

Hoax Information on Social Media in Post Truth Era

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Abstract. *Technology and information has developed rapidly in Indonesia, public nowadays are able to gain information from printed, electronic and internet or online media which is new media. Nowadays, people tend to use internet to search information compared to print and electronic media. Without the existences of gatekeeper in internet and social media, it easy to find fake and hoax news on those media. The emergence of fake news and hoax information on social media is one of the characteristics of entering the post truth era, where the public forms opinions that are not based on actual facts but based on information found on social media. The focus of this research is on the type of health hoax information and the response of Instagram users to facts from hoaxes found on Instagram. This research use qualitative method that is suitable to be used to examine attitudes or behaviour in artificial environment, such as surveys or experiments. This study result that public from various roles and profession are trying to correct and fight against hoax information by explaining the true facts through Instagram account, for instance is Ministry of Communication and Information, Doctor, Academics, Health Website, Organization, Police and National Agency of Drug and Food Control. Instagram users give positive response on the explanation about health information that is conveyed by those accounts.*

Keyword : Technology, Hoax, Information

1. INTRODUCTION

Technology and information has developed rapidly in Indonesia, public nowadays are able to gain information from printed, electronic and internet or online media which is new media. Various information for particular about economic, financial, health, and politic can be accessed every second. With the ease of access, public can easily receive various information that the truth still not confirmed yet.

According to the survey that is conducted by Association of Internet Service Provider (APJII), as reported in CNN Indonesia, internet user in Indonesia in 2018 is 171, 17 million or about 54,68%. It has increased 10,21% during than time. The biggest contribution of internet user is from Java island 55% with detailed as follow; West Java 16,6%, Centre Java 14,3%, East Java 13,5%. Meanwhile in DKI Jakarta and Banten then Yogyakarta is 4,7% and 1,5% respectively. This survey conducted with 5.900 respondents that comes from several province in Indonesia with margin of error 1,28%. According to that, internet user in Indonesia have potential to grow every

year. This condition become opportunity and challenge for various sector to optimize internet user in deliver and collect various information.

Along with the increase of internet user, social media user also rise in Indonesia. According to the research that is conducted by We Are Social from Digital Around The World 2019 report, the number of social media in Indonesia reach 150 million or about 56% from the total of Indonesian population which is 268,2 million. There is an increasing 20% if compared to previous research. This research conducted from January 2018 to January 2019. Generation Y and Z are two generation which dominated social media users. There are 37% of social media users utilize it for work. Social media users in Indonesia use chat application such as Line or WhatsApp. Smartphone and mobile devices are still become favourite that is used by 130 million or 48% from the total of Indonesian citizen.

Facebook, Instagram, Twitter and Youtube are the most popular. They use social media to deliver and received the information, trading, selling and working. Refer to We Are Social in their Global Digital Report, Youtube is in the first position as the most used social media with the number of user is about 88% or 132 million from the total 150 millions of the total of social media users. In second position is WhatsApp about 83% or 125 millions of the total of social media users. Then in the third position is Facebook about 81% million or 122 millions has used Facebook. Instagram is in the fourth position with the number of 120 million or about 80% of the total of social media user. Followed by Line, Twitter, Facebook Messenger, Blackberry Messenger, Linkedin then Pinterest as the tenth most used social media in Indonesia.

Nowadays, people tend to use internet to search information compared to print and electronic media. Without the existences of gatekeeper in internet and social media, it easy to find fake and hoax news on those media. The rapid development of internet and social media bring Indonesian society to post truth era. According to research result entitle Media Ethic in Post Truth Era which published by Syuhada (2017) in Jurnal Komunikasi Indonesia stated that in digital revolution era, there are so many information that can be accessed and caused social impact. The problem lies in the lack of people's ability to digest information correctly, meanwhile they can get access easily to the news. The credibility of the main media is always overshadowed by the interest of elite and its owner, those condition make people looking for alternative information. The problem is that the information from alternative media such as Facebook is not always valid. According to Oxford dictionary, the term post-

truth is defined as a condition in which facts have no effect in forming public opinion compared to emotion and personal beliefs.

