

The Reception of Indonesian Lecturers on Hoaxes and Hate Speech When Using Social Media

Yanti Dwi Astuti

*Communication Department
Islamic State University of Sunan
Kalijaga
Yogyakarta, Indonesia
yanti_muazzam@yahoo.co.id*

Abstract— Internet usage is very popular in Indonesia which reaches 52% of the total population, but the majority of the people use the internet to chat and access social media sites, not access data either downloading or uploading important information on the internet. Social media has two roles, as content producers and at the same time as users. but in fact almost all social media timelines are flooded with information containing hate speech and hoaxes. This study tries to explore the phenomenon of hoaxes and hate speech getting a big moment when social media became very common and developed in the internet age. The massive hoaxes circulating outwit many people to trust and participate in spreading it even though they have high education such as lecturers. For this reason the aim of this study is to analyze the reception of netizens among lecturers in two big cities in Indonesia namely Medan and Bandung city regarding of hoaxes and hate speech on social media using netnography method which requires researchers to retrieve data as a whole through online search and offline search. The results showed that lecturers in Medan City and Bandung City were still trapped in the activities of producing and reproducing hoax and hate speech content through their social media accounts. Although there are also Medan and Bandung lecturers who only post motivations, religious lectures selfie photo and photos of their daily activities. Their reception of news of hoaxes and hate speech or discourses spread by social media is in a dominant position, negotiated and oppositional readers.

Keywords— *Reception, Social Media, Lecturer, Hoax, Hate speech*

I. INTRODUCTION

The use of social media is very popular and is becoming a new trend in society. This phenomenon is clearly evidence of the development of global villages in the world, especially in Indonesia. The advantages of this social media are its multi-platform design, which can be accessed and connected on various digital devices. Internet users or often called netizens in Indonesia currently number 132.7 million or 52% of the total population. Of these, 129.2 million have active social media accounts and the average netizen spends around 3 hours per day consuming the internet [1]. From the data of the netizens, unfortunately, most of them only use the internet function to chat and access social media sites, not to access data, either downloading or uploading important information on the internet. Social media has two roles, as content producers

(makers) and at the same time as users (users), here everyone can become a publisher. Whether or not the information received is ultimately very dependent on the critical attitude of the user. As at the time of the first round of the DKI Jakarta Pilkada in 2017, the magnetism attracted the attention of all people, both residents of DKI and those living outside of DKI. Almost all social media timelines are flooded with information, no matter whether it's true news or contain incitement or hoaxes. This is used by various parties to get attention and lead opinions.

The phenomenon of hoaxes and hate speech is increasingly intense when social media is becoming very common and growing in the internet age. So massive hoaxes are circulating that often many people are fooled into believing them, even contributing to the spread of hoaxes. In fact, religious values are also bent to support hoaxes and not a few who consider hoaxes to be normal and lawful because they are considered to have a lesson. The rise of hoaxes and hate speech was also proven by research conducted by the Ministry of Education and Culture together with the Ministry of Communication and Information Technology in 2015. The results of these studies prove that one of the people who are victims of false news in social media is precisely those who have intellectual high with professors and doctoral degrees in other words people who work as lecturers [12]. If this is allowed, then educational institutions can become poisoned and become a nest of hate spreaders. Because when the other nations are stuck in facing social problems, educational institutions are the spearhead that faces it.

Based on the results of a survey of the Indonesian Internet Service Providers Association (APJII) in 2017 Indonesian internet users reached 143.26 million. This figure cannot be underestimated, considering that this number is 54.6 percent of Indonesia's total population reaching 262 million. While the majority of internet users are in Java, the number of users is 86,339,350 users or around 65% of total users in Indonesia. Internet users are generally dominated by male sex, which is 52.5% and women are 47.5% of the total internet users in Indonesia.

