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DIGITAL LITERATION: DENING NETWORK-BASED HOAKS LANGUAGE IN THE NEWS A COVID-19 PANDEMIC DISCOURSE IN INDONESIA

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Abstract

The development of information and communication technology is increasingly sophisticated. The presence of information and communication technology has brought many impacts, both negative and positive impacts. For those who do not understand the essence and purpose of the presence of information and communication technology, certainly more negative impacts than positive impacts. Especially in the news, many people who are not responsible for using information and communication technology as a means to spread news or events that are troubling and contain elements of untruth, namely news hoaks. In hoaks news, of course it cannot be separated from language games as a medium for broadcasting various information. This research presents opinions on how to counteract the language of news hoaks in the coverage of the Covid-19 pandemic discourse, especially in Indonesia.

Keywords: Hoaks news; hoaks language; Covid-19; Covid-19 pandemic discourse.

Introduction

Lately, the world has been stirred by the spread of one very dangerous virus. The virus, including viruses that have not been found to cure until now, both drugs and drugs drugs trasionaly. It's just a prevention effort. You name it, Corona Virus Disiase 2019 or more familiarly called Covid-19. The virus began to spread so suddenly in Wuhan, the capital of Hubei, China in December 2019. At least, the first time the epidemic, nearly 3000 people who have contracted the virus, not even a few of those infected died.

Until March 2, 2020, President Joko Widodo announced that there were two Indonesians affected by the Covid-19 virus. The announcement was the first case in Indonesia, meaning Covid-19 had also entered Indonesia (Kompas, 2020). It is said that the two Indonesians contracted Covid-19 after contact with Japanese citizens who came to Indonesia. Waga Japan was detected affected by Covid-19 after leaving Indonesia and arriving in Malaysia. It is known that Japan is the third country with the most Covid-19 infection cases after China and South Korea. To this day Covid-19 has spread widely in all countries of the world. In the end, all residents panicked.

Various ways and efforts by countries to prevent the Covid-19 outbreak. Starting from taking action not to enter certain areas due to an emergency (lockdown), keeping the crowd or the crowd (social distancing), maintaining physical distance (physical distancing) to the application of healthy lifestyle treatments such as frequent hand washing, spraying anti-virus fluids, and using mask if you want to leave the house. All countries in the world have been infected by Covid-19 so that the world seems to be shaken suddenly and drastically. Including the country of Indonesia.

Since the Covid-19 pandemic, for the people of Indonesia, it's not just the spread of Covid-19 that frightens them. However, the circulation of various news which is unclear as well as the excitement with the use of language that oscillates so that the impression contains elements of hoaks. Thus, people do not just panic. However, it also made them nervous that some were stressed not because of being infected by Covid-19, but because of stress with the news.

In the digital age, within the scope of global competition, digital disruption is taking place in society. Digital media has become a factor that changes people's behavior and image in life. So in reality the community itself cannot be separated from digital media. In fact, almost all community activities depend on digital. All people in the world, especially in Indonesia, are currently globally integrated. Therefore, with the emergence of a variety of hoax news in the midst of the Covid-19 pandemic, the public needs to be equipped with adequate 'strict' understanding in recognizing and counteracting hoax news that should not be consumed or hoaks. I don't know, the news came from the media which was mischievous because it deliberately wanted to make the situation horrendous or because "maybe" did not know the ethics in the news. In fact, there are many news that do not meet the standard of reporting, both from the status of the media, the structure of the presentation, to the use of excessive language.

The following are a few examples of news that claim to benefit the community in the midst of the Covid-19 pandemic; reporting about the presence in region A which is positive for contracting the Corona virus without prior swab test results being issued by the relevant institutions; news of someone who has a common cold, is actually being stirred up by a PDP (Patient Under Monitoring) when clearly the results of the rapid test are negative; and even the news of a resident who died of cancer for years, was even declared because of the Corona virus. With news like that that spread everywhere through irresponsible online media, it is certainly very unsettling and makes people panic. News that cannot be accounted for means hoaks. Worse yet, 'some' news reports consider people who have contracted the Corona virus as if it is considered a disgrace. In fact, the Corona virus is actually a global disaster (global disaster) that befell all citizens throughout the world.

Literature Review

The mass media has a strategic role in various types of empowerment. The mass media in Indonesia has emerged since the reform era. At that time, the mass media as the most trendy media in facilitating conveying various information so that it was quickly accepted in the general public. Even the government gives freedom to the press to make mass media. However, it is unfortunate that so far there are also many media masses that do not show quality. That is, it only emphasizes the existence of information reported without regard to clear sources.

This was confirmed by Junaidi (2017) The mass media functions as a means of delivering information, education, entertainment and mobilization. The mass media is also a means to convey messages, ideas and ideas, such as the idea of diversity. Indonesia since its birth was based on diversity based on many aspects, such as ethnicity and religion. The mass media in Indonesia has experienced ups and downs since the days of independence, old order democracy, new order and now entering the era of the reform order. Freedom began to be felt by the mass media, when the era of reform began. Many new media have grown up in the reform era, including online media. In addition to the number of mass media, this reform era is marked by freedom of the press, including the freedom to express ideas and sharply criticize opponents who oppose ideas. Press freedom enjoyed by the media today is reported to have crossed the line, especially in violation of the journalistic code of ethics.

