

Decoding Hoax on the Issue of Religious Politicization in Indonesia on New Media Era

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Abstract – This study aims to describe the meaning of the contents of a hoax message on the issue of religious politicization in Indonesia in the new media era. In the days leading up to the 2019 presidential election in Indonesia, a lot of hoax information is scattered through the internet, especially social media. Indonesia is a country with the largest Muslim population in the world, so it is used by some parties to create political issues associated with religion. This research uses a descriptive qualitative method with hoax information data spread in social media. The results of this study show, religion became a political object to provoke public confidence to be easily provoked in terms of a party (political figures or political party). Religion is also used as a background in the core of hoax news disseminated to society as part of political propaganda.

Keywords – Hoax; Religious Politicization; New Media

I. INTRODUCTION

The communication network made by the community becomes easier with the help of technology. The presence of the Internet into a medium of communicating with a new style, without any limit of space and time. Only by using a set of computer tools and network connecting the internet can easily obtain information.

Communication is never separated from life in society, especially with the presence of new media that is the internet. The internet makes it easy for people to communicate, such as exchanging messages to in the process of searching messages or disseminating information. McQuail (1987: 16) describes the internet as a new electronic media device that includes several technological systems; transmission systems (via cable or satellite), miniaturization systems, storage and information retrieval systems, presentation systems, and control systems (by computers).

The existence of these technologies presents a new form of communication in cyberspace or in the cyber

world that is currently widely used especially social media. Various social media is present to facilitate the community in establishing communication and stay connected to each other without distance, including Facebook, Twitter, Instagram, YouTube, Path, and others. One of the social media that has many features and the number of users more and more is Facebook. Since its establishment in 2004, Facebook has developed rapidly.

The Association of Indonesian Internet Service Providers (APJII) found survey results in 2016 stating that the biggest reason someone accesses the internet is to obtain information. A total of 31.3 million people use the internet to get information, and then other reasons are filling free time, job affairs, socialization, education, entertainment, and doing business.

Ahead of Indonesia's presidential election in 2019, many circulated veiled political campaigns on social media. Political campaigns are not only done conventionally, but there are also parties who want to provoke by spreading the hoax. Politics becomes inseparable from the life of the community as well as for

those who want to gain an important position in government. Some supporters began to fight the war through new media by creating hoax news.

The emerging Hoax is more directed to political issues associated with religion in Indonesia. That is because of Indonesia as a country with the largest Muslim population in the world. The diversity of cultures, tribes, and religions in Indonesia is also a positive value in Indonesia. It is then used as a hoax information material for the success of a party in the political sphere in Indonesia.

II. LITERATURE REVIEW

A. HOAX INFORMATION

Hoax is defined as tricks, jokes, tricks, which refers more to false publicity. Therefore in this study selected the term information hoax. This selection is based on the basic understanding of the word hoax itself (hoax), and its form of information or messages when distributed (as objects) on the internet.

Survey results from MASTEL (Masyarakat Telematika Indonesia) in 2017 show that hoax news has several definitions. (2) Inciting news, (3) inaccurate news, (4) predictions or science fiction news, (5) news that cornered the government. The form of hoax that is often accepted by the public is in the form of writing, pictures, and video. Hoax has considerable negative impacts, including disturbing social peace, destroying community harmony, and can hamper development. The type of hoax's theme that is often accepted by the society is: (1) social politics (2) SARA (ethnicity, race, and religion), (3) food drink, (4) science and technology, (5) funeral news, (6) joke, (7) disaster, and (8) traffic.

Characteristics of information or hoax messages will continue to evolve with the times. There is also information or a semi-hoax message, especially information that is essentially true but its usefulness and value is questionable. Most hoax information dissemination begins with a good intention to pay attention or help others. However, there is a hoaxter's information that is meant for personal enjoyment when successfully deceiving others.

There is a rule of thumb in identifying hoaxes in general (Hayley, 2008):

1. The hoax has the characteristics of a chain message by including the phrase "Spread this to everyone you know, otherwise something unpleasant happens".

2. The hoax information does not include an event date and does not have verifiable time details such as "yesterday" or "written by ..."
3. The hoax information does not have an expiration date on the information warning. If there is a date, it will not give any effect. However, it creates prolonged unrest for the reader.
4. There is not certain organization as a source of information related to the message delivered. Usually just include a phrase like "According to someone who works on Google" (or other large organization).

B. ENCODING-DECODING ON COMMUNICATION PROCESS

Stuart Hall's encoding-decoding theory is one of the theories of message reception theory. This message-receiving theory was initiated by Stuart Hall from his essay entitled Encoding and Decoding in the Television Discourse. This theory emphasizes the audience or audience in receiving messages in any media. In the theory, Hall described the theoretical approach to how the message of the media was produced, disseminated, and interpreted. For Hall, all media present messages that are decoded or decoded. In this respect, Hall believes that audiences have the ability to decode messages they receive from the media on the social context, and allow the audience to change the messages through collective action (During 1999: 507-508).