The data presented by the Ministry of Communication and Information there are as many as 800 thousand sites in Indonesia which are indicated as spreaders of false news (hoaxes) and hate speeches. [9]. The spread of hoaxes and hate speech has been very alarming because it has begun to

enter educational institutions. Indonesia has thousands of educational institutions and according to the survey results prove that the distribution of respondents survey the internet user behavior in Indonesia is the largest on the island of Java in Bandung (West Java), while in Sumatra Island is in Medan (North Sumatra). In Bandung least there are 22 state and private universities, while in the city of Medan at least there are 25 state and private universities [13]. With the large number of state and private universities in the city of Medan and Bandung, there had to be thousands of lecturers who do activities of teaching and learning in the city. So that research on how netizen receptions among lecturers on hoax and hate speech news on social media through the study of virtual ethnography (Netnography) is important to do so that it can map the perspective of netizens, especially lecturers in the cities of Medan and Bandung, so that the results of this study can be taken into consideration to be applied into a policy by the authorities. Based on this background, this research is directed at, how are netizens' receptions among lecturers using social media on hoaxes and hate speech in the cities of Medan and Bandung?

II. RECEPTION NETIZENS: BETWEEN SOCIAL MEDIA, HOAX AND HATE SPEECH

Reception theory places the audience / reader in the context of various factors that influence how to watch or read and create meaning from the text. In the tradition of audience study, at least there have been several variants developed among them in sequence based on the history of their birth: *effect research*, *uses and gratification research*, *literary criticism*, *cultural studies*, *reception analysis* [6]. Reception analysis can be regarded as a new perspective in the discourse and social aspects of communication theory (Jensen, 1999). The use of the theory of reception analysis as a supporter in the study of audiences actually wants to place audiences not only passively but is seen as a cultural agent that has its own power in terms of producing meaning from various discourses offered by the media. The meaning carried by the media can then be open or polysomic and can even be responded to appositively by the public [3]. In general, Stuart Hall divides three positions when someone decodes the message:

- a. Dominant or hegemonic reading:** the reader is in line with the program codes (which contain values, attitudes, beliefs and assumptions) and fully accepts the meaning offered and desired by the news maker.
- b. Negotiated reading:** readers within certain limits are in line with news codes and basically accept the meaning offered by the newsmaker but modify it in such a way that it reflects their position and personal interests.
- c. Oppositional or counter hegemonic reading:** the reader is not in line with the news codes and rejects the intended meaning or reading, and then determines his own alternative frame in interpreting the message in the news.

The use of the theory of reception analysis as a supporter in the study of audiences actually wants to place audiences not only passively but is seen as a cultural agent that has its own power in terms of producing meaning from various discourses offered by the media. The meaning carried by the media can then be open or polysemic and can even be responded to oppositively by the public [4]. This study examines in depth the factors that influence lecturers

as netizens in consuming news and then creates meaning for news circulating on social media and instant messaging. There are three main elements used in this netizen reception research which can be explicitly referred to as "the collection, analysis, and interpretation of reception data. Netizens according to Hauben, one of the internet pioneers and the author of his writing, *The Net and Netizens: The Impact the Net Has on People's Lives* (www.medium.com). So, which is usually referred to as netizens are audiences or people who are actively involved in the online community. There are four types of audiences, namely: Audience as "the people assembled", audience as "the people addressed, audience as "happening", and audience as "hearing" or "audition" [8].

Netizens in Indonesia spend a lot of time using social media. Social media. Social media is an online media that supports social interaction and social media using web-based technology that transforms communication into an interactive dialogue. Andreas Kaplan and Michael Haenlein define social media as "a group of internet-based applications that build on the basis of ideology and Web 2.0 technology, and which enable the creation and exchange of user-generated content".

- a. Gamble, Teri, and Michael in the Communication Works mention that social media has the following characteristics:
- b. The message conveyed is not just for one person but can be for many people, for example, messages via SMS or the internet.
- c. The message delivered is free, without having to go through a Gatekeeper.
- d. The message conveyed tends to be faster than other media.
- e. The recipient of the message that determines the time of interaction.

As one of the communication media, social media is not only used to share information and inspiration, but also self-expression, "personal branding", and a place to "confide" and even complain and swear. The best status on social media is informative and inspiring status updates. (www.romelteamedia.com). Some forms of social media that are the object of this research are Facebook, Twitter, Instagram, YouTube, Blog and Path as popular social media used in Indonesia. The social media that is the object of this research are Facebook and Instagram.

