ANTI HOAX CAMPAIGN: RESEARCH BASED

Levina Tania, Gracia Marindra P. S., Melissa, Violetta Alviyani, Ivanna Risty and Risalina
Faculty of Psychology, Atma Jaya Catholic University of Indonesia
levina.tania28@gmail.com, gracia.marindra.13@gmail.com, melissakez03@gmail.com,
violettaalviyani12@gmail.com, ivannaristy102@gmail.com, and jjrw.risa@gmail.com

Abstract

Increasing number of hoax and hate speech which has destructive consequences for the community is a concern. This study aims to explore the attitude toward hoax of Jakarta society. Data were collected using survey involves 204 participants. The results indicate that participants already had a good knowledge of hoax. They showed negative feelings to the hoax information. However, even though majority of participants were already aware with the negative consequences as a result of the spread of hoax information, most of them were still passive in responding the hoax information. Based on the results, a campaign were designed which take location in the area of car free day Jakarta on May 14th, 2017. The purpose of this campaign is to promote awareness of hoax and its damaged consequences, and persuade audiences to take a role in minimizing the spread of hoax information using social media. The campaign has been published in a number of leading newspapers in Indonesia.

Keywords: hoax information, attitudes, social campaign

INTRODUCTION

Hoax or false news can be interpreted as news articles intentionally and incorrectly verified, and can make the reader misunderstand (Allcott and Gentzkow, 2017). Based on survey of BKKBN (2017) hoax is declared as a deliberate false story (90.30 %), inciting news (61.60 %), inaccurate news (59 %), and forecasts/ science fiction (14 %).

The presence of hoax was finally give negative impacts that hit the individual scope either physically/ mentally, or even death of the victim, it can extend to the national scope. According to the statement of Commander General Gatot Nurmantyo in Republika (2017) said that the dissemination of hoax through social media can endanger the Unity of Diversity and possibly rising the radicalism (Primary, 2016). Nowadays, hoax has become a phenomenon in Indonesia. It is supported with a survey by Mastel (Masyarakat Telematika Indonesia) concerning about people who still have trouble identifying hoax content involves which is known about 80 % of the total 1,116 respondents can not recognize the character of the information from the hoax news themselves. (Sugiharto, 2017).

One of the main causes of the hoax dissemination according to Rudiantara, as Minister Communications and Informatics in Kompas (2017) is the possession of smartphone, which is used to spread hoax news as fast as possible. Social media and instant messaging apps are Indonesian smartphone users' most favorite media, such as Whatsapp, Facebook, Twitter, and so on (Kompasiana, 2017). Furthermore, according to Komarudin in Kompas (2017), hoax is spread rapidly because people want to be the first to spread information in social media. Another possibility is, they compete to gain sensation and enjoy the fun in spreading such lies. Also, people are not ready in receiving and processing information. According to Executive Director of ICT Watch Donny BU in the BBC (2016),

hoax dissemination can not be reduced because the internet opens up opportunities for people to create anonymous account and take off responsibility for what he said.

Despite the topic variation, hoax that mostly distributed in Indonesia are issues related to black campaign and SARA but there is no concrete evidence that can explain the truth of the news. Sometimes news like this raises the commotion of comments to justify each side (Siallagan, 2016). According to research conducted by the Indonesian Telematics Society (Mastel), sensitive issues such as social, political, ethnicity, religious, racial, and intergroup, are exploited by disseminators to influence public opinion. In the research, as much as 91.8% respondents admitted most often received hoax content about social politics, such as election of regional head and government. researcher have several reasons for researching the issue related to SARA hoax. First, According to the statement of the Chairman of Jakarta Forkom Alliance, Andi, SARA can be the spearhead of the division in the social and political matters (Emawaty, 2017). Then, Indonesia is a multicultural country with diversity of wealth of natural resources and views from ethnicity, religious, racial and inter-group perspectives (SARA) with 546 regional languages (Kompas, 2017) and 1,128 tribes (Laskar Ncc, 2017). Everyone who is with intention and without the right to disseminate information intended to cause hatred/hostility of specific individuals and community groups based on top tribe, religion, race, and intergroup (SARA). Actually, the purpose of this article is to prevent the occurrence of hostilities, riots, or even a chaos based on SARA due to negative information that is provocative (Fitrahudin, 2016).

