Hoax: The Dispute among Information Disruption or Social Psychological Aggression

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Abstract*:* Social media has become one of the main sources of digital society to obtain information. On the other hand, social media is also one of the most widely-spread Hoax platforms. The spread of hoaxes through digital media is often based on people's anger and distrust of a group. In this study, an attempt is made to analyze hoax texts as a form of Psychological Aggression. The approach used in this research is qualitative research with descriptive qualitative type. Analysis was carried out on hoax news and information distributed via Twitter and Facebook using content analysis techniques.

Keywords*:* Social media, Information Disruption, Psychological Aggression, Hoax.

I. Introduction

Social media has become a part of digital society. This is because social media is able to bring interaction and allow users to be able to share and access information quickly without the limitations of space and time. The speed with which social media presents information quickly does not always have positive consequences. The development of social media also gave rise to various information that was not necessarily true to the hoax or hoax news.

Hoax is a hoax information that is spread by as an effort so that people do not trust an individual, organization, or service provided by someone [7]. This is in line with what was conveyed by MAFINDO that social media is the most widely spread platform for hoax news, which is 92.4%. Whereas the most circulating hoax issues are political issues and SARA issues [4]. These social media are Instagram, Twitter and Facebook.

Hoax distribution via Twitter and Facebook is often done by individuals who assume that the information is considered true by the social groups they participate in. The participation of individuals in a social group will change the way they behave and the norms adopted by the individual. In addition, membership in a group will increase the appearance of contagion effects that cause individuals to react the same way and carry out the same activities as other group members [5].

Scattered hoaxes often endanger community security and provocation issues. This is often caused by the anger of one group of people over another group. Anger can be categorized as an act of aggression that is reactive aggression [1]. Therefore, this study seeks to analyze the content of hoax information and its correlation with aggression behavior in the perspective of social psychology.

Research on Hoax, mostly revolves around the level of identification of exposures and how to overcome them through digital media literacy in a comprehensive manner, but it is often overlooked about the study of how hoax are closely related to social psychological conditions. This paper obtains to analyze the content of hoax information and the correlation with aggression behavior in the perspective of social psychology.

I.   Literature review

A.   SOCIAL MEDIA

Social media is a communication medium that is used to interact, represent themselves, cooperate, and share with other users by utilizing internet technology to form a social bond [6]. Through social media users will be able to carry out open communication activities to various parties with various backgrounds without having to be hindered by limited space. Kotler and Keller in define social media as a medium that is used to share text, sound, image and video information to others both individually and in groups [9]. Social media has a function that is as a depiction of identity, a place to communicate, sharing, build networks, and as a place to form a community.

When social media is considered as an effective communication media. This is because social media is becoming an agent of change and updating information quickly. Therefore, social media is no longer considered as a companion media, but has become part of society in the digital era today.

One type of social media is social networking. Social Networking is a site that is able to create personal profiles and connect one user to another user and allows users to share personal information in the form of text, images or videos through the internet network. Social Networking has become a part of internet users, including in Indonesia. One example of Social Networking that is most often used by people in Indonesia is Twitter and Facebook.

   a)   Twitter
Twitter is a social networking that allows users to do microblogging released by Twitter Inc. Twitter users can send and read information in the form of text and images which are limited to 140 characters in each Tweet [3]. Twitter has features that are followers, following and replies, and retweets. The retweet feature allows users to redistribute posts or tweets from other users on their accounts. Besides Twitter also has a characteristic by grouping information using hashtag (#) and allows the category to be trending among users.

   b)   Facebook
Facebook is a social media launched on 4 February 2004 by Mark Zuckerberg. Facebook allows users to share information in the form of text, images, videos and personal activities with others. Facebook has a Wall feature as a space for fans to send open information. in addition, Facebook also allows users to like each other, comment on or share information with other users. In Indonesia, Facebook users spend 2 hours or even more to do activities and find informationn on Facebook [2].

B.   HOAX
The term hoax was first revealed by MacDougall in his book entitled Hoaxes in 1985. In the book, Hoax is defined as conveying a deliberate lie to cover up a truth [10]. Hoax can be

understood as an attempt at fraud that is used so that the public or society no longer trust information from an organization, products, services, or information submitted by someone. Hoaxes are usually spread by a person or group people who have the power to influence society with certain goals [7]. Hoax is also understood as an attempt to deceive readers and listeners of fake news even though the news maker knows that the news is fake [9]. Therefore, hoaxes are also referred to as hoax news or hoax information.

