NEWS PRODUCTION MANAGEMENT SABER HOAKS" IN OVERCOMING THE HOAX OUTBREAK ON SOCIAL MEDIA

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ABSTRACT

This research emerged due to the increasing number of fake news on social media which has negative impacts such as misinformation and propaganda. This problem is getting worse because widespread access to social media is exacerbating the situation, even triggering social conflict. To overcome this, the West Java Diskominfo established Jabar Saber Hoaks on Instagram and websites to verify fake news and reduce its spread. The aim of this research is to understand how West Java Saber Hoaks manages news production in dealing with the spread of fake news on social media. This research uses a qualitative descriptive method with data collection techniques through in-depth interviews and observation. News production management is observed based on George R. Terry's management principles which include Planning, Organizing, Actuating, and Controlling or POAC. Research subjects included division heads, coordinators, dissemination heads, and West Java Saber Hoaks social media managers. The research results show that West Java Saber Hoax implements planning steps by setting priorities and analyzing hoax trends. Organizing is carried out by teams responsible for fact checking and social media. The clarification process is carried out by checking facts first, then distributing verified information through social media and websites. Control is carried out by monitoring the reach and response to clarifying news. In conclusion, Jabar Saber Hoaks has carried out careful planning, efficient organization, active implementation and careful control in fighting fake news on social media.

1.Introduction

In the era of rapid digital information development, the emergence of new media allows society to easily access information without the constraints of distance and time (Setiyaningsih, Fahmi, and Sawidodo, 2020). However, the phenomenon of hoaxes presents serious challenges in disseminating accurate and trustworthy information. One of the significant challenges facing journalism today is the spread of fake news through social media, which can quickly go viral and be perceived as the truth (López-Marcos and Vicente-

Fernández, 2021). The vast amount of information circulating on the internet, supported by various media, has contributed to the increase in types of misinformation, ranging from simple edits of photos and videos to more complex fabrications (Indo and Sujoko, 2023). The lack of filtering for hoax news on the internet significantly impacts news creators and disseminators, enabling hoaxes to spread widely on social media with the potential to incite hate speech and slander (Sulistyo and Najicha, 2022) .

The rapid and extensive dissemination of information creates difficulties for the public in distinguishing between true and false information (Evanalia, 2022). Hoaxes are a consequence of an era of openness, which can trigger division and hostility due to the challenges of determining the truth of information (Rahmadhany and Safitri, 2021). As a result, distrust in mass media is increasing as misinformation circulates online, consequently diminishing the credibility of traditional news sources (Arif and Miswar, 2020). Although the internet is a cost-effective means of delivering information, it continues to raise debates regarding information truth norms, which have the potential to undermine the credibility of more established mass media in the eyes of the public (Ollivier, 2019).

Intensive internet use has transformed the landscape of mass media for the future. In Indonesia, print media has transitioned to online platforms, as have other forms of media such as radio and television. In other words, the internet has become an essential medium for mass communication. This transformation aims to expand the presence of mass media as guardians of information. However, one of the challenges in the internet era is the proliferation of fake news. The role of mass media as information guardians seems to be diminishing alongside the shift to social media and new media (Salam and Nurdin, 2021). The term "new media" often refers to "social media," which not only relates to technology but is also part of the social landscape that illustrates the extensive use of the internet today. Social media is a very vulnerable forum and is frequently used as a vehicle for spreading hoaxes (Masi and Lestaluhu, 2022). According to a survey regarding the national hoax outbreak identified up to December 2023, the AIS Team of the Directorate General of Informatics Applications, Ministry of Communication and Informatics identified 12,547 pieces of hoax content.

This research is motivated by the increasingly widespread dissemination of hoax news on social media, which leads to various impacts such as misinformation, disinformation, and escalating propaganda due to unprecedented access to social media. Many social conflicts arise from fake news. To protect society from hoaxes, it is recommended that new mass media develop strategies to safeguard themselves from such situations. Technological advancements have provided today's media consumers with complete control over their media products and choices. In response to this situation, Diskominfo, one of the institutions of the West Java Provincial Government, established the West Jabar Saber Hoaks fact-checking site on social media and the website, aiming to verify fake news on social media to minimize the spread of hoaxes.

