



# The Function of Public Relations in Dealing with Hoaxes

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**Abstract.** Public Relations is a management function that evaluates public attitudes, identifies the policies and procedures of an individual or an organization based on the public interest, and implements a program to gain public understanding and acceptance. Thus, the function of Public Relations is very important for an organization or company in carrying out planned communication and creating two-way communication using media with the public to achieve common goals in maintaining its image and forming positive opinions from the public. Its function is increasingly important when internet speed and penetration of information technology, which should have positive benefits, actually become counterproductive when it is misused as a tool to spread false information or news (Hoaxes), which has been proven to be detrimental to individuals, organizations or companies and is now happening globally. This research wants to see how Public Relations functions in dealing with Hoaxes using data collection methods through interviews with 4 Public Relations Practitioners at BPP PERHUMAS Indonesia as informants who have met the research criteria and through documentation. The informant admitted that his party was disturbed by the hoaxes circulating about his company and was trying to straighten out the hoaxes. Researchers also conducted a Credibility Test with Triangulation with the Director General of Information and Public Communication of the Indonesian Ministry of Communication and Informatics, Usman Kansong, who is also the Indonesian PERHUMAS Advisor and Chief for Global Alliance Asia Pacific, an international Public Relations Association, Jaffri Amin Osman. Both of them acknowledged that hoaxes were an important problem to be faced by the Ministry of Information and Public Relations of the Government in ASEAN countries and companies in the Asia Pacific. Apart from that, the influence of the position of Public Relations in an organization or company is important as a determinant for improving or maximizing the function of Public Relations, including in dealing with Hoaxes.

**Keywords:** Public Relations, Hoax, Public Relations Function

## 1. Introduction

Public Relations (PR) is agreed to be part of the management function of an organization or company. Frazier Moore [1] states that Public Relations is a management function that evaluates public attitudes, identifies the policies and procedures of an individual or an organization based on the public interest, and carries out a program to gain public understanding and acceptance. According to Dr. Rex Harlow in the book "A Model for Public Relations Education for

Professional Practices Public Relations [2], Public Relations is a typical management function and supports coaching, maintaining a path of togetherness between the organization and the public, regarding communication activities, understanding, acceptance, cooperation that involves management in dealing with issues or problems, helps management to be able to respond to public opinion. It can be said that the function of Public Relations is very important for an organization or company, especially in carrying out planned communication and creating two-way communication using media with the public and used to achieve common goals in an organization, especially in maintaining the image and forming positive opinions from the public.

Cutlip & Center [3] states the function of public relations as follows: 1) Support management activities and achieve organizational goals. 2) Creating reciprocal two-way communication by disseminating information from the company to the public and channeling public opinion to the company. 3) Serve the public and provide advice to company leaders for the public interest. 4) Fostering harmonious relations between the company and the public, both internal and external. Public Relations is not just a technical function but is a managerial function that is responsible for the implementation of a significant relationship between an organization and its public (stakeholders). Public Relations is a strategic function at the corporate level. Public Relations is a bridge, builder and maintainer of harmony between an organization and its environment. With harmony, better mutual understanding between the organization and its public, a positive image of the organization is expected to be formed and strengthened.

Kriyantono, Rachmat in Communication Research states the role of Public Relations, namely: 1) As a communicator, Public Relations helps management in hearing what the public wants, as well as explaining the desires, policies and hopes of the organization or company to the public. 2) Building relationships, namely trying to build positive and mutually beneficial relationships with the public. Positive relationships can be carried out by holding meetings, giving awards to the public who are loyal and believe in the company in order to improve the company's image. Current developments, where information technology is developing rapidly and hoaxes have become a trend, have increased the function of public relations to also dealing with hoaxes by clarifying hoaxes that befall an organization or company. Even Public Relations can deal with Hoaxes by creating a special strategy to take "advantage" from Hoaxes that befall an organization or company.

