



An Analysis of the Role of the North Sumatera Province Communication and Information Office in Handling Hoax Information

Christian Alesi Tamado Pasaribu^(✉), Harmein Nasution^(ID), and Linda Trimurni Maas

Universitas Sumatera Utara, Medan, Indonesia
alesipasaribu@gmail.com

Abstract. Technological developments in the era of the Industrial Revolution 4.0 have had a significant impact on people's lives. The positive impact is increasing public knowledge of mass media technology and social media via the internet so that information can be easily obtained and accessed quickly. In addition to having a positive impact, negative implications always accompany, such as the emergence of the phenomenon of spreading false information or hoaxes on social media is feared can cause various kinds of problems. The threat of deception is real and can be troubling to multiple parties, especially people who quickly receive information without being filtered about the truth first. This research was conducted from November 2021 to June 2022 and took place at the North Sumatra Governor's Office Complex Jl. Prince Diponegoro No. 30, Madras Hulu, Kec. Medan Polonia, Medan City, North Sumatra 20152, The research method was conducted by the researcher in qualitative research. Qualitative research aims to gain a general understanding of social reality from the participant's perspective. The strategy used by the North Sumatra Province Communication and Information Office in detecting hoaxes is to use the Ministry of Communication and Information Technology website to check fraud. Hoax information or not, after examining the analysis of the role of the North Sumatra Province Communication and Information Office in handling hoax information, it can be concluded that the North Sumatra Province Communication and Information Office has carried out its duties and functions as the front line to prevent the circulation of hoax information and straighten out a hoax. Lead so that later it can become helpful and right on target in the North Sumatra area.

Keywords: Communication and Information Office of North Sumatra Province · Hoax Information · Mass Media · Social Media · Qualitative Research

1 Introduction

The development of technology in the Industrial Revolution 4 era has many positive impacts. Still, adverse effects always accompany it, such as the emergence of the phenomenon of spreading false information or hoaxes that can cause various kinds of problems.

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Information is data that is processed in such a way as to improve the knowledge of someone who uses the data [1]. The function of information in the era of increasingly sophisticated technology as it is today is as a source of knowledge, entertainment, and as a function of influence.

Social media is an effective and efficient means of transmitting information to other [2]. Social media plays a significant role in disseminating information in society. The types of social media used by the public to get information include Instagram, Twitter, YouTube, Facebook, WhatsApp, and articles on online news sites. However, the information that spreads in the community through social media does not necessarily occur following the facts, and even a lot of information that extends is false information or hoaxes. This can lead to confusion, ambiguity, confusion or doubt among social media users.

A hoax is a series of deliberately misleading information but sold as truth. Hoaxes can also be interpreted as false news or information and do not

necessarily have truth value in accordance with existing facts [3]. Hoaxes can be very dangerous for life in society because of the nature of news that spreads quickly and can create uproar and misunderstanding if hoax information is not clarified.

In response to the proliferation of false information or hoaxes, the Indonesian government has acted quickly to avoid the spread of frauds that are increasingly troubling and have a negative impact on Indonesian society and can also affect the functioning of the government system in Indonesia. The government through the Ministry of Communication and Information Technology (Kemenkominfo) will use a strategy to eradicate the spread of false information or hoaxes by encouraging literacy, education, and socialization for the community which is considered effective in reducing the spread of hoaxes.

The central government at the provincial level authorizes the Diskominfo (Communication and Information Technology Office) of North Sumatra Province to prevent and handle the high number of hoax information dissemination in North Sumatra Province. The cause of the increased spread of hoax information in North Sumatra is because legal action efforts in accordance with the ITE Law have not been maximized for the perpetrators of hoax information dissemination.

1.1 Problem Formulation

What is the role of the Communication and Informatics Office of North Sumatra Province in handling hoax information spread on social media?

2 Method

The type of research that researchers will conduct is qualitative research. The purpose of qualitative research is to gain a general understanding of social reality from the perspective of participants [4].

The source of research data is primary data, collected directly from the authority of the institution concerned, and secondary data is research data obtained indirectly

through intermediaries. And the data collection techniques used in this research include Interviews, Observation, Documentation.

Activities when analyzing qualitative data are carried out interactively and take place continuously until completion, so that the data is saturated, these data activities are data reduction (data reduction), data presentation (data display), and conclusion drawing/verification [5].