The emergence of fake news and hoax information on social media is one of the characteristics of entering the post truth era, where the public forms opinions that are not based on actual facts but based on information found on social media. Viral information on social media often consider as valid information.

According to Syuhada (2017) in an article entitled media ethics in the “post-Truth” era that has published in Indonesia Communication journals, the term hoax began to be used in England in the 18th century. In the book “A Glossary: Or, Collection of Words, Phrases, Names and Allusions to Customs”, published in 1822 in London. Nares wrote that hoax comes houcs, a Latin that refer to hocus pocus. Nares put the meaning “to deceive” in term “hocus”. In conclusion, Hocus Pocus refer to the witch spell that later on used by magician when they started the trick. The meaning of “deceiving” here is intended to confuse other people for entertainment. In the sense that people being deceived does not feel wronged and understands that they being confused. Hocus Pocus is taken from the name of the famous Italian magician, Ochia Bochua. In the book, Nares calls this mantra as a strong conformation of the origin of the hoax. Hoax is actually false information, news that consist of facts but it has been twisted or fabricated. The word “Hoax” is increasingly being used when addressing news that has no absolutely facts. In the post truth era, invalid information is packaged as if it is true and is able to touch emotionally. This emotional stimulus can lead to spontaneous decisions made by the reader. For particular, information about religion and ethnicity can provoke more easily and be sought after than the information about government programs.

Social media is new media that utilize internet technology. Users are able to deliver information through text, picture, or video, interact with other users, obtain information and send messages. Sosial media has more advantages compare to other media which are, wide range, fast and update information. Various information from economy, financial, business, politic and health can be obtained anytime through social media. Information about health is one of the type of information needed by community. On social media like, Facebook, Instagram and Whatsapp messages about health are often found for instance herbal remedies, alternatives medicine and various types of medicine to heal certain diseases. This information is often shared by readers via social media, even though the source and truth cannot be ascertained.

According to Nasrullah (2017) the characteristic of social media consist of (1) Networks, (2) Information, (3) Archives, (4) Interactions, (5) Social Simulations, (6) Content by users. In social media, audiences are active. They not only consuming or using content but also producing and distributing content. Social media has more advantages than print and electronic media which are reach wider audiences, easy and fast access, interaction with other users. However, social media does not have a gatekeeper so that the information on social media cannot be trusted. The purposed of this study is to examine hoax on health information in social media Instagram in the post truth era. The focus of this research is on the type of health hoax information and the response of Instagram users to facts from hoaxes found on Instagram.

2. RESEARCH METHOD

This research use qualitative method that is suitable to be used to examine attitudes or behaviour in artificial environment, such as surveys or experiments (Mulyana, 2007). Researcher use qualitative method to emphasize process and meaning than quantity, frequency or intensity that can be measured, although researcher do not forbid descriptive statistics in the form of frequency or percentage distributions to complete their data analysis.

Furthermore, this research use virtual ethnography as an approach to see how social phenomena and user culture in cyberspace (Nasrullah, 2014). As a culture and cultural artefact, cyberspace for ethnography researcher can be closer to some object or phenomena on the internet. By using virtual ethnography, researcher can observe the phenomena that present in Instagram used, which is type of health hoax information that is deliver and response of Instagram users to facts from hoaxes spread on social media.

3. RESULTS AND DISCUSSIONS

Hashtag #hoaxkesehatan is used to identify health hoax information on Instagram where various hoax information is delivered and the facts are explained by Instagram personal users like on Instagram account @blogdokter or official government account like Ministry of Communication and Information.

First number of hoax health information uploaded then fact to be explained by Ministry of Communication and Information is about consuming chocolate and instant noodle at the same time that chemical reaction or poisoning can occur and causing

death. It mentioned that instant noodle contain arsenic trioxide. The messages about this spread through Whatsapp application and proven as hoax. According to National Agency of Drug and Food Control, based on laboratory test result, arsenic is not found in instant noodles sold in the market. It can be concluded that instant noodle products registered and circulating in the market are meet the standard and safe to consume.

