms. The scholars' translations include:

i.   According to Moeljatno, a criminal act as a translation of the *strafbaarh feit* is an act that is prohibited and threatened with criminal or "whoever violates the provision and the act must also be truly felt by the community as an act that must not or hinder the achievement of the social order system that society is aspired by (Kanter & Sianturi, 2002).

ii.   According to Wirjono Prodjokoro, a criminal act as a translation of a *strafbaar fei*t is an act in which the culprit may be subject to criminal penalties and the offender may be said to be the subject of a criminal act.

iii.   Saleh (2012) has expressed his opinion regarding the definition of criminal acts, namely acts which by criminal law are declared as prohibited acts.

Definition of Prevention:

Prevention is the act of the authorities in an effort to block, stop, or reduce the impact or the resulting risks that are guaranteed. According to the Indonesian Dictionary, prevention is the process, way, action to prevent, or the act of holding so that something does not happen. It is a process, method, action to prevent or the act of detaining in order to avoid spreading news through social media.

Spreading the Slander News (Hoax):

According to R. Soesilo in his book "Criminal Law (KUHP) and His Comments Complete Article By Article" (p. 269), the defendant can only be punished with Article 390 of the Criminal Code, if it turns out that the news broadcast is false. What is seen as false news, not only tells news that is hollow, but also tells incorrectly about an event. In our opinion, this explanation also applies to Article 28 paragraph (1) of the ITE Law. News that tells the lies about an incident is also deemed as a hoax.

Social Media:

Social media is an online media, with its users, can easily participate, share, and create content including blogs, social networks, wikis, forums, and the virtual world. Blogs, social networks, and wikis are the most common forms of social media used by people throughout the world. Another opinion says that social media is online media that supports social interaction and social media using web-based technology that turns communication into interactive dialogue. Andreas Kaplan and Michael Haenlein as written by Cahyono (2016) explain social media as an internet-based application group that builds on the ideology and technology of Web 2.0, and that enables the creation and exchange of user-generated content.

Rural Communities (traditional groups):

What is meant by a village according to Sutardjo Kartodikusuma is as follows: A village is a legal entity in which a separate government community lives. According to Bintaro, the village is an embodiment or unit of geography, social, economic, political, and cultural in that place (an area), in mutual relations and influence with other regions. In the traditional word sociology dictionary from English, Traditional means that customs and beliefs that are passed on and maintained, and there are several opinions which are viewed from various aspects that, understanding the village itself contains complexities that are interrelated with one another, between elements. The village is still regarded as a standard and maintainers of indigenous life systems and indigenous cultures such as the custom of communal help, community, fraternity, mutual cooperation, and disposition in dress, customs, arts, moral life, and others with clear characteristics.

Methodology:

The research method contains a description of the method used to obtain data or information. The research method serves as a guideline and basis for procedures for conducting research operations for writing a scientific work that is carried out. In accordance with the issues raised and to answer the research objectives, this research steps used as follows:

Types of Research and Nature of Research:

This type of research conducted is a normative juridical study (Soekanto & Mamudji, 2001), because this study examines applicable legal norms related to the concept of Prevention of Dissemination of Fake News (Hoax) through Social Media Based on Local Wisdom of Village Communities. Normative juridical research as confirmed by Mahmud Marzuki (2008) is a process to find legal rules, legal principles, and legal doctrines to answer the legal issues at hand. In legal research, what is investigated is the intrinsic legal condition, namely law as a value system and law as social norms. The results to be achieved by legal research are not looking for answers to the effectiveness of a provision, the influence of non-legal factors on the rule of law, the role of a particular institution in law enforcement (Soekanto & Mamudji, 2001).

The nature of this research is analytical descriptive (Soekanto, 1995), meaning that this research illustrates how a legal provision in the context of legal theories in its presentation illustrates various issues related to the Prevention of Spreading the Fake News (Hoax) through Social Media Based on Local Wisdom of Village Communities.