Overall, this study was conducted to explore people of DKI Jakarta in response to hoax news that contains elements of SARA (Ethnicity, Religion, Race, and Intergroup relation). Community

beliefs and feelings on hoax issues associated with SARA which ultimately impact on behavior. These behaviors, beliefs, and feelings can manifest attitude to support any prevention of hoax news related to SARA (a good attitude)/ even participate in spreading even believing it without thinking (a bad attitude). Given based on known background that society still has inadequate knowledge and show bad behavior towards hoax news circulating in society. Overviewed attitudes including the cognitive side of which relates the public belief in hoax news related to SARA, the affective side relating to how the community perceives/displays certain emotions to the hoax news about SARA, as well as the conative (behavioral) side about how the community acts and behaves about the related hoax news of SARA received. This becomes important to be studied because it is something that starts from oneself, where different individuals will have different attitudes. If you want to minimize the hoax news circulating in community, changing attitude is the first thing that can be considered as a good step. Such attitudes arise from individual learning tendencies consistently displaying good behavior (favorable)/ bad (unfavorable) as a way of dealing with a particular object (Schiffman & Wisenblit, 2015). This bad attitude would have the potential to cause the hoax issue spread continuously on society and lead to conflict and divisions. Through three components atitude, it can be seen that actually the people of DKI Jakarta can display good/ bad behavior when facing certain hoax news related to SARA.

Understanding Hoax

Hoax/ fake news can be defined as a incorrectly verified news article which the intention to make the reader misunderstand about something (Allcott and Gentzkow, 2017). According to David Harley in the book Common Hoaxes and Chain Letters (2008), some rules can be

used to identify hoaxes in general. First, the hoax information usually has the characteristics of a chain letter with the include sentences like "Share this to everyone you know, if not, something that was not fun will happen". Second, hoax information usually does not include dates events or do not have realistic/verifiable dates, for example "Yesterday"/ "issued by ..." statements that do not indicate a clarity. Third, hoax information usually has no date expiration on the information warning, even though it is actually the presence of that date also will not prove anything, but it can cause the prolonged anxiety. Fourth, there is no organization that can be identified are cited as sources of information/ include the organization, but usually not associated with information. Anyone can say: "I heard it from someone who works at Microsoft "(or other well-known companies).

Attitude

Attitude is the tendency of people to learn consistently display either good behavior (favorable)/ unfavorable (as a way to deal with a particular object). Individuals can show new attitudes to replace the old ones (Schiffman & Wisenblit, 2015). Although there is a genetic component, our social experiences clearly play a major role in shaping our attitudes. There are three components of attitudes: (Aronson, Wilson, & Akert, 2010)

1. Cognitive

The knowledge and perceptions that form the basis of the attitude in the individual towards an object based on direct experience of attitudes on certain objects and information from various sources. The extent to which an individual evaluates a thing is based on an individual's initial belief about a particular attitude object. The purpose of this kind of attitude is to classify the pluses and minuses of an object so that we can quickly tell whether we want to have anything to do with it.

2. Affective

Emotions and feelings are generated as a form of attitude towards an object. An attitude rooted more in emotions and values than on an objective appraisal of pluses and minuses. Individuals tend to choose something based on their feelings rather than their thought. Affective attitudes do not come from examining the facts, They can stem from people's values, such as their basic religious and moral beliefs, arise from sensory reactions like liking chocolate (compared to calories inside), or aesthetic reactions such as praising paintings or certain car colors, and other things.

3. Conative (behavior)

Peoples perform specific actions and behave in a certain way as a form of attitude towards a particular object, it stems from people's observations of how they behave toward an object. Under certain circumstances, people don't know how they feel until they see how they behave. When the people has asked about whether he likes particular thing, the possible answer is based on observations of his behavior rather than his knowledge and emotions. A behavior is often used to direct how people perceive a particular object (Chaiken & Baldwin, 1981; Wood, 1982 in Aronson, Wilson, & Akert, 2010). Furthermore, one can decide whether his/her behavior is reflecting on his/ her feelings or because of the circumstances that make him do so.