Currently, Public Relations faces extraordinary challenges in dealing with various social media which have become a space for expression for the public, both internal and external. In that space, the public can publish statements as they wish. There are responsible statements, but there are also irresponsible statements in the form of false information or what is commonly referred to as Hoax. Hoaxes are false information or news, which can prove to be a big problem and harm many parties. Internet speed and information technology penetration, which should have positive benefits, actually become counterproductive when they are misused as tools to spread hoaxes. Hoaxes can attack individuals, companies, institutions, and even the government. Not only in Indonesia, hoaxes also occur in various countries in the world.

Public Relations inevitably has to follow developments in communication technology in dealing with the public, both internal and external. One of them is how Public Relations carries out its function in dealing with Hoaxes which have the potential to become a communication crisis or a detrimental Public Relations crisis. Hoaxes have become a global problem and have attacked various countries in the world. Hoaxes are information that is spread because of the public's overconfidence in the information, and is usually supported by the public's trust in a source of information. Trust that allows society or even certain authoritative parties to delay

verifying information before swallowing it or even reproducing it. Hoaxes have characteristics, including containing sentences that invite you to disseminate information as widely as possible, not including dates and deadlines, not including valid sources and using the names of large companies. These four characteristics can at least help in focusing the locus of our thinking when dealing with information. So, ideally we should be skeptical of any information we encounter even if it looks correct, complete and very convincing [5].

Pellegrini in Simarmata [6] develops MacDougall's definition of Hoax, explaining it as a lie created by someone to hide or divert the truth, both internally and externally, used for personal gain. Hoaxes are divided into fake news (Fake news) where the news aims to falsify or include untruths in a news story; Trap links (Clickbait) where links are strategically placed within a site that direct readers to another site; Confirmation bias in which the tendency to interpret new events as evidence of existing beliefs; Misinformation where information is false or inaccurate, intended to deceive; Satire in which sentences comment on current events with humor, irony, and exaggeration; Post-truth (Post-truth) where an event where emotions play a bigger role than facts in forming public opinion and Propaganda where activities influence the general public related to sharing information, facts, discussions, gossip, the truth, even lies [7]. In this research, researchers want to see how Public Relations functions in dealing with hoaxes.

## 2 Literature Review

Researchers found 12 previous studies related to Hoaxes in general, with qualitative research methods. Previous research has, among other things, discussed fake news information (Hoaxes) through hate speech so that it can be responded to through a diverse media literacy model so that netizens are better able to construct positive content and utilize social media; Hoaxes on social media are confusing so we need a way to anticipate them; Public Relations Managers can respond to hoaxes with Reactive Public Relations Strategies; Hoaxes must be addressed with the antidote of fact checking; Public Relations Managers can respond to hoaxes with Reactive Public Relations Strategies; Hoaxes can be countered with digital literacy and using Ronald D Smith's Public Relations Strategy; In handling hoaxes by Public Relations, Communication and Information relies more on online media communication; Hoaxes are an important issue that must be monitored and managed by Public Relations Practitioners by relying on traditional news media and crowdsourcing to verify information; Hoaxes have been largely ignored by the Public Relations industry and have even become an established tool in Public Relations work; Hoaxes have a more significant influence on public figures than companies; Hoaxes can be addressed by Government Public Relations with the role of public relations and Hoaxes function together with other aspects, context, perception, opinion leaders and cognitive processes to encourage certain thoughts to believe fake news reports. It is briefly shown in table 1 of Previous Research below. The difference with this research is that the focus of this research is on how Public Relations functions in dealing with hoaxes.