C.   Hoax on Social Media

Hoax intentionally spread intentionally generally has a certain strategy in order to attract the attention of the public. One way is to use social media [7]. This is in line with a survey conducted by MASTEL in Indonesia which states that 92.40% of the distribution channels are social media (Facebook. Twitter. Instagram and Path). As for the form of Hoax, the most frequently received form is 62.10% and the picture is 37.50% [4].

Hoax through social media in general will involve issues or problems that are closest to the community. MASTEL said that the type of hoax that was most often accepted by the public was about political issues, SARA, health, and food [4]. Hoax through social media is also often used as a communication tactic to influence public opinion and change attitudes and views on a political issue [7].

D.   SOCIAL PSYCHOLOGY OF AGGRESSION

According to Smelser in the diversity of religions, ethnicities, ideologies, and races in an area will influence people's behavior, especially collective behavior [5]. Apart from that, inequality, inequality between social, ethnic and religious groups can also open up opportunities for social tensions. The greater the structural tension that occurs, the greater the likelihood that a general belief will occur, that is, a rumour that is easily trusted and spread One form of tension is aggression.

Aggression is a form of action that aims to hurt physically and mentally to others. Aggression can also be categorized into 2 types, namely reactive aggression and proactive aggression. reactive aggression is an activity to profile others but to form anger and frustration. While proactive aggression is proactive aggression that is not accompanied by anger but is carried out to achieve certain goals [1].

An individual action will generally be bolder when joined in a group. According to LeBon in individuals who are members of the same line regardless of work, characteristics, or other attributes will easily react and be directed by a collective mind or group mind [5]. Individuals will easily follow the group's thoughts and spread the same emotions.

II.   Methods

The purpose of this research is to elaborate on how aggression behavior that can come from multiplatform including social media. Therefore, later research can be the beginning to find and describe aggression behavior on social media. This paper is a descriptive qualitative study. Research with a qualitative descriptive type is a research that views texts as data that is considered capable of describing the meaning of a phenomenon and symbols compared to numbers [8]. Data collection techniques used are using documentation studies. Data obtained from documentation study techniques will tend to be more stable, rich, and encouraging, and will be more context-appropriate.

Hoax data was obtained from a Facebook group managed by MAFINDO (Indonesian Anti-Defamation Society), facebook groups which contains Hoax from Twitter and Facebook

platforms. The MAFINDO Facebook group was acquired because this group was one of the pioneers to provide literacy and inform the truth of hoax news.

MAFINDO also one of the communities that obtain data, directly from public reports, so the information will be faster and complete. The data selection technique used was purposive sampling technique and selecting a hoax that circulated in March-August 2019. This time period was chosen because it covers the pre-post Indonesian Election period and hoax was chosen are seizes the attention of public. The data obtained were analyzed using qualitative content analysis techniques. Qualitative content analysis techniques are used to explain hoaxes spread through social media that are associated with psychological behaviour, namely aggressiveness To analyse hoax content that is spread through Facebook and Twitter researchers.

III.   Discusion

This paper attempts to describe how hoax information is a form of aggression behavior. Hoax generally takes the form of editing images, adding captions, or providing arguments or information that is not necessarily true through social media. In this paper, it is found that 10 hoaxes are indicated as a form of change in aggression behavior that causes anger by social media users. The hoax is shown in table 1. In table 2, displayed hoax information circulating through Twitter and Facebook that have been analyses content. Content analysis conducted on the 10 hoax information is categorized based on:

1. Submissions in the form of narrative claims and provocations
2. Posts with photos edited with a personal comment
3. Share links or information from blogs (fake news)
4. Submissions that are accompanied by capture other information from news or groups that have the same claim
5. Post news / information that has nothing to do between photos and images
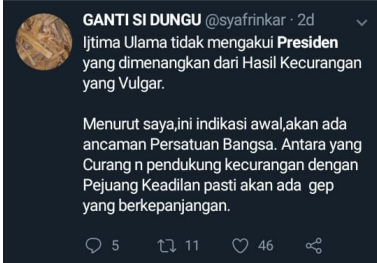
Tabel 1.
Hoax news data between March - August 2019