METHOD

The research design applied in this research is survey method. According to Creswell (2012), survey is used to describe certain trends/ phenomena. Survey in this research is used to get the result as a description of attitude of society of DKI Jakarta in facing hoax news in mass media. The sampling method used is non-probability sampling, in which the researcher selects the participant because of the suitability of the participant's characteristic to the measuring instrument

designed and representing the characteristics. Characteristic expected by the researcher themselves is the whole society in Jakarta from various circles. One type of non-probability sampling used is convenience sampling where individual selection is used as a sample because it is accidentally encountered/ willing to be a participant (Creswell, 2012). Research instruments are tools used by researcher to obtain data, where the data will be used to solve research problems/ achieve research objectives. Type of questionnaire that researcher used is a web-based questionnaire. This is one of the survey instruments used in research to collect data through the computer. Some programs are available for designing, collecting, and analyzing data with sample questions and forms (Creswell, 2012).

These study have some key information area for the instrument, that include cognitive aspect (overview towards hoax news related to SARA and impact of hoax news related to SARA), affective aspect (emotions and feelings of hoax news related to SARA), conative aspect (how people crosscheck, proceed all news that they received and take a part in preventing hoax news).

Campaign Design Based on Data and Theory

As the intervention from the study, the researcher conduct a campaign in Car Free Day (CFD) by carrying posters containing the results of research that has been done. Same sampling method (convenience sampling) used in the campaign to get the participants. It aims to disseminate the results of the research. In addition, researcher also conducted a campaign through Instagram. In creating a campaign strategy, researcher use several theories applied in attributes and through communication techniques when the campaign is conducted. First, mnemonics (Ormrod, 2009) is a technique that can be used to improve a person's ability to remember things. Makes the brain easier to

encode and recall important information. At the time of the campaign, the researcher distributed a multifunctional fan which can also be used as a pen, which contains the characteristics of hoax news. The characteristics of these researcher for such a way by using mnemonics techniques associated with food and beverages daily. This aims to make the reader easier to remember. As for the researcher write in the multifunctional fan there are four, namely SATE (ada tulisan sebarkan terus), TERI (tidak *real*), TERASI (tiada durasi), dan SUSU TALAS (sumber tak jelas). Second, researcher are also using one of the theories of learning, ie classical conditioning (Blackwell, Miniard & Engel, 2012) which is realized through the headband "ANTI-HOAX" used by the group. Each group member wear a headband commonly used by the demonstrators to convey their aspirations. It aims to attract the attention of people in the hope people respond and see the group as a group that shows aspiration and solicitation to commit anti-hoax.

Third, the researcher uses one of the persuasive communication techniques, namely central route to persuasion (Aronson, Wilson & Akert, 2010) which is a persuasion technique that focuses on messages, facts, arguments, and content of messages to convince the audience. This is shown through the explanation to the campaign participants in the form of facts based on the results of research that has been done by previous researcher. In addition, the researcher also invites the participants to conduct arguments based on the results of the research that has been submitted (in the form of asking how the public opinion about it). Fourth, to increase the attention of the public, researcher showed a prominent stimulus compared to other stimuli (Schiffman & Wisenblit, 2015). Stimulus given by researcher at the time of campaign implementation that is all black clothes and headband is blue. This blue headband looks very contrast to the hair color and

black all-purpose outfit used. The headband is large enough, using capital letters and place it on the forehead of the front. It aims to attract the attention of the public. Additionally, attribute used by different researcher contrasted with other people who are doing the CFD.