Data Source:

The method of this research is by means of literature study and study of the Act So, the tool used is the collection of data and materials related to the concept of Prevention of Spreading the Fake News (Hoax) through Social Media Based on Local Wisdom of Village Communities, as for the data needed in this study are secondary data, including:

Secondary Data:

Secondary data obtained through library research (library research) consisting of: Primary legal materials, namely: legislation relating to the urgency of the concept of prevention of spreading the fake news (hoax) through social media based on local wisdom of village communities which also include;

i.   Law Number 11, the Year 2008 concerning Information and Electronic Transactions (ITE Law) as amended by Law Number 19, the Year 2016 concerning Amendments to Law Number 11 Year 2008 concerning Electronic Information and Transactions.

ii. Law Number 1 of 1946 concerning the Criminal Code Act. Secondary legal material, which is in the form of writings, both in the form of books and articles that contain comments and analysis on the Prevention of Spreading of Fake News (Hoax) through Social Media Based on Local Wisdom of Village Communities.

Besides, tertiary legal material is also used which is material that can provide instructions and explanations for primary and secondary legal materials, such as dictionaries, encyclopedias, and so on.

Data Collection Technique:

Secondary data were obtained from literature and legislation related to the problem that is being studied and investigated.

Data Analysis:

All data that have been obtained and collected will then be analyzed qualitatively, the intention being that all data will be analyzed by interpreting the quality of the opinions or responses of informants, then explaining them completely and comprehensively about various aspects related to the subject matter (Soemitro, 2011). Furthermore, conclusions will be drawn using the deductive method, namely: drawing conclusions carried out by describing things that are general in nature and then outline it to the things that are specific.

Research Results:

Factors that Cause an Individual to Spread the Fake News:

We know that the current hoax news spreading is happening in Indonesia, especially during election periods, in the midst of the public circulating various hoaxes that cornering each other's political opponents, the situation of the spread of hoaxes is disturbing for people in Indonesia. This is because, with the spread of this hoax news, many parties were harmed by this fraud. As we

know, it is now increasingly easy for the public to get any information from various social media applications, including Facebook, Instagram, WhatsApp, and others. With the application, it is also easier for the public to spread information and unquestionably people who are not responsible also use it to spread news/hoaxes. The application provides an opportunity for many people to express their opinions and voice their thoughts that previously might never have been able to disclose due to limitations of the forum for an opinion. Social media has also become a new expression room for the world community in recent years.

The growth of internet users from year to year is always increasing rapidly; it has an impact on the events of spreading hoax that is increasingly rife by internet users in Indonesia. This irresponsible party has a goal, one of which is to herd public opinion and then form a false perception of the actual information. Marwan (2016) mentions that there are four risks arising from hoax news, namely apart from wasting time and money, hoaxes become a diversion of the issue, hoaxes as a means of public fraud, hoaxes as a trigger for public panic, and hoaxes can trigger mass riots. In spreading hoaxes, usually the irresponsible parties commit a lie and consciously spread false information.

The spread of news/information about this hoax occurs because almost everyone in Indonesia today from the young to the elderly has a smartphone that has been connected to the internet. In the past when we were interacting with the internet, we had to use a computer, but now we only need to use smartphones in our hands. Consequently, it is not surprising if our country is currently ranked quite high in terms of connoisseurs of internet services, which is ranked 6th of all countries in the world. This is one of the factors driving the spread of information quickly, but with this, it is also used by irresponsible parties who take advantage of the rapid dissemination of this information to create and disseminate hoaxes.

Professor of communication at Padjadjaran University in Bandung, Deddy Mulyana said that there are major factors that cause hoax to spread easily in Indonesia. That factor is the unique character of the Indonesian people who are considered not accustomed to differing opinions or democratically healthy. This condition is one of the factors that make people swallow hoax easily and spread deliberately. Indonesian people have always liked to gather and tell stories, but often the things discussed are not necessarily true, because the culture of collectivism is not accompanied by the ability to process data.

