



## **The Fight Against Hoax: An Explorative Study towards Anti-Hoax Movements in Indonesia**

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### **Abstract**

False information or “hoax” related to political, economic, religious, cultural, even health issues has become a cause for concern for many people. It is feared that the massive proliferation of hoax-related issues in our public sphere, both in the media and daily interaction, will lead to conflicts if it's not handled properly. This fear has prompted some movements to fight hoax in Indonesia. The fight against hoax is conducted by many sides, both from government and non-government, in many forms. The Ministry of Communication and Informatics, the Police of Republic of Indonesia, and the Indonesian Anti-Hoax Citizens have launched a number of anti-hoax movements by publishing information considered hoax. Besides, there are also some other movements to fight hoax, such as HoaxAnalyzer by students of the Bandung Institute of Technology (ITB) and Apps application by the Islamic organization *Muhammadiyah*. On the global scale, the movement against hoax has been led by Google through Google News Lab and First Draft. The movement to fight hoax is conducted by combining technology and human's cognition to verify the information. Discussion in this research will explore some anti-hoax movements in the society. This study aims to map anti-hoax movements in Indonesia. The mapping is intended not only to explore the form of the movements and the methods they use to fight hoax, but also to see how effective the movements are to fight hoax in Indonesia.

**Keywords:** Hoax, Movement, Campaigns, Explorative study, Public Sphere

### **Abstrak**

Informasi yang tidak tepat atau hoaks berkaitan dengan isu politik, ekonomi, agama, budaya, bahkan kesehatan menyebabkan kegelisahan banyak pihak. Massifnya informasi hoaks di ruang publik kita, baik di media maupun dalam interaksi sehari-hari, dikhawatirkan akan menimbulkan konflik jika tidak ditangani dengan tepat. Keresahan inilah yang kemudian menginisiasi banyak gerakan melawan hoaks di Indonesia. Perlawanan terhadap hoaks ini dilakukan oleh berbagai pihak baik pemerintah maupun nonpemerintah dengan beragam bentuk. Kementerian Komunikasi dan Informatika, Kepolisian Republik Indonesia, Masyarakat Anti Hoax Indonesia melakukan gerakan anti hoaks dengan cara pelaporan informasi yang dianggap hoaks. Selain itu dikenal pula sejumlah gerakan melawan hoaks lainnya seperti inisiasi Hoak Analyzer oleh mahasiswa ITB dan diluncurkannya aplikasi Apps oleh Muhammadiyah. Di level global gerakan melawan hoaks ini sudah dimulai lebih dahulu oleh Google melalui Google News Lab dan First Draft. Gerakan perlawanan terhadap hoaks ini mengkombinasikan antara teknologi dengan kognisi manusia untuk melakukan verifikasi informasi. Pembahasan dalam penelitian ini menengahkan eksplorasi dari gerakan-gerakan masyarakat di Indonesia dalam melawan hoaks. Studi ini bermaksud memetakan sejauh mana gerakan perlawanan terhadap hoaks di Indonesia. Pemetaan ini tidak hanya menyorot bentuk gerakan

itu saja, namun juga memperhatikan metode yang mereka gunakan untuk melawan hoaks, sekaligus melihat sejauh mana gerakan tersebut efektif untuk melawan hoaks di Indonesia.

**Kata kunci:** Hoaks, Gerakan, Kampanye, Studi eksplorasi, Ruang publik

## Introduction

False information or hoax that has been a trending topic recently in the context of media is actually not something new. The dubbing of false or wrong information as “hoax” has probably just happened currently. However, the practice of hoax – or also widely known as “fake information” – has been happening in Indonesian media as well as other countries for centuries (Mc.Gonale, 2017; Gelbert, 2018). It means that the long history of the media all over the world has some chapters regarding hoax in many contexts.