Fifth, the researcher used the theory of the stimulus discrimination and product differentiation (Schiffman & Wisenblit, 2015). This anti-hoax campaign is also done by several other groups from the same subject. So that researcher provide a stimulus as well as a unique product that CFD participants can distinguish between campaign conducted by researcher with the campaign carried out by other groups. As previously noted, the stimulus that researcher provide is the use of all-black clothing and blue headbands. The products that the researcher gave was the multifuncional fan with pen in its holder. On the back of the fan is a description of the characteristics of the hoax news. The multifunctional fan that the researcher give as rewards is unique to the campaign that researcher do because most of the groups provide rewards in the form of stickers, drinking water, and flyers. Sixth, the researcher uses an expectation theory which states that usually the individual usually looks at what he or she wants and hopes for, where it is based on familiarity with it, prior experience, or certain expectations (Schiffman & Wisenblit, 2015). researcher use the theory as a basis for making people willing to listen and engage in this campaign. This is manifested through the questioning of participants' knowledge about the hoax conducted before the researcher socialize the results of the research that has been done. It aims to see if participants already have previous knowledge/experience on a hoax topic or not that can determine familiarity with the topic.

RESULTS

Cognitive

Based on survey results on cognitive aspects, found 98.5% of 204 respondents answered that they know what is a hoax. For 201 respondents who knew what a hoax meant, they believed that hoax was false/unproven news. This is in line with a statement expressed by Allcott and Gentzkow (2017) which explains that hoaxes are news articles that are intentionally and have been verified as untrue, thus making the reader give the wrong notion.

As for SARA itself, they believe that news related to SARA is news/information concerning discriminatory behavior and racism between ethnic, racial, religious, and among certain groups. About 201 respondents believe that the hoax news associated with SARA is something that is not good, sensitive to discuss, and dangerous if too fast to be trusted because it can offend some community with a particular SARA issues. In addition, people who address the news related to SARA should be open minded, respectful, and appreciate the differences of SARA in society.

Based on the data obtained, 83.1% of 201 respondents had received hoax news associated with SARA. Hoaxes news related to SARA are generally accepted by respondents through social media. Nowadays, Jakarta citizen live in digital life style because they have and use social media. Not only social media, but also printed media and from peers/co-workers (verbally spread). With the hoax news containing SARA, the respondents believe that the resulting impact is a bad impact and disturbing in the form of the behavior of cornering against certain parties. The impact is breaking the unity among people in Indonesia who have different backgrounds and can spread hatred against each other. The respondents also believe that the impact of hoax news related to SARA is also a form of discrimination and racism, loss of tolerance of the differences,

and make people become increasingly anarchist and cause hatred and strife that leads to degrading behavior with each other.

Based on the results of the survey of 167 respondents, it was found that 65.9% already know the characteristics that can distinguish hoax news with news that is facts. According to 112 respondents who know the characteristics of the hoax news, they describe that hoax news appears to attract the attention of the public so that the expectations of the news spreaders can be achieved. In addition, they also believe that hoax news is also widely spread in social media or sites that are not responsible and suspicious without the included sources of clear and adequate data and spread across multiple sites with unequal content. Actually this is a factor that makes it easier for people to investigate the truth of the news. This is because the public can actually see the facts about the news on the websites that are responsible and obtain permission to disseminate information. Some of these hoaxes also have exaggerated headline titles (using excessive style), no clear timing and no reliable identity. Based on previously described traits, only 12.9 % cannot distinguish between hoax news and fact-filled news.

Affective

Based on survey results given to 167 respondents feel negative feelings. It is shown when the respondents know that the SARA related news that he is spreading is hoax news. The negative feelings are usually characterized by feelings of sadness, anger, anxiety, offense, hatred, and others (Andries, 2011). The perceived negative feelings are the feelings of guilt, ashamed of what they are spreading, and disillusioned, and resentful of the person who spread them. After knew the fact, they would leave the news and not respond anymore. Some respondents told the reporters that the news was hoax news while apologizing

and deleting what it had spread (if it could be removed).