After examining some of the literature above, we can take some things that can cause people to spread hoax content on social media, including:

i.   For pleasure and fun or sheer inclination. Everyone has their own way to make themselves feel happy. With the sophistication of technology today, people can do strange things as well as rare and illogical which lead to causing admiration that is facetious and full of fantasy.

ii.   This is an attempt to make a sensation on the internet and social media; some usually plan to go viral and grab the attention of more users. Website owners deliberately provide click-bait content just to seek public attention.

iii.   Some spread the hoax in order to get more money by collaborating with unscrupulous buzzers (e.g. Saracen cases in Indonesia)

iv.   Some just plan to plainly join in and jump into conversation – trying to make it look more exciting and in total commotion. This is also one of the internet marketing strategies by presenting exaggerated news so that there will be more comments and likes so it looks livelier and busier.

v. A way to corner certain parties (black campaigns). This situation often occurs during ongoing elections / governor election / legislative election / presidential elections. That occurs when human's desire has defeated their logic as they are willing to do anything to have a position and as a result all means will be taken or justifies any tenacity.

vi. Deliberately causing anxiety. When the ugly/complicated situation begins to spread, anxiety arises in the midst of society. Some people take advantage of this unrest to make the most profit.

vii. There is also intent to spread the hoax to bring into conflict. This is what often happens in this day and age. There are individuals who are not responsible for spreading hoaxes only to create riots without certain interests or bring down both opponents.

According to Atsalis Difa (2019) in his article in a national mass media (Kompasiana.com) he stated that several causes and reasons, why people still believed hoax news and spread these, were:

1. Lack of Interest in Reading:

Interest in reading in Indonesia is still low, ranked 60 out of 60 countries where Muh. Syarif Bando as the head of the National library argues that because of the low interest in reading, some newsreaders only read a portion of the news content; some even read only the title. In fact, hoax news can actually be known for its characteristics if people are willing to read it thoroughly.

2. Trustworthy Society (No Check and Balance):

Based on a survey conducted by the TNS Office in the Connected Life 2017 research, it was concluded that 61 percent of Indonesian consumers would be happy to trust the information they obtained. This is inversely proportional to the world population where 1 in 3 (35%) of the world's population considers the content they see to be always trustworthy.

3. Wiling to Become the Most Updated Person:

Often when we access social media information comes either from the theme account or from the news loader website. Some people will be very "excited" if they get the information they like, to immediately share without going into the details in advance with the reason "to be the first to know". This is one of the reasons why hoax news spreads quickly in Indonesia.

4. Get information from trusted people:

Some people spread information without analyzing it first because they feel the person who provided the information can be trusted. Getting information from trusted people such as family or closest people means the news is valid and can be reliable. In fact, analysis and deepening of the detailed information still need to be done. Based on research conducted by Ruri Rosmalinda, the cause of the emergence of hoaxes is due to several factors including:

i. The ease for people in having modern, inexpensive communication tools. In this case the use of smartphones as information retrieval media.

ii.   The public is easily influenced by issues that are not clear without verifying or confirming the truth of the information/news. They will immediately take action to share information that is not yet clear and accurate.

iii. Lack of interest in reading. As a result there is a tendency to discuss the news that is not based on correct data but only relying on memory or personal sources that are not unblemished.

Conclusions:

1.   Factors that Cause One Individual to Spread Fake News are:

   i.   For the purpose of fun or sheer pleasure.
   ii.   An attempt to go viral and make a sensation on the internet and social media.
   iii. A way to make a profit and get more money by collaborating with unscrupulous buzzers (e.g. Saracen case)
   iv.   Intent to plainly join in and jump into the trending conversation - making it looks more exciting
   v.   A strategy to corner certain parties (black campaigns).
   vi.   A way to deliberately cause anxiety.
   vii. Intent to spread the hoax for the aim to bring people into conflict.

2.   The Causes of the Emerging and Spreading of Fake News / Hoaxes:

   i.   Lack of interest in reading
   ii.   Society who is known to be trusting and having no check and balance
   iii. The desire to be the most updated/ trendiest person
   iv.   Acquire information from trusted relatives which is assumed to be valid (e.g. friends and families)
   v.   The availability to have modern inexpensive communication tools for todays' people

Acknowledgement:

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