The tsunami of information originating from social media is difficult to stem from many hoaxes and hate speech circulating in the flow of information transactions on social media. Hoax is not an abbreviation but one word in English that has its own meaning. While the definition of Hoax according to wikipedia is "A false message is an attempt to deceive or outsmart the reader / listener to believe something, even though the creator of the fake news knows that the news is false. Hoax is hoax that is deliberately made to disguise the truth [2]. Hoaxes are deliberately made to deceive the reader or listener to believe something and lead their opinions to follow the will of the hoax maker. While Hate speech is an act of communication conducted by an individual or group in the form of provocation, incitement, or insult to other individuals or groups in terms of various aspects such as race, color, ethnicity, gender, disability, religion and citizenship [14]. The spread of hoaxes and hate

speech uses a social engineering approach that is psychological manipulation of someone in taking action or uncovering confidential information. Social engineering is generally done via telephone or the internet and is most easily done through social media. The mechanism used such as the use of titles or bombastic photos, the use of guise accounts with photos of beautiful women or men with convincing profiles on social media resulted in people easily trusting the account and believing in the news that was disseminated. More than technical skills, hoax spreaders take psychological and emotional aspects into account.

This research is located in two major Indonesian cities, namely Medan City and Bandung City. These two regions were chosen considering that Medan City is a city of education and tourism which is very diverse. While the city of Bandung is also a city of students and tourism that has a level of diversity in many ways. In both cities there are many universities, both public and private, with a large number of lecturers and students. This research method is qualitative with Netnography method. Netnography method, which is a research method that observes and observes receptions and perceptions of direct object behavior in their daily lives in virtual media. What is offered by Little John and Foss (2009) in studying new media, especially users (users) with the CFOA or Avatars approach even though they have some methodological problems.

III. LECTURER RESPONSE IN INTERPRETING HOAX AND HATE SPEECH ON SOCIAL MEDIA

Through the identification of 23 informants who are lecturers at various universities, both public and private in the cities of Medan and Bandung, with pre-determined elections, it shows how diverse informants receive news of hoaxes and hate speech on social media according to the experience and knowledge of each informant who was interviewed. This is evident from the results of in-depth interviews with speakers who have been conducted on lecturers in Bandung and Medan. In accordance with the findings above and cannot be separated from the use of theory to produce data from sources that can be analyzed into findings in the study. Researchers in this case use the theory of encoding-decoding Stuart Hall, because in this theory the process of delivering messages to media audiences which means reception (reception) of social media users can be analyzed using this theory (Hall, 2010). This is based on communication which is the process by which messages are sent and then received by audiences that produce certain effects for the media audience. Then the effect of this creates a diverse response due to the different background experiences and knowledge of social media users.

The producer creates text or encodes a meaning in a text in certain ways and objectives. In the process of consumption, audiences decode the text they consume in certain ways. From this process, the audience will produce an interpretation that allows the occurrence of differences between one audience and the other. In relation to the packed meaning and interpretation by the audience, there are three models that explain how the possibility of audiences decoding the text they consume is dominated

hegemonic position, negotiated position and oppositional position.

It is said to be the dominant hegemonic position if the resource person does the recipient in the form of a response according to what is desired or the concept sent by the encoder. In this condition, Medan and Bandung lecturers have many inappropriate responses to the content of messages sent by the encoder, in this case means hoax news content that is spread on social media so that uploaded posts do not have the dominant effect on social media users in Medan lecturers and Bandung. Negotiated position acceptance is when the informant accepts a general ideology in interpreting the message sent by the encoder, but in the case of Medan and Bandung lecturers many consider the content of hoax news content on social media, especially those who do not care and instead fight hoax news dissemination in social media so that the influence of hoax news among Medan and Bandung lecturers is not dominant because of the attitude of Medan and Bandung lecturers who are still questioning the truth of the news and news sources read from social media. This is a consideration taken by social media users, especially lecturers in trusting or rejecting false news on social media.

a. Dominant or Hegemonic Position

The audience is in line with the codes sent by hoax news content on social media, in this case some of the Medan and Bandung lecturers were affected to the point that he has been affected several times by hoax news and spreads this news content, this is the influence of hoax news on social media is widespread and causes informants to be trapped in this false information, from the results of interviews that have been carried out, informants become more careful about hoax news because they have been trapped several times on social media which made him believe fake news several times which come.