Most respondents show negative feelings such as feelings of shame, disappointment, upset and angry, feel guilty, sadness, fear, and worry. Respondents raise these negative feelings because the hoax is deceiving, degrading, referring to minorities, irresponsible, and functioning only to offend other people. Based on the results of the survey of 167 people, it is known that the news related to this SARA hoax does not have a positive impact. A small percentage of respondents stated that there were positive feelings, such as feelings of pleasure, relief, gratitude. Emotions/positive feelings play a role in triggering the emergence of emotional well-being. Positive emotions are love, happiness, joy, pleasure, and others (Andries, 2011). Positive feelers such as the feeling of happiness arise because the news can be the subject of conversation with peers/co-workers and sometimes trigger the emergence of a joke, relief because the respondents do not have to worry and anxious about the adverse effects reported in the hoax news associated with SARA.

Conative

Based on survey results given to 167 respondents on the conative aspect, 96.4% of respondents stated that they were unsure and did not immediately trust any news received. They do not directly believe the news it receives states that news sources from the hoax news is not clear and has an exaggerated style of language, as well as the flow and news content that is not realistic. In addition, some news contains elements that discredit certain parties and are spreading hatred against those parties (usually related to SARA). Respondents who doubt the veracity of the news they receive most will not continue reading and ignore it. Some respondents continued to read, but in the end also ignored the news. In addition, there are some respondents who will look

for similar news with different sources (usually will search from trusted sources) to reassure the truth of the news they have read, as well as some respondents will ask back to the people they trust, some will be silent and will not respond to the news anymore, some will clarified to the parties who got the news, apologized and asked not to spread it again and some will delete the hoax news they have published. Only 3.6% of the 167 respondents are convinced and directly believe the news received. They believe that the news is the right news because of the many news sites that discuss about it. Furthermore, respondents will believe it more if the news is obtained from close friends or family members. Some respondents also stated that they were too lazy to reassure the truth of the news, either due to lazy reading, or due to disinterest in the topic of SARA being questioned.

Based on the results of the survey is also known that 94.6% of 167 respondents feel that nowadays hoax news containing SARA is widely spread in the society. There are several attempts made by the respondents to minimize the spread of hoax news. First, the majority of respondents have abandoned the news that has been confirmed hoax after going through the previous checking process. Secondly, if the news has not been confirmed, then some respondents will silence it until there is certainty of the authenticity of the news. Third, some respondents would advise not to spread the confirmed hoaxed news again and abolish it. Finally, a small fraction attempts to become more critical and thorough in reading the news by adding insight.

Based on the survey it is also known that 93.4% of 167 respondents stated that they had never participated in activities to support anti-hoax movements related to SARA. However, 6.6 % of all respondents have attended the event, where the activities are organized by Kemenkominfo, a group from one of the General Courses at Atma Jaya, and within the circle of friends. The reason for the respondents to follow the activity is because of the emerging issues in Indonesia and the importance of upholding the value of tolerance.

A total of 49.7% from 167 respondents stated that they had thought to do anti-hoax movements. Based on the 83 respondents, they stated that the form of activities that had been thought of was an anti-hoax campaign held in several ways, such as direct campaigns on the street, poster making, video making and campaigns through social media. In addition, other forms of activity are seminars and can also work with IT Forensics.

Campaign Implementation

However, because the topic of SARA is too sensitive to discuss, so the researcher decided to do a campaign on the topic of hoax in general. The campaign held on Sunday, May 14th, 2017 when underway Car Free Day (CFD) in the area Sarinah building and leads to the Hotel Indonesia (HI). The campaign starts at 7:30 am to 10:30 pm. In carrying out the anti-hoax campaign the researcher brought and used several attributes. The attributes used are black clothes and blue headbands that read "ANTI-HOAX". While the attributes that researcher bring the poster that contains the results of research that has been done before. In addition, the researcher also brought some posters of truth quotes and rewards (a multifunctional fan), sticky notes as a means for evaluation, and camera for documentation during the campaign process. In these activities the researcher successfully campaigned for 98 participants.