Table 1 Previous Research

No	Name	Title Researcher	Results Research	Research Differences in Research Topics
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1	<i>Dedi Rianto Rahadi</i>	User Behavior and Hoax Information on Social Media [8]	Researchers found that social media users understand that Hoax information can divide the nation, so to prevent the spread of Hoaxes, the role of the government and parents is needed as well as literacy/education on the use of social media so that user behavior becomes wise in responding to all information received.	Research topic about Hoax Information on social media.
2	Vibriza Juliswara	"Developing a Diversity Media Literacy Model in Analyzing Fake News Information (Hoax) on Social Media" in order to respond to the development of hate speech [9]	Researchers are trying to develop a media literacy model that is diverse in analyzing false information (Hoaxes) in news on social media and it is assumed that netizens will be better able to construct positive content in utilizing social media.	Research topic about Fake News Information (Hoax) on Social Media.
3	<i>Christiany Juditha</i>	"Hoax Communication Interactivity in Social Media and Anticipation [10]	Researchers show that the Hoax phenomenon in Indonesia raises doubts about the information received and confuses the public and hopes to get an idea of Hoax communication interactions on social media and how to anticipate them.	Research topic about the Hoax phenomenon in Indonesia which raises doubts and is confusing.
4	Marcella Tambuscio	"Network Segregation in a Model of Misinformation and Fact Checking [11]	Researchers point out one possible antidote to Hoaxes is fact checking, which in some cases, is known to stop further spread of rumors. However, fact checking can also backfire and strengthen belief in Hoaxes.	Research topic about preventing the spread of rumors by fact checking.
5	Alexandru Ioan Cuza	"Reactive Public Relations Strategies for Managing Fake News	Researchers show Public Relations Managers can use various Reactive Public Relations Strategies to counter fake news, or different communication strategies to achieve organizational goals.	Research topic on Public Relations strategies for managing fake news in the online environment.

		in the Online Environment” [12]		
6	Gilang Suchayo	“The Public Relations Strategy of the Ministry of Communication and Informatics in managing Hoaxes” [13]	Researchers show that it is still easy for people to be provoked by news whose truth is not yet clear, so with Digital Literacy it is hoped that at least the public can identify the information they receive. However, digital education is still centralized at the ministry level, so a joint program was created with the local government to ensure that literacy is provided more evenly.	Research topic regarding the Ministry of Communication and Information's Public Relations strategy in managing hoaxes.
7	Engga Probi Endri, S.I.Kom., M.A. Muthia Rahayu, S.Ikom., M.Ikom Rialdo, Rezeky M.L Toruan, S.Sos., M.Si	“Case Study of Public Relations Strategy of the Ministry of Communication and Information Technology in Responding to the Islamic Defenders Front Hoax Photo (FPI) in 2018 Online Media” [14]	Researchers show that in carrying out Hoax prevention strategies, communication and information public relations rely more on online media communication than conventional and direct (face-to-face) mass communication.	Research topic on strategies for dealing with hoaxes at the Ministry of Communication and Information.
8	M. R. Jahng, Hyunmin Lee, A. Rochadiat	“Public Relations Practitioners Management of Fake News Exploring Key Elements and Acts of Information Authentication [15]	Researchers show that fake news is conceptualized as an important organizational issue that requires monitoring and management by Public Relations practitioners by relying on traditional news media and crowdsourcing to verify information.	Research topic on the conceptualization of fake news as an important organizational issue.

