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Hoax, “Image-Building”, and Democracy in Aceh

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Abstract: Hoax is universally defined as fake information, deceived news or, twisted or “made up” facts used for both “gag” and serious matter. The purposes of this study are to examine the “hoax” and its implications toward democracy and development in Aceh. This research uses the socio-phenomenology approach by deploying three different techniques of data collection, namely observation, interview and documents. The findings of this study revealed that *hoax* is one form of information which is created by few individuals to purposively influence their political opponents which then might cause a disturbance, panic and massive fear. Hoax information had been well and purposively designed and made up before it was spread, so as if the information is seemingly true. Hence **1** it caused the restlessness in society in Aceh and eventually resulted to the panic attack in democratic party 2019. The rumour and issue have been a binding part in Acehnese society that frequently disturb the democracy and disunity in society. The issue related to the religion is viewed as an effective and advantageous factor to emerge the conflict. Hoax is massively used during the political campaign as the strategies to win the political election. The spread of hoax is facilitated by various forms of social media namely: Facebook, Twitter, Instagram, WhatsApp, Line and so on. To strengthen the opinions, another opinion is added to convince the public. In contrast, if the issue is found negative, so it will require revisions in many ways and reverse them to another issue where the issue will transform as the goal which will be reached in the next few days. The existence of hoax in Aceh is closely related to the General Election pioneered by particular group of people for political purposes, hence they will gain the advantages from all society. People are helplessly manipulated through the hoax “spells” spread by them in various form of news to multiform of social media and it has been growing in Acehnese society.

Keywords: *Hoax, Democracy, and Aceh*

INTRODUCTION

Hoax is a phenomenon which is interestingly to be studied. In human history, hoax has become a powerful weapon in affecting human to create a social conflict in society. Discussing about hoax phenomenon, there are many literatures that note its consequences and implications. The term “hoax” means fake or untrue news. In Islamic perspective, people are prohibited to do the action of hoax. The statement that relates to the prohibition from hoax has been asserted in Holy Qur’an, in Surah Al-Hujarat, Surah Number 49, Verse 6 stating: ”O you who have believed, if there comes to you a disobedient one with information, investigate, lest you harm a people out of ignorance and become, over what you have done, regretful.”

According to Kerwanto (2018) in his study also mentioned that in Surah Al-Hujarat 49: 6, is reminding us to carefully accept and deliver a news, even that news violates some provisions that have been applied or agreed upon such as the provisions of common sense, manners and religion. Religious guidance so that we become more intelligent people in attitude. Because, the implication of mistakes in receiving and delivering news is that it can have a negative impact that is damaging a community's life order.¹

Through this verse, it can be concluded that Allah SWT has given his guidance for all human to act carefully, not to be reckless and injudicious in absorbing an information, especially if the information coming from someone who is recognised over his lies and wickedness. The verse mentioned above also remind us as Muslims to do the clarification (*tabayyun*) when we receive some news from unknown person.

Islam has previously discussed about the prohibition toward Hoax for a long time ago. However, the advancement of technology somehow cannot be denied bringing not only some positive effects, but also inevitably negative effects, especially carried out from social media. One of the phenomena happened recently over the implications and easiness of technology access is the popularity of Hoax or Fake Information. It is called “fake” because it is taken from unclear and untrusted sources. These sources are easily spread in social media and chatting apps without any clarified information. Thus, the information is capable to trap its users as it is expected by few people. Hoax can be easily found and supportively conducted by people who are familiar with the internet access, accessing social network and instant messaging.²

Luthfi Maulana through his study (2017) mentioned that the emergence of social media such as Facebook and Twitter have mediated their users to receive and disseminate news and information in form of pictures and videos. In just 30 seconds, hoax can be easily sent to all people across the world. The simplicity of disseminating information using technology becomes the effective factor to spread hoax, especially through social media which are unlimited and anonymous, so they can speculate about something as they want. To be concerned about, most Indonesian people can be considered as the active users accessing various social media such as WhatsApp, Blackberry Messenger, Facebook, Twitter, Instagram and many of those are used to access information. Consequently, there will be a chance to spread hoax.³

Luthfi (2017) added that the existence of hoax in social media is a worrying phenomenon in society. Hoax potentially brings significant negative impacts, like making

¹Kerwanto, *Hoax dalam Al-Qur'an: Tafsir Surat Al-Hujarat: 49: 6* Edisi 21 September 2018 dalam <https://islami.co/hoax-dalam-al-quran-tafsir-q-s-al-hujurat-ayat-6/> diakses pada 24 Juli 2019 [Pukul: 20: 52 WIB].

