

# Sentiment Analysis on Indonesian Political Hoaxes

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**Abstract**—Distinguishing between hoaxes and real news from a linguistic perspective requires further identification than can be provided by structural analysis. The study of emotions and sentiments contained in the text is also important, since these can indicate the author's mental state, rhetorical position, attitude, judgment, and relationship with an object or event. This study aimed to analyze how emotions and sentiments emerge and play a role in hoaxes, employing qualitative methods and the appraisal theory framework of Martin and White [1]. Data were limited to five hoax texts, with five news texts from official sources used for comparative analysis. All texts were political in nature. Analysis was conducted using qualitative methods, such as annotation, description, interpretation, and comparison between kinds of text. The study found that (1) hoax texts are dominated by negative sentiments with strong semantics, (2) hoax texts tend to be affective and judgmental, and (3) hoax authors try to write texts as similar as possible to real news, often using a heterogloss voice to convey statements. When a monogloss voice is used, an attribute embedding process is dominant. These findings indicate that emotions and sentiments play a significant role in hoax claims and that appraisal theory can address deeper and broader aspects of sentiment analysis in texts.

**Keywords**—*sentiment analysis, hoax, appraisal theory, emotion in discourse.*

## I. Introduction

In the reporting of political events, hoaxes have become an inseparable component of public media consumption. They are considered effective in shaping opinions and forming values about someone or something. According to reports from the BBC (2019) and Tirta (2018), political topics are most often the subject of hoaxes in Indonesia. Hoax or false news claims are intentionally written to deceive [2]. Their writers carefully construct messages, stories, and language to give the impression of "truth," similar to news from official sources [3].

Many studies on hoaxes have been conducted, usually focusing on definition, detection, and prevention of propagation. This research has covered various aspects, ranging from linguistic structure (such as Chen's [4] findings on affective language and indefinite pronouns) to psychological perspectives, highlighting how such content provokes viral emotions [5]. One study on the detection of hoaxes in Indonesia was conducted by Aribowo [6]. His study found that hoaxes are most widely circulated on Facebook and social media, are provocatively titled, and commonly use excessive punctuation, the imperative mood, and nonstandard, vulgar, and sarcastic language. Aribowo's research still focuses primarily on the description of hoax language.

These studies do not address, however, the use of emotion to convey the hoax and to convince the reader about its claims.

Emotions have important functions and positions in hoax texts. Edwards [6] explains that emotions in text can indicate rhetorical positions and contrasting opinions in discourse. In addition, emotions show how someone talks about an event, indicating their attitude and representing social relationships. Emotions can be a clue to the hoax author's evaluation, reaction, and intention when expressing a claim and seeking to persuade a reader.

Emotions can be exhibited through both direct expressions and opinions. Opinions that contain emotions are called sentiments, according to the definition of Liu [20]. Emotions and sentiments in a text are closely related to context. The link between how emotions and sentiments are conveyed and their context can be analyzed through Martin and White's [1] appraisal theory. This theory was developed from Halliday's Functional Systemic theory to study linguistic manifestations (meanings and words) of emotions and sentiments.

Khoo et al. [11] used appraisal theory to analyze sentiments on online political texts. Their results extended beyond polarity and type of emotion, as the study also classified types of attitude and ways of conveying appraisal. Problems were encountered in determining the appraisal of the text due to subtleties in the meanings and writing styles used in political texts, lack of information on time, insufficient emotional typology, and the types of behavior considered, such as political, verbal, and mental behavior.

Khoo et al. [11] only applied appraisal theory incompletely, since they removed graduation analysis from their study. To fill his gap in previous studies, our research addresses sentiment analysis from a linguistics point of view, applying all components of Martin and White's appraisal theory [1]. By including attitude, engagement, and graduation analysis, a deeper analysis of the orientation and role of sentiments in texts can be achieved.

This study aimed to reveal the sentiments, attitudes, and author's position in the creation of hoax texts. As a data corpus, five articles containing hoax text were collected from Turnbackhoax.id and analyzed by appraisal theory. All texts analyzed were political in nature. Hopefully, this research will contribute to sentiment study from a linguistic perspective, especially as applied to Indonesian data.