Looking at the media development nowadays, the issues regarding hoax have become more crowded, especially with the existence of new media. Ever since the emergence of new media, information content that is leading to hoax has become more massive that is called post-truth era (Salam, 2018). The character of the new media, which has made it easier for the information to circulate, becomes like a fertile soil for hoax to be disseminated. The concerns regarding hoax are no longer only in the manipulation of information, but also in the distribution of information which contains fabrication, satire, unclear, and unverified information (Mac Dpugall, 1958; Rubin, et.al., 2015).

The dissemination of hoax itself is not centered in certain issues. It can be found in many fields or themes from the economic, social, cultural, health, until religious issues. However, the dissemination of hoax is fluctuating, depending on the society as the consumers of information. In 2016, for example, the political issue dominated the hoax in comparison to other issues. The political climate in Indonesia, that is getting warmer from the upcoming 2017 regional election, becomes the climax momentum of the hoax to be disseminated in the online media and instant messengers. This political issue is often mixed with religious issue, hence it worsens the discourse in the society. This issue becomes more crowded because it lies in the circulation of political economy of media in the arena of practical politics.

There is one interesting thing in the dynamics of hoax dissemination in our society. The more massive the hoax is highlighted in the media – particularly in the new media – the more massive the

movements to fight the hoax dissemination in the society. It indicates that as the consumers of information, the society tends to become aware of the need to filter information they obtain.

In 2016, Reuters Institute through Nic Newman had predicted that the fight against hoax will be realistically take place in 2017. In the 2017 Journalism, Media, and Technology Trends and Prediction, Newman made an analysis that the trend of fake news and partisan news in 2016 will cause some fight-back movements, both from government as the policy holder and from the society (Newman, et.al., 2016). The fight-back movement stated by Newman in his research is referring to the fact checking explosion. He stated that 2017 will be the year that puts a war against hoax in a realistic method. He predicted that founding, philanthropist, and platform will emerge, that are having concerns to do some movements in order to fight hoax and fake news.

In Indonesia, the war against hoax is initiated by the government in 2017 for real. This prediction is not falling far from what Newman has predicted before. The concern about the massive dissemination of hoax in Indonesia has triggered many people, even the President of the Republic of Indonesia, Joko Widodo (Nugroho, 2018). In an exclusive meeting on 28<sup>th</sup> October 2016, Joko Widodo had particularly discussed this topic because it is crucial to find some way out of it. The Ministry of Communication and Informatics had been appointed as the vanguard to move from top to down in order to fight hoax. It began the move with initiating the anti-hoax program in the internal bodies of the government, and then continuing it by giving supports to the non-government organizations with the same mission (Nugroho, 2017; Prayitno, 2017).

Formally, it can be stated that this momentum has become the manifestation of fight against hoax in Indonesia, because ever since the President pushed the movement against hoax, many movements have started to emerge. The Ministry of Communication and Informatics is not the only party that is concerned about this matter. There are many movements against hoax in Indonesia initiated and motored by social movements.

Based on this explanation about the anti-hoax movements in Indonesia, this paper elaborates

those movements launched by many elements of the Indonesian society. The discussion in this paper is explorative, because it is not only mapping the anti-hoax movements in Indonesia, but also exploring the form of movements they created and how far the movements are effective to fight against hoax dissemination.

### **Theoretical Framework**

False information or “hoax” is a familiar term in the recent public discussion. Even though it is not a new term, since this hoax phenomenon is not a new thing either, hoax has become a very popular term as the uprising of political climate in the media during 2014 to 2017. Conceptually, the term “hoax” itself is often used in the same context as fake news, false news, or even misinformation.

The term “hoax” in journalism has been existing ever since the birth of the journalism itself (Boyle, 2005). “Hoax” news or information can be defined as false story or source which is deliberately disseminated by the media as the truth. Patrick Boyle of the Phillip Merrill College of Journalism stated that “hoax” can emerge from two sides: (1) the journalist or the media institution, and (2) the source of news or information used by the journalist or media institution to produce “hoax” news or information. In the relation with media institution as message producer, news or information distributed in society will not be apart from the media bias, in which is affected by two main aspects: (1) media framing, and (2) media objectivity. At this stage, those two aspects are mainly affected by the political position of the media institution itself. Therefore, in the process, the objectivity owned by the media and the framing they conduct are intertwined in the series of the production of information news they produce.

