

The Role Of Bandung Local Televisions In Preventing The Spread Of Hoax Or Fake News On Social Media

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Abstract: Most social media users are vulnerable to hoax and hate speech. Hoax and hate speech appear frequently on social media which disengage the community. Anti-hoax community movements emerged here and there. The Ministry of Communication and Information (Kominfo) and the Police participated in the prevention and prosecution, but hoax continued to appear unstoppable. Social Media has replaced most mass media in Indonesia, however television is still a mass media that is most preferred in most family homes in Indonesia especially in Bandung. Therefore, television has the potential to participate in combating the spread of this hoax. Bandung has 11 local TV stations including Kompas Jabar TV and Parijs van Java TV (PJTV). This search aims to seek what roles do Bandung's local televisions have in their effort to combat the spread of hoax? What forms of anti-hoax programs do the local television stations show, or do they even have an anti-hoax program at all? This research uses descriptive qualitative methods where two Bandung local television stations become the subject research. Results showed that both Kompas Jabar TV and Parijs van Java TV had policies in combating the spread of hoaxes or fake news. Each participated in preventing and eradicating these hoaxes more in YouTube Channels. Though both TV stations focused more on the information of hoaxes news not the content of the news. The information of the hoaxes news were found limited to news coverage without any other creative ways.

Keywords: Anti-Hoax, fake news, local TV-stations, and media social.

1. Introduction

The development of the internet with all its derivatives has caused various significant changes to various fields of life, including influencing the existence of mass media. Internet penetration throughout the world has been massive. In the year 2018, the number of internet users in Indonesia has reached 147 million. The emerge of social media applications such as Facebook, WhatsApp, Line, Instagram and others are now popular in Indonesia. The rise of internet users in Indonesia, on one side, seemed that the majority of its citizens are literate in information technology. Though, on the other side, it also raises problems because literally, the majority of our society is not ready for receiving information and circulating the internet. Information circulating on the internet does not always inform the truth. It then becomes a problem when internet users that lack of literacy then spread the news through other social media without knowing whether the news/information are true or not. The capability of sending information fast and easy has been used by certain people and parties who have a certain interest. This interest can have both negative and positive information. Though, negative information is disseminated more for political, economic, business and other interests. Information that spread through the social media can be harmful, this harmful information can be spread easily throughout any social media application like whatsapp, Facebook, Twitter or Instagram. Mostly, it is a slander to provoke certain parties.

This has become a concern, since any comotion that happens in social media can also spread easily to the real life if it isn't taken care carefully. It can construct public opinion about something [1]. False news or hoaxes in Indonesia turned out to spread fast among social media users. It can even come back to the first sender where the message has been changed differently from the original message. Hoaxes are often used to disadvantage spesific parties through hatred and hostility [2]. Fake news (hoax) is a news article which is deliberately made to mislead readers [3]. The force of hoax that spread fast is because the majority of social media users still have a weak virtual world literacy. It seems that hoaxes have high hypnotic power because even educated people are often deceived to believe this false news and participate in spreading these hoaxes to other social groups. Cultural effort in upgrading literacy media competence is needed throughout the society[1]. Hoax through social media is expected to damage the reputation of individuals and government institutions, organizations and business institutions faster than mass media in Indonesia. The detik.com reported on March 12, 2018, based on research conducted by We Are Social in collaboration with Hootsuite, stated that 130 million Indonesians are fairly active on social media "When we view the number of internet users, most internet users in Indonesia have accessed social media" The rise of hoaxes is not only in politics but also in various fields of life, such as in health, education, economics, religion and various other social fields. Information about a health, economical and political issue are likely to spread. Because of the enormity of this false news, many parties invite users of social media to fight hoaxes, including from the government. The Ministry of Communication and Information also has an anti-hoax task force. Anti-hoax campaigns continue to roll out through both social media itself and through mass media though it seems to be ineffective. The media play a pivotal role in our contemporary public life. Even etymologically, the media constitutes the locus publicus – a public sphere [4] . Television as a mass media that is still relatively followed by the public should have a big role in combating hoax/false news. The spread of television broadcasts is almost evenly