Second is the hoax information about drinking cold water after meal can trigger cancer. It is stated that cold water can produce oils and fats consumed become solid and coat the intestines and cause cancer. This information is a hoax, the fact is that natural heat in the stomach will make all the food and drinks consumed melt at the same temperature.

Third is the information about consuming shrimp along with vitamin C that can causing death. The facts is that shrimp is not dangerous if eaten in moderation, even the results of research have shown that the interaction between vitamin C and arsenic trioxide is beneficial for increasing the effectiveness of cancer medication. There is no research that shows the ability of vitamin C and arsenic can cause poisoning and there are other health hoaxes submitted by Ministry of Communication and Information. It delivers information on health hoaxes and presents facts through interesting and easy to understand videography. By using hashtags #stophoax and #lawanhoax (#againtshoax) to fight the emergence of hoaxes in various media through the @infokompnk account.

Health hoaxes and facts explanation are delivered by the Indonesian medical development centre through Instagram account @fkui.ukk. Among them is hoax information about HPV vaccine that can cause menopause. In fact, early menopause occurs when women experience it under the age of 40. Based on the available data, there is no evidence that those who experience premature menopause are due to HPV immunization. Following is hoax about pin finger with a needle is the first aid for stroke attacks. The fact is that someone who has a stroke has a golden periods, a crisis period for patients to immediately get the right treatment by a professional to increase their chances of recovery. Pinned finger with needle on stroke attacks can cause delay for patient to get immediate proper treatment by professional and may pass through the golden period.

Another hoax is about eating chicken wings and feet can trigger cancer. The fact is that there is no evidence related to this information, only based on assumptions on consuming chicken that still has hormone medication. This information is conveyed

by the Indonesian medical development centre in an attractive package in the form of photos and infographics, so that readers can understand easily.

One of Instagram users who actively participate in fighting health hoaxes is dr. Firdaus Adenan through his Instagram account @dokterfir. Some of the hoaxes described are treating gastritis pain with lemon. In fact, lemon can worsen and fatal for gastritis patient who already has gastritis wound. The next hoax is that MSG that lead to lower brain function, in fact, it is not scientifically proven. Furthermore, there is hoax information about drinking soda that can cause damage to digestive system. The fact is that the stomach has enough acidity to consume soda as long as not too much. The information is conveyed concisely and interestingly.

Other institution that also fight against hoax is the office of National Agency of Drug and Food Control Palopo city through Instagram account @lokapompalopo. Hoaxes explained is about the product that can easily burned contain plastic or candle. The fact, it is cannot be proven the product contain plastic, it still needs further research. Products that contain fat or oil, thin porous, and low water level such as crackers, chips can burn easily. National Agency of Drug and Food Control has evaluate security, quality, and food nutrition include all ingredients that is used to process the food before distribute with official registration number. Besides, continue to supervise the possibility of distribution of products that cannot meet the standard. Information is conveyed with an attractive infographics and easy to understand.

Most of the hoaxes of health information are conveyed by health sector institutions, but another institutions that is also fighting hoaxes is the Gunung Kencana Police Sector through Instagram account @polsekgunungkencana. One of the hoax explained is about energy drink that can be dangerous for health where citizen keep consuming it to support their daily activities. The fact is energy drink can cause concentration problems and nutritional imbalances. High levels of caffeine reduce insulin sensitivity and increase the risk of type diabetes, causing unstable heart rate, and its sweeteners make kidney work harder. Alternative drinks and foods that are recommended is combination of carbohydrates and protein, consumption of foods that contain of rich vitamins and minerals such as yogurt and vegetables. They also suggest to drink water and exercise regularly. Information is conveyed with attractive infographics.

