

## KABAR MEDAN EFFORTS IN OVERCOMING FAKE NEWS IN SOCIAL MEDIA

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### Abstract

The purpose of this study is to determine how Kabar Medan's online news media efforts are in combating fake news (hoaxes) on social media, as well as what factors are impeding and supporting the Kabar Medan media's efforts in combating fake news on social media. This study uses a descriptive-qualitative approach. Data collection techniques include interviews, observation, and documentation. The results of this study indicate the efforts of the Kabar Medan media in tackling fake news (hoaxes) on social media is a fact-checking platform that is in accordance with the guidelines set by the press council and is systematically implemented by the Kabar Medan media.

Keywords: Kabar Medan, online news media, fact-checking.

### Introduction

Information spread in various media is a hot topic in the public sphere today. Information that can be found anywhere and anytime makes it very easy for people to access it (Radja, 2020). The information that has been produced certainly cannot be separated from the actors whose role it is to convey the truth or lies of the information to be disseminated, so that if the information spread is not in accordance with the truth or is misleading, it will become a concern for the community. Lately in the media, a lot of information has appeared from irresponsible parties, so the appearance of false information circulating in the media will become a problem. The amount of anonymous information that is disseminated

individually or in groups is mostly information for which the truth cannot be accounted for or is indicated as a hoax. Not only in the mainstream media, but now there is a lot of fake news (hoaxes) circulating in society through online media. The results of research conducted by Mastel stated that 34.90% of the channels used in spreading hoaxes were on websites, 62.80% were in chat applications (WhatsApp, Line, and Telegram), and 92.40% were via social media (Facebook, Twitter, Instagram, and Path), which are the most used media. Meanwhile, the data presented by the Ministry of Communication and Informatics states that there are as many as 800,000 sites in Indonesia that are indicated as spreading hoaxes and hate speech (Judhita, 2018).

Information shared by several actors without knowing the facts or validity becomes misinformation. Errors in information can be minimized by learning and understanding information literacy, media literacy, and digital literacy. Information literacy is a person's ability to know when information is needed so that someone can search, find, analyze, evaluate, and communicate information well. Information literacy is a process of acquiring the knowledge an individual or group needs to solve an existing problem (Wibowo, 2018). Media literacy is related to access to information, freedom of expression, and the ability to understand the functions of media and digital communication companies in order to evaluate the content and these functions and engage critically for sustainable development and self-expression. The type of understanding that will be provided to the public in order for them to be sensitive and intelligent in the media (Batoebara, 2020). Digital literacy focuses on technical skills in operating digital technology to produce various formats of digital content. In digital literacy, the use of digital tools is combined with understanding digital identity, recognizing digital rights, and improving digital communication methods. (Mardjianto, 2022)

In addition to social media, online news media also has a role in contributing to conveying and straightening information. Online news media is part of the mass media which has a focus on presenting the latest news to the public. Online news media is a new media that utilizes the internet. This online news media is a means of communicating online through several websites or applications that can be accessed. Online news media in North Sumatra consist of: Tribunmedan.com, Waspada.id, Kabar Medan, Anisadaily.com, Metro 24 hours and so on. In addition to online news media, national news media and local news media also contribute in conveying information. These national news media include Kompas, Mind of the People, Suara Merdeka and other media. Meanwhile, local news media is media that specifically represents certain areas, which functions to disseminate information and serve media audiences who are in a limited area. One of the local news media, namely Kabar Medan, Kabar Medan is a company platform that refers to information related to various situations and conditions from various parts of the world. have an impact on the people of Medan. Kabar Medan is a platform that uses various media. Starting from social media such as Instagram,

TikTok and Youtube. The purpose of using these various media is to be able to convey various kinds of information to the general public. Kabar Medan is a media that has been verified by the press council so that the information published is trustworthy and has high credibility as a source of information. And Kabar Medan is a media that won the 2021 press council award in the best cyber media category for the western part of Indonesia

## **Literature Review**

### **Effort**

Efforts in language are reason, effort, endeavor in order to reach a goal, solve problems, find alternative ways, and other things. It can be concluded that an effort is an effort carried out through a specific purpose or purpose in order to solve the problems that occur so as to achieve the expected goals (Center for the Ministry of National Education, 2008).

