HOAX LANGUAGE STYLE IN INDONESIAN SOCIAL MEDIA

(*Gaya Bahasa Hoaks di Media Sosial Indonesia*)

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Abstract

This study aims to determine the form of hoax language on social media. This study uses a qualitative descriptive method designed to gather information about temporary situations. Sources of data used and presented regarding hoax news are taken from links to the anti-hoax forum www.turnbackhoax.id and www.hoaxbuster.id; virtual discussion forum from the page www.facebook.com/IndoHoaxBuster; www.facebook.com/groups/FAFHH; as well as some screenshots from the author's personal collection. Data collection techniques in this study used observation, documentation, and related previous research that contained hoax elements. Data analysis in this study used qualitative analysis. The results showed that the tendency of hoax language contained in social media was marked by: a) evocative titles, b) excessive use of punctuation, c) imperative words, and d) non-standard language. These linguistic signs can be used as parameters to detect information that is included in fact or fake news.
Keywords: Language, Hoax, Indonesian Social Media

Abstrak

Penelitian ini bertujuan untuk mengetahui bentuk bahasa hoax di media sosial. Penelitian ini menggunakan metode deskriptif kualitatif yang dirancang untuk mengumpulkan informasi tentang keadaan-keadaan yang sementara berlangsung. Sumber data yang dimanfaatkan dan disajikan berkenaan dengan berita hoaks diambil dari pranala forum anti-hoaks www.turnbackhoax.id dan www.hoaxbuster.id; forum diskusi virtual dari laman www.facebook.com/IndoHoaxBuster ; www.facebook.com/groups/FAFHH ; serta beberapa hasil screenshot koleksi pribadi penulis. Teknik pengumpulan data dalam penelitian ini menggunakan observasi, dokumentasi, dan penelitian terdahulu yang terkait yang mengandung unsur hoax. Analisis data dalam penelitian ini menggunakan analisis kualitatif. Hasil penelitian menunjukkan kecenderungan Bahasa hoaks yang terdapat dalam media sosial ditandai dengan: a) judul yang bersifat evokatif, b) penggunaan tanda baca yang berlebihan, c) kata imperatif, dan d) Bahasa yang tidak baku. Tanda-tanda kebahasaan yang tersebut dapat dimanfaatkan sebagai parameter untuk mendeteksi sebuah informasi masuk ke dalam berita fakta atau berita bohong.
Kata kunci: Bahasa, Hoax, Media Sosial Indonesia

INTRODUCTION

Currently, in Indonesia, there is a growing spread of fake news, known as hoaxes. The incident of spreading hoax news is very disturbing to the people in Indonesia, because many parties feel disadvantaged by this incident. Along with technological developments, it is easier for people to get any information from various social media applications including Instagram, LINE, and Whatsapp, but it is easier for irresponsible parties to spread hoax news. As part of information technology innovation, social media provides a space for someone to express opinions and voice their thoughts that previously might never have been expressed due to the limitations of the forum for opinion. Social media has also become a new space for expression for the world community in recent years (Tenriawali dkk., 2020).

Based on data obtained from various websites, in 2016 internet users reached 132.7 million people in Indonesia, 40% of which are active users of social media out of 256.2 million people in the total population of Indonesia. This number increased by 51.8% from 2014, when only 88 million people were connected to the internet or as social media users. Based on the 2016 Brandwatch survey, social media facts and statistics were obtained from 7.3 billion people in the world as of July 2015, the results were recorded "that as many as 3.7 billion internet users, as many as 2.3 billion active social media users with an average internet user having 5 social media accounts, in 2016 social media users rose 176 million, and every day there are 1 million mobile social media users, which is equivalent to 12 people.

Indonesia is very vulnerable to being affected by hoaxes because the number of internet accesses will reach more than 50 percent in 2020 of the total population of Indonesia. Kominfo data shows that throughout 2020, there were 8,903 negative content reports by the public originating from Facebook and Instagram. The reported negative content is in the form of hoaxes and hates speech. When compared to 2019, the number of negative content reporting from Facebook and Instagram increased by 398.88 percent from the previous number in 2019, which was 2,232.