## II. Sentiment and Appraisal in Fake or Hoax News

The definition and characteristics of the false news used in this study are as described by Gelfert [2] who characterizes fake news as the deliberate presentation of (typically) false or misleading claims as news, where the claims are misleading by design. Gelfert states that the intent and purpose of fake news makers are closely related to the content and claims they

create. Therefore, the criteria used for hoax texts in this study are (1) false news and (2) false claims in the news.

Emotions are feelings that focus on specific objects, such as people, events, things, or topics. They tend to be intense, focused, and temporary [20]. Sentiment, meanwhile, is the underlying feeling, attitude, evaluation, and emotion associated with an opinion [20].

Appraisal theory was developed from Halliday's Systemic Functional Linguistics by Martin and White [1]. It focuses on the linguistic mechanisms involved in the assessment of emotions, tastes, and norms. Appraisal theory is concerned with examining how writers/speakers behave when expressing, e.g., happiness or sadness (emotion), or when praising or criticizing something (sentiment), and how they position themselves in the text. Furthermore, assessment theory observes how the speaker/writer establishes a persona and tailors the text to a specific audience.

Appraisal analysis consists of the domains of attitude, engagement, and graduation. Attitude is a system of meaning to convey emotions, appraisal (sentiment) of ethics, and aesthetics. It includes affect, judgment, and appreciation. Affect focuses on how a person expresses positive or negative emotions or feelings, such as happiness, sadness, or boredom. Judgment is concerned with attitudes toward a behavior, such as admiration, criticism, praise, or curses. Appreciation involves the evaluation of something, especially made or done by people, but also natural phenomena.

Appreciation can be divided into three: reaction to something (whether it attracts our attention), the composition of something (whether something is balanced and complex), and the "value" of something, whether monetary or in terms of innovation, originality, eternity, or other characteristics.

Engagement involves identifying the source of an attitude or appraisal in speech or text. There are two forms of engagement, namely, monogloss and heterogloss. A monogloss, or single voice, comes from the author alone, whereas a heterogloss, or plural voice, stands alongside the writer in the discourse. Both monogloss and heterogloss have four properties, namely, disclaiming, proclaiming, entertaining, and attributing. Disclaiming involves denying the truth of an idea or presenting contrary evidence. Conversely, proclaiming is the representation of an idea as convincing, valid, explainable, and trustworthy. Entertainment is the explicit presentation of subjective ideas by someone in the text, and attributing is the presentation of subjective ideas as belonging to external voices.

Finally, analysis of graduation (graduation) is a low-scale analysis of how the author self-positions, positively or negatively, with respect to the values and ideas that are the objects of appraisal. Graduation is concerned with two aspects, namely, focus and force. Focus addresses the degrees of authenticity or examples of a value, whereas force involves the modification of scales of intensity or quantity.

### III. Research Methodology

The status of each text as a hoax was first verified, with examples collected from *turnbackhoax.id* (4 texts) and *Kompas.com* (1 text). These two sites have provided a variety of information and tools for assessing whether an item of news is a hoax or not (fact-checking). Hoaxes dated from 2017 (2

texts) and 2018 (3 texts). The differences between dates were caused by initial observation to decide if a text was representative in terms of sentence structure and contained a hoax. All analyzed texts were related to politics, a restriction imposed to concentrate on the patterns of political discourse. Then, from the five hoax texts, sentences containing sentiments and emotions, such as praise or curse, were selected. In this context, praise is a sentiment which expresses one's judgment, including feeling happy, satisfied, and proud of the object of praise. The theory of assessment was then applied to selected sentences. Sentences were analyzed by choice of words, phrases, and clauses and then annotated according to the categorization of appraisal theory. After annotation, the sentences were interpreted qualitatively. Six official news texts related to politics are quoted from *DetikNews* (2 texts), *Voice of Indonesia* (1 text), *Jawa Pos* (1 text), *SindoNews* (1 text), and *Kompas.com* (1 text). These were also analyzed using assessment theory in order to contrast the emotional characteristics and sentiments of hoax and official news.

## IV. Discussion

### A. Abbreviations and Acronyms

In general, hoax texts contained political topics relating to the General Elections of President and Vice President of the Republic of Indonesia for the 2019–2024 period. Hoaxes were usually one to two paragraphs in length. Keywords, such as presidential candidate, Joko Widodo, Prabowo Subianto, general elections, and General Election Commission of the Republic of Indonesia (KPU RI), often appeared in both real news and hoax texts. Two public figures, Joko Widodo and Prabowo Subianto, were often the focus of sentiments expressed by hoax text writers. Only sentences containing hoaxes were analyzed by appraisal theory. Hoaxes can manifest into words, phrases, and clauses.