3 Result and Discussion

The following is an example of a case traced by researchers related to hoax information or news:

The first data used is, Circulating information that no one has died purely because of Covid-19, the fact is that the Covid-19 virus has been studied, and it is a deadly virus that can kill and infect anyone. This can cause someone to die purely because of contracting the Covid-19 virus.

This information originated from someone's status uploaded to Facebook, which said the Rapid Test results were invalid because they used blood, while the Covid-19 virus attacks the respiratory tract. From this status it is also concluded that even though the Rapid Test results are positive, it is not necessarily positive for Covid-19.

This was clarified directly by the Communication and Informatics Office of North Sumatra Province because it was feared that the public would believe it. The Office of Communication and Informatics of North Sumatra Province clarified that the status is a hoax through social media Instagram.

The second data is, the hoax information circulating on Facebook social media regarding the jihad and revolution movement against the lousy regime that carries the name of the current Governor of North Sumatra Edy Rahmayadi, the fact is that the information circulating is untrue, the fall is more of a slander and hate speech aimed at the current Governor of North Sumatra Edy Rahmayadi.

This information was sourced from a person's status uploaded to Facebook, which said the results of the Governor's speech regarding the call for jihad and revolution against the lousy regime. The public can easily believe the position because it displays the words "governor's speech". This is very dangerous and can build a negative stigma against Governor Edy Rahmayadi.

This was clarified directly by the Communication and Informatics Office of North Sumatra Province that the status was a hoax and seemed slanderous through the official website of the Communication and Informatics Office of North Sumatra Province.

There are some important patterns to identify hoaxes like the data above, according to the Head of Public Information Management (PIP) of the Communication and Informatics Office of North Sumatra Province, Harvina Zuhra it is that the information has a clear source, Know how credible the media that spreads the data is, Check the truth, and Do not easily share information. Meanwhile, the Section Head of E-Government Governance of the Communication and Informatics Office of North Sumatra Province, Franky Sihalohe said it is to confirm through online media, think logically in response to the information received, and not immediately disseminate the information received.

And the strategy used by the Communication and Informatics Office of North Sumatera Province in dealing with hoaxes is to utilize social media as social media and print media as a medium for delivering information and clarification to the public.

This strategy has multiple steps, and it starts with information tracking. First, they get reports from the public through all social media platforms owned by the Public Relations of the Communication and Information Technology Office of North Sumatera Province. The second, the Communication and Informatics Office of North Sumatera Province, search for information through social media, namely information whose sources are unclear and contain elements of lies that can disturb the community.

She was then checking the field and coordinating via the telephone network. This is done if the location rumored to have a hoax has a remote area and is not reached by the Public Relations of the Communication and Informatics Office of North Sumatera Province; the second is to go directly to the location rumored to have a hoax.

After validating the information, the authenticity is verified through field checks or confirmation. The result of this validation is valid information or a message ready to be delivered to the public as a clarification.

And lastly, the confirmation answer can be realized in various forms, in the form of clarification answers and official statements by utilizing social media and websites owned by the Communication and Informatics Office of North Sumatera Province. In addition, the Office of Communication and Informatics of North Sumatera Province provides digital literacy or education about hoax news through its channels (social media and website).

If hoax information is still circulating, Franky Sialoho explained that his party utilizes the content complaint service owned by the Ministry of Communication and Information. He also asked the public to use this service to fight hoaxes. The Ministry of Communication and Information will take down the news or content if proven to be a hoax. Not only the benefits of the Ministry of Communication and Information, but there are also many more hoax news complaint websites on the internet and Franky Sialoho reminded complainants to prepare supporting data in making complaints.

4 Conclusion

Communication and Informatics Office of North Sumatera Province in handling hoax information, it can be concluded that the Communication and Informatics Office of North Sumatera Province has carried out its duties and functions as the front guard to prevent the circulation of hoax information and straighten out information so that later it can be helpful to information and right on target in the North Sumatera region.

The strategy implemented by the North Sumatera Communication and Informatics Office is to utilize social media as social media and print media as a medium for delivering information and clarification to the public. The stages of the Communication and Informatics Office of North Sumatera Province in handling hoaxes include information search, field checking, information validation, and information answers.

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