No	Upload Date	Contents
1.	August 6, 2019	*Ijtima Ulama tidak mengakui Presiden yang dimenangkan dari hasil kecurangan yang vulgar*
2.	August 2, 2019	*Mati lampu, Presiden minta maaf, Menteri mengundurkan diri*
3.	March 24, 2019	*Ngeluh curhat, marah-marah di depan pendukungnya sudah karakter sejak 2013*
4.	April 23, 2019	You are very wrong in this. Prabowo mass mobilized themve. Joko mass are paid.
5.	July 27, 2019	*Bos Media Larang Reporter Liput Aksi Relawan FPI dan PKS*
6.	April 19, 2019	*Massa pendukung Prabowo-Sandi lebih percaya Pilihan rakyat ketimbang Televisi*
7.	May 30, 2019	*Di Rusia Islam menggema oleh tantara*

8.	May 31, 2019	*Penderita Gila akibat Pilpres meningkat tajam*
9.	July 18, 2019	*Luar Biasa, Aset negara di Jual ke pihak Asing*
10.	July 13, 2019	*Pertukaran Aset Negara dan RRC*

Source: data collected by researcher

From the data obtained, it can be seen that the spread of hoaxes can lead to disinformation in the community. Provocation and slander spread through social media can be categorized as an aggression behaviour. The pattern of hoax distribution can be shown in Table 2, namely:

Tabel 2.
Content Analysis

No	Sample	Description	Categorization
1.		A user posted a tweet that contain the result of The 4th Ijtima Ulama are the elected President are the result of vulgar fraud This Tweet is not accordance with the Decision of the Constitutional Court on May 27, 2019, which rejected all claims about structural and massive Fraud	Content: The Fraud Issue of President Election From: Claim narration and provocation Stance: A user comment in Twitter that hate president

| 2. | GANTI SI DUNGU @syafrinkar · 4d

Mati Lampu, **Presiden** Minta Maaf, Menteri Mengundurkan Diri.

Ini di Taiwan 17 Agustus 2017.

Di NKRI yang Presidenya dipilih Langsung oleh Rakyat Belum tentu. Kedepan nanti,jika ada Berarti **Presiden** telah memiliki Rasa Malu,sebagian dari pada Iman.

Mati Lampu, Presiden Minta Maaf, Menteri Mengundurkan Diri <br> jpnn.com

💬 57 🔁 503 ♡ 1,093 | A twitter user posted a tweet that power cuts in Taiwan in 2019 are same with Cut Power in Indonesia. So, he/she thinks the solution are same, so if it happens in Indonesia, the president has a sense of shame and faith. | Content: President and Minister did not have sense of Shame and Faith.

Form: factual news but added a claim and provocation narration.

Stance: A tweet contain hateful comment from user who hate government. |

3.	#KataNalar @ZAEffendy · 24 Mar Ngeluh, curhat, marah2 didepan pendukungnya sudah karakter sejak 2013. *playingvictim ? Kali ini, fakta kekalahan didepan mata…makin lebay?! Akal Sehat: PILIH 02👆 #RakyatDitekanRakyatMelawan RMOL.CO @rmolco Jokowi 'Ngamuk' DI Yogyakarta Terkesan Depresi Tingkat Tinggi, Mentalnya Sudah Jatuh #KlikRMOL Translate Tweet detiknews Rabu 20 November 2015, 17:19 WIB Berita / AKhWest / Berita Upaya Men-downgrade Jokowi Jokowi Curhat Banyak Diserang, Ruhut: Dasar Lebay! · detikNews 💬 3 ↻ 35 ♡ 42 ⤴	A user share 2 articles capture from portal news that indicates one of the presidential candidates is angry in front of his supporters and it happens since 2013. The articles are comes from not verified news portal.	Content: the issue of angry Jokowi in front of his supporter Form: A posted with screen capture from another portal news but contain of defaming narrative. Stance: hateful comment to Jokowi
4.	Tweet your reply #KAMI OPOSISI Ties Ahayuningtyas @TAha… · 23 Apr ⌄ Replying to @ConnellyAL and @hughriminton You are very wrong on this. Prabowo mass mobilized themselves. Jokowi mass are paid. Just see. The people will not let our victory be robbed. #2019GantiPresiden was and is our mission We have all the reasons and proofs (C1 documents) that we won. 💬 ↻ ♡ 1 ⤴	A user posted a tweet that Jokowi's supporters are mobilized and paid while Prabowo's supporters did not. And Prabowo is win based on document C1. Document C1 on 23 April still has not published by KPU.	Content: The fraud in Quick count and not suitable with result of document C1. Form: claim narration and fake news, defaming narration. Stance: hate comment from a user who hate Jokowi
5.	that	On this post are said Boss of Media in Indonesia are forbid their reporter to report FPI and PKS social movement. This claim are come	Content: The Media Boss are Konten: Bos media prohibit PKS and FP volunteer coverage. Form: Share a link information a blog that contain fake news. The information also have real image but not suitable

