

## **SOCIALIZATION AND EMPOWERING COMMUNITY OF ANTIHOAX IN DENPASAR**

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**Abstract** - Information, communication, and technology (ICT) in communities now have been major needs. Media nowadays developed in to new media like social media. Social media have different characteristic compared to mass media. One of the differences is the source or communicator. In social media, the communicator often unknown. The other characteristic is, social media has a massive effect through individual user. Ironically, not all the news and information which spread out in social media is a real news or fake news and hoaxes. In the other hand, social media user didn't have media literacy to recognize the fake and the real news. to counter that, it needs to build awareness and empowering community of anti-hoax in Denpasar, as the biggest city in Bali. The activities were socialization in diverse age, researched, and campaign in the heart of Denpasar involving the vice governor of Bali Province.

**Key words:** communication, hoax, literacy, new media

### **INTRODUCTION**

Based on data from Indonesia Press Council 2015 in Indonesia, there were 2000 printed media. From 2000 printed media, there were only 321 printed media qualified as professional media. Indonesia Press Council also said online media in Indonesia more than 43.300 media, but only 168 online media qualified. Beside mass media, information can be spread through social media such as Facebook, Twitter, Instagram, Path, BBM. Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), The Internet service providers association in Indonesia recorded in 2016 there were 88,1 million internet active user in Indonesia and it still growing. We are social (2018) said that intensity people using social media were higher than watching television in Indonesia. That showed internet is more important than consuming information from television. We are social (2018) also recorded application that often used in Indonesia were WhatsApp, Facebook, Instagram, YouTube. Ministry of Communication and Information (2014) recorded that Indonesia was in 4<sup>th</sup> rank as the biggest Facebook users in Indonesia, beside USA, Brazil and India.

Based on that, social media in Indonesia is being the first choice for internet user and have become a new social power in Indonesia. Social media also have negative effect. Social media have advantages in spreading information faster and wider than other media. Information in social media have become source of information. That's why social media has to transform as an educative institution and become a tool in social control. Social media often being source of false news or hoax. False news or hoaxes was increasing during election, where we can found a lot of account in social media spreading false news, negative and black campaign. False news and hoax spreading rapidly in internet, from one account to the others, from one platform to the others, from twitter, facebook, *Whatsapp* group. In some cases we see false news became a real news in mainstream media such as in television and printed media. At the end, false news and hoax triggered madness and fear in audiences and then community restless and finally provoked. Therefore, society have to realize the negative effect and thread from social media. It became more threaten without social media literacy in society.

There for it is a must to held socialization and empowering community of anti-hoax in Denpasar. The activities have two goals:

- (1) Increasing awareness in society about social media negative impact especially negative impact from false news and hoaxes
- (2) Giving society understanding and knowledge how to identify and to avoid false news and hoaxes

Result for this community development were:

- (1) People will know and realized that not all news in social media based on truth
- (2) People will not easy being provoked
- (3) People will begin to choose what information can be consume

To handle the problem, we have to empower civil society through some alternatives activities, such as make some campaign antihoax, making poster which educate people how to identify false news or hoax. Audiences in this community development is people in Denpasar, Bali. As the capital city of Bali Province, the people in Denpasar is the biggest internet user in Bali.

Method that being used was workshop and campaign antihoax. Campaign was try to educate the audience about social media literacy, steps to identify which are real news and fake news, sharing about distortion form in social media and socialization about steps to check the truth from an issue or news. There were four form in socializing and empowering community anti hoax in Denpasar, (1) Workshop to understand and identify false news and hoax, (2) Anti hoax campaign in the heart of Denpasar.

### Workshop with Akademi Bersama Anti-Hoax

Workshop to understand and identify false news and hoax was held with Akademi Bersama (Akber) Bali in September 30<sup>th</sup>, 2017 in Kulidan Kitchen Working Space Desa Guwang Sukawati Gianyar, Bali. Workshop was open for public without any administration fee. This workshop discussed about digital literacy especially how to avoid false news and hoax in social media. First step, we promoted the workshop through social media.

**#AkberBali66**  
**TURN BACK HOAX**

Tingkat penetrasi internet yang semakin tinggi, membuka akses makin lebar untuk menulis di dunia daring dan media sosial. Bagaimana membedakan berita hoax dengan berita berkualitas, apa saja dampak hoax, dan bagaimana langkah konkret untuk menangkai peredaran hoax? Semua akan dibahas tuntas di kelas ini.

**NI MADE RAS AMANDA GELGEL**  
Pernah menjadi wartawan Istana Kepresidenan. Lebih dari 7 tahun berprofesi sebagai jurnalis, reporter, hingga presenter TV. Kini menjabat sebagai Ketua Program Studi Ilmu Komunikasi FISIP Universitas Udayana. Aktif dalam kampanye "Bijak Bermedia Sosial" di masyarakat.

Waktu : Sabtu, 30 September 2017  
Pukul : 16.00 WITA  
Tempat : @kulidan.kitchen  
Alamat : Jl. Salya, Br. Wangbung,  
Guwang, Sukawati.

**Yuk buruan daftar!**  
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Figure 1. E-brochure



**Figure 2.** With the participants



**Figure 3.** Workshop

### **Anti-Hoax Campaign**

Anti-Hoax campaign held in October 15th 2017 during car free day in Lapangan Niti Mandala, Renon, Denpasar. There were several activities in the campaign. First activities is using Podium Bali Bebas Bicara Apa Saja, this is a governer Bali program where everyone can use the podium to speak about anything for 15-20 minutes. So we used the opportunity to speak about the important to have literacy in social media especially for identifying false news and hoaxes. The speaker in this occasion is lecturer from Sociology Departement, Faculty of Social and Political Science, Udayana University, I Gede Kamajaya.



**Figure 4.** Campaigning Anti-Hoax

He talked about the impact if people easily believe in news in social media without verification. People will be easily provoked and it will trigger fear and hatred in society. He pointed out especially in election and campaign, hoaxes and false news always came out in our time line. So the society have to be ready and be clever when using social media. We also never know exactly who the source of information in social media. Easy sharing, like and just reading the title make fake news and hoax more dangerous for the user.

Beside used the *Podium Bali Bebas Bicara Apa Saja*, we gave flyers to everyone who came in car free day, we also asked them to participate in signing a big Poster if they agree against false news and hoaxes in social media. To attract people we used balloons, photo booth, facebook frame and instagram frame, so everyone can take a picture with the campaign and using the photo in their on social media with one messages make people realizing it is important to identify false news and hoax.



**Figure 5.** Anti-Hoax Campaign

The campaign managed to gather more than 300 signatures from people, including vice governor of Bali, I Ketut Sudikerta. Sudikerta said as politician he often dealing with negative

or even black campaign in social media. He had been attack through false news and hoaxes. So he thought it is important to make society realize about the negative impact of social media, like false news and hoax.

## **CONCLUSION**

Community development in socialization and campaign anti-hoax in Denpasar had been done in limited time and limited scope. There fore it important to make more flyers and continuing the campaign not just in the field but also thorough discussion and social media campaign.