Attitude analysis and graduation analysis were conducted simultaneously. While attitude analysis looks at the position, judgment, and sentiment of the writer, graduation analysis reveals how the writer expresses his/her attitude and sentiment in the sentence. Attitude analysis probes domains of affection, judgment, and appreciation and focuses on the linguistic form of a sentence. Meanwhile, graduation analysis focuses on two ways in which the intensity of an idea can be modified: the intensity of amount (e.g., many, several) and the intensity of the original or prototype value (e.g., actually, similar, not bad).

Engagement analysis was then applied to observe how the writer or speaker takes a position or attitude in the text. This position or attitude will show how the writer invites the reader to enter into a dialogue about the ideas being discussed from a linguistic perspective. The focus of engagement analysis is the effect of rhetoric in text and meaning in context. Following are the results of analyses of attitude, graduation, and engagement on hoax texts.

Based on the three stages of analysis that were conducted, the behavior of hoaxes and reporters can be summarized as follows.

1. From the analyses of attitude and graduation, we found that hoax writers tend to express personal judgments and sentiments explicitly. This explicit attitude is characterized by direct expression through words, phrases, or clauses, such as "breaking down" or "being killed," as

opposed to implicit constructions like metaphors or euphemisms, or using politeness strategies. The attitude exhibited by the writer is mostly in the form of negative affect and judgment. A negative affective attitude was exhibited, for example, by a writer claiming that he felt his personal security had been disturbed. If an incumbent was the object of a hoax, the negative attitude judgment seemed to touch on the aspects of honesty, capacity, and appropriateness. If the opposition was the target of a hoax, the hoax writer expressed affection in terms of security and hope. This can be explained by incumbent already having a track record, so that any deficiencies or weaknesses can be exploited to make hoax claims. Meanwhile, writers use the personal judgment and capabilities of the opposition to create hoaxes.

Take, for example, sentence (1).

No.	Hoax	Appraising Item	Appraiser	Appraised	Affect	Judgment	Appreciation
1	KPU RI mereka juga diancam akan di bunuh jika tidak dapat tidak mencanangkan Woko Widodo di pilpres 2019 agar secepat tahun 2014 ada yang di racun karena musti bongkar kecurangan pilpres 2014 karena kami."	di ancam akan di bunuh ( threatened to be killed)	Pemulis	KPU RI	(-) net		
		ada yang di racun (some are poisoned)	Pemulis	-	(-) net		
	(Indonesia KPU is also threatened that they will be killed if next year they do not win Woko Widodo in the 2019 presidential election, remembering that there was a 2014 history of poisoning because they wanted to dismantle the cheating on the 2014)	Woko Widodo	Pemulis	Joko Widodo (Jokowi)	(-) net		

Table 1. Appraisal Analysis of Hoax

Sentence (1) expresses the negative emotions (fear) of the writer on the valued subject of security. Threatening murder is a criminal offense. The assessment items are "threatened" and "killed" as a form of spelling error (standard form: diancam, dibunuh, prefix (di-) combined with the next word as verb). The two items indicate a negative appraisal, in the form of indirect allegations that the KPU RI was threatened with death by supporters of Joko Widodo. This is evident from the continuation of the sentence "if Woko Widodo [sic] does not win in the 2019 presidential election." The sentence conveys the author's evaluation that, in order to achieve victory in the 2019 presidential election, Joko Widodo's group acted to suppress the KPU RI with death threats. However, neither the KPU RI officers who received the threats nor the names of suspects are indicated. Generally, news reporters describing criminal events record a series of events, list the initials of the victims' names, and identify officers authorized to handle cases in reference to written claims. For comparison, here is a news quote from DetikNews [7] on the topic of death threats.