Framing can be defines as a selection process towards some elements in perceiving the reality and assembling the narrative that is highlighting the relation between realities in order to support certain interpretation (Entman, 2007). Framing works to shape and change audiences’ interpretation and preference by giving the base of certain context of the reality. At this stage, it is as if the media has lost its objectivity.

Walter Dean of the Committee of Concerned Journalist explained that the concept of media objectivity has been shifting from time to time (Dean, 2017). The objectivity requires journalists to develop consistent method in looking at information and conducting transparent approach towards reality, in which the purpose is in order to prevent the

journalists’ personal and cultural bias from corrupting the accuracy of news or information they produce. At the end of 19th century, journalists prioritized more on realism than objectivity.

The idea of realism emerged when reporters are focusing more on digging the facts and explaining the data as the way it is, hence the truth will reveal by itself. However, entering the 20th century, journalists, reporters, and even editors were starting to be aware of the rise of propaganda and their role as the agent of information. At this stage, framing exists as the “middle way” between media objectivity and their awareness regarding their role and function as the agent of information. However, the problem arises when the media institution – whether deliberately or not– produces “hoax” news or information in their content, in their effort to conduct framing and defending the media objectivity.

The First Draft, which is the compilation of 17 France editorial staffs, tried to formulate how information is being dubbed as the information that cannot be trusted yet, by trying to picture The Misinformation Ecosystem (Wardle, 2017). In the ecosystem, information is divided into seven kinds of misinformation and disinformation: (1) False connection; it occurs when the news title, the presented visual, or the caption of the visual does not support or is not in accordance with the content of the information.

(2) False content; it occurs when the real content is being disseminated with false or wrong context of the information; (3) Manipulated content; it occurs when the real information is being manipulated in such a way in order to deceive; (4) Satire or parody; it occurs when there is no intention in the information to harm certain people but having the potentiality to fool the society; (5) Misleading content; it occurs when the information is deliberately used to delude the society regarding certain issues or individuals; (6) Imposter content; it occurs when the real sources are deliberately imitated in order to erase the trace of those real sources; (7) Fabricated content; it occurs when the information found is 100% a result of fabrication which is deliberately designed to deceive and danger certain people.

Claire Wardle, Research Director of The Tow Center for Digital Journalism, tried to elaborate how the misinformation and disinformation occurred in the media during the Presidential Election of the United States back in 2016. Wardle conducted the research during the campaign period. Wardle (2017)

stated that apparently, in the political context in America, fake news is not something new. During the election, Wardle identified six types of false information that emerged. First, the usage of authentic material in the wrong context. Second, the emergence of fake news sites in which the appearance is very similar to the well-known sites “brand”. Third, fake news sites. Fourth, false information. Fifth, manipulated content. Sixth, parody content.

Based on the research, Wardle tried to observe and map many possibilities that can appear from the fake news which can lead to hoax. The result of the mapping and modification is presented in this table:

**Table 1.** Miss information Matrix

	Satire	False Connection	Misleading Content	False Context	Imposter Content	Manipulated Content	Fabricated Content
Poor Journalism		✓	✓	✓			
To Parody	✓				✓		✓
To Provoke or to 'punk'					✓	✓	✓
Passion				✓			
Partisanship			✓	✓			
Profit		✓			✓		✓
Political Influence			✓	✓		✓	✓
Propaganda			✓	✓	✓	✓	✓

Source: First draft of miss information matrix

## Material and Methodology

The method used in this research aims to figure out the anti-hoax or fight-back hoax movements in Indonesia, as well as to explore the characteristic of those movements. Considering that the movement against hoax itself is plural, the method in this research is more directed towards the explorative approach to enable the researcher to have a room for combining several tools in order to obtain the data.