Figure 1. Findings of Hoax Issues in Indonesia Source:
https://www.kominfo.go.id/content/all/laporan_isu_hoaks

Figure 2. Findings of Hoax Issues in Indonesia Per Category
Source : https://www.kominfo.go.id/content/all/laporan_isu_hoaks

Based on this, researchers are interested in studying the work processes of Jabar Saber Hoaks in handling hoax news on social media, in order to uphold the honor and dignity of journalism amidst the proliferation of hoaxes due to the presence of social media. Furthermore, technological developments enable media companies to quickly distribute their content across any platform. Media management must provide an understanding of management principles and the entire management process as a whole, encompassing various management functions: planning, organizing, implementing, and controlling, abbreviated as POAC (Rakyat, 2023).

The theory employed in this research is POAC Management Theory, which stands for Planning, Organizing, Actuating, and Controlling. These management functions are processes that need to be navigated to achieve the desired objectives (Terry Rue, 1982). This research aims, firstly, to examine the production management planning of Jabar Saber Hoaks in addressing the spread of hoax news on social media; secondly, to understand the organizational structure of Jabar Saber Hoaks' news production management; thirdly, to explore the actuating carried out by Jabar Saber Hoaks in combating the hoax outbreak on social media; and fourthly, to investigate the supervisory aspects of Jabar Saber Hoaks' production management in dealing with hoax outbreaks on social media. Media management must provide an understanding of management principles and all complete processes, including management functions, namely planning, organizing, actuating, and controlling, abbreviated as POAC (Terry Rue, 1982).

Based on the explanation provided, this research aligns with prior studies conducted by Benni Inong, Tria, and Anang Sujoko, titled "Fact Check Reporting Management in Handling Hoax Outbreak Information on Social Media." This research focuses on how Tempo.com manages the fact-checking process to address hoax information on social media. The findings identify three main factors influencing news products: format, quality, and content leverage. In terms of format, the report on the Fact Check page presents conclusions regarding the veracity of the information disseminated. There are three core elements in fact-checking news: an introduction to the viral information, guidance on finding the truth of the information, and a clear conclusion about the information being checked, which aids readers in understanding the content better. Regarding quality, Tempo employs a methodology that serves as a guide for journalists in compiling news. The benefits of content are realized through distribution via social media. To achieve these three aspects, fact-checking journalists collaborate with tools obtained through partnerships with external parties. In the current era of media industrialization, news agencies operate as profit-seeking entities. As a product of mass media companies, reporting must be strategically designed to generate optimal profits (Indo & Sujoko, 2023).

The second previous study, titled "An Analysis on How Hoax News Spreads Through Social Media," examined how hoax information disseminates via social media and its effects on society. This research reveals that the process of spreading hoaxes begins with the creation of information that is then adopted by public opinion, converted into articles with additional false statements, and disseminated through anonymous accounts on social media. The impact of the spread of hoaxes can be seen in the social interactions of individuals, which were previously positive among family, neighbors, and friends but have become disrupted due to frequent consumption of hoax information, triggering debates and even conflicts among them (Arif & Miswar, 2020).

2. Method

The research method used is a descriptive method with a qualitative approach. The qualitative descriptive method means that the problem being researched will be solved by describing, writing and explaining the subject or object of research, be it an individual or a community institution, based on existing facts without changing the reality (Nugraha dan Unde, 2019). This research focuses more on extracting in-depth information related to news production management carried out by Jabar Saber Hoaks in handling the spread of hoaxes on social media. Researchers also observed the management methods applied at Jabar Saber Hoaks by conducting interviews with several students who had interned there and other informants. Data collection was carried out through in-depth interviews and observations of the news presented by Saber Hoaks West Java. Determining informants in this study used a purposive sampling technique. The criteria for informants include: Chairman of West Java Saber Hoaks, JSH Complaint & Fact Check Management Coordinator, JSH Fact Check Team, and West Java Saber Hoaks social media manager. The following are several informants and sources presented in table 1.