from not verified source.

with the caption.

Stance: hate comment to some
media
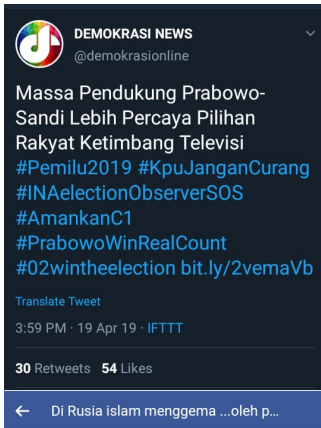
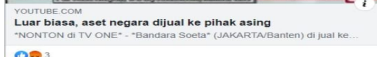| 6.		A user claim Prabowo and Sandi are winning the election and the media is lying about Quick Count. This Tweet are come from April 19 and KPU still not release official result of Election 2019.	Content: A fraud in Quick Count result Form: Claim narration, fake news, resentful caption Stance: A comment from Prabowo's supporter and hate comment to Jokowi
7.		This post mention Islam are spreading in Russia. The video in this post was used to support a non-factual article because it actually from Iran.	Content: Islam is spreading in Russia Form: A posted picture that not related with caption or information, deceptive caption Stance: : User comments that are misleading and contain SARA
8.		A user post a link to an article on a blog. The Article headline was: mad sufferers due to the Presidential Election sharply increase in West Sumatra. The article was edited from other article with title: Dinsos Padang Diminta Serius Tangani Orang Gila	Content: Mad sufferers are sharply increasing after election. Form: A posted with edited photo and completing with personal comment and deceptive statement Stance: hate comment and User comments accusing the opposing group

9.		A user posted an image (a screen capture from a news program) and a comment to Facebook. The head line claim Soekarno Hatta Airport are trade to Hongkong. Kominfo in official website clarifying that Angkasa Pura did not sale the airport to anyone.	Content: Soekarno Hatta airport are sales to Hongkong Form: A posted with edited photo and personal comment, deceptive caption, defaming narration Stance: A hateful comment to government
10.		A Facebook user shares a photo of Kodam III Siliwangi that trade some asset with PT KCIC. The asset trade are land that affected by the Jakarta-Bandung railroad and after 50 years will be returned to the ministry of transportation not	Content: Trade of nation asset Form: A posted with edited photo and personal comment, claim narration, and, deceptive narrative Stance: A hateful comment to government

If further observed, most of the data that was successfully collected was an excerpt of the status of Facebook, Twitter or Instagram users. Not infrequently the status of these users into cyberwar for certain themes, especially politics. The fanaticism of each candidate pair triggers a conflict. There are many Jokowi stereotypes that.

Hoax-Spreading Behavior

The content analysis of mimetic scopes reveals that a hoax is a complex arrangement of thoughts, textual practices, and communicative approaches. They are linked and feed-off each other in forming a new meaning to deliver to the public through sharing activities. The defaming information can be claims that the candidate has engaged in counterfeit activity in order to win the election. Stereotypes become the basic material of beliefs in individuals and groups (collectively), and in certain situations, these beliefs become prejudices which can further fuel discriminatory behaviour and other non- are used as 'weapons' by Prabowo's supporters, including pro-Communists, pro-Shia, and unclear nasab (family lineage). Vice versa, Prabowo's stereotype which is often used as a 'weapon' by Jokowi's camp is a number of cases of human rights violations.