In the campaign, researcher approached a group of people sitting around/just standing or chatting along the street of CFD. The researcher opens the campaign with questions about whether they know the hoax and what the impact of the hoax news can be. After the participants gave their opinions and

arguments, the researcher conducted a socialization about the purpose of the campaign being carried out and the result of the group research (giving explanation with the help of the poster that has been made). When finished explaining, the researcher give reward a multifunctional fan to the participant that reads about the characteristics of the hoax news with mnemonics technique with the aim that participants can distinguish between hoax news with news containing facts. Then, researcher ask participants to upload photos using multifunctional fan accessories and posters that researcher provide, then uploaded in social media Instagram with a caption containing insight obtained on the issue of hoax is booming in the community. Finally, the researcher asks the campaign participants to write an opinion about the anti-hoax campaign they have done, and contains the advantages and disadvantages of the sticky notes that have been provided for evaluation for the next campaign.

This campaign successfully reaching out to the DKI Jakarta's citizens from various circles and roles/ positions, such as individuals, nuclear families, extended families, students, college students, police, professional photographers, janitors (orange troops), social services, and transportation agencies whom on duty when CFD (Car Free Day) take place. Not only that, this campaign successfully done nationally due to the publication done by some professional photographers and published in electronic media (Republika Online) and newspaper (Pikiran Rakyat).

DISCUSSION

The results of this research show that 98.5% of DKI Jakarta's citizens have already realized that hoax news is becoming one of the trending topic in DKI Jakarta nowadays, thus they also have already believed that hoax news have negative impacts for the citizens themself. Based on the results of the research that

has been done, cognitively, the researcher conclude that the DKI Jakarta's citizens have already had an adequate knowledge about the hoax associated with SARA, which those citizen believe that hoax about SARA has already been widely spread in the society. Furthermore, affectively, DKI Jakarta's citizens have already shown negative feelings towards hoax news that spread in the society, like embarrassment, guilty, upset, and disappointed, whether the impact is negative/not. With the distribution of hoax news in the society, behaviorally, most of the citizens still show the passive attitude by ignoring the hoax news although they have already doubted the facts about the received news. Truthfully, with the widespread of hoax news in the society, most of DKI Jakarta's citizens haven't involved in specific activity/movement for overcoming hoax news yet.

Not only those three aspects, the researcher also try to analyze other factor which influence the attitude of DKI Jakarta's citizens towards hoax news. In CBM (Consumer Behavior Model), external factor such as reference group can influence the consumer behavior. The reference group is referred to significant others. Reference group influence respondents' attitude towards hoax news which is widespread in the society. Reference group have a big role in three aspects, specifically in informational, normative, and value expressive.

In informational aspect, reference group can influence people to make a decision. In this context, it influences people to believe in the hoax news or not. In normative aspect, with the existence of reference group, one becomes able to distinguish between the acceptable and non-acceptable behavior. Based on this statement, can be seen that the significant others play a role as a reference group which can share knowledge about the negative impacts of hoax and show the behavior that is focused on effort to minimize or even stop the chain of

spreading the hoax news. Value expressive aspect is where one believes in a certain value inside a group. In this case, trying to be critical in addressing every news received can be one of the efforts to avoid hoax news, which can grow inside oneself into a value that is influenced by the references group.

For the further research, it is important to increase the number of respondents. This is because 204 respondents in this study is not able to represent overall population of DKI Jakarta's citizen in 2017, which reach 10.187.595 people (Badan Pusat Statistik, 2017). Therefore, it is needed to distribute the survey wider to all citizens of DKI Jakarta. This method could reach out the information that has not been obtained on the survey. Furthermore, before doing the research, it would be better to analyze the condition of the area where the research and campaign are conducted. So the researcher wouldn't take the wrong step by raising a sensitive topic related to the area. The last one, there are many factors that influence one's attitude; such as environments, emotions, experiences, educational institutions, and religious institutions. So in the further research, it would be better if the researcher also obtain the respondents' data about how their attitude is formed (especially the attitude towards hoax news) seen from all factors that affect in a more detailed way.

