

Strategies for Using Social Media in Reducing Dissemination of Hoax Information by the Public Relations of the South Sulawesi Regional Police

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Abstract. The spread of hoaxes on social media is increasingly prevalent, some of which have had social impacts which have caused social unrest. The police force as the state apparatus has the main task and is responsible for the realization of public security and stability. This study aims to find out how the police implement the strategy of using social media in reducing the spread of hoaxes. Through a qualitative descriptive method by conducting in-depth interviews with South Sulawesi Regional Police public relations. The results showed that the police applied three strategies, namely conducting cyber patrols, then clarifying immediately if any information was identified as containing hoaxes, and making efforts to spread the danger message of hoaxes through pictures and memes accompanied by the word persuasive danger hoaxes. This strategy is in line with the four pillars of social media strategy; communication, collaboration, education and entertainment.

Keywords : Social Media Uses, Social Media, Hoax.

1 Introduction

The emergence of new media in this era greatly influences how information is disseminated, received and enjoyed by the public. According to Vivian (2008) in [1, p. 13] writes that the existence of new media such as the internet can go beyond traditional media message distribution patterns. The nature of the internet that can interact obscures geographical boundaries, interaction capacities, and most importantly can be done in real time. One part of the new media is the "network society" which is a social formation that is structured from groups, organizations and mass communities that emphasizes the initial form of organization in all aspects (individuals, groups, organizations, and social groups). In other words, the fundamental aspects of the formation of this theory are all that have a broad relationship collectively. (Van Dijk 2006 in [2])

The audience of new media is not merely placed as an object of the message. The audience and changes in media technology and the meaning of the medium have renewed the role of the audience to be more interactive with information. Therefore, the information is more abundant and triggers the birth of incorrect information or hoaxes. Hoax is information that contains false or untrue news that is intentionally spread by certain persons who intend to mislead. Hoax itself has several types, namely fake news (fake news), clickbait, confirmation bias, misinformation, satire, post-truth, and propaganda. All types of information on this hoax can trigger the emergence of anxiety, insecurity that could have social impacts in the community.

The Indonesian Internet Service Providers Association (APJII) noted that in 2018 active internet users in Indonesia had reached 171.17 million users from the total Indonesian population of 264.16 million. They are the main target of hoax production and circulation. These

various social media platforms allow information to flow super fast, complemented by interactivity and interconnectivity, making hoax production and circulation, false news and hate speech in cyberspace uncontrolled. [3]

As the largest province in eastern Indonesia, South Sulawesi is recorded to have as many as 6,333,290 internet users coming from 3.7% of 171,170 million internet users throughout Indonesia based on the 2018 APJII survey data [4]. With such a large number, the people of South Sulawesi also cannot avoid hoax information. SUBDIT V Cyber Crime of the South Sulawesi Regional Police shows, since 2011 there were 357 cases, including in 2017 until February 2019 there were 37 cases related to hoaxes, statements of hate speech or SARA and concerning assaults of honor or reputation of someone on social media. The latest data compiled by the South Sulawesi Polda cyber crime from early 2019 to July 2019 there were at least 25 cases that were detected as hoax and contained other negative content. Based on this data in at least eight years from 2011 to July 2019 there were 382 cases related to Hoax, statements of hate speech, negative content, and about assaulting one's honor or reputation on social media.

This phenomenon deserves special attention not only from the general public, but also from the government, especially the state apparatus, namely the police who have the main task and are responsible for the realization of security, stability and public order. One of the efforts made by the police is to actively use social media. The public relations sector as the field that handles social media management is required to be able to formulate the right strategy in reducing the spread of hoax.

2 Research Method

This research is qualitative research. Qualitative research includes research and collection of various types of empirical material such as case studies, personal experiences, introspectives, life stories, interview, observation, historical, interactional, and visual texts [5]. This research approach is qualitative with using in-depth interviews research methods. This research was conducted in depth and in detail on a particular institution with an objective observation in this case the researcher wanted to see how the use of social media carried out by the South Sulawesi Regional Police in reducing the spread of hoax. This research is classified as a descriptive study that is to describe and present facts systematically about the actual state of objects regarding how the South Sulawesi Regional Police in formulating strategies for using social media to reduce the spread of hoax.

The data in this study were obtained based on direct and in-depth interviews with several informants that the researchers had chosen based on certain criteria. After the data is collected, then data analysis is conducted based on [6, pp. 31-32] which suggests three steps in data analysis, namely condensing data, displaying data, and drawing conclusions.

3 Result and Discussion

The Hoax were translated by Tempo News Magazine [7] in the January 2017 edition as false / lying news and mentioned several characteristics of hoax, namely; (1) news that is presented is false or false; (2) the event is overblown or certain parts are removed; (3) the writing or text does not match the picture; (4) the title does not match the contents of the news; (5) reloads old events and makes them appear as if they were actual events with the aim of supporting the issues

that are being discussed; and (6) deliberately includes photos of other events that have been altered in such a way as to support the issue that is currently being discussed. The understanding of this hoax is justified by one of Public Relations of the South Sulawesi Regional Police in charge of public information who said the characteristics of hoax that must and must be known by each person is a persuasive message to be shared as much as possible, both of which the picture is ugly usually edited and also the picture is usually the result of pictures of other events, the three writings are not good enough and don't make sense.

As a state security apparatus, the police are demanded to always be present in the midst of society in order to create harmony and order. For this reason, in the use of social media, the police are present as monitors on social media as well as a reminder to the public about the dangers of violations of the ITE Law. The establishment of the multimedia sub-field is expected to be more specific in the distribution of information conveyed by the police to the public through social media, and to bring the police in the midst of the community in cyberspace, especially on social media.