²Ratna Triyani dan Nur Huda Widiana, *Etika Komunikasi Islam...*, hlm. 290

³Lihat Luthfi Maulana, *Kitab Suci dan Hoax: Pandangan Al-Qur'an dalam Menyikapi Berita Bohong*, dalam *Wawasan: Jurnal Ilmiah Agama dan Sosial Budaya* 2.2 (Desember 2017): P 209-222 ISSN 2505-3489 (Online) ISSN 2527-3213 (Print), hlm. 213.

public opinion in a falseness, bring into conflict between Muslims, carry provocative actions and those can damage the unity of Muslims. Therefore, re-comprehending verses in Holy Qur'an is necessarily needed as preventive action toward the mischiefs of Hoax information. According to the content of Holy Qur'an, Hoax has ever been happened during the era of prophet. To overcome the riot caused by Hoax, Allah censures the actors of Hoax. Qur'an also orders human to say truly and honestly. By saying righteous and honest, the practicality of Hoax can be reduced. Furthermore, besides to saying the truth, the Qur'an also instructs Muslims to always do *tabayyun* or clarification toward the news. In fact, this clarification is also very directed at religious leaders to always guard the coming of the news and clarified the truth. By prioritizing and following the steps of the Qur'an, of certainly, Muslims must follow and emulate the call of the Qur'an in order to overcome and minimize the circulation of hoax that occurs at this time.⁴

Cited from Dedi Hartono (2018) from Gumilar et. al (2017: 26) mentioning: "Study conducted by Fahmi revealed that 92.40% of Hoax occurred in Indonesia mediated through social media (Facebook, Twitter, Instagram and Path), respectively 62.80% hoax coming from chatting apps (WhatsApp, Line and Telegram) and followed by Web Sites by 34.90%. Meanwhile, according to the format, 62.10% Hoax was delivered in written form, whereas 37.50% was in images and dimension forms.⁵ Fahmi's finding (2017) found out that the most popular category of Hoax happened in Indonesia was about Political and Social Issues (91.80%) which was related to the current local political election and Government Policy. In the second place was issues related to the Tribe, Religion, Race among Local Group (SARA) by 88.90% and followed by the issues of health in the third place.⁶

During Local Political Election in 2018, the term of "Black Campaign" and Hoax became the two most popular way used by few people in social media to conquer their political rivals by conducting a misleading argument to "conquer" and convince many people. Election Supervisory Board (Bawaslu) and Ministry of Communication and Information (Kominfo) on Wednesday, 31 January 2018 signed the agreement to supervise and monitor the internet content during the General Election synchronously done in whole areas in Indonesia.⁷ There are a lot of false news shown up and uploaded on social media which trigger the disunity between two groups of people. This conflict happened in a relatively long time and there were also many web sites and online personal accounts newly created just to spread news that might blame and "bully" another group of people.

Similarly, in Aceh, as a province located in very edge of Sumatera Island and in the very west part of Indonesia, the growth and development of Hoax is considerably significant. Local newspaper, Media Serambi Indonesia reported from CNN Indonesia (18/01/2018) mentioned that Aceh was categorised as an area with the highest level of Hoax acceptance in Indonesia. The data were collected obtained from the result of survey conducted by Indonesian Institute of Sciences (LIPI) in 2018.⁸

⁴Lihat [12] hfi Maulana, Kitab Suci dan Hoak..., hlm.219

⁵Dudi Hartono, *Era Post-Truth: Melawan Hoak dengan Fact Cheking*, dalam Prosiding Seminar Nasional Prodi Ilmu Pemerintahan 2018, hlm 71-72. Lihat juga Gumilar, et. Al (Februari 2017), *Literasi Media; Cerdas Menggunakan Media Sosial dalam Menganggulangi Berita Palsu (Hoaz) oleh Siswa SMA*. Dalam link artikel: <http://jurnal.unpad.ac.id/pkm/article/view/16275>.

⁶Dudi Hartono, *Era Post-Truth: Melawan Hoak...*, hlm. 72.

⁷Lihat B. Mansyah, *Fenomena Berita Hoax Media Sosial (Facebook) Dalam Menghadapi Pemilihan Umum Gubernur DKI Jakarta Tahun 2017*, Skripsi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Pasundan, 2017, hlm 8. Lihat juga Henry Septanto, *Pengaruh Hoak dan Ujaran Kebencian Sebuah Cyber Crime dengan Teknologi Sederhana di Kehidupan Sosial Masyarakat*, dalam *Kalbiscientia: Jurnal Sains dan Teknologi* ISSN. 2356-4393, Volume 5 No. 2 Agustus 2018, hlm. 158.

⁸Lihat Khairil Miswar, *Aceh 24 Serambi Hoaks*?, Edisi 23 Januari 2019 dalam <https://aceh.tribunnews.com/2019/01/23/aceh-serambi-hoaks>. Diakses pada tanggal 24 Juli 2019 [Pukul 21: 47 WIB]

A study conducted by Fitrianiingsih and Sholeh Bughyatul Ulya (2018) mentioned that behind the existence of Hoax dissemination was motivated by some motives. Religion has become the most popular issue that is highlighted.⁹ Aceh as an Islamic regulated region, it is necessary to pay attention toward the development of Hoax. Considering the National event of General Election is nearly coming in 2019, Rudiantara as Minister of Indonesian Ministry of Communication and Information pointed out that the percentage of Hoax during General Election might be increasing significantly up to 30% from all total Hoax obtained by Kominfo.¹⁰ Therefore, according to some cases and consideration drawn above, the researcher is very encouraged to conduct a study toward the development of Hoax in this province. Furthermore, during General Election later in 2019, Hoax in Aceh might presumably be viewed by certain people to contribute actively as the strategy used by certain people in democratic realistic. Hence, this research is entitled: *"HOAX AND ITS IMPLICATIONS TOWARD DEMOCRACY IN ACEH."*