In the outline, the exploration towards anti-hoax movements is conducted in two ways: (1) The identification of anti-hoax movements in Indonesia. This is a grounded mapping for conducting identification towards all movements that carry the tendency to fight hoax or fake news whether it is conducted by government organization or non-government organization; (2) The mapping of anti-hoax movements according to the characteristic of the movement. The anti-hoax movements are identified by the institutional area and content. Therefore, this mapping involves relevant method to

read the map of movement in the institutional area and content.

## Result and Discussion

The anti-hoax movements in Indonesia are conducted by many sides through many kinds of program. The movement is initiated not only by the government as the policy holder, but also by the society and other elements of civil society. Generally, most of the movements are divided into two areas. First, movements are initiated by the government institution. Second, movements are initiated by the non-government institution. These movements are conducted by the government stakeholder, private institution, and civil society.

The movement conducted by the government institution to fight hoax involves either ministry or non-ministerial government institution. The government institutions that conduct the anti-hoax movements are the Ministry of Communication and Informatics (*Kementerian Komunikasi dan Informatika*), the Coordinating Ministry for Politics, Law, and Security (*Kementerian Koordinator Politik, Hukum, dan Keamanan*), the National Counterterrorism Agency (*Badan Nasional Penanggulangan Terorisme*), the Police of Republic of Indonesia (*Kepolisian Republik Indonesia*), and the Indonesian Press Council (*Dewan Pers*).

### 1. The Ministry of Communication and Informatics (*Kominfo*)

This ministry has the authority to manage the new media in Indonesia. They design some programs in order to overcome the hoax dissemination. These programs cover a wide range of issues, ranging from the policy made by the *Kominfo* as the governmental manifestation, the collaborative program with stakeholders in information technology expertise, to the program involving the civil society to take active part in the war against hoax.

First, *Kominfo* as the embodiment of the government itself should be observed from the policy they release to fight against hoax. According to the normative rule stated in the Electronic Information and Transaction (ITE) Law (Undang-Undang Informasi dan Transaksi Elektronik/UU ITE), the negative content is prohibited, particularly false or wrong content. Besides the UU ITE, *Kominfo* also issued a regulation to deal with negative content and fight against hoax. The Minister of Communication and Informatics' Regulation (Peraturan Menteri Komunikasi dan

Informatika) No. 19 of 2004 concerning the Handling of Internet Sites with Negative Content stipulates that the government will block Internet sites if they contain negative content, including websites that contain and spread hoax. The blocking is interactive, because it involves public participation; anybody who finds negative content can report it to the Kominfo. It is still possible for the blocked sites to re-open if their owners make clarifications to the government and the public. In a more tangible way, as of January 2018, Kominfo has filtered negative content in a faster way using a machine called Trust+.

Second, the latest initiative taken by Kominfo is the plan to issue digital Certificates Authority (CA), which is expected to effectively reduce the number of fake accounts. Through this program, everybody will be allowed to have only one account; hence, it is easier to detect which accounts are spreading hoax in the society. One thing that Kominfo is doing intensively to implement this program is registering phone numbers, a move which later comes under the spotlight.

Third, Kominfo has involved some institutions that share the same concerns regarding the fight against hoax. In this regard, Kominfo collaborates with Twitter in developing a system capable of responding to complaints about negative content or fake information as quickly as possible (Tirto.id, February 20 2017). Besides Twitter, Kominfo also has opened communication with Facebook, a social media platform which has the highest number of users in Indonesia. Kominfo urged Facebook to open an official branch office in Indonesia as part of efforts to prevent the dissemination of hoax which largely takes place in Facebook (Kominfo News, May 22, 2017).

Fourth, Kominfo is drafting a number of programs, either individually or jointly with other institutions to fight against hoax. One of the ongoing programs is Mudamudigital. This program is an educational program designed to raise digital literacy among youths. Mudamudigital is a place where youths can share knowledge with digital literacy experts in Indonesia. The participants of this program can share everything they face in this digital era with those experts. The main purpose of this program is to shape the Indonesian youths who have high intelligence regarding digital literacy. Hence, they will not get swayed easily by hoax information.