In terms of spreading hoax messages that are rife on social media, the public relations field of the local police applies a cyber patrol method to track the existence of messages and information that contain hoaxes and expressions of hatred as well as those related to violations of the law in accordance with applicable ITE Law. An excerpt from an interview with one of South Sulawesi Police Public Relations officials said that

"The form of handling hoax news that we do is doing what is called cyber patrol. That is to trace the existence of information that is indicated hoaks and contains expressions of hatred. Every day by using sophisticated tools, we trace information identified as containing hoaxes and expressions of hate. Then we submit it to the Criminal Investigation Unit of the cyber media to follow up on the findings." Informant B

Informant C also added that

"Anticipating cyber crime such as counteracting the spread of hoaxes and hate speech we routinely conduct cyber patrols every day for 24 hours"

This virtual patrol is conducted 24 hours a day, not infrequently in a day they succeed in finding some information on social media that is identified as a hoax and expression of hatred. In addition to being present as a social media monitor, the regional police public relations also utilizes the use of social media to convey a variety of information, especially information relating to the dangers of spreading hoax news. This is based on interviews with a number of South Sulawesi public relations officers, they revealed that other types of information that are often given to the public are information about appeals to obey and comply with police regulations, information on internal and external activities of the police, information on the success of police performance in disclose specific cases, and of course information about the dangers of spreading hoax and threats of violations of the ITE.

In addition to paying attention to what information will be shared on social media, the public relations department of South Sulawesi Police also pay attention to the background of the majority of followers. Hashtag placement on each post, is expected to spread the information quickly and easily found. Similarly, the contents of the caption are in line with the message displayed on the image. Tagging or mentioning the accounts of the police station is one of the contents of the caption so that the message or info to be conveyed can be understood and useful.

In line with the above statement, several posts on the social media accounts @polda_sulsel and @humas_polda_sulsel display messages about the danger of spreading hoax. One of them is a post that reads "hoax spreading results in imprisonment", "don't spread hoaxes in South Sulawesi", "Beware of hoaxes, hoaxes can divide unity, let's be wise to socialize the media".

The main task of the Republic of Indonesia National Police institution as a state apparatus institution is to be responsible for the realization of public security and order stability, in addressing the problem of the widespread dissemination of hoax information on social media, the police, especially the public relations sector, has a role as a supervisor and information to the public regarding the dangers of the spread of hoax, bearing in mind that the ITE Law was issued which required the public to obey the law so as not to become ensnared and get legal sanctions. This was revealed by South Sulawesi public relations officials who explain how social media is managed in preventing the emergence of information hoax.

Strategy is intended as a step or method used to achieve certain goals. In this research it is expected that the dissemination of hoax information on social media can be reduced, therefore an optimal strategy from the South Sulawesi regional police is expected to be realized.

Based on data analysis from interviews conducted with regional police public relations officials, it is known that the strategy implemented is in line with the concept of social media strategies written by [7] in his book "The Social Media Bible" states that there are four main pillars that support a social media strategy, which researchers then associate the four pillars with the results of the study; 1) Communication, every thing that is done on social media cannot be separated from the communication process therein, equipped with various features on the social media, its users can easily carry out the process of interaction, exchanging messages, thoughts and opinions to other parties. As is the case with the public relations department of South Sulawesi Police who use social media to interact with the community. Comment, like and direct message features on Instagram, Facebook and Twitter make it easy for the public to directly respond and respond to information posted on the social media accounts of the South Sulawesi regional police; 2) Collaboration, the various types of social media currently allow social media users to mutually connect their accounts to other social media accounts. Likewise with the use of social media by the public relations field of South Sulawesi, which utilizes collaboration between social media accounts, to further facilitate the dissemination of information; 3) Education, the characteristics of social media that are mass, fast, anonymous, and heterogeneous (diverse) make social media as a means of education to the public. The South Sulawesi Police Public Relations Department also uses social media as an educational tool, by conveying various information, various solutions that can be used when facing problems. The application of the #saringsbelumsharing hashtag voiced by the South Sulawesi regional social media can be an education for followers and the public who see the hashtag on the dangers of spreading hoax on social media; 4) Entertainment, one of the things that makes people want to use social media is the pleasant nature (entertainment) in every use. Rely on visual effects, audio and writing combined into one in the form of an application with various features in it makes people not want to stop using it. The same is done by the public relations field of South Sulawesi, which always slides comforting words in each of its posts, especially posts that are persuasive so that people can easily participate in participating in these posts.

4 Conclusion

The strategy of using social media carried out by the public relations department of the South Sulawesi regional police in reducing the dissemination of hoax information is first, the South Sulawesi public relations field applies a cyber patrol system that is monitoring messages on social media that are identified as containing hoax information, secondly conducting immediate

clarification if there is information that is identified to contain hoax, third, make efforts to disseminate information and messages of hoax danger through pictures and memes accompanied by words of persuasion danger of hoax.

The strategy of using social media that has been implemented by the South Sulawesi regional police public relations sector is in line with the four pillars in the social media strategy, namely Communication, optimizing the features available on social media to respond to each other and respond to information that has been posted. Collaboration, utilizing collaboration between accounts on various other types of social media by directly linking various accounts in order to facilitate the dissemination of information. Education, making social media as a means of education to the audience by conveying various information, various solutions that can be used when facing problems. Entertainment, by slipping words that are entertaining in each of his posts, especially posts that are persuasive so that people easily participate in these posts.

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