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distributed throughout the country. Television personalities frequently argue that well-documented crises themselves are hoaxes [5]. This is why researchers had an interest on the roll of television especially local television in combating hoax/false news. Local TV has the advantage of the element of proximity with its audience so that local TV, in theory, should have its own appeal compared to National TV. Local television is a mass media that rise content information that is suitable for the local people [6]. Local television is seen as an ideal platform for discussing local issues such as local government performance or other issues which involves the public interest [7]. The local content must be realistic and practical through the strength of local production and the potential to develop [6]. Then a question arises to what extent do local television stands in the region play a role in anti-hoax eradication? How do local TVs package their content related to narrowing the scope of the spread of social media hoaxes? Based on the foregoing, the formulation of this research is to describe the role of local television mass media in overcoming hoaxes or false news that spreads through social media. Based on the background of the problem above, this study aims: To describe Bandung's local TV policies in eradicating hoaxes on social media. To describe how Bandung's local TV stations package anti-hoax shows for viewers.

2. Literature Review

A hoax is often a parody of some occurrence or a play upon topics that are newsworthy. Media hoaxes are among the most common type [8]. Social media is the most effective medium in Hoax's acceptance and dissemination of information [9]. It has a certain political agenda. Hoax is not just misleading but also does not have any factual basis. Though it is presented as if there were a series of facts. Hoaxes are misleading information which do not have any factual foundation, but they are presented as if they were a series of facts [10]. Hoaxes have now become a social problem. This is where television has a big role in preventing the spread of hoax in social media. Television programs especially the news provide its consumers with knowledgeable reports, ready for uptake. It is not the only epistemic function of traditional news media. In addition to acquiring specific beliefs by accepting the corresponding news reports, we also rely on the news media for overall coverage [11]. Television seemed to be preferred more over newspaper, magazines, or radio. Television is an audio-visual media that captures life events. Television as a mass media is far more impressive and interesting than other media because of its ability to display interesting images and sound. Television can carry out its functions more optimal like educating, entertaining, giving information, to supervision [12]. The role of local television in combating hoax has a major role, especially nowadays TV programs can be streamed through the internet.. Watching TV shows does not always have to be from a television set, but many viewers, especially millennials who watch through gadgets, smartphones or laptops [13].

3. Methodology

This research used a qualitative descriptive study which is a comprehensive summarization in everyday terms, of specific events experienced by individuals or groups of individuals. Qualitative Researchers want to know where, when, how and

under what circumstances behavior comes into being [14]. They are used to examine natural object conditions, where researchers are as key instruments. The data collection techniques will also be triangulated and the data analysis is inductive/ qualitative. The results of qualitative research emphasize the meaning rather than generalization [14]. Qualitative researchers routinely member checking, triangulation, thick descriptions, peer reviews, and external audits [15]. In accordance with the title of this research, namely the involvement of local TV stations in their participation to overcome the spread of hoaxes, the subjects of this study will prioritize local TV managers in Bandung.

Data collection technique

Researchers conducted in-depth interviews with Mitfah Khasan the head of Human Relation Departement in Kompas TV and Cecep as Eksekutif Produser Program Berita from PJTV. The informants are as stated in the subject of research. Researchers explored the data needed, including the efforts made by local television in an effort to fight hoaxes or false news circulating through social media.

Data analysis technique

Data analysis is inductive, building from particulars to general themes. Researchers make interpretation of the meaning data [16]. Researchers then categorized data based on specific themes, then analyzing the data based on that theme. Reducing data and highlighting key points so that the research is focused. The final step was to interpret the data through the personal views of researchers with the help of theory.