9	Lee Edwards	“Organised Lying and Professional Legitimacy: Public Relations’ Accountability in The Disinformation Debate” [16]	Researchers point out the role of the Public Relations industry in the disinformation debate has been largely overlooked, while emphasis has been placed on the responsibility of platforms, media organizations and audiences to monitor content and remove fake news. In contrast, disinformation and fake news are well-established tools in Public Relations work and are implicated in the current crisis.	Research topics on the role of the Public Relations industry in the Disinformation debate.
10	Isabella Nuzirwan dan Rudi Sukandar	“The Impact of Hoaxes to the Business of Information Technology Companies in Indonesia” [17]	Researchers show that the impact of hoaxes on institutions is as important as the impact on individuals. Data analysis shows that Hoax issues that hit an institution or company do not have a significant influence compared to those that hit individuals such as public figures.	Research topics about the equally important impact of Hoaxes on institutions and individuals.
11	Moehammad Gafar Yoedtadi dan Amrita Adina	“Role of Public Relations to Prevent Hoaxes (Case Study Instagram @Kemenkominfo)” [18]	Researchers show that the Public Relations of the Ministry of Communication and Information has carried out four public relations roles, namely as a communicator, building relationships, as reserve management, and shaping the company's image during the coronavirus pandemic.	The research topic is about how Government Public Relations follows the communication development pattern of the digital era, where the social media Instagram @Kemenkominfo which is used by the public continues to actively disseminate information in the midst of the coronavirus pandemic through its social media platform to minimize the circulation of Hoaxes.
12	Mohammad Ali	“Fake-News Network Model: A Conceptual Framework for Strategic Communicat	Researchers demonstrate that using a confirmation-bias theoretical model, this qualitative textual analysis examines the most widely circulated tweets of fake news items, the role of opinion leaders and relevant prior context. These findings provide deep insight into how people	Research topics on the implications of network models for fake news researchers and strategic communications professionals.

		ion to Deal with Fake News” [19]	believe fake news and how their conversations about fake news (re)shape the social reality of victim brands.	
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Source: Processed by researchers

### 3 Research Methods

This research uses data collection methods through interviews with informants who have met the research criteria and through documentation. In qualitative research, theory is considered not the main thing but rather a grid as a tool for capturing, measuring, or even conquering data [20]. Denzin & Lincoln [21] state that qualitative research is a type of research that emphasizes on the processes and meanings that are studied in a non-rigorous and unmeasured manner. It is also said that researchers who use qualitative research prioritize socially constructed reality. Informants in qualitative research can be selected and adjusted to the researcher's needs through purposive sampling techniques.

According to Sugiyono [22], purposive sampling is a sampling technique of data sources or informants with certain considerations. For example, this person is considered to best understand what the researcher hopes so that it will make it easier for the researcher to obtain data. The informants for this research were 4 Public Relations Practitioners at the Central Management Board (BPP) of the Indonesian Public Relations Association (PERHUMAS), namely the General Chairperson of PERHUMAS Indonesia, Boy Kelana Soebroto (Head of Corporate Communications, PT Astra International, Tbk), Deputy General Chairperson of PERHUMAS Indonesia, Djarot Handoko (Head of Corporate Communications, Asia Pacific Rayon) and N. Nurlaela Arief (Director Communications & Alumni Relations, School of Business & Management (SBM ITB) as well as the Indonesian PERHUMAS Honorary Board, Agung Laksamana (Founder of Public Affairs Forum Indonesia (PAFI) who is also Executive Vice President of Freeport Indonesia).

The data sources in this research use two data sources, namely primary data sources obtained through interviews with 4 informants and secondary data sources in the form of library books, theses, dissertations, journals and documents related to research results that support the process. study. The main data collection techniques in qualitative research are that the researcher participates in the object being studied, carries out direct observation, in-depth interviews and documentation studies. The data analysis technique begins with the process of systematically searching and compiling data obtained from interviews, field notes and documentation. Data Validity/Triangulation techniques, used to refute accusations against qualitative research which say it is not scientific, are also an inseparable element of qualitative research [23].

This data can be accounted for as scientific research, after the data has been collected in its entirety, several data validity techniques are then carried out through the Credibility Test or trust test with Triangulation, which is carried out to: Director General of Information and Public Communication (Dirjen IKP) of the Indonesian Ministry of Communication and Informatics, Usman Kansong, who is also Advisor to PERHUMAS Indonesia and Chief for Global Alliance Asia Pacific, an international Public Relations Association, Jaffri Amin Osman. The researcher described the data from the two sources and then categorized them, which views were the same, which were different, and which were specific from the two data sources. Apart from that,

researchers use reference materials as supporting data to prove that the data found by researchers is true. For this reason, when preparing reports, researchers include authentic photos or documents so that the research results become more reliable.

