

ETHICS REVIEW IN COMMUNICATION PROCESS: THE HOAX AND ETHICAL PERSPECTIVE IN THE MEDIA

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ABSTRACT

The study is trying to discuss the ethics of the communication process in addressing the hoaxes and how to work on making people have a good ethical perspective in the media. Hoaxes are often spreading in various media, especially in online media. Information can be incorrect. However, the mistake in the hoax was a result of conscious deliberation. If people know and implement the rules correctly, it is entirely possible that various hoaxes could be prevented. The purpose of this study is to treat a hoax by identifying and providing links to resources where possible, teaching media ethics to the community and giving a good perspective on reporting. The public has as much information on reliable resources as possible. Then, do not broadcast information if it is known to be inaccurate - and when it is broadcast incorrect information, clearly tell that information is dubious. To many communities that use online media, it is necessary to encourage all levels of society to have the ethic of how to communicate well in online media. The research approach used in this study is a qualitative approach. As for the forms of research used are descriptive. Data source is chosen selectively. The specimens of the source data on the proposals are still solid.

Keywords: *e-Service quality, quality of information, customer satisfaction, BPJS Kesehatan*

INTRODUCTION

Ethics in the medium process are needed, especially when communicating with others, as well as communicating with the media. In the study, researchers observed hoax news cases released by the Ministry of Communication and Information released "10 of the most impacted content of 2018" in Indonesia. One of the hoax cases is the Ratna Sarumpaet mistreatment. The event was approaching the political election of the President for the 2019-2024 period. Known at the time, Ratna Sa-

rumpaet had affiliates as a supporter of one of the presidential candidates and was intensely critical of the ruling regimes. Then, information was circulated that Ratna was the victim of a mistreatment beaten by a group of people. As it turns out, the information based on a police investigation is known as a hoax. The above is simply a quote to say that the hoax has become a trend in the current dissemination of information. Truth is often reverted. Many observers later called this phenomenon post-truth. These days, people are no longer searching for the truth but rather for an affirmation of their sentiment and beliefs. This is no doubt fueled by technological advances in communication and information, particularly the development of social media. It is said that social media became the most commonly used media for the production of hoaxes. What about the news media, what in spite of the hoax deployment? How the pressure.

A hoax in its history is suspected to have emerged about 1808. This word is included in Linda Walsh's book *SINS* against science. Hocus is also believed to be the work of witches' magical words, "hocus pocus" (derived from the Latin "hoc est corpus"), which witches use to beguile others with their alleged lies. Even Boese in his book "museum of hoaxes" says that long before that, the term hoax was first published through an almanac or false calendar made by Isaac Bickerstaff in 1709 to predict the death of astrologer John partridge. The hoax related narrative is treated as a fraud, as can be found in a 1965 book entitled *Candle in the Dark* by Thomas Ady. The word hoax became familiar since its being used as a title "hoax" in 2006, starring Richard Gere and directed by Lasse Halstorm.

In Indonesia itself, production and spread of hoax have begun since social media has become widely used by society. Social media provides an anonymous account opportunity to contribute, anyone having the same opportunity to write. And then, increasingly, in a political contest, the 2014 presidential elections. This is the result of the lagging political campaigns on social media. Hoaxes are launched to discredit political opponents or what is commonly called black campaign.

The hoax can be identified by the following characteristics. First, hoaxes are often distributed via social media in view of their greater effect. Second, hoaxes typically contain an alarming or panic message of the reader. Third, the hoax message concludes with the appeal that the reader should immediately continue with (forward warning) the information to a wider forum. Hoaxes exploit the reader's good intentions, so the reader without first examining the truth of his message disseminates it immediately to a wider forum. As a result, online data traffic is increasingly congested with false news. Finally, the first source of information or first exposure to hoax information is unknown to its identity. Some researchers are still trying to map how the hoax spread in Indonesia. Ismail Fahmi's survey, quoted Adiprasetyo, et. Al in 2017, reveals Indonesia's most popular hoax (91.80%) is a social political issue, specifically dealing with government policies and policies or performance. Then there was Sara's second-place issue, a third health issue. Since the covid-19 pandemic has swept the globe, hoax' health - related information to covid has been ever since. The Director General of the World Health Organization (WHO) Tedros Adhanom Ghebreyesus called the hoax phenomenon associated with this pandemic issue as infodemi.

This is what leads writers to research about hoaxes, as hoaxes vary, but in general hoaxes are deployed as jokes. or just for fun, dropping competitors (black campaign), promotion with fraud, and so on. The hoax recipient does not pass the news unfiltered to his colleagues. Finally, the hoax spread rapidly.

METHODOLOGY

The research approach used in this study is a qualitative approach. The research method used in this study is a descriptive method. This method describes the present state of the subject or object of research based on facts that appear or are in accordance with reality. Descriptive research is simply to expose the research situation or events. Not looking for or explaining relationships, not testing hypotheses or making predictions. And data collection carried observations and interviews to the public. Researchers will perform three techniques: prolonged participation, in-depth observation, and triangulating the results.