THE DEVELOPMENT OF HOAX IN MODERN ERA

In this modern day, Hoax reappeared and was rapidly developed in the first half of the XIX Century, while the development factors included the growing number of scientific communities in the United States, and many of them published appalling hoaxes. One of the most appalling hoaxes of the time was The Great Moon Hoax, which was launched in 1835 at The Sun, New York. The Sun reporter suspected that researcher John Herschel found four-foot-high winged humans on the moon. The story was gradually trusted by the public as a truth. Moreover, John was the son of Uranus planet discoverer William Herschel. After the hoax was exposed, the public demanded the owner of The Sun, Benjamin Day. In the 1860s, P.T. Barnum made a hoax entitled "What Is It?", which was claimed to answer the mystery of Charles Darwin's theory of primate evolution into humans. Ironically, the hoax was used as a political weapon during the era of Abraham Lincoln's presidential election. In 1869, the most appalling hoax in the history of print media emerged, namely the sighting of a 10-foot-tall giant man (Cardiff Giant) in New York. Apparently, the giant is made by tobacco expert George Hull. In 1874, James Gordon Bennett Jr. Making hoax stories in the New York Herald about wild animals that escaped from the zoo and killed 49 people. As a result of the hoax, there was considerable chaos and public panic.¹¹

In the XX century, Hoax was much more spread through channel rather than printed media. This was commonly happened simultaneously with the development of mass media, which required an immediate broadcasting. Consequently, this, forces the mass media to publish and receive the information without any effort to clarify the news before it was published. One of the most well-known Hoax in XX century was the claim that Russia wanted to sell the corpse of Vladimir Lenin to "jack up" the popularity of country. This hoax was broadcasted through channel ABC and USA Today. Today's Hoax is claimed to be "scarier" because of it is feasible to be created and spread through the internet. In this era of

⁹Lihat Fitrianiingsih dan Sholeh Bughyatul Ulya, *Realitas Hoax dalam Pandangan Al-Qur'an*, dalam *Literasiologi*, Volume 1, NO. 1 Januari – Juni 2018, hlm. 88-89.

¹⁰Rudiantara, *Hoax dan Implikasinya Terhadap Demokrasi dan Pembangunan Berkeadilan*, Materi Presentasi pada Seminar Nasional yang dilaksanakan oleh Kantor Staf Kepresidenan (KSP) di Universitas Syiah Kuala Banda Aceh, 2 April 2019.

¹¹Lihat *Sejarah Hoax dari Masa-Ke Masa*, Edisi 14 Januari 2017, dalam <https://ekonomi.bisnis.com/read/20170114/105/619451/ini-sejarah-hoax-dari-masa-ke-masa>, diakses pada 14 Juli 2019 [Pukul 21: 10 WIB].

digital, the number of Hoax (intentionally or not) in political sector, science, economic, social and entertainment are barely counted.¹²

It has been accepted that the advancement of technology information and communication are speedily increasing. The transformation takes place is not just in the design and features of PC, the internet connection is now easily accessed through portable and handy gadgets, mainly called as smartphones, tablet and many more. It indicates that cellular phone used to be designed just for sending messaging and making phone call, now handphones (smart one) are created to be more powerful in term of browsing the internet and accessing social media. Media (software) or applications to communicate is now advanced where it used to be designed to just conduct an e-mail, blog and web, now we can now locate someone, make video call, online market, and online delivery. From the era of Friendster, now people are accustomed to Facebook, Twitter, Path, Instagram, Skype and many more. People are also eased in making instant chat through WhatsApp, Blackberry Messenger, Line, We Chat, Kako Talk and others.¹³

Moreover, Henry Septanto (208) also mentioned that according to the data obtained from literature study, it can be concluded that Hoax and “Hate Speech” is getting popular in Indonesia caused by several factors as following: (1) Political motives driven from the ruler use Hoax as an effective way to reach their political goals; (2) The dissemination of Hoax and “Hate Speech” is well organised and managed to bust and catch some Hoax makers; (3) The society are not aware enough in term of selecting any form of news collected from social media, so that the news are instantly taken without clarifying it; (4) People and figures that have many followers and influences “use up” their popularity and influence to create and distribute their personal opinion without concerning the consequences to the society; (5) Hoax is also considered profitable in the business industry. Some buyers, endorser, promotor and many users to justify any means to achieve their goals, and do not hesitate to spend hundreds of millions of rupiah to pay someone or a syndicate to produce hoaxes and spread it to the public.¹⁴

Fake news or Hoax is a fatal disease that can ruin someone’s reputation. Therefore, The Prophet Muhammad SAW suggested his ummat (followers) to spread the truth and clarified news right before it was spread, especially when the news and information related to the Muslims’ dignity. Hence, it should not carelessly to accuse someone with ignorance and then turn it into a regret.¹⁵ It is also can be concluded from explanation above that false news or Hoax is caused by plenty factors, one of them is used as media by certain people to announce the hate toward a certain group of people as opponents. As Muslim who cling firmly to the Holy Qur’an and Sunnah must not be affected by the slander created by those who spread the message misleadingly. We must examine carefully the information heard or witnessed and not carelessly decide a side.