#### 4 Findings and Discussion

The rise of Hoaxes and anxiety over Hoaxes has made it important for every party targeted to deal with them with all kinds of efforts. This condition is proven by statements made by various parties, as follows:

- 1) The Director General of Public Information and Communications of the Ministry of Communication and Informatics, Usman Kansong, urged ASEAN member countries to lead the preparation of "Guidelines for Eradicating Fake News and Disinformation" which are expected to become guidelines for ASEAN countries. This shows that Hoaxes have become a scourge not only for Indonesia but many countries in each ASEAN country [24]. Usman Kansong explained this to researchers through the document ASEAN Guideline on Management of Government Information in Combating Fake News and Disinformation in the Media, ASEAN Member States or ASEAN Member State (AMS). It was stated that ASEAN countries through various strategies had agreed to continue to educate the public with digital literacy. Starting in 2017 in a Joint Discussion between the Ministers Responsible for Information for ASEAN or The ASEAN Ministers Responsible for Information (AMRI) as an effort to overcome fake news and misinformation, continued in 2018 with a joint declaration and creating a framework to minimize the bad impact of fake news. Next, in October 2022, this ASEAN collaboration was ratified at the 56th ASEAN Committee Meeting on Culture and Information (COCI) in the form of "Guidelines on Management of Government Information in Combating Fake News and Disinformation in the Media" and these guidelines were refined at the ASEAN Workshop in March 2023 and became legal document after being submitted and ratified by AMRI in 2023. This shows the importance of dealing with Hoaxes, so that not only one country but several countries have agreed to deal with it where the Minister of Information or Communication of each ASEAN country has agreed to prepare a joint draft guideline for fighting Hoaxes [25].
- 2) President Joko Widodo in his remarks at the peak of the 2023 National Press Day (HPN) in Medan stated that the world of the press was not doing well. According to him, the main issue in the press world has shifted from press freedom. The press now includes all information media that can appear in digital form. Everyone is free to make news as freely as possible. Currently, the main problem, according to President Joko Widodo, is producing responsible reporting. According to him, data is new oil whose price is infinite and data rulers can not only understand people's habits and behavior, by utilizing algorithms, data rulers can control people's preferences. So, everyone must be careful and this must be a common vigilance. In the midst of an atmosphere like this, people from the mainstream media, the mainstream media, really need to be a house that clarifies information. It is very important to be a clearing house of information, presenting verified information and carrying out its role as a communication of hope, which gives hope to all of us. The main role of the media is now increasingly important to amplify the truth and reveal facts, especially in the midst of post-truth, post-fact and post-truth ferocity [26].