*"Sebelumnya, Tito membeberkan nama pejabat yang jadi sasaran pembunuhan adalah Menko Polhukam Wiranto, Menko Kemaritiman Luhut Pandjaitan, Kepala BIN Jenderal Budi Gunawan, dan stafsus Presiden Gories Mere. Selain itu, kelompok pengancam menargetkan pimpinan lembaga survei."*

[“Previously, Tito revealed that the names of officials who were targeted for the killings were the Coordinating Minister for Politics and Security, Wiranto, the Coordinating Minister for Maritime Affairs, Luhut Pandjaitan, the Head of BIN

General Budi Gunawan, and staff of President Gories Mere. In addition, the threat group targeted the leadership of the survey institute.”]

*a) “(Dari) pemeriksaan resmi, mereka menyampaikan nama Pak Wiranto, Pak Luhut Menko Maritim, ketiga itu Pak KaBIN, keempat Gories Mere,” kata Tito dalam jumpa pers di kantor Kemenko Polhukam, Jl Medan Merdeka Barat, Jakarta Pusat.”*

[“(From) the official examination, they revealed the names as, Mr. Wiranto, Mr. Luhut Menko Maritime, the third being Mr. KaBIN, the fourth Gories Mere,” Tito said at a press conference at the Office of the Coordinating Ministry for Politics and Security, Jl Medan Merdeka Barat, Central Jakarta.”]

Notably, in the above example of official news footage, the reporter does not judge who is responsible for the crime, but directly quotes the authorities. The way reporters evaluate and convey attitudes is clearly different from the hoax writers above, as reporters avoid personal evaluation and sentiment when delivering news. Conversely, the negative attitude of the hoax writer is inseparable, preceded by references to threats and killings, and making accusations unaccompanied by strong evidence and based only on personal judgment, namely, the continuation of the sentence, “... remember the history of 2014, there are those who want to dismantle the election fraud.” References to past events, such as “want to dismantle,” constitute a form of negative evaluation from the author designed to provoke negative emotions from readers. Sentence (1) indicates that, in the author's view, threats of murder were caused by the inability of the Indonesian KPU to ensure a certain pair of candidates won.

The news reporter in the previous example elucidates whether threats were actually made and confirms the role of the authorities in determining the factors underlying the crime. However, in the example from the hoax text, the writer implies that certain groups have been found to be associated with criminal cases. In sentence (1), the hoax text also applies graduation to certain ideas, particularly related to the term “bonkar” or “unloading.” Based on the online version of KBBI, “bonkar” only has the meaning of “lift,” though this does not fit the context of the text. Given the meaning derived from KBBI, the addition of the prefix (Me-) to the verb has a particular significance in the context of the sentence above, along the lines of “opened by force” or “revealed a secret.” Based on the meaning “dismantle” for “membongkar,” the additional implication of force connotes cheating. The hoax writer thus intensifies the term, intentionally employing a strong graduation.

While writing Joko Widodo's name as Woko Widodo (sentence 1) could be a typo, when seen in the context of the sentence, this error can be interpreted as a reproach or insult, a form of negative judgment on the aspects of one's capacity. The aspects of capacity in valuation theory are included in the category of social sanctions. These are rules, regulations, and provisions in attitude, often overseen by the church or state [1]. Hoax writers act out ethics by means of reproach. Their criticisms or insults thus evaluate how well someone applies ethics and rules in his/her behavior (propriety). That is, when individuals come into contact with rules, regulations, or provisions in attitude, the hoax writer's critical posture gives the appearance of holding them accountable. In sentence (1)

of the hoax text, the error mentioned shows how the writer did not value Joko Widodo as the president of RI 2014–2019.

Negative emotions are also exhibited in sentence (1) of the hoax text, such as fear in this fragment: “remembering that there was a 2014 history of poisoning because they wanted to dismantle the cheating...” Examined in context, the sentence seeks to remind the reader of the danger of being poisoned. According to Berger and Milkman [8], anger, fear, and anxiety fall into the category of emotions that provoke a strong nervous response (high arousal). These emotions have considerable impact and influence, encouraging the reader to “feel” confident about the claim and leading to the spread of the hoax without revisiting its claims.

2. It is also noteworthy that a lack of appreciation was found in the hoax data for both incumbent and opposition parties. While this may be a result of the limited data, this finding reflects the preference of writers to emphasize the disadvantages of their targets. Another means of underlining the weaknesses of hoax target is by illustrating public disappointment, so that the claims of the writer align with the personal judgment of the reader. As Paul and Matthews [9] explain, claims held by large numbers will tend to change personal assumptions (personal experiences) into collective assumptions. As a result, hoaxes are considered or felt to be “right” by the reader (illusory truth effect).