### **Media**

The word media comes from the Latin term which is "medium". This means the introduction or intermediary of a source of information as well as the party receiving the information. This media is a tool for delivering messages (information) that can be channeled to the recipient of the message. And the media is also interpreted

as an intermediary to convey messages from a source in a planned and systematic way, so that the recipient of the message can easily understand. The purpose of using this media is as a means in the process of disseminating or delivering information (Chusni, 2021)

The development of media from the era of writing to the era of technology has progressed rapidly. The development of media makes it easy for users. Until now, digital developments have increasingly complemented human needs for access to information and entertainment. The mass media in Indonesia are given demands to be able to adapt in the era of globalization with the basis of electronic technology. With the development of the digital technology era, it is demanded to be able to innovate continuously so that mass media can be accessed practically and precisely by the general public so that it fulfills the interests of the population regarding appropriate, fast and accurate information. So that a new mass media is structured that can provide answers to challenges and can be used as an alternative to mass media which has an important role in the audience (Respat, 2014). News media consists of online news media, local news media and social media. This online news media refers to

the development of digital technology. The media is the fulfillment of information for the community that can be accessed without any limitations of space and time. Local news media is media that specifically represents certain areas, whose function is to disseminate information and serve media audiences who are in a limited area. And social media is a place that has uses so that it can make it easy for every individual to interact socially. Social media is the newest method for developing communication interactions for each individual so that they can carry out discussions and also collaborate. An individual will continue to need information from other individuals because based on the nature that human insight has limits. Content provided by internet users on social media can be used as a reference for information for someone who needs it, moreover that social media has advantages including that it can be used anytime and anywhere (Kurniawati, 2020).

### **Fake News (Hoax)**

Hoax means deception, deception, fake news, fake news, or rumors that have been given by an individual. So that it can be concluded that hoax is a term that means information that is not true. Fake news is a behavior that is easily spread and created by someone with text or image videos.

Hoax is fake news that attempts to outsmart or trick listeners and readers into believing something even though the news provided does not match the facts (Simarmata, 2019)

### **Steps in Countering Fake News (Hoax)**

The Chairperson of the Indonesian Anti Hoax Society, Septiaji Eko Nugroho explained the five easy steps that can provide assistance in overcoming a difference from the original news and hoax news, including:

#### **1. Be careful with provoking titles**

Hoax reporting often uses titles that give a sensation to provoke, for example spontaneously making accusations against special parties. The contents can be obtained from licensed media but the title has been changed so that an opinion is based on what the hoax news writer wants. So that way if you find news with a title that provides provocation, the community should search for the same source of news on the official website.

#### **2. Pay attention to the site address**

So that the message originates from the site or includes a link, pay attention to the address of the intended website link. If the source is on a website that is not verified as a legitimate news agency, for example using a blog domain so that the

information provided can be assessed as giving doubt. information

### 3. Fact Check

Pay attention to where the news comes from and who the source is. Don't be quick to believe mass organization activists, public figures or observers. The public must be able to see the facts of events that occurred with testimony and evidence.

### 4. Check the authenticity of the photo

The method to be able to check the correctness of an image can use the search engine on Google, namely through drag and drop implementation on the Google images search box. The results of the search will provide the same photos on the internet so that comparisons can be made.