- 3) Chairman of the Press Council, Ninik Rahayu, at the peak of HPN 2023, in one of his opening remarks, stated that HPN is also a momentum for all members of the press and all press organizations to present a professional press. That the press must be a light for the public. In the midst of welcoming the political year, the press must be able to increase public intellectuals in distinguishing the information they obtain. Especially distinguishing between Hoax news and fake news. Is it disinformation, misinformation or malinformation and inaccurate news. So that all information is not called Hoax just because of differences in views. He emphasized that the important thing now is a responsible press. Therefore, the Press Council defines responsible reporting as reporting whose truth is confirmed in accordance with journalistic ethics. On the other hand, irresponsible independence has the potential to harm public interests and hinder the fulfillment of public rights, and can even harm the public's sense of justice [27].
- 4) Chairman of the Indonesian Public Relations Association (PERHUMAS), Boy Kelana Soebroto, does not deny that the pandemic, hoaxes and post-truth phenomena have pushed public relations to become the heart of every institution. For this reason, public relations takes a strategic role in managing issues related to the organization. The PERHUMAS organization assesses the importance of equipping public relations personnel with five main competencies including Strategic Planning, Strategic Campaign, Strategic Media, Crisis Communications, as well as skills in conducting Evaluation and Measurement [28]. In this case, the issue of Hoax Information is one that is of concern to PERHUMAS because it has the potential to become communication crisis.
- 5) Four Public Relations Practitioners who are members of the Executive Board (BPP) of PERHUMAS Indonesia and handle the public relations sector in the various companies where they work, admitted that their company had experienced exposure to hoaxes and felt disturbed by various false information spread in various mass media and social media [29]. Public Relations in their company inevitably has to make various efforts to clarify, emphasize the actual facts and explain that the information spread in society is Hoax or fake news, which cannot be accounted for. This is a problem in itself for their company, which has the potential to damage the well-established public trust and reduce the company's reputation, if not addressed immediately. This is where the Public Relations function plays a role in confirming the hoaxes circulating. Research informants include the General Chairperson of PERHUMAS Indonesia, Boy Kelana Soebroto (Head of Corporate Communications, PT Astra International, Tbk), Deputy General Chairperson Djarot Handoko (Head of Corporate Communications, Asia Pacific Rayon) and N. Nurlaela Arief (Director Communications & Alumni Relations, School of Business & Management (SBM ITB) as well as the Honorary Board of PERHUMAS Indonesia Agung Laksamana (Founder of Public Affairs Forum Indonesia (PAFI) who is also the Executive Vice President of PT Freeport Indonesia).
- 6) Irresponsible information and Hoax problems were also acknowledged by the Chief for Global Alliance Asia Pacific, an international Public Relations Association, Jaffri Amin Osman, to researchers in a special talk on the sidelines of the Indonesian Public Relations Convention held by PERHUMAS Indonesia December 2022 in Jakarta. He stated that throughout the world there are many hoaxes or fake news and this year the Global Alliance, which includes 250 thousand Public Relations Practitioner members, is planning to submit the issue of hoaxes or fake news as a special discussion. According to Jaffri, fake news is detrimental to both business and government. This makes it important to use fake news reports circulating in the mass media and social media as

one of the big issues to be discussed in order to find a solution. According to him, the Hoax issue is time to be followed up appropriately so that it does not result in many victims [30].

- 7) The Reuters Institute Digital News Report 2023 by Nic Newman, Richard Fletcher, Kirsten Eddy, Craig T. Robertson, and Rasmus Kleis Nielsen on the Digital News Report 2023 by Reuters Institute, also revealed that disinformation and Hoaxes are part of the flood of misinformation, via social media in Indonesia. "Whatsapp, YouTube, Facebook and Instagram are very popular among users in Indonesia, and between a third and a half of Indonesians report that they get their news from these platforms. Due to this popularity, much attention has been drawn to the role of social media in spreading disinformation, political propaganda, hoaxes and hate speech. COVID-19 caused a flood of misinformation, and the presidential election scheduled for 2024 has also become widespread." [31]
- 8) Caroline Binham in the Financial Times "Companies Fear Rise of Fake News and Social Media Rumours" (2019) explains how companies fear the rise of fake news and social media rumors. [32]
- 9) Claire Atkinson in NBCNews.Com "Fake News Can cause 'Irreversible Damage' to Companies — and Sink Their Stock Prices" [33], states fake news can cause 'irreversible damage' to companies — and sink their stock prices. Companies are even starting to hire third-party companies to trawl social media to ensure fake news doesn't damage their stock prices, where fake news that makes headlines and goes viral can damage a company's reputation, drive stock prices down and become a nightmare for its relationship with society, because in many cases, the impression of the Hoax cannot be changed.
- 10) David Mikkelson, co-founder of Snopes.com, a 25-year-old website, which aims to dispel fake news rumors on the internet, says fake news - and urban legends like fried rats in fast food, existed long before the internet. Twenty years ago, if you found something in a food product, what could you do? You complain to a neighbor or write a letter to a company, or maybe you get on a local news show. Now you post something on social media, and half an hour later it makes headlines [34].
- 11) Mike Paul, President of Reputation Doctor, a public relations firm, states it only takes one well-planned success to hurt many people or organizations and he notes that the best response involves a deep understanding of algorithms, hackers, and cybersecurity, as well as knowledge about social and traditional media [35].
- 12) Global Editor-in-Chief of Dow Jones Newswires, Glenn Hall, stated that the level of sophistication used makes it more challenging, especially as there are many attempts to move the market with false information [36]. All of these statements show how hoaxes have become a threat and have had a detrimental impact on various companies in Indonesia, ASEAN and in the world. In Indonesia, there are various cases of Hoaxes that attack companies and State Ministries, including cases of 961,456 thousand accounts on social media and the web spreading Hoax [37], Hoaxes about natural disasters [38], Hoaxes on BUMN [39], Hoaxes on Insurance services [40], 1,827 Hoax content about Covid and 278 about the Covid Virus [41], and Hoax information with prizes by circulating links via messaging applications and social media [42]. Some of the impacts of Hoaxes in the world, include the Tesla video case, the "Yellow Jacket" protest video case, the mail fraud case and the fraudulent report case [43].