RESULTS AND DISCUSSION

The lecturer of media psychology at University of Indonesia, as quoted by comp.com, mentions two causes of creation. First, harmony of the information with the opinion or attitude of the recipient. This hoax information seems to be an affirmation (booster or supporter) of the opinion and attitude it has. Second, the limitation of the receiver's knowledge. This knowledge is certainly supported by a person's level of education. Generally, the higher one's education, the more likely there is to be a critical receiving of information. Not only do the purposes and the models vary, the media used to spread hoaxes also vary. Research data show that currently used media is dominated by social media (socmed).

The platform for spreading hoaxes is also varied, starting from Facebook to Youtube. According to data from the Ministry of Communications and Informatics, the hoax associated with covid-19 alone, from January 23 to April 20, 2021, are found as much as 1,536 issues with a total of 3,154 times. The most widely used social media platforms are Facebook (2,578), followed by Twitter (503), Youtube (49), and Instagram (24). As for the above data, Septiaji Eko Nugroho, chairman of the Indonesian Anti-Label Society (Mafindo), said that in Indonesia the most widely used social media for spreading information on hoaxes is Facebook, followed by other platforms such as Twitter and Whatsapp. He said that hoaxes coming from public platforms, such as Facebook or Twitter, are easier to trace, unlike the hoaxes circulating on a personal messaging app, which is harder to track. The data collected came from a Whatsapp user's report that reported hoax's findings to Mafindo.

According to the writer, many people from the government to the activists made a serious effort to resist and fight the hoax. The government blocks websites that spread hoaxes, enforce law enforcement of hoaxes, and educate people especially through the Ministry of Communications and Information. Siswoko in a study entitled "government policy against the spread of false news or "hoax" in 2017 concluded that in addition to the blocking of websites, other measures by governments in anticipation of the spread of hoax are by establishing national cyber news and collaborating with news boards and faces. The war effort on hoaxes is also supported by some mainstream media such as liputan6.com that provides a fact-check feature.

Even a few movements or organizations are born to combat these hoaxes, such as the Indonesian Anti-Label Society (Mafindo) and the unity of anti-hoax societies.

Hoax spread through social media is not generally what they do on social media. As Ismail Fahmi reveals, the most widely used platforms to spread hoax in order are social media, online messaging, and web sites. One case of hoax spreading through a sufficiently hyper press was the tabloid case of *Obor Rakyat*. It first came out in May 2014. In the context of political campaigns, the tabloid contained the title "doll's neck" and Jokowi kissing the hand of Megawati Soekarno Putri. *Obor Rakyat* is commonly referred to as Chinese (communists) and alien collaborators. With mass media identical to journalistic products, the behavior can be grainy. There are at least four hoaxes of content that are found in the media, which is by preference of excessive words in creating headings, framing of facts, inaccurate data, and slander aimed at specific objects.

According to some claims, Indonesian journalists are independent, producing accurate, balanced, and non-damaging news. In its description, the contents of this chapter are interpreted as follows:

1. Independent means reporting events or facts according to the voice of conscience without interference, coercion, and intervention on the part of any other press company.
2. Accurate means believed correctly according to the objective circumstances under which events occurred.
3. Balanced means all parties have an equal chance.
4. In bad faith means no intention intentionally and solely to inflict damage on the other party

Indonesian journalists pursue professional ways of carrying out their journalistic duties, which means to produce factual and clear news of its source. Indonesian journalists have always tested information, preached equally, kept from mixing judgmental facts and opinions, and applied the unfounded principles of innocence. Testing the information in this chapter's dictum would mean having to check and recheck the truth of the information.

When referring to an Indonesian dictionary, slander is a form of lies that is promoted with the intent of defaming people like defamation, damaging people's honor. That is, lies or hoaxes have degrees, and their highest levels are to spread false information intentionally in order to cause personal harm to others.

CONCLUSION

Hoaxes have now become behavior found not only in face-to-face communication but in media communication, including mass media. Hoaxes in the media include a few forms, including misappropriations or pranks on the title, misrepresentation framing, containing inaccurate event information, and containing libel content. Apparently, hoaxes by the mass media crew erode trust with the mainstream media as a source of information. Social media would then become a platform for them to build up information and opinions of their own to influence others. Certainly, though, spreading false information is fundamentally a contradiction of ethical val-

ues in communication. Thus, everyone should have an alert attitude toward hoax content.

If not, then there is the possibility of a hoax or a hoax victim. The impact of the hoax is twofold. First, the spread of hoax credibility as a source of information would be degraded, even allowing for a criminal. Second, for those in general who receive it, it can lead to wrong understanding (misinformation) and even create contention and conflict. In an ethical perspective, both the ethics of mass communication and the ethics of Islamic communication, spreading the news of hoax is prohibited. To anticipate it, Islam provides a means of communicating with humans in every phase. First, at the receiving of information stage it is taught that each communion does the filter, filtering out the information received (*tabayyun*). Second, at the time of the production or reproduction of a message should consider the following values: 1) the information presented should not contain an element of contempt, reproach, defame others; 2) there is no element of fault picking; 3) information should not be supplied with a subjective interpretation in order to make the news interesting and thrilling; And 4) there is no room for deliberate reporting from actual fact or for twisting truthful information into lies, and good works are bad and reprehensible. Third, upon getting feedback from his feedback, the communicator must be open to criticism and clarifying, improved.

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