¹²Pembahasan fenomena kabar bohong alias hoax semakin santer terdengar di tengah-tengah masyarakat. Namun, bagaimana sebenarnya sejarah panjang dan penyebaran *hoax* paling fenomenal di dunia. Lihat *Sejarah Hoax dari Masa-Ke Masa*, Edisi 23 Januari 2017 <https://ekonomi.bisnis.com/read/20170114/105/619451/ini-sejarah-hoax-dari-9-masa-ke-masa>, diakses pada 14 Juli 2019 [Pukul 21: 10 WIB].

¹³Ratna Istriyani dan Nur Huda Widiyana, *Etika Komunikasi Islam dalam Membendung Informasi Hoax di Ranah Publik Maya*, dalam Jurnal Ilmu Dakwah, Vol. 36(2) 2016 EISSN 2581-236X, hlm. 289-290.

¹⁴Henry Septanto, Pengaruh Hoax dan Ujaran Kebencian Sebuah Cyber Crime dengan Teknologi Sederhana di Kehidupan Sosial Masyarakat, dalam Kalbiscientia: Jurnal Sains dan Teknologi ISSN. 2356-4393, Volume 5 No. 2 Agustus 2018, hlm. 162.

¹⁵Lihat Sella Afrilia, Rumba Triana, Syaiful Rokim, Pandangan Al-Qur’an Terhadap Realitas Hoax, dalam Al-Tadabbur (Jurnal Ilmu Al-Qur’an dan Tafsir) P.ISSN 2406-9582 E.ISSN 2581-2564 STAI Al-Hidayah Bogor Vo. 3 Nomor 1. 2018, hlm. 29.

RESEARCH METHODOLOGY

This research uses a descriptive method under qualitative research. This study will also discuss library research (library research) with field research (field research) using phenomenology sociology that produces either written and oral words uttered by people and observed attitude, with the aim of studying and obtaining a deeper meaning about Hoax and its implications for democracy in Aceh. Descriptive method is used in this study to examine the problems during the research was conducted. Descriptive studies aimed at discussing the compilation process carried out, reflecting variables or field conditions exist in any situation. Descriptive methods describe and discuss situations, events, processes that occur in any circumstance. Descriptive method used in this research is descriptive qualitative aimed at studying various topics in the field and obtaining meaning that is more in accordance with the environment in which the research is conducted.

This study is conducted in the city of Banda Aceh and Aceh Besar for at least six months, started from 12 of September 2018 to 30 of April 2019. Some activities done as follow: the research preparation, field observation, interview, data analysis and report. Plus, the respondents of the research involved in this study as follow: (1) Educated Society; (2) Lay or Common People; (3) Academics; (4) University Students; (5) Social Observer. And equipment and instruments used for collecting data in this study were the observation guidance (check list), interview guide and documents study. Then, the researcher also conducted the credibility test to convince that the presented data were truly credible and valid, so it could not be doubted its validity. The researcher had been through all the steps by collecting some qualitative data research (interview result) by comparing one subject to another, then it was analysed and fit to the documentary data, and finally it was concluded. In this study, the researcher used three different technique of data collection, namely: (1) Observation; (2) Interview; (3) and Document Study. All those three instruments can be explained as follow:

1. Observation, by making an observation toward object that wants to study. The activity of observation contains information that researcher wants to know from research location and focuses on the all distribution process of Hoax and other things that relates to this research.
2. Interview, by making a direct and face-to-face question and answer session with the respondents that have been selected before. The interview guide refers to the outline of the questions that researcher asks to the respondents based on the collected data.
3. Document Study is aimed to examine and explore the data from documents about records and brochures and to be able to check the relevance of the information ¹⁷h Hoax. Data collection was done carefully, selectively and completely from three data collection instruments, namely observation guide, interview guide, and document study.

The process of data analysis in this study was done continuously from the beginning until the end, from the field or outside the site. Data analysis in the field encompasses the noting the data, coding, and temporary interpretation toward various information obtained in every steps of research. As Sugiyono mentioned that data analysis is a process of seeking and managing the data systematically collected from interview, field notes, and other materials, so it can be interpreted easily, and its finding can be informed to other people. Data analysis done by organising the data, describing them to units, synthesising, and managing to the patterns, choosing which one is important and the one that will be examined and to provide

the conclusion that can be informed to other people.¹⁶ The steps of data analysis can be explained as follow:

1. Data Reduction is by making the abstracts from all data that are obtained from field notes.
2. Organising and processing ¹³ the data based on the research objectives, which is related to the Hoax. ¹³
3. Interpreting data based on the research objectives, which is by arranging and assembling the substances of the research and providing the meaning of the researcher's perspective to achieve a conclusion that is accordant with the research objectives.
4. The verification of data is needed to check whether the conclusion has been correctly drawn or not and whether it has fulfilled the research objectives and aims.