There is still a lot of other information that shows how Hoaxes have attacked the Government and many companies in various countries, thus showing the importance of carrying out the Public Relations function in dealing with Hoaxes. As Baskin and Aronoff [44] say, "All managers, indeed, virtually all employees, represent their organization to some public". Because Public Relations is a communication function, it is necessary to understand that the main activity of Public Relations is carrying out communication. Public Relations is a special staff function that serves organizational leaders, especially in helping organizations communicate with the public, including those related to false information or hoaxes. But to what extent do organizations and companies understand this?

The results of studies conducted by, among others, Dolphin and Fan [45], concluded that most organizations in the UK place corporate communications at the 3rd level in the organization. A study in Australia conducted by Steiner and Black [46] also concluded that only a few organizations in Australia practiced "symmetrical Public Relations" which could occur if Public Relations practitioners were in corporate planning positions. According to Grunig (1992) [47], Public Relations practitioners usually do not have the freedom to act as professionals, unless they sit in the ranks of top management (supreme leadership) which he calls the dominant coalition. Meanwhile in Indonesia the results of research or scientific studies regarding the position of Public Relations as a management function are still minimal, and the lack of public information regarding the development of this profession is considered to be one of the factors in the low public appreciation of this profession.

In convenient sampling conducted by Elizabeth G. Ananto (2004) [48] on participants in the National Public Relations Convention (KNH) of the Indonesian Public Relations Association (PERHUMAS) in Yogyakarta in 1998, it was revealed that respondents considered that the Public Relations profession had not received a proper or equal place with other professions. This is due to a lack of appreciation from institutional leaders (39%), misperceptions regarding the Public Relations profession (31%), limited abilities of Public Relations practitioners (22%), lack of special requirements to carry out the Public Relations profession (8%). The same thing was expressed again in the dialogue during KNH in December 2004. The 2001 study (Ananto, 2004), showed that the position of Public Relations in organizations was mostly staff (52%), manager (39%) and director (9%), while in the 2004 study there was an increase in Public Relations positions, namely at the Vice President level (5%). This means that during that period it was not easy for Public Relations to occupy a proud position as a profession so that it had an impact on the implementation or maximization of its functions.

## 5 Conclusion

The function of Public Relations in dealing with Hoaxes is also determined by managerial abilities and positions so that it can be carried out more quickly, precisely and efficiently because it does not require too many processes and a series of structures in deciding on follow-up actions or solutions to the Hoaxes that occur. So, it is hoped that in the future there will be an increase in the strategic position of Public Relations in organizations or companies, especially considering that the Hoax trend has not decreased and can even be predicted to increase, especially in Indonesia, considering the political year in 2024. Apart from that, various efforts include digital literacy and increasing capabilities. Human Resources for Public Relations must also be

implemented, considering the challenges of information technology advances that continue to increase.

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