## **2. The Coordinating Ministry for Politics, Law, and Security (Kemenkopolkham)**

*Kemenkopolkham* is the other Ministry besides Kominfo that wages war against hoax. According to the *Kemenkopolkham*, hoax is one of the urgent problems that need urgent measures to deal with, since it has disturbed the composure atmosphere in the society. Hence, the *Kemenkopolkham* has particularly assigned the National Cyber Agency (*Badan Siber Nasional*) to team up with the State Code Institution (*Lembaga Sandi Negara*), under the command of the President himself. In performing their duties, they go with the name State Cyber and Code Agency (*Badan Siber dan Sandi Negara/BSSN*).

BSSN's operations are controlled by the Minister responsible for coordinating, synchronizing, and managing the government affairs in the fields of politics, law, and security. BSSN is the sole conductor and builder of the state's coding system to keep the safety of the government's or the state's self-clarified information. This agency is also in charge of presenting the results of coded information for the national security. The presence of BSSN tasked with guarding cyber security effectively and efficiently will be a way to thwart the dissemination of hoax information in the Indonesian cyber media.

## **3. The Police of Republic of Indonesia (Polri)**

Polri also have the interest in thwarting the spread of hoax in the cyber media. There has been the Cyber Crime Unit at Polri, which serves as the backbone of the police's efforts to fight against hoax. In addition, Polri will also form a new bureau which will be named Multimedia Bureau to stem the dissemination of hoax.

This Multimedia Bureau will be assigned to prevent the violation of law concerning online media, particularly the dissemination of hoax or false information. This bureau will later be responsible for filtering the cases of hoax. In case of violation of law, the bureau will report it to the Police's Criminal Investigation Department (*Badan Reserse Kriminal*) (CNN Indonesia, January 6th, 2017).

## **4. The National Counterterrorism Agency (BNPT)**

No less than BNPT was also moved by the spread of hoax or fake information. Moreover, the information is often related to attempts to commit terror attacks in the country and incite radical

movements that have the potential to disturb the national security. To wage a war against hoax, BNPT has launched a program called #CerdasLawanHoaks (smart in fighting against hoax). In case of worrying information particularly related to terrorism, the public can report it through the email [aduankonten@bnpt.go.id](mailto:aduankonten@bnpt.go.id) with the email subject: LAPOR SITUS RADIKAL (report the radical site) (Tempo, February 20th 2017).

### 5. Indonesian Press Council

As the media regulator, particularly the press, the Indonesian Press Council is also committed to fighting against hoax. Up till 2017, the council was still in the process of verifying press companies. The verification is a part of data collection process as set forth in the Press Law No. 40 of 1999. This process is done in accordance with the council's four rules ratified by most of the press companies' owners and leaders in the Palembang Charter, February 9th 2010. The four rules are the Journalists' Code of Ethics, the Standards of Press Company, the Standard Competence of Journalist, and the Standard of the Protection of Journalist Profession (Dewan Pers, February 7th 2017).

The press company that has passed the verification is entitled to certain barcode from the council that distinguishes it from other unverified media companies. According to the council, this method simplifies the way for the society to identify which media is considered credible (CNN Indonesia, January 9th 2017; Dewan Pers February 7th 2017), because most of hoax or fake information circulating in the society recently came from unverified media companies that flourished. The verification also involved the Association of Indonesian Journalists (PWI).

Through the media verification, the spread of hoax or fake information in the media will hopefully be lowered. The verification will assist the government and society in selecting information from media companies which have credibility. Hence, the information they publish will be more trusted. The verified media will show that they are legitimate, have credible editorial staff, and produce news in accordance with the journalistic code of ethics.

### Anti-Hoax Movements by Non-Government Institutions

Non-government institutions launched anti-hoax movements in a larger way with more varied programs. The organizations in Indonesia include

Line, Turn Back Hoax, Hoax Analyzer, and AppsMu.

#### 1. Line Today

Line has become one of the popular media social platforms among millennials nowadays. It functions not only as the medium of communication, but also as the media platform for information. The presence of Line Today as the news aggregator has made it the social media line that becomes one of the youth's main references to find information.