Research on the internet and hoaxes has been carried out by many previous researchers. In general, the results of previous research indicate that social media disseminate information quickly (Day, 2014). The ability to spread information quickly on social media automatically makes hoaxes spread very fast, causing certain effects, such as internet users who tend to find it difficult to distinguish correct and incorrect information. The tendency of people to only reading the main headings of the text, can cause panic and chaos and is a serious threat to democracy. In addition, hoaxes have themes and forms which can be simple and short narrative text (Ribeiro, Moretto, & Ortellado, 2018).

The rapid development of information and communication technology has consequences that have an impact on changes in the patterns of production and consumption of information carried out by the general public. Recently, the trend that has occurred is that people have started to switch from conventional media (print and television media) to digital media in order to obtain actual and factual information. Information published through digital media tends to be chosen because it does have a higher access speed when compared to conventional media (Farid, 2018). Unfortunately, as a result of the speed of access, the information that is circulated often does not go through a clear editing and verification process. As a result, people feel in a daze of 'confusion' when news facts and fake news are milling about so fast. Symptoms refer to a phenomenon known as culture shock. This surprise is marked by the presence of anxiety that is felt by a person or society when switching to a different

cultural environment (in this context the digital era) and the emergence of personal disorientation towards new experiences in utilizing technology. People who are usually treated to information from conventional media sources - which have gone through a strict editorial process - encounter new problems when everyone can produce information and news which are then disseminated through digital media. Truth and lies mix together so that information will appear vague, gray, and biased.

The exodus of news connoisseurs towards digital media can redefine the notion of mainstream media, which has been dominated by conventional media. Because in reality, digital media is now a new mecca for information seekers. The occurrence of this shift is evidenced by the increasing number of television channels / programs that adopt news from information published through digital media. Not infrequently, shows like On The Spot began to color each television channel. In fact, several television channels, whose programs are dominated by news programs, display current events that are currently viral or trending topics on social media such as Twitter, YouTube, or Facebook. No doubt, this opportunity is used by people who are not responsible for spreading fake news. Social media is a promising market for hoax circulation (Shao et al., 2018) to disturb the peace of society at all levels, regardless of age, profession, or even educational level.

Advances in information and communication technology have also accelerated widespread hoaxes. It is not surprising that social media is the main target because it is the application most frequently accessed by internet users. The public is treated to a lot of fake news pacing the timelines on their personal social media accounts. Because the titles are often provocative, bombastic, and excited, as a result users are hooked and easily share them by sharing and broadcasting to other accounts they are familiar with. This activity

is often not even preceded by clarification or checking the correctness of the information, a phenomenon known as Priyambodo (2013) with the term clicking monkey. This is testament to the culture shock that is happening around us.

Efforts to reduce the spread of hoaxes have actually begun, starting from media verification and blocking of sites by the Ministry of Communication and Information and press verification, the birth of anti hoax communities in various big cities, and forums discussion, either virtual or face-to-face. It seems that the only effective effort to tackle the spread of hoaxes in Indonesia is through literacy enhancement education, as stated by Rudiantara, the Minister of Communication and Information. Intelligence in digesting and producing information is the main thing that cannot be denied in this digital era. This is why digital literacy is part of the 21st century skills that must be possessed by the world's population which should be implemented into the school curriculum as is the case in developed countries (Tenriawali, 2018).

One form of increasing literacy can be achieved by continuous education to the public. With the increase in critical power and sharper analysis, it is hoped that this can become a provision for the community in facing the massive information circulating. In this context, language analysis can contribute in detecting fake news, in addition to analysis that is technological in nature. The title, terrace, and part of the news content produced by means of language can in fact be used as a parameter to detect the symptoms of a hoax news. This short article describes the linguistic features that appear with high frequency in several hoaxes, ranging from punctuation, words, to the narratives used in fake news.

Fake news or better known as hoax (hoax; hocus pocus) is defined as lies that are deliberately made to disguise the existing truth (Zubagia et al, 2016). In Merriam Webster, hoax is interpreted as an attempt to

trick objects into believing or accepting something that is wrong and does not make sense. In online KBBI, hoax is defined as: (1) untrue, lie (about news, messages, etc.); (2) fake news (Bajelidze et al, 2011). In its development, hoaxes can be interpreted as fake news that is deliberately spread to seek public excitement. Although according to the percentage of political issues becoming hot topics related to hoaxes, other issues such as sara, food and drink, health, sad news are also targets of fake news coverage. Based on the above background, this research will analyze the linguistic phenomenon that is usually used in hoax news on Indonesian social media.