### 5. Participate in anti-hoax discussion groups

On social media there are several groups for discussion as well as fanpages that are anti-hoax news, for example, sedition and hoax (FAFHH) Anti-Slander Forum, Fanpage Indonesian Hoaxes, and so on. In the discussion group, the community can ask questions whether all messages are hoax messages or not and can also review a classification that has been given by other individuals (Simarmata, 2019)

Fake News (Hoaks) based on Islamic Perspective

Islam teaches that in spreading the news, it must be clear and correct in its delivery. The spread of news in Islam explains that it is not permissible to mix up the right thing with the wrong thing. The purpose of dissemination with the truth in an information is intended so that people do not get lost in knowing the information that is circulating, so that people do not experience anxiety. Attitudes in dealing with fake news include: (a) tabayyun, the word tabayyun in Arabic with the meaning of seeking explanations or truth. In tabayyun information is meant to look for data and facts that occur to be understood. Seeking information that actually reaches the essence of truth in a systematic and general manner. If there is information circulating, it is necessary to seek information first (Zain, 2017). (b) Tawaqquf in Arabic is an attitude of caution regarding matters containing the possibility of being true or lying. In the inspirational interpretation it is explained that everything that is useless must be avoided even if it does not reach a positive evil level (Rochman, 2020). (c) Reading, is an activity of understanding the contents of books, absorbing the information contained in them. Thus reading is an activity in conducting an investigation of an event to find out the actual situation.

The word (iqro') means read, research and know something (Ulwia & Nurelysa, 2019)

### **Research methods**

In this study using a qualitative descriptive research method. Qualitative descriptive research method is a way of conveying information by explaining, describing and telling the situation and accurately describing the characteristics of an individual, symptoms and conditions or phenomena in an actual place from the object under study based on existing facts. This type of descriptive writing is research that is intended to collect and then describe in a thesis all data/information regarding the status of an existing symptom, namely the condition of the symptoms according to what they were at the time the research was carried out so that the writer will try to describe what is about a variable, symptom or condition. which existed at the time the research was conducted, namely the *Kabar Medan Media Efforts in Overcoming Fake News (Hoaks) on Social Media*

### **Results**

The countermeasures carried out by the *Kabar Medan* media are with fact checks. Fact Check is a platform that aims to straighten out news spread in various media that can lead public opinion in

circulating news. Fact checking in the *Kabar Medan* media has been around for 7-8 years. The process of checking facts in tackling fake news (hoaxes) on social media is divided into:

#### 1) Journalistic Code of Ethics

Freedom of opinion, expression and the press are human rights protected by Pancasila, the 1945 Constitution and the United Nations Universal Declaration of Human Rights. Freedom of the press is a public means of obtaining information and communicating, in order to fulfill basic needs and improve the quality of human life. In realizing this freedom of the press, Indonesian journalists are also aware of the existence of national interests, social responsibility, the diversity of society and religious norms.

In carrying out its functions, rights, obligations and roles, the press respects the human rights of everyone, therefore the press is required to be professional and open to be controlled by the public. To guarantee press freedom and fulfill the public's right to obtain correct information, Indonesian journalists need a professional moral and ethical foundation as operational guidelines in maintaining public trust and upholding integrity in a professional manner. On that basis,

Indonesian journalists establish and comply with the Journalistic Code of Ethics. This can be seen from the well-realized functions, rights, obligations and roles as media. The application of the journalistic code of ethics carried out by the Kabar Medan media, one of which is conducting direct interviews with parties involved in the news and not dropping other media for special purposes.

The application of the journalistic code of ethics is shown by the Kabar Medan media team whose job is to find news, disseminate accurate and reliable news, this is in accordance with article 1 which reads: Indonesian journalists are independent, produce news that is accurate, balanced and not in bad faith. The Kabar Medan media team carried out their duties professionally, in accordance with article 2 which reads: Indonesian journalists take professional ways in carrying out their journalistic duties. Not making news that triggers conflict (problems) to the public, this is in accordance with article 4 which reads: Indonesian journalists do not make fake, slanderous, sadistic and obscene news