3. Reporters tend to report the attitudes and sentiments of others through quotations (heterogeneous voice types). An assessment of the attitudes and sentiments of reporters can be made through an analysis of attitudes and graduation in the official news text. However, reporters tend to employ positive politeness strategies by using official terms and do not dominate the narrative as hoax writers do.

No	Real News	Appraising Item	Appraiser	Appraised	Affect	Judgment	Appreciation
8	Pertemuan antara Joko Widodo dan Prabowo Subianto sampai sekarang masih sebatas wacana.	masih sebatas wacana	Reporter	Pertemuan Joko Widodo dan Prabowo Subianto	(-) sat		

Table 2. Appraisal Analysis of Real News

For example, the reporter in sentence (8) expresses dissatisfaction (negative affect evaluation) over a meeting of two people which is “still only a plan.” If we look at the definition of wacana in the online version of KBBI, it is interpreted as “verbal communication,” a “conversation,” or a “verbal exchange of ideas,” meanings which do not accord with the reporter’s comment. The phrase “masih sebatas wacana” in the context of this sentence means “still a plan.” The meaning of the “new plan” indicates that the reporter is making a negative assessment that the meeting between the two figures has not yet been realized. However, the phrase refers merely to a discourse, with the implied “still planned”

having a graduation of meaning that constitutes a politeness strategy. The politeness strategy employed by reporters does not necessarily reveal a direct negative affect. In this instance, the reporter used the phrase to avoid the impression of being “judgmental” on the capacity of the two figures to hold a meeting.

4. Graduation analysis also reveals how hoaxes use words with strong meanings, as in the case of “bongkar” discussed above. Some other words that often emerge from hoaxes (not attached to the analysis table) are *masif*, *ganyang*, and *tuding*. Strong words are more persuasive to the reader. This finding corresponds with those of Paul and Matthews [9] and Berger and Milkman [8]; words that provoke emotion will attract the reader more, for example, angry messages will provoke a reaction from an angry audience.

5. In real news, words with strong meanings were generally used by external voices rather than reporters. Reporters chose words with more neutral meanings.

6. As determined by attitude analysis, sentences (1), (3), (4), and (5) [see appended] exhibit negative emotions from hoax writers. Among the sentiments and emotions expressed were (sequentially, numbers 1–5) fear, hope, insult, anger, and distrust. Negative emotions appeared more frequently than positive emotions. Strong negative emotions, such as anger, fear, and insults, will influence readers to believe and spread content [8, 9].

7. Using engagement analysis, it was found that hoax writers often used a monogloss voice. This gives the writer more scope for control, whether to make declarations or insertions. The monogloss voices of hoax writers promotes communication in only one direction, allowing the creation of arguments based on personal sentiment alone, rather than promoting public discussion or dialogue. The reader is thus denied any exposure to contrasting or opposing arguments.

By contrast, when reporters make use of a monogloss, it seems clear that they do so for the sake of summarizing an event and avoiding personal judgment. The following excerpts are suitable examples of monogloss sentences from DetikNews (29/06/2019):

(02) “Jakarta - National Police Chief Gen. Tito Karnavian said there were four officials who received death threats from rioters from 21-22 May 2019. Then, how to secure President Joko Widodo (Jokowi)?”

Minister of State Secretary Pratikno said that safeguarding President Jokowi was always done with caution. “Vigilant security has become a security standard for the President of Indonesia.”

Monoglossy, as employed by reporters (see the underlined part), is a form of attribution, which represents an idea of another type of voice. Martin and White [1] classify this as words based on other or external voices, which function to create a dialogue space in discourse. Reporters summarize the flow of events by creating a dialogue space from other types of voices, without the attitude or sentiment that appears in hoaxes. Even if attitudes or sentiments appear in news, reporters have 10 elements of journalism that must be obeyed, so that any tendency to bias or personal judgment is avoided as far as possible.

8. Referents for the pronoun “we” are often omitted in hoax claims. For example, the phrase “we find...” in sentence (4) of the analysis is a distinct characteristic. The text is deliberately not specific about who is included by the “we” pronoun. Kleinberg et al. [11] note that false news or claims have an abstract tendency, such as using non-referent pronouns and avoiding concrete forms of linguistics or mentioning identity, time, and date (linguistic concreteness).