1. Tabel 1. Data Informan dan Narasumber

Nama	Informan	Keterangan
Alfianto Yustinova	Informan	Kepala Jabar Saber Hoaks

	Kunci	
R Tomy Sutami	Informan Utama	Koordinator Pengelola Aduan & Cek Fakta
Sandi Ibrahim	Informan Tambahan	Koordinator Divisi Diseminasi Data & Pengembangan Program
Dody Saputra	Informan Utama	Pengelola Media Sosial Jabar Saber Hoaks
Feri Purnama	Narasumber	Praktisi Jurnalistik
Dudi Sutami	Narasumber	Pengamat Media

Sumber: Hasil Wawancara Peneliti, 2024

3. Results and Discussion

The West Java Saber Hoaks Team was established on December 7, 2018, through the Decree of the Governor of West Java Number 700.05/Kep.1261-Diskominfo/2018. Operating under the West Java Provincial Government, its primary role is to monitor and manage public complaints regarding potentially false information. This includes verifying the authenticity of dubious content circulating in West Java, as well as promoting digital literacy and raising public awareness about misinformation. Jabar Saber Hoaks not only identifies and fact-checks hoaxes but also educates the public on the importance of critically assessing information.
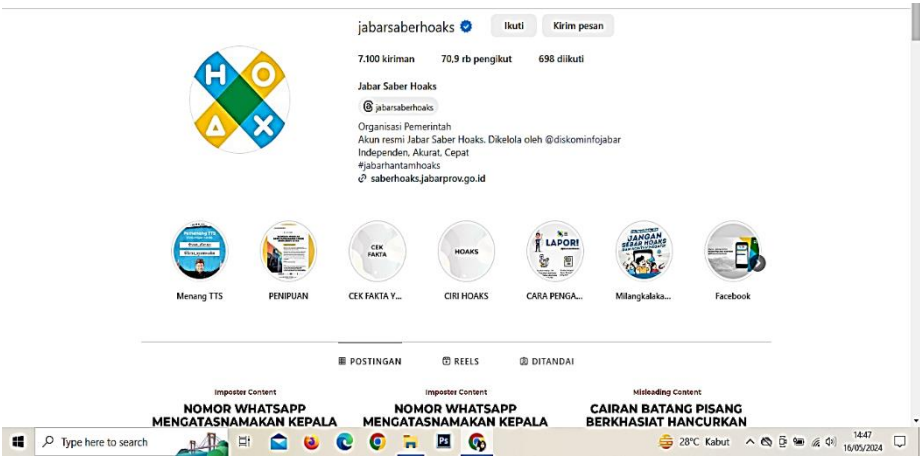

Figure 3. West Java Saber Hoaks Instagram display
Sumber: Instagram Jabarsaberhoaks, 2024

Instagram serves as a highly visual platform that reaches a wide and younger demographic, making it a crucial tool for disseminating verified information and educational content. A study by *Cinelli et al. (2020)* highlights that Instagram's algorithm and visually appealing content can enhance engagement and promote digital literacy, particularly among younger audiences. Jabar Saber Hoaks uses this platform to post infographics, real-time fact-checks, and interactive stories that engage users with timely updates on hoaxes. This immediate access and high engagement contribute to a quicker response to misinformation (*Pennycook & Rand, 2021*).

By using Instagram, the organization reaches out to digitally active users, providing an accessible means for people to report hoaxes directly via comments, direct messages, or

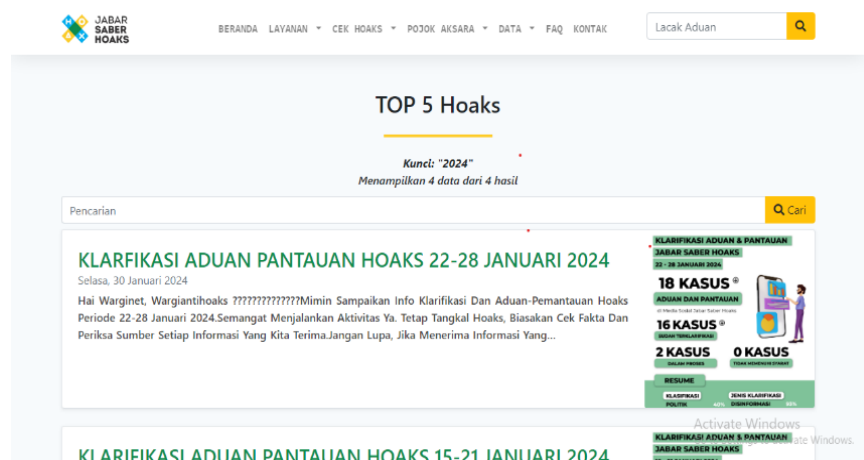links, making the fact-checking process more interactive and dynamic (*Humprecht et al., 2020*).