4. Discussion/Analysis

Televisions seemed to be preferred more over newspaper, magazines, or radio [12]. Television is a media, where media is a trustworthy container Media becomes watchdog for the government and society [17]. Logically, television has a major role in combating hoax. Televisions have a role in giving information but also to give supervision, in this case supervising hoax or fake news [12]. The research team interviewed Cecep Hendar as Executive Producer of the PJTV News Program (Parijs van Java TV) Bandung and Miftah Khasan as Head of Kompas TV Jabar Human Relations. A hoax has become a big issue in the last decade. A hoax is deliberately misled, but "sold" as truth [18]. It became a problem, because most audience fell for this "sold" truth which then create chaos and conflicts, not only in the internet world, but spreads easily in reality. This is why it has also become a concern for PJTV and Kompas TV Jabar to act on this issue. The result showed that in eradicating hoaxes on social media, both TV station have the same policy in responding to the spread of hoaxes or fake news. As in spreading news, the editorial team of Parijs van Java TV always adheres to journalistic ethics and puts forward the principle of cover both side. All PJTV media crews also make live coverage and interviews as the main sources of news. This is so that the news program aired by PJTV is trusted and becomes a reference for the community in West Java, especially in the city of Bandung. The policies set by this local TV company are very strict to ensure that PJTV news shows are 100% free of hoaxes. The same thing was done by Kompas TV Jabar that always hunts for news to emphasize the need to be aware of hoaxes that spread through social

media. Kompas TV Jabar that is also hosted from the Kompas TV Jakarta relays its main event in Jakarta. It often reports about the phenomenon of this hoax. Kompas TV Jabar was originally named STV (Sunda TV), which was later re-managed so that it changed its name to Kompas TV Jabar. Kompas TV West Java with the slogan "Independent and Reliable Media" takes a leading role in eradicating hoaxes and actively anticipating them. Kompas TV West Java greets loyal viewers in digital form on various platforms ranging from paid television with high definition quality, free streaming, to becoming the leader in various social media. In terms of their policies, each participates in preventing and eradicating these hoaxes. PJTV always participates in socializing through the reporting of various anti-hoax movements organized by the government, the police and by community groups. This information is also downloaded through YouTube social media so that the public who are not citizens of Bandung can also watch the anti-hoax program.



Figure 1. Information about socializing anti-hoax through YouTube

Source: <https://www.youtube.com/watch?v=vuLm-NaBx7w>

Figure 1 is a screenshot that describes how PJTV participates anti-hoax movements. This was published through YouTube channel on 5th March 2019. It was about a force that was created to fight against hoax or fake news. PJTV on YouTube channel began to air on the 1st of February 2018. As Social media is an online media where users can participate, share and create content easily, PJTV seemed to take this chance to reassure the public on spreading its news. Anti-hoax movement spread on YouTube channel by PJTV was one of a way to participate this anti-hoax movement. Though literacy towards social media itself needs to be increased. Audience should know on what to believe or not.



Figure 2. channel YouTube Kompas TV Bandung

Source: https://www.youtube.com/watch?v=uDnQ65_ea_A

Like PJTV, Kompas TV West Java also participates anti-hoax movements through YouTube channel. This was about information on how to be aware on hoax and how to avoid it. It was published on 19th April 2017. Related on how local TV