This theory originated from Hall's work on media studies of television. Hall understands that the process of encoding television as an articulation of something interconnected but a different moment in a series of meanings.

Each of these moments on the circuit has an important specific application to the circuit but does not guarantee the next moment. In short, the production of meaning in television does not guarantee that it will be accepted by audiences with the desired intent. The messages on television have various meanings and can be interpreted in different ways. Audiences are believed to be individuals in the social place whose reception will be constructed through the division of cultural meanings and behaviors (Barker 2003: 326-327).

The audience has never been a passive party in receiving a message either verbal or nonverbal. The messages obtained are not taken for granted. In summary, audiences reinterpret and realize reality as they experience in everyday life. When audiences interpret the passwords

of the messages they receive (decode), they have several types of acceptance.

Some types of message reception dominant/hegemonic, negotiated, and oppositional positions, (Barker, 2003: 327). The dominant/hegemonic position is when the audience captures the full message it receives, and decodes the password just as the message is formed (encode).

The negotiated position is a combination of elements of acceptance and rejection. Audiences know the dominant message, but do not want to fully receive the message in a way that the sender (encoder) means. Audiences at some point, share message codes and generally accept the desired meaning, yet simultaneously reject and modify in the way they want based on a reflection of their experiences and interests.

In this opposition position, the audience rejects the message they receive. The rejection occurs because of the non-conformity of the messages they receive with their knowledge or experience. The social situation of audiences puts them directly into opposition positions. The experience of audiences will have an effect on him to reject the message when he encodes the hegemonic position.

C. NEW MEDIA

Yunus (2011: 5) gives an explanation of new media as a medium that is not really new. New media is defined as the development of innovations from the old media adapted to the current technology. Another notion of new media according to Terry Flew is interpreted the same as digital media described as follows:

"New media = Digital Media: "forms of media contents that combine and integrate data, text, sound, and images of all kinds; are stated in digital format; and are increasingly distributed through networks."

In the sense, Terry Flew above explains that new media is a new form of media that combines all types of data, text, sound, and images. The media is unified in digital format and evolves through a network which in this case is known as the internet.

New media is a mass media whose position is as important as print media and electronic media. His interests are believed to have capabilities in the production, reproduction, and distribution of messages. The presence

of new media by using internet becomes a new revolution in the technology field. The presence of new media also causes each country to compete in order to utilize the internet network for communication.

McQuail (2010: 141) mentions that something new is due to the elements contained in it, including (1) digitalization and convergence of all aspect of media, (2) increased interactivity and network connectivity, (3) mobility and location of sending and receiving, (4) the adaptation of publication and audience roles, (5) the appearance of diverse new forms of media gateways.

The presence of new media also creates cultural digitization opportunities, where pop culture becomes easier to consume with the existence of new internet-based media. New media audiences are a new kind of audience that replaces the types of audiences in an early perspective on audiences. This type of audience is more actively engaged in selective actions against the media to be consumed in relation to various factors such as pleasure or ease (Ruth, 2011: 53-55).

In addition, the emergence of cybers community, blogs, and mailing list became a medium in the development of communication. For example, the cyber community provides authentic, open, and democratic communication rooms. In the explanation is also closely related to the emergence of new problems of the existence of cyberspace, namely validity or honesty. New media users, especially for cyberspace perpetrators may commit or become victims of fraud or fraud in the cyberspace.

III. RESEARCH METHODS

The subject of the study is the focus of the study that has been studied. In this study, the researcher stabilized the subject of research on hoax information about religious politicization in social media. This research uses qualitative descriptive. Qualitative research is a study that intends to understand the phenomenon of what the research subjects experience in a specific, natural context and by utilizing existing methods (Moleong, 2013: 6).

In this research, the author uses the method of observation and interpretation to decode the hoaxes. This is done because the decomposition of the meaning of the message cannot be done by in-depth interview. Qualitative data analysis is an effort done by working with data, organizing data, sorting it into manageable units, and deciding what others can tell (Bogdan and Biklen in Moleong, 2013: 248).

Data analysis in qualitative research, conducted at the

time of data collection took place and after completion of data collection in certainty period. Miles and Huberman suggested that the activity in qualitative data analysis is done interactively and continuously, so the data is saturated. Activities in the analysis of the data that is data reduction, data display, and conclusion drawing / verification.

IV. RESULTS AND DISCUSSION

Political communication is the systematic study of political communication and its effects. Political communication is the transmission of certain political definitions through the use of political symbols. Muhtadi (2008: 30) explains that political communication is useful for connecting the political minds that live in society, intra-group thoughts, institutes, associations, or the political life sector of society with the government sector. Hidayat describes the most important thing that becomes the element in the communications of the communicator and communications. If associated with this research communicator refers to informant hoax messages, while the message is the content of messages from hoax information.