b. Negotiated Positive

Social media users, especially Medan and Bandung lecturers, are still confirming the truth of information spread on social media because news sources are unclear and are still searching for other truths, this is known after interviews and found four informants who turned out to be hoax news in the media socially they are still confirming the truth of the news and are still looking for more information.

c. Opposition Position

Social media users in this case Medan and Bandung lecturers have other alternatives in responding to the spread of hoax news on social media, the information they read with unclear sources provides a spontaneous response from them to act against this hoax news circulation on social media. The various ways against hoax news circulation is an alternative for them to not be affected by this false news, besides that it is also a step for them to avoid people around them so that they are not affected by hoax news.

IV. CONCLUSIONS

The results of the study related to the Analysis of Reception of Social Media Users Against Hoax and hate speech in Social Media explained that social media users in this case Medan and Bandung lecturers were not easily hegemony with hoax news circulation on social media as evidenced by the acceptance of Medan and Bandung

lecturers in their various related responses truth of information from their social media. Every news that has been read and distributed by Medan and Bandung lecturers through the majority of social media is always confirmed by the truth of the news source before the information source is considered relevant. Hoax dissemination on social media has received resistance from lecturers in Medan and Bandung as a response to the phenomenon of the abundance of content and false news accounts that are provocative and deflect readers' opinions. But even so, there are still Medan and Bandung lecturers who were found spreading hoaxes and hate speech on their social media accounts. The amount is indeed not much, but this shows that there are still lecturers in Indonesia who have not been able to use social media wisely. This phenomenon must get attention from the government so that the lecturers can play their role as educators of the nation's children well. Digital literacy is one way for these educators to have competence in accessing social media so that it can be used as a supporter of their performance in conducting tri dharma tertiary education activities, namely teaching, research and community service.

REFERENCES

- [1] Didik Purwanto. 2016. *Dominasi Pengguna Internet Mobile hasil survey APJII*. Tersedia dalam http://tekno.kompas.com/read/2012/02/22/17525296/Chatting.Dominasi.Penggunaan.Internet.Mobile.di.Indonesia?utm_source=dlvr.it&utm_medium=twitter diakses pada tanggal 5 Maret 2018
- [2] Durham & Douglas M. Kellner. 1958. Massachusetts: Blackwell Publishers Inc.
- [3] Fiske, John. 1987. *Television Culture*. London: Routledge.
- [4] Hall, Stuart. 2001. *Encoding-Decoding : Media and Cultural Studies*, Eds. Meenakshi Gigi
- [5] Jensen & Rosengen. 1995. "Five Tradition in Search of Audience". Dalam Oliver Boyd-Barret & Chris Newbold (ed.). *Approaches to Media A Reader*. New York :Oxford University Press Inc
- [6] Jensen. 1999. "Media Audience Reception Analysis; mass communication as the social production of meaning". Dalam Klaus Bruhn Jensen & Nicholas W Jankowski. (eds.). *A Handbook of Qualitative Methodologies for Mass Communication Research*. London: Routledge.
- [7] Littlejohn, Stephen W, and Karen A Foss, 2009, *Theories of Human Communication*, Thomson Wadsworth, Belmont California
- [8] McQuail, Dennis. 2000. *Mass Communication Theory*. London: Sage Publications.
- [9] Pratama, A. B. (2016). Ada 800 Ribu Situs Penyebar Hoax di Indonesia. *CNN Indonesia*. Retrieved from <http://www.cnnindonesia.com/teknologi/20161229170130-185-182956/ada-800-ribu-situs-penyebar-hoax-di-indonesia/>
- [10] Spradley, J. 1997. *Merode Etnografi*. Yogyakarta: PT. Tiara Wacana
- [11] <https://www.apjii.or.id> (accessed, March 15, 2019)
- [12] <http://www.republika.co.id/berita/koran/halaman-1/17/01/05/ojam016-kaum-intelektual-tak-kebal-hoax>. (accessed, March 25, 2019)
- [13] https://id.wikipedia.org/wiki/Pemberitaan_palsu/hoax. (accessed, March 25, 2019)
- [14] (<http://www.legislation.gov.uk/ukpga/2003/44/section>), (accessed, June 25, 2019)