stations package the Anti-hoax Programs, PJTV has broadcast an amount of news related to anti-hoax attitude and eradication of false news that appears in the community. Some of the news was also uploaded to the PJTV_News YouTube account to be watched by PJTV viewers. These are some programs which were aired by PJTV related on fighting against hoax/false news: (1) béwara pjtv - mapag debat pilpres polda jabar déklarasi anti hoax jeung warga (17/01/2019), (2) béwara pjtv - panglima tni ngageuing prajurit paskhas teu kapangaruhan warta bohong hoax (22/01/2019), (3) pjtv petang - mahasiswa tolak segala bentuk informasi hoax (28/01/2019) Almost all anti-hoax programs in these two Bandung Local TV stations are only limited to news coverage in television programs. They have not done any other creative ways. There has been no effort to make a continuous program to uncover the true facts of a hoax or false news. The information does not cover the hoax content, but only limited to informing institutions or community groups in Bandung and West Java to be more careful in using social media. Though researchers found that programs about anti-hoax movement were produced more in social media. A number of TV stations that apply the concept of multi-platform often re-show various flagship programs on Youtube [13]. There are many programs and events titled hoax eradication aired by Kompas TV Jabar in YouTube Channel. Unfortunately, the program only aired from 2017 to 2018 only. The programs were formed as news talkshow where the TV station invites speakers from the society which have the expertise related on hoax/false news. Miftah Khasan (Head of Human Relation Departement Kompas TV) in the interview mentioned at least seven programs that were aired in Kompas YouTube Channel; (1) Turn Back Hoax, (2) Mengenali dan mengantisipasi Berita Hoax-Identifying and antisipating Hoax News, (3) Sapa Jabar: Duduk Perkara Informasi Hoax di Mata Hukum- Hoax Information in the Eye of the Law, (4) Dialog "Potensi Hoax dan Ujaran Kebencian pada Pilkada Jabar"-Hoax and Hate speech in Pilkada Jabar, (5) Lawan Berita Hoax di Bandung- Fight Hoax news in Bandung(6) Jabar Saber Hoax, and (7) Saber Hoax Jabar. The two Bandung Local TV stations have only packaged information on Anti Hoax in the form of a news program in general. The reports are not special coverage. The information is only in the form of community group activities or anti-Hoax government institutions based on the activities of other institutions, for example, the information was obtained from a press conference held by the West Java Regional Police or by certain community groups conducting anti-hoax campaigns in certain locations. While the TV station has not made yet any special coverage or initiatives to find the truth of the information content that appears through social media. PJTV did re-check information when a hoax emerged that the Pasupati bridge in the city of Bandung collapsed. Because of this hoax, it was rumoured that many tourists were discouraged to visit Bandung. Due to the collapse of the Pasupati bridge hoax, the PJTV Reporter Team conducted a field check while taking pictures showing that the bridge was still standing firmly. Those programs contained ways on how to fight against hoax. Clarification on any news is a must. Checking and re-checking are needed by the public, not only disaster problems but various other information, such as various political, social, economic, social, cultural, security, etc. including issues of health, education and others. For example, hoaxes about orange peels that are effective for

curing certain diseases, the TV station should confirm to the pharmacist about the efficacy of the orange peel.

5. Conclusion

In general, the role of Local TV in Bandung in fighting hoaxes has not been maximized. Nevertheless, two TV station managers have policies that support the efforts of the government and the public in the prevention and eradication of hoaxes. The packaging of this anti-hoax event is only limited to reporting on the activities of the government and community groups who carry out various anti-hoax campaigns or actions but have not covered coverage specifically on the content of the hoax. Local TV stations should have programs that relate on anti-hoax movement. The programs can have various creative content related on the subject. Programs can relate on how audience can acknowledge when hoax is around, what audience need to do when they have hoax information through social media, or programs can also relate on hoax contents and uncover the reasons of the spreading.

6. Limitations and Study Forward

The above results and discussion may have some possible limitation, which will need a more specified study in the future. The findings must be seen in light of some limitation. There are three major limitations in this study that could be addressed in future research. The first is the manner in which researchers have collected the data. This has limited the ability to conduct a thorough analysis of the results. Researchers realized that there should be more statistic data of information about news related to anti-hoax programs. The study future should specified more on the effectiveness of those news aswell through audience prespectives or there should have survey questions. The second is that researchers were not able to include an important question in the interview about how Anti-Hoax were packaged through entertainment programs. There is an assumption that audience prefer to watch entertainments than news itself. The third is the time of the research, researchers acknowledged this impact, and needs a future study to answer this research problem more thorough.

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