

HOAX AND LOCAL JOURNALIST IN BANDUNG

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Abstract

Development in communication technology make it easier for humans to interact and communicate, and with the opcoming of various types and forms of gadget complete the ease of humans in communicating and interacting. Messages of communication that could only be delivered through the mass media before, now on can be produced individually by using internet facilities through various gadgets.

That is, now anyone can deliver any communication messages to the community, including communication messages with hoax content because the message is not supported data and facts that aims to deceive others. Communications messages with hoax content now compete with communication messages that have truth values and produced by journalists. Currently journalists are obliged not only to deliver the correct information but also contribute in blocking the message with hoax content. Then the question are, how local journalists in Bandung view the existence of communication messages with hoax content?

To answer the question, the author research it with descriptive method, qualitative approach of phenomenological tradition. Through interviews with Indonesian journalist and the results show that local journalists in Bandung interpret the hoax is very diverse and complex, but in the eyes of informants, hoax for Indonesian journalists could have a positive effect in coloring the cognitive, affective, and conative aspects of journalists, can also have negative effects such as lowering confidence , disrupting relationships, sifting jobs, and affecting the technical aspects.

Keyword: Journalist, Hoax, Cognitive, Affective, Conative

1. Introduction

The rapid development of communication technology in Indonesia that is able to give innovations in communication technology continues to emerge, and change aspects of human life in various areas of life. Advances in communication technology make it easier for humans to interact and communicate, complete with the birth of various types and forms of gadget complement the ease of humans in communicating and interacting.

Communication messages that can only be delivered through the institution of newspapers, television, and radio, can now be produced independently by a human being who is not a journalist, one of them by using internet facilities through gadgets. That is, now anyone can deliver any communication messages to the community, including being able to deliver communication messages with hoax content because it is not supported by data and facts that aims to deceive others.

In addition, the high mobility of communications technology in Indonesia has resulted in the loss of space and time that implicating the high output of information that is more diverse and democratic because each individual has the same opportunity to express their opinions, process and analyze communication messages based on thought respectively and then publish to

other parties so that communication messages with hoax content can not be avoided even more rapidly publish to people in Indonesia.

The communication messages with hoax content produced to affected the atmosphere now seem to be competing with a message of truth-worthy communication. Both seem to race to get public sympathy. Therefore, the incessant message of hoax communication that seeks to control the mindset, and the pattern of community action to make journalists as professions that are obliged to produce communication messages with truth value, need to create their own techniques in defeating and obliterating the communication messages with hoax content. Then the question are, how Indonesian journalists view the existence of information with hoax content?

To answer that questions, researcher interviewing local journalist in Bandung as informants in this research with descriptive method, qualitative approach in phenomenology tradition.

2. Theory

Max Weber's Theory of Social Action is one of the guiding theories in this study. Another theory is the phenomenology theory of Alfred Schutz, the symbolic interaction theory of George Herbert Mead. The theories are used to explain how the reality of journalists communication behavior patterns in viewing hoax subjectively when journalists run their profession in the field.

Behavior that associated with the attitude and views of journalists on the hoaxes that occur in society can be seen based on the theory of social action by Max Weber because the theory of social action is more focused on the subjective meaning that shown individually. Weber in Mulyana defines social action as all human behavior when the individual gives a subjective meaning to the behavior (Mulyana 2003: 61).

Another theory that guides in this research is the phenomenological theory of Alfred Schutz. The phenomenological theory is also interested in the subjective meaning, therefore, for Schutz the main task of phenomenological analysis is to reconstruct the "real" world of human life in their own form, thus this phenomenological view is suitable to describe the view of journalists to the hoax because in this study it gives full freedom for journalists to express their views based on the experience as journalists while on duty.

The symbolic interaction theory of Herbert Blumer will also help explain how Indonesian journalists view the hoaxes that occur in society based on their own views as well as others. Symbolic interaction theory assumes: 1). Humans act toward something on the basis of the meanings that these things have for them. 2). That meaning is the result of social interaction in human society. 3). Meanings are modified and handled through a process of interpretation used by every individual in his involvement with the signs he faces (Craib, 1994).