Hoax with the issue of religious politicization used to deliberately damage the good name of a party. Parties to be crossed out can be either political figures or political parties concerned. This is a way to conduct political persuasion to the public in a way that is not true.

The contents of messages from hoax information deliberately use religious themes. This is done because religious issues are a sensitive issue for the people of Indonesia. The diversity of tribes, cultures, and religions that have for years been peaceful in Indonesia, are now beginning to waver. Then, it is made material by hoaxers to break the unity that exist in Indonesia for the achievement of their goals.

Religious politicization can be interpreted as the use of religious issues that are linked to political issues. In summary, the hoax information that emerged was preceded by religious issues, but behind the information tucked political messages. Political messages are not always factual, but can be information that is deliberately made mistaken. In addition, hoax information for damaging good names can also be seen from an official news beheading earned to suit the hoaxer's wishes.

The hoax messages are formed not only by making incorrect information, but also reducing the original information that already exists. Thus, there is a clash of

misinformation and already spread in social media that can cause the decreasing level of public confidence in political actors. If done in the right way, political figures need to have the ability to master this phenomenon. This becomes important due to the ability of political actors in the technological era to be developed.

Therefore, the presence of social media becomes a new challenge for political actors (Anshari, 2013: 94). Social media began to be used by politicians to achieve their goal in taking public sympathy, including also including the negative effects of social media itself.

HOAX AS POLITICAL PROPAGANDA

Several findings resulted in the background of the spread of hoax messages in social media. Information hoax that often appears on the internet is information from various topics in order to fool or deceive the audience (audience). Overall the contents of the hoax information cannot be separated from the communication process that includes the displacement of rumors, hoaxes, and myths that can have a real effect on life in society (Stephen, et.al, 2005, p. 89).

The hoax information appears due to a purpose. These goals include the desire of a party to fool the public, want to find supporters for a belief that is believed, or want the audience to hate the party that hates it too. It then appears on the tendency to propagate openly. Propaganda is an attempt made communicators in delivering a message to the communicant with the aim to provide a belief or doctrine. Propaganda becomes cruel and astonishing only when the creators consciously and deliberately spread what they know as lies, or when they aim to influence what they know that their actions harm many people (Bernays, 1928, p.22).

The relationship with the hoax information is at its destination. The messages contained in the hoax information, whether in the form of opinions, solicitation, links (links) from the website, or in the form of the video show the existence of persuasion activities openly. However, such persuasion occurs with the error of information, beheading information so that it appears questionable information truth, as well as the making of news that is packaged in accordance with online news in general. Thus, the message conveyed from the communicator to the audience becomes a message of lie or hoax. The messages are also disseminated in various techniques so that the reader does not feel that the message conveyed is a hoax message.

There are seven propaganda techniques that can be done by someone or a party according to Riswandi (2009, 22-23), including name calling, glittering generally, transfer, really lies, repetition, assertion, and the appeal to authority. However, hoax information with the issue of religious politicization is not found using the seven techniques. Techniques that tend to be used are: first, name calling, labeling the names of political figures or political parties that are mocking. Second, transfers, techniques used by sending authority or things that have an honorific value into something in order to be accepted by audiences. For example the use of the cross for the pendant or the use of Kabah in the banner of a political party.

Third, repetition, which is a technique done by sending the same information repeatedly so that the audience can be affected to believe the message in the hoax. Fourthly, really lays, the technique used by creating a lie to support the belief. Among them is the creation of a blog that is packaged like a website and then the contents of the news uploaded into the form of links (links) and then disseminated through social media up. In addition, the use of sentences and the addition of images also look very made-up, not in accordance with the original form of the official news. Fifth, the appeal to authority, the propaganda technique in the hoax information that includes important figures that have names or authority, such as using the words of religious leaders to support the statement their hoaxes.

V. CONCLUSION

The conclusion of the decoding meaning of the hoax information in this study is, hoax information is used to obscure the clarity of information that exists in society by giving a lie. The lie was created to take sympathy from the community in accordance with the political objectives to be achieved. Based on the results obtained in this study, lies created with target objects are political figures or political parties. The lie was made to reduce the reputation of political figures or parties by bringing sensitive issues in Indonesia that are religious issues. This is due to the culture in Indonesia that still clings to the values of religion, so believe that the command of the religion is the right thing to live.

The existence of belief in truth in a religion is then used by hoaxers to make public lies, so the public who is indifferent to the world of politics to be willing and participate in enliven the election later.

Another key aspect behind the messages contained in

the hoax information is the use of techniques from persuasion communication. Persuasion done by using propaganda in launching political objectives in Indonesia. Propaganda is done openly and also done by using existing technology, namely through the internet or in social media. Propaganda is done openly and exploits existing technology, especially through internet or in social media. Propaganda is done on the internet as well because the people of Indonesia today more often access the information network in online media than in print or electronic media.

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