THE RESULT OF STUDY

In this six-month research conducted in Aceh, especially related to the Hoax distribution was very significant. Hoax in Aceh has a tight relation within the discussion of social religious. In terms of practical politics covered in democracy, in Aceh, Hoax is used by certain group of people as the option to convince another particular group of people to that can be sure to be influenced in politic.¹⁷ Imagine, in political issue occurred in Aceh, a "Religious Figure" may be a noble and honoured person before the society, but on political practice, his "holiness" can be faded through Hoax done helplessly by the certain group of people.¹⁸

The research finding also indicated that its plans, Hoax is done by spreading the particular information without any means of responsibility. Some of this information has always been kept and preserved based on the decision that depends on the effect which will emerge later. If Hoax can bring the positive effects for the purpose of political practice, so the Hoax will be preserved through all apologetic arguments, *vice versa*, if the Hoax carry the negative effects, then it will be revised by all means. For instance, political party that has already played the Hoax under the "Issue of Religion", will be the "at the crossroad" when the opponents played the similar issue. In this circumstance, they will do the self-reflection and revision (Ijtihad), whether they keep the issue as the weapon against other political opponents or revise the news and turn it to another issue.

Next, if they think that "Religious Issue" is still effective and beneficial from its distribution, so they will preserve this spreading-Hoax activity. Another example, when a certain political group which has already campaigned to the public that they will select one of the religious figures (ulama) as the candidate for president, but in fact it is cancelled for some reasons, so they will compel to replace the candidate of vice president with one of those "religious figures" by convincing people's arguments.

The research finding also revealed that in order to keep the action above, they will execute gradually or do it all at once. Gradual pattern is by convincing public that the candidate of vice president they propose is a former Islamic school student (santri). In order to gain public's believe with this "claim", they will look for accurate arguments through method of "matching" or "cocoklogi". Soon after public is convinced, the status of santri will not be embodied as the "religious figure" (ulama) through the "inauguration" and there will

¹⁶Sugiyono, *Metode Penelitian Kualitatif*, Bandung: Alfabeta, 2012, hlm. 88.

¹⁷Observasi dan Pengamatan yang dilakukan Peneliti ¹⁹ melalui survei di dalam kota Banda Aceh

¹⁸Observasi dan Pengamatan Peneliti pada Pesantren di wilayah Kota Banda Aceh dan Aceh Besar pada bulan Desember hingga April 2019.

be a millennial religious figure. If later, this Hoax strategy looks ineffective, so they will alter to another strategy by which revise the previous action by saying that religious figure (ulama) is not qualified to become a politician. The practice of politic in Aceh also plays a strategy that uses Hoax as media for raising the issue of “imaging” (pencitraan). It works for instance, when few people are recognised bad, wicked and stubborn, when they come into a political scope, they will change themselves as someone who is kind and devout. Uniquely, there are many people believe in this kind of ridiculous manipulation saying that they have already repented. The existence of social media this kind of action is gaining and widely opened wildly in cyberspace.

In another case, after the withdrawal of the candidate number of the Presidential and Vice President of Indonesia, the “successor teams” of each pair in Aceh also interpreted the news about the serial number with various narratives deemed to benefit their strongholds with unique interpretations created. For example, the candidate who gets number 1 for election number, they try to interpret that number represent the number of victory. They often “copy/hijack” the verses from holy Qur’an to justify their interpretation. For instance, they interpret that number one represents the symbol of monotheism (Tauhid) to gain people’s sympathy. Similarly, the successor team of candidate Number 2 will interpret that “two” becomes the legacy that prophet Muhammad SAW had left for their followers (ummat) which are Holy Qur’an and Hadits. Therefore, this becomes a strong message for people to choose them.

Furthermore, it is possible that candidate number one will see this as the opportunity to defeat the candidate number two by claiming that number “two” does not represent the “tauhid” and worse it by saying “two” means doing “shirk” toward almighty god. Oppositely, candidate number two will counter candidate number one by saying “one is enough” meaning they cannot the second chance to be elected. This debate and issue often confuse people and booms in social media. In today’s Android era, that kind of phenomenon has influenced many people in all ages, old and young ones. Acehnese people now are easily manipulated and triggered to attack, humiliate, and blackguard each other. The war has inevitably taken place in social media through false news and information which later become the most popular weapon to win the political battle.

Paying attention to this development, the popularity of social media carries out the new commenters spread in comment and post column in social media, especially in Facebook. These comments present all day long and are ready to say hello to its users. The politician and political observers are enthusiastic to analyse the national political map, especially toward the contestants of President and Vice President of Republic of Indonesia. They are really serious in mentioning their arguments which they believe those are true. Uniquely, like other successor team of President and Vice President, the political observers in social media are also divided into two major political groups, namely: Jokowi-Prabowo. This reality then affects the political observers in social media turn themselves pretendedly as the candidate successor team, even though they will never admit what they have done. The existence of political observers in social media bring the consequence toward the Hoax campaigned occurred in social media and it implicates to the disparity of Acehnese people into two major political sides. Thus, this phenomenon influence Acehnese people to be involved in the practice of Hoax.