Cooperative actions, such as slander and inter- group animosity. According to some experts, collective behaviour is defined as actions carried out together or simultaneously in a manner similar to a large number of people in a group in a particular situation or event, which can sometimes be in the form of unusual actions (Krahe, 2005; Hewstone & Stroebe in Krahe, 2005; Forsyth, 2010; McPhail, in Forsyth, 2010).

Membership in groups is considered to increase the effectiveness of individual actions, within groups of individuals who are part of the group will change the way they behave according to the norms prevailing in the group (Krahe, 2005). According to LeBon (2002), individuals in a mass group, regardless of work, characteristics, intelligence, or other attributes, will react directed by the collective mind or group mind. They will react to the group's thoughts and produce behavior that is different from the behavior when they are separated from the group. The contagion effect will spread emotions and behavior from one head to another, causing individuals in the mass to react the same way.

When linked to the behavior of supporters of Jokowi and Prabowo, certain groups of social media users initially show their turmoil and reaction with a process called milling, a process in which individuals become increasingly tense, anxious, and excited. With increased emotion, excitement and mutual stimulation, people are more likely to act impulsively under the influence of shared impulses called collective minds or group minds.

Social psychology of aggression

If the intensity of this process increases, social contagion will arise which involves rapid and irrational dissemination of impulses or conscience. These social contagion events often cause social media users to be active in behaving together, even in online situations. Furthermore, shared excitement in a collection of users can involve the process of circular

reaction (circular reaction). Thus, if someone becomes restless, restless or excited, then the emotion and behavior will become a model that affects others. This stimulating process produces a spiral of circular feelings and actions. In this circumstance, it also can be seen that aggression behavior can be generated from interactions on social media and even horizontal conflicts that occur in the community can start from social media.

Sharing culture

Lately, unclear pages and blogs have appeared. They are not reluctant to use provocative attributes, such as the word "spread" or similar bombastic words. The message that is often used is "share with others, share, or save". Sometimes accompanied by threats such as chain letters in the past. If the news is not shared, then the audience. The reality of Indonesian society, even the world today seems interesting to look at from the perspective of social cognition. According to Baron & Byrne (2003) social cognition is defined as the workings of the human mind to understand the surrounding environment so that humans can function in it adaptively. The workings of the mind include the activity of interpreting, analyzing, remembering, and using information about the social world.

Schemes are basic components of social cognition which are interpreted as frameworks or mental structures that help humans organize social information and guide its processing. Schemes revolve around a particular subject or theme and schemes are shaped by the culture in which we live. Schemes have a strong effect on three basic processes: attention, encoding, and retrieval. In relation to attention, the scheme acts as a filter: information that is consistent with the scheme is more attention to be processed in human consciousness, while information that is not suitable is often ignored, unless the information is very extreme, so we inevitably pay attention to it, for example such as strategy which is used in hoax news by using bombastic headlines. Conscious or not, the information received by social media users when digesting hoax news encourages re-sharing of similar news because their mental schemes are congruent with certain themes or preferences.

IV. Conclusion

Based on the study of the dimensions of content, form, and stance of all hoax examples, it is obvious that hoax content spread in Indonesia during the electoral period carried out the idea to attack a candidate. Hoaxes spread in Indonesia during the 2019 Presidential election uses an original item and adjust it into a new form of artefact with a new message (re-share or forward message). The new form and message reverberate with existing beliefs in society. As a consequence, a hoax can create a culture that is based on a shared belief among the community.

Thus, hoax has the potential to be used as tool of partisanship. Advance work is needed to establish, not only the strategies to counter the negative effects of hoaxes, but also identify how society react to such misinformation, so that in each sub-theme of social media behavior as mentioned above can be followed up into a research idea for those interested in the study of social psychology in particular. The extent of hoax through social media in terms of social

psychology will provide a new perspective that aggression behavior and other psychological behavior can also be triggered from interactions that occur on social media including Instagram. Furthermore, it is expected that the results of the research of each sub-theme will get specific results and discussion that enrich the study of social media usage behavior.

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