9. Engagement analysis on hoaxes also indicates that claims may be supported by direct evidence and arguments from the author, but these evidence and arguments are false. Sentence structure in hoaxes may be compound, with the main sentence containing the claim and the subordinate containing supporting evidence. Why, then, does false evidence and argument still affect the reader? Paul and Matthews [9] assert that false statements are more likely to be accepted, even when supported by false evidence, because the presence of evidence itself can override or obscure the source’s credibility in the doubtful statement.

10. To demonstrate point (9), sentence (3) is a false statement attributed to another person, in this case the Third President of the Republic of Indonesia, Burhanuddin Jusuf Habibie (BJ Habibie).

No.	Hoax	Appraisal Item	Appraiser	Appraised	Affect	Judgment	Appreciation
1	"BJ Habibie Mengatakan : " Lawan Berat Pak PRABOWO itu bukan sekedar lawan, karena adalah pesertanya Jalan Sialit. Bantulah Pak PRABOWO dengan Kependaftarannya periode berikutnya di 2019. Semoga Bismillah. Karena saya tau siapa Prabowo dan saya juga tau sebagai peletak sejarah yang nilai pada masa itu."	Lawan Berat Pak PRABOWO itu bukan sekedar lawan, karena adalah pesertanya Jalan Sialit. Bantulah Pak PRABOWO dengan Kependaftarannya periode berikutnya di 2019.	BJ Habibie	Joko Widodo (Jokowi)		(-) exp	
	"BJ Habibie Says: " The Great Opponent of Pak PRABOWO was not Jokowi. It was just Jokowi. The Easy Way for Pak PRABOWO to Lead the Next Period in 2019. When I Say So because I know who Prabowo and I also know as the original historical actors at that time."	Lawan Berat Pak PRABOWO itu bukan sekedar lawan, karena adalah pesertanya Jalan Sialit. Bantulah Pak PRABOWO dengan Kependaftarannya periode berikutnya di 2019.	BJ Habibie	Joko Widodo (Jokowi)		(-) exp	
	"BJ Habibie Says: " The Great Opponent of Pak PRABOWO was not Jokowi. It was just Jokowi. The Easy Way for Pak PRABOWO to Lead the Next Period in 2019. When I Say So because I know who Prabowo and I also know as the original historical actors at that time."	Lawan Berat Pak PRABOWO itu bukan sekedar lawan, karena adalah pesertanya Jalan Sialit. Bantulah Pak PRABOWO dengan Kependaftarannya periode berikutnya di 2019.	BJ Habibie	Prabowo Subianto		(+) exp	

Table 3. Appraisal Analysis of Hoax

In sentence (3), the hoax writer makes a number of negative judgments concerning Joko Widodo, as well as a positive assessment of Prabowo Subianto, by writing that their claim came from BJ Habibie. The phrase “just Jokowi” expresses a negative judgment on the leadership ability of Joko Widodo. This is marked by the phrase “toward the next period of leadership.” Through the phrase “just,” it seems from the context that Joko Widodo is considered by the hoax writers to be less able. In addition, through the assessment, the item “Mr. Prabowo’s Heavy Opponent Is Not Jokowi” confirms that the author considers Joko Widodo an inferior opponent to Prabowo Subianto. Applying the adjective “weight” in the phrase “weight opponent” magnifies graduation in power. Referring to the online version of KBBI V, there is a meaning relevant to this context, namely, “difficult to do; exceed in size (strength, ability, ability, etc.).” Understandably, by using phrases describing heavy opponents, the hoax writer presents Joko Widodo as an opponent who did not exceed Prabowo Subianto’s capacity. The assessment item “easy path for Pak Prabowo” elaborates the writer’s view with a positive assessment of Prabowo’s

capacity, implying that Joko Widodo is an easy opponent to defeat in the general election of 2019.

Finally, the assessment item “I know who Prabowo is” is presented as if the speaker was BJ Habibie. The assessment item “I also know as an authentic historical actor” expresses the author’s desire to reassure that the above claims were actually made by BJ Habibie. The phrase “original historical actor” suggests to the reader that the claim is based on BJ Habibie’s firsthand knowledge of historical events. The meaning of the original word on KBBI V most suitable to the context is “not a copy” and “no doubt of its origin.” Thus, the original word used by the hoax writer implies a power graduation: Habibie’s knowledge of Prabowo was not based on a secondhand opinion and should not be doubted. It should also be noted that sentence (3) is characterized by typographical errors, and the use of nonstandard spelling, and that the quote’s author does not specify when it originated.