RESEARCH METHOD

Research method is a comprehensive method or strategy to find or obtain the necessary data (Bin Tahir, 2017). This research is descriptive, research that aims to provide a description of a community or a particular group of people or a description of a symptom or a relationship between two or more symptoms (Bin Tahir, 2020). Descriptive method describes the nature of a situation that is currently running at the time of the study, and examines the causes of a particular symptom (Emzir, 2010).

This study uses a qualitative descriptive method designed to gather information about temporary situations. Qualitative descriptive research is a method of examining the status of a group of people, an object with the aim of making a systematic, factual and accurate descriptive, image or painting of the facts or phenomena being investigated (Bin Tahir & Hanapi, 2017). Based on the theory of phenomenology by Alfred Schutz, in The Penomenology of Social World (1967), it is argued that people actively interpret their experiences by giving signs and meanings about what they see. Furthermore, Schutz explained that sensory experience actually has no meaning. All that just exists, objects are meaningful (Narbuko & Ahmadi, 2013).

The process of meaning begins with a sensing process, a process of experience that must be continuous. This stream of sense experience, at first, was meaningless. Meaning arises when connected to previous experiences and through the process of interacting with other people. Therefore, there is an individual meaning, and there is also a collective meaning about a phenomenon (Saidna dkk, 2017). In this study, researchers collected data including: related previous research, reference books, observation and news documentation containing hoax elements.

Sources of data used and presented regarding hoax news are taken from links to the anti-hoax forum www.turnbackhoax.id and www.hoaxbuster.id; virtual discussion forum from the page www.facebook.com/IndoHoaxBuster; www.facebook.com/groups/FAFHH; as well as some screenshots from the author's personal collection. This source was chosen because the news published had been verified and tested whether the news was true or not with other more reliable news sources so that it was identified as hoax. The discredited news is then documented, classified, and analyzed based on the similarity in its linguistic elements, from punctuation, words, to narrative text using markup reading techniques (Wael dkk, 2021).

Data analysis is the systematic process of finding and organizing interview transcriptions, field notes, about these materials, and to enable you to present what you have found to others (Emzir, 2010). In this case the writer uses qualitative analysis, meaning that the collected data is then described in words, separated according to inductive thinking patterns, namely looking at facts and events in particular and then generalizing to a general nature (Bin Tahir & Rinantanti, 2016). The data analysis process that the author uses in this study is after the data is collected, then the data is selected first, then the writer will process and analyze

the research data so that it can be made an objective decision by taking conclusions based on existing facts and assembling them into solutions to the problems in this study. Title, terrace, and news content are the main points of attention, especially the headline because according to a growing phenomenon, the silent majority often spreads news because it is provoked by the title without opening and reading the news content as a whole. Finally, the characteristics or characteristics of hoax language can be mapped as a tool for checking hoaxes or factual news.

RESULTS AND DISCUSSION

From the findings, hoaxes are mostly circulating on Facebook social media. News distribution is often carried out by an unclear account of the owner. This can be seen from the name of the account concerned, which usually does not use the real name; using an alias that is often longer. The ease of creating new accounts and the absence of verification of personal data by service providers are the reasons for the emergence of fake accounts managed by irresponsible people.

The perpetrators of hoax spreading can actually be divided into two: (1) perpetrators who deliberately spread hoaxes; (2) the perpetrator who accidentally spreads hoaxes. The number of perpetrators who accidentally spread hoaxes can be reduced by increasing literacy skills. Thus, it can turn into a smart user (even able to clarify when hoaxes appear) so that fake news can recede by itself. The following shows the findings that can be used as hoax detectors, especially through language tools.

1. The title is evocative

The title should be the essence of the news so that the contents of the news can be known briefly through reading the title. This is why, the title is made as attractive as possible in order to attract readers' interest. A good title does not lead to news bias, is

provocative, and has the potential to become a problem. Most of what happens to hoaxes, titles are created in order to attract the reader's eye "eye-catching" so sometimes add photos as illustrations to make the reader more convincing. In this way, the reader's opinion or view is directed to immediately conclude 'jump to conclusion' without having to read the complete news content.