Figure 4. View of the West Java Saber Hoaks Channel, 2024
Source : https://saberhoaks.jabarprov.go.id/

The official website serves as an in-depth resource for archival purposes, hosting detailed reports and fact-checks on identified hoaxes. Websites remain critical for hosting comprehensive information, particularly as people seek reliable sources in an era of misinformation (*Lazer et al., 2020*). Jabar Saber Hoaks' website provides long-form clarifications, in-depth explanations, and references, ensuring that it functions as a trusted archive for verified information.

While the Instagram page may drive quick updates, the website allows for deeper, long-term engagement and serves as a reference point for users looking for detailed reports. This combination of platforms is a best practice in multi-platform fact-checking (*Pickard, 2021*).

By incorporating both Instagram's real-time interaction and the website's archival strength, Jabar Saber Hoaks effectively spreads critical clarifications and fosters digital literacy, increasing their reach and ensuring accurate information is available across diverse media.

Planning

Planning is essential for determining the necessary steps to achieve organizational goals. It involves optimizing resources to reach set objectives (Siregar, 2021). For Jabar Saber Hoaks, the planning stage starts by identifying priority issues, particularly hoaxes that are widely discussed in the West Java region. These are typically news items spreading on social media, including major topics like the COVID-19 pandemic in 2020, vaccines in 2021, and political issues related to the 2024 presidential election.

> *"We prioritize hoax news in West Java as well as widely discussed issues such as the 2020 pandemic, the COVID-19 vaccine in 2021, and political issues in 2023-2024. We provide a complaint channel on Instagram and the Jabar Saber Hoaks website for the public to report suspicious news, which we then verify and clarify through our channels."* (Alfianto, 2024)

Jabar Saber Hoaks also monitors various social media platforms Facebook, Twitter, YouTube, Instagram, and TikTok by using relevant keywords that correspond to trending topics.

"In addition to receiving public complaints, we monitor all social media platforms using keyword searches, especially during times of political events or major discussions. These keywords help us identify potential hoaxes quickly." (R. Tomy Sutami, 2024).

The planning process consists of several stages:

1. **Prioritization**: Identifying and ranking hoax news based on potential impact.
2. **Trend Analysis**: Monitoring trending topics on social media to detect emerging hoaxes.
3. **Clarification**: Verifying and publishing accurate information via social media.

   "The clarification process involves monitoring various platforms, responding to public complaints, and using tools like reverse image searches and location verification through Google Maps to debunk hoaxes." (Sandi, 2024)

Organizing

At this stage, organizing becomes a part that cannot be ignored in the context of effective company management. Organizing as one of the management functions is a system of cooperation between several people which is carried out by dividing and distributing all work or tasks, by forming a number of work units that bring together work in one work unit (Nurindriani et al. 2021). Organizing within Jabar Saber Hoaks is structured to optimize performance in managing hoaxes. The organization includes a Chair, Division Coordinators, and specialized teams focusing on dissemination, fact-checking, and data management.

"Our structure includes a Chair, Division Coordinators, and Members overseeing dissemination, data management, literacy content creation, and fact-checking. We coordinate frequently through meetings and group chats to ensure accuracy and responsiveness." (Sandi, 2024)

Key roles include:

- **Chair**: Oversees strategy implementation and performance evaluation.
- **Fact-checking Coordinator**: Manages the verification process and complaint responses.
- **Dissemination and Program Development Coordinator**: Responsible for public outreach and content management on social media.
- **Social Media Manager**: Monitors and responds to reports and complaints, ensuring timely updates

   "Among them, the Head of West Java Saber Hoaks, myself, Alfianto, has the task of planning, implementing work strategies and evaluating team work. The second is the coordinator of fact checking and complaint service management, namely R Tomy Sutamy, who is also a team of fact checkers, the third is the coordinator of the dissemination, data and program development division, namely Sandi Ibrahim and the social media manager, namely Dody, who has the task of receiving news reports/complaints from the public and carrying out monitoring. information issue" (Alfianto, 2024).