3. Method

The research method used in this study is descriptive method with qualitative approach. The qualitative approach essentially observes people in their environment, interacts with them, seeks to understand their language and their interpretation of the world around it (Nasution, 1996: 4). Creswell defines qualitative as "an inquiry process of understanding based on distinct methodological traditions of inquiry. The researcher builds a complex, holistic picture, analyzes words, reports, detailed, views of informant, and conducts the study in the natural setting" (Creswell (1998: 15). Creswell's description provides an understanding, a qualitative approach

lies in the focus of the issues studied, thus anything related to the behavior of journalists in Indonesia is more appropriate to be approached with qualitative research.

Data collection techniques in this study follow the suggestion of Creswell that said, in the qualitative study there are four data collection techniques, namely observation (ranging from nonparticipant to participant), interviews (ranging from semistructured to open-ended), document (ranging from private To public), audio visual materials (including materials such as photographs, compact disks and videotapes) (Creswell, 1998: 120).

4. Result

The Indonesian journalist who became the informant in this research looked very diverse and complex to the existence of communication message with hoax content for Indonesian journalist profession. The existence of hoax can not be ignored because the hoax live, develop and coincide with a message of communication that is true and ready consumed by the people of Indonesia.

According to informants, hoax content-news maker can be done by anyone because hoax content-news are not journalistic product that commonly produced by professional journalists. Journalists make news through along process and supported facts and data, while hoaxcontent-news do not require facts and data.

According to informant Darsono, journalist from Daily Newspaper Pelita, hoax is lie, false news that was deliberately made and distributed to get the public's attention with the aim of gaining personal gain or group. Informant Abidin Zaenul, from Korpri magazine reporter said, hoax is fake news that is packed like news that is happening or in accordance with reality so that people can believe. Hoax can appear just for fun or really planned by the hoax maker to get the public's attention.

Opinion of informants Darsono and Abidin, supported by informant Deddy Ruswandi from online media journalist who said, hoax is false news to deceive readers, listeners, and viewers. Hoax is motivated by the incessant development of communication technology. According to informant Anan Net TV reporter, hoax is an attempt to manipulate the news deliberately done with the aim of providing recognition or misunderstanding of the community. Hoax is motivated by a certain intention and purpose to form the wrong public opinion in society.

There are still many other expressions that informants say, but the principle according to the informants, the hoax is information which contains lies, false, manipulations that are deliberately made and propagated to form a particular perception for the benefit of the person or group. For Indonesian journalists, the existence of a hoaxed message of communication can have two aspects in the poles that are different from each other, that hoaxes can have positive effects and negative effects on journalists, especially when journalists are carrying out their work in the field.

4.1 Positive Aspects

Journalists in carrying out his profession, can not be separated from various sources of information that will transform into a work of journalism after being mixed by a journalist, then delivered to the public. Principally, journalists can not avoid any information that coming or sent to him. Every time a hoax content-news accompanies the life of journalists in Indonesia, therefore the existence of hoax has a positive aspect for journalists, especially those related to the cognitive, affective and conative aspects of journalists.

4.1.1 Cognitive

The cognitive aspect meant by the informants in this study is related to the knowledge aspect of Indonesian journalists. According to Darsono, journalists are required to have extensive information on various fields to support the work of journalism to be submitted to the public, thus journalists are required to dig up information that much, broad and deep.

Darsono said the hoax for journalists has a positive value because through hoaxes, at least the cognition of journalists increased that from lack of information be informative so the knowledge can be used as a foothold to do the next action, such as digging the existence of the hoax for the interest of journalistic work.

Darsono's statement, supported by Andri, Deddy, Abidin and Zainun. According to them, at certain positions, hoax for journalists are open because the various kinds of information need to know by journalists as a basis for searching the truth of the information.