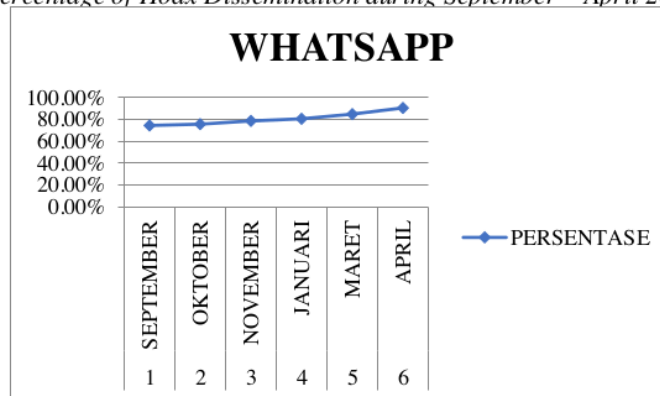
According to the data obtained from questionnaire, there were clusters the dissemination of Hoax in Aceh, mainly in social media. Several social media often used as tools to do the campaign in Hoax spreading are WhatsApp, Line, Instagram, Facebook and Twitter. The percentage of Hoax distribution on social media during six months (September-April 2019) can be seen in the following tables:

1. WHATSAPP

WhatsApp is an instant messaging application used mostly in smartphones. Through WhatsApp, the users may spread the Hoax covering some strange and shocking news that make people believe in them. Based on the result of research done in questionnaire, there were amazingly increased proportion of Hoax dissemination through WhatsApp, particularly in 2019 democracy event. The percentage of Hoax distribution through WhatsApp can be seen in the table and graphic below:

NO	MONTH	PERCENTAGE	SOSIAL MEDIA
1	SEPTEMBER	74.50%	WhatsApp
2	OCTOBER	75.65%	
3	NOVEMBER	78.67%	
4	JANUARY	80.65%	
5	MARCH	84.85%	
6	APRIL	90.55%	

Table 1. The Percentage of Hoax Dissemination during September – April 2019 in WhatsApp



Graphic 1. The Level of Hoax Distribution during September- April 2019 in WhatsApp

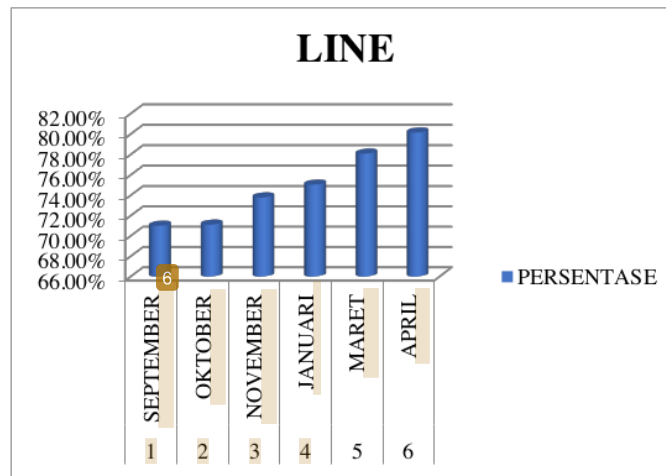
From table and graphic presented above, it can be concluded that the percentage and the level of Hoax dissemination through WhatsApp experienced an amazing escalation every month. The Hoax distribution mostly discuss and focus on the context of The Presidential and General Election in 2019, mainly in three months before the due date.

2. LINE

Line is a similar apps to WhatsApp. This Line apps is also used mostly by few groups of people in spreading Hoax through message, pictures, videos, voice notes and others. Based on the research finding from the questionnaire, there were a significant increase of the spread of Hoax through this apps. The percentage of Hoax dissemination through Line during September-April can be seen in the table and graphic below:

NO	MONTH	PERCENTAGE	SOSIAL MEDIA
1	SEPTEMBER	71.00%	LINE
2	OCTOBER	71.12%	
3	NOVEMBER	73.80%	
4	JANUARY	75.05%	
5	MARCH	78.08%	
6	APRIL	80.15%	

Table 2. The Percentage of Hoax Dissemination during September – April 2019 in Line



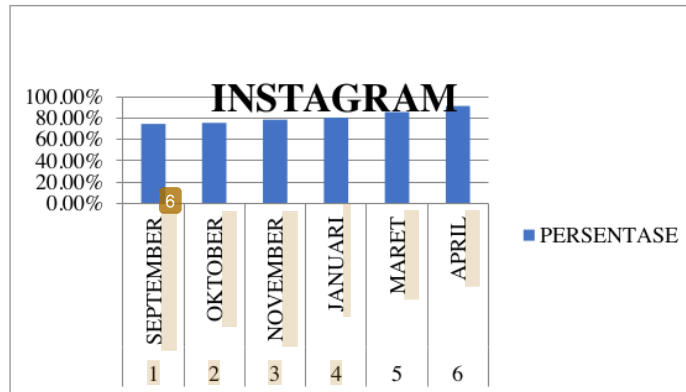
Graphic 2. The Level of Hoax Distribution during September- April 2019 in Line

3. INSTAGRAM

Instagram also known as IG is an apps for photos and videos sharing which allows its users to capture photos and videos, apply the filter and share them to other social network services. IG is also considered as an effective means to disseminate the Hoax collected from irrelevant sources in relation to the 2019 Presidential and General Election, particularly related to the issue of religion. According to the research findings obtained from questionnaire, indicated that the Hoax dissemination increase sharply in the last six months from September – April 2019. The percentage of its increase can be seen from table and graphic below:

NO	BULAN	PERSENTASE	MEDIA SOSIAL
1	SEPTEMBER	74.58%	INSTAGRAM
2	OKTOBER	75.68%	
3	NOVEMBER	78.68%	
4	JANUARI	80.50%	
5	MARET	85.80%	
6	APRIL	91.46%	

Table 3. The Percentage of Hoax Dissemination during September – April 2019 in Instagram



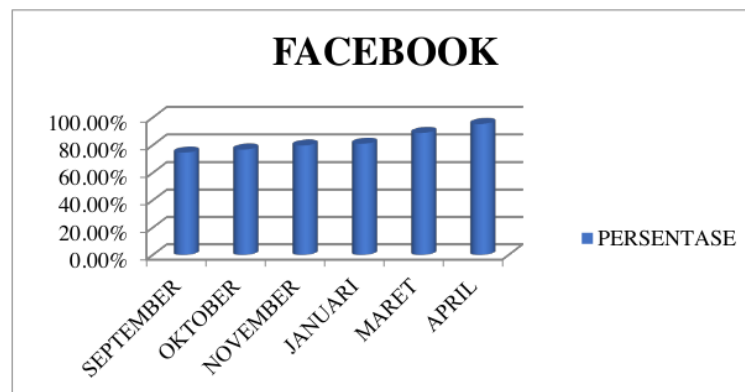
Graphic 3. The Level of Hoax Distribution during September- April 2019 in Instagram

4. FACEBOOK

Facebook abbreviated as FB has become one of the most famous social networks that contains various information including Hoax and Fake News in the last six months (September-April) 2019. According to the research findings obtained from questionnaire, indicated that the Hoax dissemination increase sharply in the last six months from September – April 2019. The percentage of its increase can be seen from table and graphic below:

NO	MONTH	PERCENTAGE	SOSIAL MEDIA
1	SEPTEMBER	74.55%	FACEBOOK
2	OCTOBER	76.80%	
3	NOVEMBER	79.73%	
4	JANUARY	80.98%	
5	MARCH	88.78%	
6	APRIL	95.32%	

Table 4. The Percentage of Hoax Dissemination during September – April 2019 in Facebook



Graphic 4. The Level of Hoax Distribution during September- April 2019 in Facebook

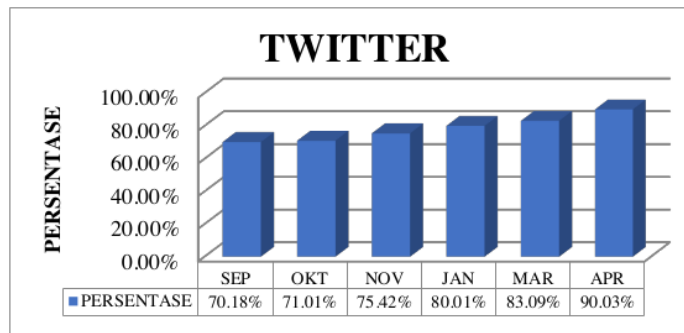
From the table and graphic above, it can be concluded that the percentage and the level of Hoax dissemination though Facebook had increased significantly ever month. The main factor was because the incapability of Acehnese people in detecting and filtering the information correctly and carefully. The result was many people in Aceh are easily deceived by the Hoax. The users shared information to others suddenly particularly related to the 2019 Presidential and General Election in the feed pages. It suddenly became viral, especially discussing the issue of religion.

5. TWITTER

Twitter is microblog online social network that allows its users to send and read the text-based message. Twitter was seen as an effective media to spread lies and Hoax in many forms of information collected from untrusted sources. From the result of the study, it revealed that the level of Hoax dissemination elevated sharply through Twitter. There were some fake Twitter accounts that retweeted more that the real users. The percentage of its increase can be seen from table and graphic below:

NO	BULAN	PERSENTASE	MEDIA SOSIAL
1	SEPTEMBER	70.18%	TWITTER
2	OKTOBER	71.01%	
3	NOVEMBER	75.42%	
4	JANUARI	80.01%	
5	MARET	83.09%	
6	APRIL	90.03%	

Table 5. The Percentage of Hoax Dissemination during September – April 2019 in Twitter



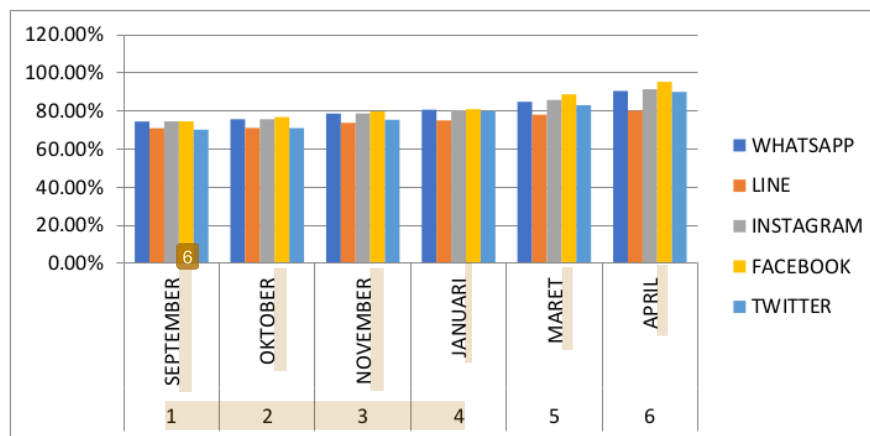
Graphic 5. The Level of Hoax Distribution during September- April 2019 in Twitter

It is also can be concluded that from the table and graphic above, there was a significant increase happened in every month. The hottest content for six months (September-April 2019) was related to the Aceh as Islamic Syaria province. This issue was very sensitive to be issued in terms of political and religious affairs. Most people actually were aware of it, still they were easily deceived by the Hoax contents. This absolutely was used as effective strategy to influence public.