For the further campaign, it would be better to increase the number of group member to join the campaign to attract more people, which more group member could reach out more participant. Information distribution might become wider due to the increasing number of participant whom distribute it. Next, the researcher could improve the way to persuade the participant (including the sentence used) so it could be more persuasive and the number of participant would be increased. The last point, the attributes (eg. banners, posters, etc.) used in the campaign should be larger in order

to be seen more clearly and attract more attention in Car Free Day setting.

REFERENCES

Akuntono, I. (2012). *Mau tau jumlah ragam bahasa di Indonesia?*. Retrieved from http://nasional.kompas.com/read/2012/09/01/12030360/Mau.Tahu.Jumlah.Ragam.Bahasa.di.Indonesia on April 21st, 2017.

Allcott, H & Gentzkow, M. (2017). Social media and fake news in the 2016 election. *Journal of economic perspectives*, 31 (2): 211 - 236.

Andries, A. M. (2011). Positive and negative emotions within the organizational context. *Global journal of human social science*, 11 (9): 27-39.

Aronson, E., Wilson.T. D., and Akert, R. M. (2010). *Social Psychology (7th edition)*. USA: Prentice Hall.

Ayu, S. (n.d.). *5 alasan kenapa orang indonesia mudah percaya hoax*. Retrieved from http://www.tandapagar.com/kenapa-orang-indonesia-percaya-berita-hoax/ on April 19th, 2017.

Azwar, S. (2013). *Sikap manusia teori dan pengukurannya edisi ke-2*. Yogyakarta: Pustaka Pelajar.

Badan Pusat Statistik. (2017). *n.t*. Retrieved from www.jakarta.bps,go,id. on May 30th, 2017.

Batubara, H. (2016). *Buni Yani akui salah transkrip ucapan Ahok soal surat Al Maidah Ayat 51*. Retrieved from https://news.detik.com/berita/d-3337570/buni-yani-akui-salah-transkrip-ucapan-ahok-soal-surat-al-maidah-ayat-51. on April 21st, 2017.

BBC Indonesia. (2016). *Bisakah penegakan hukum meredam hoax di dunia maya*. Retrieved from http://www.bbc.com/indonesia/trensosial/2016/10/161017_trensosial_penyebar_hoax on April 19th, 2017.

Dunn, H. B. & Allen, C. A. (2015). *Rumors, urban legend and internet hoaxes*. Retrieved from http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.520.6959&rep=rep1&type=pdf on April 19th, 2017.

Emawaty, U.S. (2017). *Mahasiswa gelar aksi unjuk rasa terkait isu SARA & hoax di Pilgub DKI*. Retrieved from https://news.okezone.com/read/2017/03/29/338/1653755/mahasiswa-gelar-aksi-unjuk-rasa-terkait-isu-sara-hoax-di-pilgub-dki on April 25th, 2017.

Feist, J. & Feist, G.J. (2013). *Teori Kepribadian*. Jakarta: Salemba Humanika.

Fitrahudin, A.Z. (2016). *Kemkominfo: Jangan palsukan fakta atau sebar kebencian berdasarkan SARA*. Retrieved from https://news.detik.com/berita/3355456/kemkominfo-jangan-palsukan-fakta-atau-sebar-kebencian-berdasarkan-sara on April 25th, 2017.

Goldsbie, J. (2016). *Craig Silverman: The man who exposed the fake-news racket in 2016*. Retrieved from https://nowtoronto.com/news/craig-silverman-exposed-the-fake-news-racket/ on April 25th 2017.

Iqbal. M., Hidayati, N., and Pradana, A. (2017). *Masjid Daan Mogot bergaya betawi, bukan tanda salib*. Retrieved from https://kumparan.com/muhamad-iqbal/masjid-daan-mogot-bergaya-betawi-bukan-tanda-salib on April 21st, 2017.

Laskar NCC. (n.d.). *Daftar jumlah suku di Indonesia tahun 2017*. Retrieved from http://www.laskarncc.com/2016/12/jumlah-suku-di-indonesia-tahun-2017.html on April 21st. 2017.

Masyarakat Telematika Indonesia. (2017) *Hasil survei Mastel tentang wabah hoax nasional*. Retrieved from https://www.bkkbn.go.id/po-content/uploads/Infografis_Hasil_Survey_MASTEL_tentang_Wabah_Hoax_Nasional.pdf on April 19th, 2017.