They say, hoax is one part of the information needed by journalists in supporting the work of journalists in the field. Hoax can increase the cognition of journalists so that journalists get information from various sides including from hoaxes that tend to have negative aspects for the community. At least journalists know the information being found by the public, even though the communication message is hoaxed.

4.1.2 Affective

According to informants, the affection aspect in this study relates to the emotional feelings, and emotions of Indonesian journalists after knowing the hoaxes circulating in the wider community. According to Abidin and Zainun, the hoaxed information in addition to touching the aspect of Indonesian journalists cognition, can also touch the affection or affect aspects of journalists feelings while performing their duties on the ground.

They say journalists have a complex attitude towards the hoax, and when journalists use the feelings aspect by assessing likes or dislikes in hoax content-news, it means touching on the affection of Indonesian journalists to be the basis for following up the hoax, or even letting the hoax disappear by itself. However, the hoaxed information has touched the aspect of journalists' feelings, so it is hoped that journalists' feelings will continue to be trained, so journalists remain sensitive to the various information that occurs in the community.

The statement of Abidin and Zainun, is similar to Andri's statement, Dono and Anan. According to Andri, Dono and Anan, information that hoax at a certain level can make the feelings of journalists touched so that it can generate aspects of journalist criticality when carrying out tasks in the field.

According to Andri, Dono and Anan, the criticism of a person is necessary in the world of journalists so that aspects that are considered less important by others will be considered very important by a critical journalist, so that the work of journalism produced has a maximum value when compared with journalistic work produced journalists which is not critical.

4.1.3 Conative

According to informants, when journalists have intentions, will, motivation, and decide to search more information to find out news that suspected as hoaxed, so the journalist has touched by the hoax content-news. That is, the conative aspect in this study is if journalists have a tendency to action after being hit by a message of communication that content hoax.

According to Dono, journalists generally have a high level of cultivation so that any information that hit him will be used as a reflection, study and analysis materials to determine the next step towards the information received.

Dono said, the conative aspect of journalists have a very important role in determining the steps of journalists in making news ready to be submitted to the public. Another word conative aspect is one of the triggers for journalists to be more creative in making professional journalism work and can be accounted for in ethics and law.

Dono's statement is supported by Andri, Anan, Zainun and Abidin. They essentially said, conative aspect is one of the strong foundations for journalists to implement ideas and analysis so that it can be transformed into a journalistic work that can be accounted for in ethics and law.

According to them, basically hoax existence on a certain side has a positive aspect for journalists, because it can trigger the emergence of a tendency to act called conative so that journalist's creativity continues unearthed and will never be extinguished to publish journalistic work that is in accordance with ethics and law in Indonesia.

4.2 Negative Aspects

The existence of hoax-content communication messages for Indonesian journalists, not only has a positive aspect but has a negative aspect because the hoax is considered to interfere with the life of Indonesian journalists. According to informants, the negative hoax aspect besides coloring the psychological aspect of Indonesian journalists can also affect the socio-political aspect of Indonesian journalists, especially with the value of public confidence in the journalist profession to be declining, disturbing relations, extra work, and disturbing the technical aspects of journalists while in the field.

4.2.1 Decreased of trust

According to Darsono and Andri, hoax negatively affects the work of journalists while in the field. The existence of hoax can reduce public confidence to professional journalists or to the mass media where journalists work. In time, society is very easy to get information because the type of information is also available abundant, so that people are difficult to choose and sort information containing hoax with information made by journalists based on data and facts in the field, consequently the public will generalize negative assessment on hoax or not made by journalists itself.

Darsono and Andri said that if the society equates the appraiser, it will automatically disrupt the stability of mass media institutions where journalists work so that ultimately it is feared that the mass media institutions become bankrupt because they are not trusted and are not interested anymore by the community. The statement of Darsono and Andri, supported by Anan, Deddy, and Zainun. The three of them agree that the impact of the hoax causes the decline of any person's analytical skills to be his profession. The existence of a hoax tends to infuriate, fear, upset, and upset a person so that the fastest emotions are likely to encourage people to respond quickly without thinking. This decline in analytical skills can also happen to journalists while performing their duties in the field.