As the main reference of communication and information, Line has played a role in the fight against hoax in the new media. Through the Line Today feature, Line has waged a war against hoax by selecting the news and publishing all the hoaxes or fake news circulating for the whole week every Monday. The collaboration between Line and 70 media companies in Indonesia is expected to prevent the dissemination of hoax effectively, because verification can be conducted by many sides. In addition, Line also broadcasts message to all Line users with regard to the models of hoax found in the media.

#### 2. Turn Back Hoax

This movement was first initiated through the social movement and campaign against hoax. Turn Back Hoax then turned into interactive platform that accommodates the public's needs to verify information. The sites [turnbackhoax.id](http://turnbackhoax.id) is managed by the Indonesian Anti-Hoax Society (Masyarakat Anti-Hoax Indonesia/Mafindo). This organization is an official association established on 19<sup>th</sup> November 2016 under the spirit of fighting false information circulating in the society.

Some uploaded posts in this site are the archives as a result of group discussion by Forum Anti Fitnah, Hasut, dan Hoax (FAFHH). This discussion forum uses online platform to share and confirm false information or fake news in the society. Their room of discussion is held through the group page in Facebook, under the account Forum Anti Fitnah, Hasut, dan Hoax.

On the disclaimer page regarding their activity, Turn Back Hoax explained that their activity is participative by involving larger society, as follows:



**Picture 1.** The Result of Analysis by Hoax Analyzer

Source: processed from Hoax Analyzer with keywords “Daya Beli Indonesia Rendah” (Indonesia’s Purchasing Power is Low).

This site is a site that provides two things at once in order to fight hoax. First, users of the site are able to search information under the category of hoax information. In this section, any piece of information categorized as hoax provides a room for interaction where users of the site have the chance to verify the information whether it is a hoax or not. Second, they are also able to report hoax or fake information they find. Through this report, they are able to verify the level of validity of the information they find.

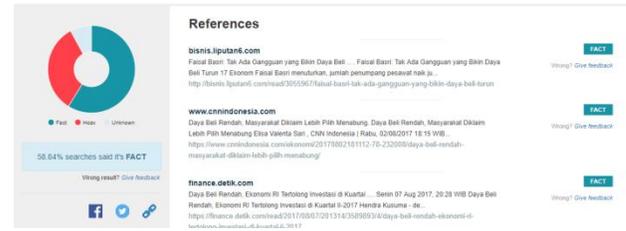
### 3. Hoax Analyzer

Students of the Bandung Institute of Technology (ITB) –through a team called Cimol– has designed a website to detect hoax or fake information, called Hoax Analyzer. This application can conduct automatic system in checking the hoax. It leads Cimol team to win the Imagine Cup, international competition held by Microsoft. Hoax Analyzer is considered the best form of technology innovation by the youth’s creation.

Hoax Analyzer is developed from the hoax detector platforms which have existed earlier. The previous similar apps still lack the report received by the forum members. Meanwhile, the Hoax Analyzer has given some breakthroughs by defining whether information is a hoax or a fact. This site differs from usual websites because Hoax Analyzer is designed using the machine learning and artificial intelligence to help the users detect information using hashtag, keywords, or even certain news sites.

The final result presented by Hoax Analyzer is the result of analysis in the form of percentage in

order to see the level of hoax of some news, as follows:



Besides presenting several pieces of factual information from several references, Hoax Analyzer also mentions some supporting references from the percentage. From here, we can see that Hoax Analyzer develops the working system to detect the hoax i by gaining data from many sources circulating in the new media and analyzing the extent to which the information is similar and is not similar. It can be said that the hoax indicators used by Hoax Analyzer are based on the data similarity to be put in keywords. At this point, there is one layer that still needs to be solved by this machine, regarding the level of hoax in the information to see if it is trustworthy or untrustworthy.