The recap of research findings toward those five different social media, namely WhatsApp, Line, Instagram, Facebook and Twitter in term of Hoax dissemination in the last six months, from September to April 2019 revealed that Facebook became the most popular social media network used to spread the Hoax and Fake News, followed by WhatsApp in the second place, Instagram, Line and lastly Twitter. The recap can be seen in the following table:

NO	MONTH	WHATSAPP	LINE	INSTAGRAM	FACEBOOK	TWITTER
1	SEPTEMBER	74.50%	71.00%	74.58%	74.55%	70.18%
2	OCTOBER	75.65%	71.12%	75.68%	76.80%	71.01%
3	NOVEMBER	78.67%	73.80%	78.68%	79.73%	75.42%
4	JANUARY	80.65%	75.05%	80.50%	80.98%	80.01%
5	MARCH	84.85%	78.08%	85.80%	88.78%	83.09%
6	APRIL	90.55%	80.15%	91.46%	95.32%	90.03%

Table 6. Recapitulation of Percentage of Hoax Dissemination during September-April 2019



Graphic 6. Recapitulation of Percentage of Hoax Dissemination during September-April 2019

From both recapitulation (table and graphic) above, it can be concluded that people tended to mostly use Facebook as a media to share the information, followed by WhatsApp, Instagram, Line and finally Twitter. The use of handphones and smartphones had fastened the distribution of the Hoax information and also become the media to influence people to be directed to the political debates. In other words, there were various strategies in terms of distributing Hoax done by particular group of people to gain their existence, one of them though social media. They expected that social media had a chaotic contribution to produce some “popular” figures and actors temporarily, for instance there were figures who were unrecognisable, suddenly they became famous just by updating their status and posting their comments in Facebook, Twitter and Instagram. They later become charismatic figures with numbers of fanatic followers.

The researcher also found out that the impacts of Hoax in order to gain the sympathy of public, there were plenty supporters spent their energy and time interacting with social

media for months until the election day. This indicated that Hoax dissemination in political election in 2019 had become a powerful weapon to claim the victory in political election. Social media has become a potent field for them to grab sympathy. All the awards, compliments, achievement which has been done now are splashed into the public to trigger the sympathy to collect many polls of the election. Hence, it can be presumed that there are no more a safe and secret election. All can say on social media as a form of “imaging”.

The research finding also revealed that hoax spreader deployed several strategies to manipulate people in Aceh by making the issue in writing in comment threat in social media. Even some people turned themselves as the one who was experts in several areas from economy, agriculture, marine, petroleum, trades, education politic, and even religion. These “temporary” or “pretender” experts were willingly to spend their time to create some issues and to support their candidate through social media. They were often found disputed to keep their own arguments, for instance, in defending their arguments between candidate of president and vice of president bullying the candidate A by titling his opponents as “Cebong” and candidate B titling B as “Kampret”.

The phenomenon resulted from this research indicated that some of them believed that they were the most Indonesian, most millennial, most intelligent, most religious and most handsome. They dissolved deeply into their own imagination and hallucination, as if they could change their destiny soon. They were more motivated than the real and official successor team. They later forgot about their lives and this had poisoned the democracy in Aceh caused by the Hoax.

This research suggested that Hoax had confused many people in Aceh, and even they were totally manipulated. This implicated that Hoax had ruined the democracy in Aceh, people were disunited, especially related to the political issue, 2019 Presidential and General Election. Even 16 hoaxes were also used as a form of provocation and negative agitation, which was to incite hatred, anger, incitement to people (to conduct riots, etc.), and were usually also carried out by religious leaders, and activists through fiery speeches to influence the masses. Then, hoaxes in Aceh was also a negative propaganda as a deliberate and systematic effort to shape perception, manipulation of nature, thoughts or cognition and directly influence behaviour in order to respond according to the wishes of the propaganda actors with the aim of politics to support their groups in the Presidential Election and General Election 2019.

CONCLUSION

Hoax is considered as a “made-up” information created by few groups of people to attack their political opponents by causing the panic and fear massively which worsen the condition during 2019 Presidential and General Election. Democracy in Aceh would also be disturbed and threat the unity among people. In this case, religion aspect had become the most effective aspect that could trigger the chaos and debates. Hoax now can be easily disseminated within various forms of social media, namely WhatsApp, Line, Instagram, Facebook and Twitter. The data recapitulated that Facebook had become the most popular form of media social used by people to spread the Hoax, followed by WhatsApp, Instagram, Line and lastly Twitter.

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