Informants said that if journalists have lost their analytical power, the ability to work as professional journalists is doubtful because the world of journalists needs a figure who is not only good at interviewing, writing and reporting but also good at analyzing the various problems that occur in society.

4.2.2 Disturbing Relations

Existence of hoax able to form the wrong perception of news source and society to the existence of journalist in field. Society sees journalists as professions related to information management so closely related to hoaxes. According to Andri and Deddy, the view of the public worsened the position of journalists in the eyes of the public so that journalists' relations with the public and with news sources became disturbed and troubling journalists' work in the field when journalists desperately need information from the public and news sources.

Andri said, the implementation of the disturbance of journalist relations with news sources or the public can be shown when the public refused to provide information, refused to give confirmation, even refused to meet reporters so that journalists difficult to get information to support the creation of journalistic works ready to be submitted to the public.

The statements of Andri and Deddy are supported by Anan and Darsono. Anan and Darsono said, people and resource persons are often looking for reasons to avoid journalists who want to interview to request information and confirmation. The behavior of the speakers and the

community as implementation that is not good in creating and maintaining relationships between journalists and resource persons.

Anan and Darsono said, considering the pattern of relations with disturbed communities that one of them caused hoax, then as good as any journalistic product that made by journalists will still be seen as information that content hoax and the truth is questionable.

4.2.3 Extra work

Hoaxed information can make journalists work extra. According to informant Zainun, the hoaxed information is now infecting everywhere. That is, hoax information is not only found in the field of economy, culture, and law alone, but has spread to other areas so difficult to control.

According to Zainun, the hoax information requires journalists to be more careful in finding, collecting, processing and publishing information to the public so that the time needed to get the right information and interest of the public, is not small but it takes a long time in hopes of getting information that accurate and supported by data and facts.

The statement of Zainun, supported by four other informants namely Andri, Anan, Darsono and Andri. They say the existence of a hoax requires journalists to prove that the information produced by journalists actually contains truth values and is supported by facts and data. That is, although journalists have to go the extra mile and take a long time to create journalistic work, but still have to follow the standardization of the appropriate process.

4.2.4 Affecting the Technical Aspects

The work of journalists is to provide true, accurate, fact-supported, data, and ethically and legally accountable information. According to informants, hoax-content information can reduce the value of public trust, and interfere with news sources and the public, adding to the work of journalists also have a negative side especially related to technical problems. In the informants' perspective the technical aspect referred to in this study is related to the rules or the practical procedures performed in the world of journalists. That is, the existence of hoax gives a negative color to journalists, when journalists are practicing their work in the field.

According to informants Andri, Deddy, and Dono, if there are journalists who use the existence of hoax in making his journalistic work, shows that journalists have ignored the law and ethics code of Indonesian journalists in producing journalistic work.

The informants said, the code of ethics that is often waved by journalists who take advantage of the existence of hoax is the accuracy and balance so that the production of journalism produced is out of standard. While the legal aspects are often violated is the content of journalism that tends to slander, lies and instigate without facts and accurate data.

The informants said the hoax-content message of communication is very detrimental to the journalist's profession so that certain efforts are needed to cope. According Darsono, journalists can cope with the hoax eksistensi by breaking the chain of the hoax cycle. That is, journalists do not need to re-publish hoaxes to the public. According to Andri, in addition to breaking the chain of hoax cycles, reporters need to re-examine the information obtained by check and recheck so as not to fall into the communication message that hoax-content.

5. Conclusions

Hoax is information in which contains lies, fakes, deliberate manipulations and propagated to form a particular perception for the benefit of the individual or his group. Hoax for Indonesian journalists could have a positive effect in coloring the cognitive, affective, and conative aspects of journalists. In addition, hoaxes can also have a negative effect in affecting the performance of journalists can primarily reduce confidence, disrupt relationships, add jobs, and trouble the technical aspects.

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