One of the violations committed by network-based mass media owners is the use of Indonesian. Hardi (2015) explains that sometimes in terms of the use of Indonesian, in good and correct journalism, online media can be said to have the most violations. Chairman of the

community complaints commission and council ethics enforcement Agus Sudibyo said the number of complaints related to the press from all over Indonesia that entered the Press Council reached more than 500 cases. Based on the number, 328 of them are cases from print media and 98 complaints related to online media. The first violation, according to Agus, online media did not test information or confirm as many as 30 cases.

Hardi (2015) explained further, that this violation occurred because online media prioritized speed without being matched by verification. The second violation, according to Agus, the news written did not apply the principles of good and correct journalistic language (42 cases) inaccurate news (30 cases); third, mixing facts and judgmental opinions (17 cases); fourth, not balanced (10 cases); fifth, not hiding the identity of victims of immoral crime (three cases); and sixth, the source was not clear (one case). That is mainly because the writing of news in online media is done in a hurry to get online immediately (catch up on air), especially if the journalists who write it lack or do not master grammar properly and correctly.

The mass media that is emerging in this era of globalization, in line with digital developments are mass media based online or in the network. (Romli, 2009) argued that the presence of online media gave rise to a "new generation" of journalism, namely online journalism, also called cyber journalism. Online journalism is the process of delivering information using internet media or websites.

Juditha (2013) also suggested that the rapid development of information and communication technology was marked by the presence of online media. This development has an effect on the existence of the media, including online media. It can be said that human civilization at this time which is very fast and instantaneous has an impact on media civilization which is also becoming fast paced. The presence of the internet that provides a variety of information and news gradually began to defeat the popularity of print media. In fact, many news sites on the internet present news quickly and at no charge.

Language plays an important role in reporting. Language as a medium of news to spread various information or events. However, there are many who are not responsible for using language in various ways. News that is most widely and easily consumed by the public is news online. News in online media (online, in network) comes faster, appear shorter than in print. Fewer sources or single, the title is made a scene, including when reporting on political events, disasters, crime, death (Ispandriarno, 2015).

The language used in the mass media reflects the user community. Leech (2003) states that language reflects the speaker's personal feelings, including his attitude towards the listener

or his attitude about something he says. In line with Leech, Surahmat (2010) states that the picture of language used by the mass media is a reflection of language in society because the choice of mass media languages has been adjusted to the level of readability. In other words, the greater the portion of dysphemism that appears in the mass media, the worse the language behavior that develops in society.

The characteristics of journalistic language both in print media and in the network are the same. Sumadiria (2011) concludes that the main features of journalistic language include simple, concise, clear, clear, clear, attractive, democratic, using active sentences, as far as possible to avoid using words or technical terms, and subject to the rules and ethics of language raw. Furthermore, the language which is duly used by the press has been published by the Indonesian Journalists Association since 1975 in the form of Guidelines for the Use of Language in the Press which among others underline that: (1) journalists should consistently adhere to the Improved Indonesian Spelling Guidelines; (2) journalists should limit themselves to abbreviations or acronyms; (3) journalists do not eliminate prefixes, prefixes, or prefixes; (4) journalists should write short sentences; (5) Indonesian journalists should abstain from cliches or stereotypes that are often used in news transitions; (6) Indonesian journalists should eliminate the word redundant; (7) Indonesian journalists should discipline their minds so as not to mix up in one sentence the passive form with the active form; (8) Indonesian journalists should obey as far as possible the rules of grammar; and (9) Indonesian journalists should remember that journalistic language is communicative and specific in nature and is well assessed from three aspects namely content, language, and presentation techniques. However, according to Wibowo (2009), although this guideline was agreed upon since 1975, the ethical responsibilities of journalism cannot necessarily be correlated with the problem of using language-linguistic techniques by the press.

With the rise of network-based mass media popping up, hoax news is also rife. Especially during the spread of Covid-19 as it is today. Especially in Indonesia. The spread of hoaks in Indonesia is considered to have crossed the line and is troubling so that serious action is needed to suppress the growing number of hoaxes. The blocking action by the Ministry of Communication and Information of the Republic of Indonesia on hoax news was not able to match the speed of hoaks spreading. That is because the public unconsciously volunteered to spread hoaks so that what was needed to prevent the spread of hoaks was to increase media literacy for the community (Amrullah et al. 2019).

In the Big Indonesian Dictionary (KBBI), hoaxes or hoaxes are hoax news or no source news. Hoaks are information that is actually not true, but seems to be true. In the perspective of language, hoaks are expressions that are manifested in their delivery with informative languages that are convincing, but do not have meaning and fiction. That is, the source is unclear and merely engineered. Silverman (2015) states that hoaks are a series of information that are deliberately misled, but are sold as truth. hoaks are false news that contains information that intentionally misleads people and has a specific political agenda.