Actuating

Actuating is an effort made by members of an organization to achieve goals in accordance with predetermined plans (Nurindriani et al., 2021). To implement West Java Saber Hoaks effectively, a series of coordinated steps have been taken to combat the spread of hoaxes and false information. Initially, the organization focuses on clarifying issues that circulate on various social media platforms. This involves gathering accurate and valid information to determine the truth

behind each developing issue. Following this clarification, verified information is disseminated through social media and the official Jabar Saber Hoaks website. This approach aims to enhance public understanding and prevent the spread of misleading information.

In addition to digital efforts, West Java Saber Hoaks conducts direct outreach and education on digital literacy for the community. These initiatives are designed to cultivate an anti-hoax mindset and improve the public's ability to sort and filter the diverse information available, especially in the fast-paced digital era. Moreover, to further expedite the clarification process of local hoaxes, Jabar Saber Hoaks has established hoax saber units in 27 districts/cities across West Java. These units not only enhance the speed of addressing regional hoax issues but also expand the reach of anti-hoax campaigns and digital education, tailored to the unique conditions and needs of each area.

"The first steps involve clarifying issues on social media and disseminating verified information. Additionally, we engage in offline socialization and digital literacy education to foster an anti-hoax spirit among the people of West Java. We have also formed hoax saber units across 27 districts to accelerate local issue clarification and promote digital education effectivelly (Alfianto, 2024).

The West Java Saber Fact Check employs a special format to display clarifying news on both the website and Instagram, ensuring a consistent and clear presentation of information.

Figure 5. Clarification display for the West Java Saber Hoax News
Source: Website Jabar Saber Hoaks, 2024

Figure 6. View of the news concept presented by West Java Saber Hoaks
Source : Website Jabar Saber Hoaks, 2024

The Jabar Saber Hoaks website functions as a comprehensive repository for detailed fact-checks and reports on hoaxes. It provides users with an authoritative archive, allowing for thorough investigations of misinformation. This structured platform complements Instagram's immediacy, ensuring that users have access to in-depth information (Nurindriani et al., 2021).

Controlling

Management supervision is a systematic effort to establish implementation standards with the aim of planning, designing a feedback information system, comparing actual activities with previously established standards, identifying and measuring deviations, and taking necessary corrective actions to ensure that all company resources are used appropriately. effective and efficient in achieving company goals (Nurbahri et al. 2023).

In the context of news production management for the Jabar Saber Hoaks program in West Java, the monitoring function has a very important role. This supervision does not only focus on news production itself, but also involves active monitoring of social media and other online platforms where hoaxes can be found. spreading rapidly, one of the main aspects of the supervisory function in news production management is the identification of hoaxes and false information circulating on social media. The monitoring team is trained to recognize the characteristics of hoaxes and false information and know the best way to respond and handle them. They use a variety of tools and techniques, including content and digital footprint analysis, to detect hoaxes as quickly as possible. Apart from that, supervision also involves monitoring the public's response to the news and information produced. This helps the team understand how news is delivered and received by the public, and provides valuable feedback to improve the quality and relevance of the news produced. At this stage of supervision carried out by the West Java Province Diskominfo, a comprehensive digital literacy survey was carried out in collaboration with IDM Strategies. The team is actively preparing a series of questions that will be distributed to the public regarding the digital literacy survey in West Java. Every week a careful evaluation of the data collected is carried out, with a detailed clarification process. Evaluation reports are carried out periodically, either weekly, monthly or annually and must then be reported to the West Java Communication and Information Service. Not only that, in the previous year efforts to overcome hoaxes in West Java included the Digital Information Forum (FID). Through this FID, related parties including regional Saber Hoaks and students provided valuable input to identify programs that need to be implemented by Saber Hoaks West Java in the future. This is a proactive step in strengthening future hoax prevention strategies, ensuring an effective response. fight the spread of false information in the era of social media. Thus, the continuity and collaboration of the monitoring and evaluation process is a solid foundation in efforts to fight the hoax epidemic and strengthen digital literacy in West Java.