Evocative titles are usually related to issues that are currently being discussed. The inducement titles are basically in contrast to the titles published in the news from reliable sources, for example Kompas, Koran Tempo, Republika, Media Indonesia. The headings on fake news are arranged in such a way that they appear as a truth or fact that has just been revealed. Unbalanced, partisan, and containing elements of sedition characterize a provocative title. As an example is seen in the following screenshot:

The screenshot above is an example of a hoax circulating in the community. The hoax discourse above discusses the government's plan to carry out a rapid test of 5000 *ustadz* in West Java. The government's plan to carry out a rapid test on 5000 ustadz is based on the government's concern about *ustadz* and *ulama* who interact more frequently with the community and the discovery of many cases of *santri* exposed to Covid-19, making the government take preventive steps by conducting rapid tests on *ustad*. However, much of the discourse circulating in the community regarding the government's plan to carry out a rapid test on the ustad was not accompanied by an adequate explanation of the government's reasons for conducting the rapid test. As for

the use of words and sentences Waspadalah', ''lho kenapa hanya ustadz?', 'kenapa nggak semua tokoh agama', 'ustads yang lurus bias divonis positif corona', and 'Modus menghabisi Ustad' give a negative impression on newsreaders.

2. Excessive use of punctuation

Good news reporters are equipped with mature journalistic, language and communication knowledge. Of course, professional journalists uphold the principles or code of ethics of journalism. A reliable piece of news certainly goes through a process of editing before it is declared fit for publication and publication so that the validity of the information is maintained, including in typographical errors. Excessive use of punctuation can be seen in the following example: a) Skali lagi, pliiis !!!! jangan katakan Kalimantan ndeso, katrok, dan sekawanannya yg lain yaaa; b) Fasilitas Karantina Untuk TKA Cina !! yang dekat pantai putih Ancol boleh di cek di sini???

3. The word imperative

Fake news can be indicated by the appearance of words that have an imperative element, either in the form of orders or prohibitions. Imperative verbs that often appear are, for example, "share", "share", "like", "spread"; and the words used to express "amazement" such as "strange", "excited", "waw", "geez" are commonly used in fake news. A good news is certainly not measured by the number of "likes" or comments it gets. Words that are in the form of commands as shown in the example:Dear All… URGENT

Sebagai informasi dari bapak Dir-1… bahwa 3 hari kedepan diusahakn seluruh anggota keluarga masing2 di rumah… untuk tidak keluar rumah…

Karena dalam 3 hari kedepan arus angin dari utara ke arah selatan yang membawa wabah (penyakit) akan melewati Indonesia menuju Australia…

4. Non standard language

Basically, hoaxes are not produced by people who are competent in the field of journalism, so the language used is far from the prevailing linguistic rules. The language used generally uses non-standard words, a mixture of uppercase and lowercase letters in several sentences, shortening some words, and sentence structure that is not grammatical. For example, a news title that contains non-standard language can be seen in: a) Akhirnya SEMAKIN MEM4NAS JOKOWI TUNJUK RISMA GANTIKAN ANIES !?.; b) Akhirnya T3RS3R3T KORUPSI FORMULA E ANIES T3RANCAM HUKUMAN SEUMUR HIDUP.

CONCLUSION

Based on the results of the analysis above, it can be seen that the tendency of hoax language contained in social media is marked by: a) evocative titles, b) excessive use of punctuation, c) imperative words, and d) non-standard language. The linguistic signs that have been stated previously can be used as a parameter to detect an information entering into fact or fake news. The accumulation of these elements in a news item indicates that the bigger the news leads to hoaxes. Although it is necessary to do a more careful study using even larger data, at least this brief description can be used as a checklist for the validity of a story. Therefore, digital media literacy is an important thing to promote. Increasing digital media literacy should be one of the important agendas in Indonesia's human development. The goal is that people can be wiser in consuming and producing information in the digital world. When literacy levels increase, a society that is more civilized, polite and useful will inevitably be created.

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