### 4. Muhammadiyah: AppsMu

Apparently, Muhammadiyah –as one of the largest Muslim organizations in Indonesia– also participates in the fight against hoax. They release an application called AppsMu, which functions as a medium of communication for intercommunity of students and youths of Muhammadiyah to fight hoax. This apps is Muhammadiyah’s response to the government’s call for social groups in the society to take active part in thwarting the dissemination of hoax or fake information. By using “application from Muhammadiyah youths for Muhammadiyah people”, AppsMu functions as a medium of hospitality as well as a medium of information for all Muhammadiyah people.

In general, the anti-hoax movements in Indonesia are summarized in the following table:

**Table 2.** Indonesia Hoax Movements

MOVEMENTS INSTITUTION	BY	THE GOVERNMENT
Ministry of Communication and Informatics	●	Negative Content Report and Blocking
	●	The release of Certificates

	Authority (CA) for verified account <ul style="list-style-type: none"> <li>● Collaboration with Twitter, Facebook, Google</li> <li>● Digital Literacy Program</li> </ul>
Ministry of Politic, Law, and Security Coordination	The establishment of <i>Badan Siber dan Sandi Nasional</i> (BSSN)
The National Agency of Terrorism Handling	Content Report for Radical Sites The program of #CerdasLawanHoax
Indonesian Press Council	Media Institution Verification by barcode
<b>MOVEMENTS BY THE NON-GOVERNMENT INSTITUTION</b>	
Indonesian Anti-Hoax Society	Movement against hoax in many regions in collaboration with Kominfo by managing <a href="http://www.turnbackhoaks.id">www.turnbackhoaks.id</a>
LINE	News selection in Line Today
Cimol Team of ITB	Hoax Analyzer in collaboration with Microsoft
Muhammadiyah	AppsMu application

researcher from various sources

Source: Processed by the

Based on the table above, we can see that the fight against hoax in Indonesia is identified into four models. First, content report. This kind of movement is conducted by Kominfo, BNPT, Cyber Crime Unit of the police, and the Indonesian Anti-Hoax Society. Second, social campaigns such as those conducted by Kominfo through the program of Mudamudigital, and by BNPT through #CerdasLawanHoax program. Third, the establishment of institution. This kind of movement is conducted by Kemenkopolkham by setting up the State Cyber and Code Agency (*Badan Siber dan Sandi Negara/BSSN*), the police by forming Multimedia Bureau, and the Press Council by verifying media institutions. Fourth, application platform which enables the society to interactively identify hoax or fake information. This kind of movement is conducted by Cimol Team of ITB through Hoax Analyzer, Muhammadiyah through AppsMu, and the Kominfo through Trust+.

**Conclusion**

The anti-hoax movements launched by many sides in Indonesia are mostly still formal and have yet to touch the roots of the problems. The fight against hoax, which takes place in other countries than Indonesia is actually a collaborative work which cannot be done by only one or two institutions. Given the various activities and programs initiated by many

institutions, ideally, they should complement each other and encourage participation from many other sides.

The idea of fighting against hoax by adapting to the collaborative system has actually been realized by the Indonesian Anti-Hoax Society through the Turn Back Hoax program. Everyone has an equal chance to select and identify the information considered hoax or fake. The fake information can be reported through the site of Turn Back Hoax to get it verified through co-check. However, this method still has some shortcomings. First, citizens’ participation is limited to give report and comment. Second, there is unclear indicator of how far the information is categorized as fake, lie, false, or even hoax. Third, the “catch and release” system as the applied system is similar to Kominfo’s negative content report and blocking program which still have unclear benchmarks. At this point, it is important to formulate explicit indicators of hoax. The thing is that hoax cannot be seen as terminology that can be defined offhandedly.

In the conceptual field, hoax lies in the middle of issues regarding information objectivity and information framing. Information is classified as a hoax not merely because the information is considered fake or false. Sometimes, hoax appears also because of the framing by the media in order to highlight certain aspects from that information.

Therefore, it is crucial for everyone to see this issue of hoax in this context of media studies in a clearer way. It is not only about differentiating which is hoax and which is not, but it is more about identifying how far hoax occurs in the information.

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