Memwapah. (2017). *Pria yang dituduh penculik ini tewas dihakimi massa saat antar beras untuk anaknya*. Retrieved from http://bangka.tribunnews.com/2017/03/28/pria-yang-dituduh-penculik-ini-tewas-dihakimi-massa-saat-antar-beras-untuk-anaknya on April 19th, 2017.

Panga, N. J. (2017). *81 persen "hoax" bermuatan SARA*. Retrieved from http://www.antaranews.com/berita/624788/81-persen-hoax-bermuatan-sara on April 20th, 2017.

Pratama, A. B. (2016). *Ada 800 ribu situs penyebar hoax di Indonesia*. Retrieved from https://www.cnnindonesia.com/teknologi/20161229170130-185-182956/ada-800-ribu-situs-penyebar-hoax-di-indonesia/ on April 17th, 2017.

Reisya, J. (n.d.). *Awas berita hoax dapat mengganggu kesehatan mental*. Retrieved from https://meetdoctor.com/article/awas-berita-hoax-bisa-mengganggu-kesehatan-mental on April 19th, 2017.

Republika. (2017). *Kaum Intelektual Tak Kebal Hoax*. Retrieved from http://www.republika.co.id/berita/koran/halaman-1/17/01/05/ojam016-kaum-intelektual-tak-kebal-hoax on April 17th, 2017.

Respati, S. (2017). *Mengapa banyak orang mudah percaya berita "hoax"?*. Retrieved from http://nasional.kompas.com/read/2017/01/23/18181951/mengapa.banyak.orang.mudah.percaya.berita.hoax. on April 20th, 2017.

Retaduari, I. A. (2017). *SBY: Kondisi aman, kasus Ahok bukan soal Kebhinekaan*. Retrieved from https://news.detik.com/berita/3416321/sby-kondisi-aman-kasus-ahok-

bukan-soal-kebinekaan on April 21st, 2017.

Schiffman, L.G., & Wisenblit, J.L.(2015).*Consumer Behavior (Eleventh Edition).* United States: Pearson Education.

Setiawan, E. (2016). *Kamus Besar Bahasa Indonesia: Kabar*. Retrieved from https://kbbi.web.id/kabar on April 17th, 2017.

Siallagan, E. (2016). *Ramai ramai berbagi Hoax.* Retrieved from http://www.kompasiana.com/emilsiallagan/ramai-ramai-berbagi-hoax_5736156b22afbd991435b8c8 on April 17th, 2017

Stenberg R.J & Stenberg, K. (2006). *Cognitive psychology (7th edition).* USA: Cengage Learning.

Sugiharto, B. H. (2017). *Survei: Masyarakat masih kesulitan identifikasikonten hoax.* Retrieved from https://www.cnnindonesia.com/teknologi/20170213141029-185-193163/survei-masyarakat-masih-kesulitan-identifikasi-konten-hoax/ on April 18th, 2017.

Tashandra, N. (2017). *Media sosial penyebaran hoax dan budaya berbagi.*
Retrieved from http://nasional.kompas.com/read/2017/02/14/09055481/media.sosial.penyebaran.hoax.dan.budaya.berbagi on April, 17th 2017.
Wardle, C. (2017). *Fake news, it's complicated.* Retrieved from https://firstdraftnews.com/fake-news-complicated/ on April 21st, 2017.

Yordan, J & Panji, A. (2017). *Isu politik dan SARA kuasai berita hoax di*
Indonesia. Retrieved from https://kumparan.com/jofie-yordan/isu-politik-dan-sara-kuasai-berita-hoax-di-indonesia on 21th, 2017.

Yusuf, O. (2017). *Kenapa orang Indonesia doyan sebar "hoax" di medsos?.*

Retrieved from http://tekno.kompas.com/read/2017/01/08/11083377/kenapa.orang.indonesia.doyan.sebar.hoax.di.medsos. on April 19th, 2017.