11. From engagement analysis, reporters use monogloss as a tool to summarize events and heterogloss to include judgments, sentiments, and claims by people. According to Martin and White [1], reporters consistently use a pattern of “say, confirm, say,” thus creating dialogue between the sources cited, rather than imposing a personal judgment.

12. Hoax claims are often written using nonstandard writing styles. This finding corresponds with that of Aribowo [5] on how hoaxes use improper punctuation, nonstandard language, and affective language. It is also important to learn that the use of online media influences how hoaxes spread and convince readers. Paul and Matthews [9] explain that online media tend to be more trusted, regardless of the honesty and quality of the content.

By contrast, this study also discusses the analysis of attitudes and graduations from official news texts. This is intended to give a better picture of how reporters behave and put their sentiments and judgments into writing. From this limited corpus, it was found that reporters from five official online news sites (registered with the Alliance of Indonesian Journalists) had a tendency toward being neutral. Following are the results of the analysis of attitudes and graduations from the official news sources.

Based on this analysis, it appears that hoax writers aim to inculcate false claims using a monogloss voice and a form of engagement through statements. Another indication of why the hoax writer prefers the monogloss is that the heterogloss, or quotes from other sources, can be verified. Verification of heterogloss voice types makes it easy to ascertain whether a quote is correctly attributed to an individual, has been edited to suit a particular narrative, or is actually fake. Meanwhile, narratives or claims (monogloss) in the form of sentiments and subjective attitudes can lead the reader to the wrong conclusion or interpretation. Hoaxes characteristically avoid indicating the author of the news, or rely on anonymity, making verification difficult for the readers. In addition, the many uses of monogloss types in hoax texts indicate that the narrative and descriptive forms create space for hoax writers to include attitudes, judgments, and sentiments toward someone.

The elements of journalism compiled from Kovach and Rosenstiel by Dean [24] have two points that are relevant to the discussion of attitude analysis, voice, and appraisal in

this study. These are the discipline of verification and the obligation of journalism to provide a public forum [24]. The rules of verification [24] consist of three concepts, namely, transparency, modesty, and originality. That is, reporters may not omit facts (transparency), must not assume (modesty), and must check facts or quotes cited (originality). In addition, there is a principle that journalism must provide a public forum, by taking into account a variety of perspectives from the parties involved in a balanced manner [24]. These ideas lie at the root of the problem being discussed. Thus, hoaxes do not adhere to journalism principles, instead revealing their subjectivity (emotions, attitudes), lack of critical assessment (assumption), and failure to involve people to encourage fair argument and open public discourse.

## V. Conclusions

In the process of identifying hoaxes, many approaches have been employed from the fields of psychology, criminology, social sciences, and linguistics. This research tried to combine two approaches, based on discourse and sentiment. As a semantic-discourse system [1], appraisal theory provides a toolkit for various manifestations of emotion and sentiment from a range of grammatical structures. This research has certain limitations, especially given the amount of data analyzed. Nonetheless, it demonstrates how the linguistic form used to convey attitudes and judgments can be used to distinguish between hoaxes and official news.

Hoax writers tend to express negative attitudes and judgments in their narratives. Hoaxes often express affect and appraisal in an explicit way, through words with strong meanings, such as bongkar, lawan, and berat. Context has key in determining scales of word meaning. Negative attitudes and judgments that appear in text can usually be categorized as strong emotions (high arousal), which are able to influence the reader. Evidence and claims from hoax statements are often based on the opinions and personal experiences of hoax writers.

Real news is different. Personal judgment and sentiments from reporters tend to be more implicit. Words are chosen for their low-force semantics, whereas emotions that emerge in texts are related to external voices, not of reporters. Meanwhile, hoaxes have the opportunity to state opinions which often leads to negative judgments of individuals, supported by false claims and evidence. Contrarily, reporters focus more on summarizing events and use heteroglossy to quote what people said. Thus, as found through appraisal theory analysis, hoax writers use grammatical and semantic forms in an attempt to indoctrinate the reader with false claims.

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