The Kabar Medan media team did not mention the identity of the perpetrators of the crime, this is in accordance with article 5 which reads: Indonesian journalists do

not mention and broadcast the identity of victims of sexual crimes and do not mention the identity of children who are perpetrators of crimes. Not accepting bribes, in accordance with article 6 which reads: Indonesian journalists do not abuse their profession and do not accept bribes. In addition, the Kabar Medan team does not broadcast news that discriminates against someone on the basis of differences, this is in accordance with article 8 which reads: Indonesian journalists do not write or broadcast news based on prejudice or discrimination against someone on the basis of differences in ethnicity, race, skin color, religion, gender and language and does not degrade the dignity of the weak, poor, mentally or physically disabled. The implementation realized by the Kabar Medan media team in disseminating news (information) that is in accordance with the journalistic code of ethics and the facts that exist can be accounted for.

## 2) Guidelines for Cyber Media Reporting

Cyber media has a special character so that it requires guidelines so that its management can be carried out in a professional manner, fulfilling its functions, rights and obligations according to Law Number 40 of 1999 concerning the Press and the Journalistic Code of Ethics.

One of the guidelines for news coverage in the Kabar Medan cyber media is news verification and balance. Verification and balance has the following points:

- a. In principle every news must be verified
- b. News that can harm other parties requires verification of the same news to meet the principles of accuracy and balance.
- c. The provisions in point (a) above are excluded with the following conditions:
  - (1) News really contains an urgent public interest,
  - (2) The first news source is a source that is clearly identified, credible and competent,
  - (3) The whereabouts of the news subject that must be confirmed are unknown and/or cannot be interviewed,
  - (4) The media provides an explanation to the reader that the news still requires further verification which is attempted as soon as possible. Explanations are contained at the end of the same news, in brackets and in italics

After publishing the news according to point (c), the media must continue the verification efforts, and after verification is obtained, the verification results are included in the updated news with a link to the unverified news.

Verification and balance of news carried out by the Kabar Medan media, namely having the principle of delivering news, the Kabar Medan media verifying before uploading news and the news produced is in accordance with the facts and facts on the ground. Media Kabar Medan conducts checks regarding the truth of news that is not yet clear before spreading the news to media owned by Kabar Medan. The news that will be disseminated must meet the criteria of accuracy and not be impartial to anyone. In delivery, the contents of the news contain clarity, credibility and competence. So that the delivery of news that will be uploaded in the media can be accounted for. Implementation of news verification and balance carried out by the Kabar Medan media by working with the team. The collaboration carried out by the Kabar Medan media team is like understanding the news that is being spread by working together with the team's knowledge and use of the internet.

### 3) Use of Tools (Tools)

Tools are tools that can make it easier for someone to do a job. So that these tools are put to good use in checking scattered image/video sources. And these tools are also used by the Kabar Medan media team to check images/videos carefully. The use of tools that are carried out are mutually



continuous, therefore the use of these tools can be used three or more to check the source of the photo or video that will be examined so that the source to be sought is known to be true and in accordance with the facts. The application implemented by the Kabar Medan media with the use of these tools is very effective. This is because the use of tools can check a news whose truth is not yet known

### **Conclusion**

The Kabar Medan media's efforts to tackle fake news (hoaxes) on social media are in the form of a fact-checking platform. In realizing the use of this platform, it is necessary to implement such as: a journalistic code of ethics, guidelines for reporting on cyber media and the use of

tools. The application of the code of ethics carried out by the Kabar Medan media has been professional in maintaining the accuracy of the news to be uploaded. The implementation of cyber media reporting guidelines carried out by the Kabar Medan media, one of which is the verification and balance of news. Verification and balance of this news is carried out to check news whose truth is unclear before uploading news to the public. And the use of tools is a step that can check the source of a photo or video that is not yet clear. The use of these tools is used as many as three or more in checking the source. With the implementation carried out by the Kabar Medan media, it produces news that can be accounted for and can be trusted

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