> *"For self-evaluation, every week we carry out a vision of clarifying data, then there are weekly and monthly annual reports that must be reported to the West Java Diskominfo. "Last year, we conducted an FID to receive or hear input from regional Saber Hoaks and students regarding what programs West Java Saber Hoaks should carry out in the future in efforts to overcome hoaxes in the future" (Alfianto, 2024).*

In this section, the researcher will outline the analysis and discussion that connects the results of this research with interviews conducted with several sources. In the interview conducted with Source 1, Mr. Dudi Rustandi said that the strategy that must be carried out in producing news on social media is to reduce hoaxes, the key is journalism. Paying attention to the 5W+1H elements and following the journalistic framework in creating news will

minimize the spread of false information. So, in fact, so that social media managers don't get caught up in hoaxes, they have to carry out 2 verification steps. The first way is to confirm the circulating information to the party who first uploaded the information, the second is to the authorized party. In line with source 1, source 2, Pak Feri Purnama, said that the point is that social media managers must verify the information circulating before it is produced into news to determine the actuality of the news. Once a competent person or institution has verified the information, the information can be produced into news and disseminated via social media.

Resource person 2 Feri Purnama said that the formation of West Java Saber Hoaks was a way for the government to verify hoax information that was spreading in society. Jabar Saber Hoaks is an institution that can be trusted by the public regarding the truth of information circulating on social media or society, especially West Java, people will no longer have doubts when reading news on Jabar Saber Hoaks social media. According to him, West Java Saber Hoaks has a team to search for information that is circulating on social media. The search is carried out by searching several trusted online media then tracing whether the image is new or whether it is an old image because there is some information that uses old images. Mr. Feri added that the West Java Saber Hoax was a good way to clarify the information by carrying out a search process. So, don't just keep quiet and say this is Hoax information, but say it is a hoax based on a more thorough search of the search results or search engine results until you finally conclude that the information is a hoax. If you look at what Jabar Saber Hoaks presents from the appearance, the way it is presented is easier for the public to digest. Resource person 1 Mr. Dudi Rustandi, the language used on West Java Saber Hoaks social media is very easy to understand and doesn't make people confused when reading it, if it's interesting it depends on needs or interests. When there is a need, the information presented by Jabar Saber Hoaks will automatically be interesting. When Mr. Dudi discovered the West Java Saber Hoax, he thought it was interesting because he could find out about hoax news that was circulating around him. Interesting questions depend on needs, interests and depending on what field the person is interested in. Maybe people who are not interested in that field won't be interesting, but for people who work on social media every day, they think it will be interesting.

Resource person 2, Mr. Feri, gave suggestions for West Java Saber Hoaks to better socialize its existence. Apart from that, in the implementation of producing clarifying news it would be better if there was a fact-check team that immediately went down to investigate the truth of the information being spread. So, not only searching with the Google engine but you can have a team that directly asks the person who shared the information so you can search for person a, person b, person c, person d and so on. In the end, you will find out who spread the initial information. So, from there it was confirmed about the incident. Jabar Saber Hoax's task is quite difficult to face in the current era, so you have to be faster and more powerful in tracing hoax information that could make Jabar Saber Hoax a source of information for the mass media. So, what is published by Jabar Saber Hoaks can be a source of news for the mass media.

4. Conclusion

Jabar Saber Hoaks planning is focused on prioritizing efforts to overcome hoaxes on social media in West Java, they recognize hoaxes and topics that are viral on social media as a priority, while providing a means of complaint for the public and clarifying news whose truth is in doubt. In organizing, various roles are held by individuals who have specific responsibilities, such as the Head of West Java Saber Hoaks, Coordinator of Fact Check

Management and Complaint Services, fact checking division, and social media manager. Each role is tasked with developing strategies, coordinating activities, verifying information, and responding quickly to public complaints.

In planning, Jabar Saber Hoaks clarified hoax news, disseminated verified information through social media and its official website, and provided digital literacy outreach and education to the public. They also formed hoax saber units in every district/city in West Java to be more efficient in classifying local or regional hoaxes. In its control, this program supervises news production and actively monitors social media and other online platforms where hoaxes can spread, they recognize hoaxes and false information quickly, and carry out routine evaluations, including digital literacy surveys, data clarification evaluations, and reporting to parties. related. The parties.

Overall, Jabar Saber Hoaks adopts a comprehensive and structured approach in dealing with the spread of hoaxes on social media. By focusing on careful planning, efficient organization, active implementation, and careful control, they succeeded in creating an effective strategy to combat hoaxes and increase digital literacy in West Java.

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