Another account that is also keep describing fact about health hoax information is situsehat.com through Instagram account @situsehatdotcom. Some of hoaxes

explained is about government's policy that is on October must get elephantiasis disease vaccine. The fact is those who need vaccine is citizen from 2 to 70 years old, live in endemic area, six provinces that free endemic are DKI Jakarta, DI Yogyakarta, East Java, Bali, Southeast Sulawesi, and Southeast West Nusa. Prevention medication are given in one dose every year for five years and October is commemorated as the elimination of elephantiasis disease (BELKAGA). The prevention that can be done to prevent elephantiasis disease is eradicating mosquito nests, avoiding mosquito bites, drinking elephantiasis prevention medicine provided by the government. Symptoms of elephantiasis are fever, swelling, burning sensation, burning and redness in the armpits and persistent swelling in certain body parts.

Another hoax information is swallowing guava seed can cause appendicitis. The fact is guava seed that is swollen into stomach cannot cause or trigger it. Guava seed can get stuck in digestive system but it can be removed. The next is hoax information about how diabetic patients must avoid eating rice. The fact is, rice consumption in large amount can increase the risk of diabetic, rice that recently cooked contain sugar or high glycaemic index. Diabetic patient are allow to consume rice with the limitation, combine with vegetables, complete with protein and fat source and consume red rice. The next hoax that keep arguing is about vaccine issues that is contain non-halal ingredients. The fact is, vaccine is one of the prevention of virus spreading and contagious disease. Some of immunization need to be given gradually. Dangerous plague like diphtheria and measles can be prevented by completed vaccination. Indonesian Ulama Council (MUI) stated if it is found forbidden ingredients, with the condition if not get immunization can cause more damage to society, then it is allow to use. There are also hoax information about dangerous supplement and vitamin for body, deathly rabies, vegetarian that is healthier than who is not and children who take many extra courses can cause mental illness.

The next is hoax information that is explained by Instagram account @apetok_yasyfiin where there is myth to pin needle on ear, finger or toes when stroke attacks. The fact is stroke can occur because blockage of rupture of brain blood vessels, not the peripheral blood vessels of other limbs. Needling on the limb is at risk of infection if the needle is not sterile.

Another Instagram account is Doctor Sarwo through @drsarwo, the hoax described is to do hard tap on heart attack patient. This hoax brings result in the failure to safe heart attack patient because of mislead information. In fact, basic life support

measures are to ensure the environment is safe from danger, ensure the patient's awareness by gently tapping and calling them, seeking for help if the patient is unconscious, checking their breathing, if it is abnormal or not breathing do chest compressions followed by assisted respiration with ratio 30 :2, do not stop until medical team arrived. The information is conveyed with videos that are attractive and easy to understand.

Religious organization Aisyiyah through their Instagram account @aisyiyahpusat convey the fact about hoax information of cat fish that contain 3000 of cancer sel. The fact is catfish contain low level of cholesterol. Commonly, catfish are being cultivated in pools that can be controlled to be free from pollution. In their Instagram post, are presented opinion from oncologist from the Indonesian Oncology Association that currently there is no research that state if consuming catfish can cause cancer.

Most Instagram users give positive responses to facts explanation about hoaxes that is widely spread in the community. Some Instagram users repost or upload those information in order to make it more popular and widely known by the public. Meanwhile, a small proportion of Instagram users responded by asking following questions regarding the hoax. Some of the hashtags used to against hoaxes are #antihoax, #antihoaxkeseh, #lawanhoax, and #stophoax.

CONCLUSION

Fake and hoax information are keep spreading on the internet media, especially social media Instagram. Health information are often to be targeted. Various information that are not true as its facts can easily access by citizen, sometimes those information can be dangerous for safety. Public from various roles and profession are trying to correct and fight against hoax information by explaining the true facts through Instagram account, for instance is Ministry of Communication and Information, Doctor, Academics, Health Website, Organization, Police and National Agency of Drug and Food Control. Those account are explaining facts about health hoax information that keep posted on social media, for particular, in how to face and first aid to heart attack, vaccine issue, health supplement. The explanation are conveyed through videography with attractive audio and visualization, so that Instagram users are able to understand easily about the messages.

Instagram users give positive response on the explanation about health information that is conveyed by those accounts. Some of Instagram users are repost

or reupload the information so that can be widely known by public. Meanwhile, other Instagram users give response by asking following question about those hoax information.

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