On the other hand, Rasywir and Purwarianti (2015) explain that hoaks are misleading and dangerous information because they mislead human perception by conveying false information as truth. Hoaks are able to influence many people by tarnishing an image and credibility. Hoaks themselves can aim to influence readers with false information so that readers take action according to the contents of the hoaks. The limitation of human attention span coupled with information that is very swift on social media is considered to be a cause of hoaks so that it is easily spread.

Based on some of these opinions, it can be concluded that hoaks are not merely misleading or misleading information, but also in the form of information that has no factual basis for fake news. Hoaks are presented as if a series of facts. More news hoaks and often appear on the internet and have the aim to spread panic and fear of mass by a number of irresponsible people.

Basically, the first media hoax spread via e-mail that usually contains a warning about a false claim. However, with the development of technology, especially on smartphones and social media, the types of hoaks on the internet are increasingly numerous and dangerous. Including hoaks that are packed in online news.

The medium of reporting in various media is language. Language has an important role, namely as an intermediary in conveying information. Language hoaks in the news is an action game against language carried out by parties who are not responsible. For example, factual language is changed to fictitious. Thus, it raises hoaks or news that contains untruth. News hoaks are not only unsettling, but they also bring conflict. As proof, hoaks have sparked dissension in the community, for example in July last year there was a burning of temples and temples in Tanjung Balai, North Sumatra (Tempo, 2017b). People quickly gather and get angry due to incitement through social media. The second incident occurred in Depok, West Java in mid-December. Two people were killed and one was critical because of the brawl which was also sparked by false news (Tempo, 2017a).

Methods

Research is a type of qualitative research using an observational approach. The data of this research are in the form of hoax news language sourced from news in the network in Indonesia during the Covid-19 deployment. Data collection techniques used are reading, identifying, and formulating the characteristics of the news hoaks language. The data collected was analyzed using content analysis. The contents of the news are analyzed, selected and sorted out in which there are irregularities and illogicalities according to the terms of the reporting. This research aims to find the characters of news hoaks language, starting from the title, presentation of content, and others.

Results and Discussion

Basically hoax news that is circulating has a negative impact on society. Not only unsettling and panic. But, it also has an impact on mental health and thought patterns so it certainly affects behavior. Since the Covid-19 pandemic, which is accompanied by troubling issues published in the news, has no clear identity, not a few people have felt frightened, even depressed to physical lockdown. Therefore, there are some things that need to be considered by the public to ward off various languages of hoax news that are circulating in the midst of the current Covid-19 pandemic.

Look at Sensational Titles

Hoaks often use sensational titles so that in the news provoke and mostly sarcasm. For example, news that is published directly sometimes accuses it of certain parties. Writing the contents also contain selfishness without regard to its impact on many people.

Search for Unclear or Unofficial Site Addresses

Since the rise of digital media, online-based news is no less exist. Therefore, to avoid mere issues and are still vague, the news that emerges must be traced to the source, whether it is sourced from a well-known site, verified for news, and trusted. Because, the news that comes mostly originated from ordinary blogs written by people who are not responsible with the aim of causing pleasure and looking for sensation. Based on the Press Council notes, that in Indonesia there are approximately 43,000 sites that claim to be news portals.

Watch for Facts

News hoaks often give priority to fictitious things compared to factual. Fictitious news is presented only based on mere opinions, opinions, and impressions of news writers with selfish language so that it has a tendency to be subjective. While factual news, contains events that occur with clear testimony and accurate evidence and has the sharpness of the news with a pattern of 5W+1H.

Check Image or Photo Authenticity

The development of advanced technology, can make things easier. In the case of digital news today, it is not only the text or news content that can be manipulated. However, other elements can also be manipulated. Including pictures or photos. Hoax news loaders often manipulate photos as a faster and easier alternative because of their inability to reach the scene for shooting. Even worse, there is even news that is not accompanied by evidence in the form of pictures or photos.

Based on this, one way that can be done to check the authenticity of photos in a news that can use Google facilities by dragging and dropping in the Google Image search field. The facility will be able to display the pictures needed.

Complain About Unclear Matters

Public unrest is becoming a result of always being carried away by feelings and thoughts about the news obtained. Even though the news was unclear or contained hoaxes. Therefore, one of the things that the community can do to get rid of their anxiety in addition to the four methods outlined earlier, is to encourage them to make a news complaint if it is suspicious and contains a hoax to find out the truth. The news hoaks can be reported directly to the Ministry of Communication and Information or can report to local parties who can provide handlers and enlightenment.

Conclusion

In the midst of the peak of the spread of Covid-19 in Indonesia as it is today, many hoax news has also circulated. Not a few news elements contain hoax. Specifically the use of language. Therefore, the community must be responsive in digital titration and be able to understand various news characters. Because, there is news that is worth reading and there is also something that is not worth reading by the public. In the research, it presents ways to

recognize and detect news that contains hoax elements, ie look at sensational titles, search for unclear or unofficial site addresses, pay attention to facts, check the authenticity of pictures or photos, and make complaints about things that are unclear.

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