FAKE NEWS: IS IT THE FAULT OF SOCIAL MEDIA?

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Abstract: In recent years, human are living in a post-truth society where it is extremely difficult to correct falsehoods that have been passed so fastly and indiscriminately through the net. The proliferation fake news in social media increases significantly because of the popularity of social media. It is possible for annonymous user to spread defamations and inacurate stories as quickly and easily as the truth. Fake data appear very real as the original. In Indonesia, an immense number of fake news increases dramatically toward election period, either the president or governor election. Drawing on audience data, archives of fact-checking websites, literature review, and results from a new online survey, we find: fake news proliferated and spread quickly because most of the mainstream media have lost their credibility. People have started to understand that what is presented in the mainstream media is influenced by the political ideology of the media owners. People are starting to look for alternative news sources. This created a vacuum, which allows for almost everyone to make up story and spread it through social media. Nevertheless, social media is not the only one to be blamed, there are several other factors that influence this situation. The objective of this paper is to describe the technological, economical, sociological, political and cultural context which were boosting the increase of fake news today.

Keywords: Fake News, Social Media, Mainstream Media, Proliferate News, Spreading News

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Introduction

The epidemic of fake information, particularly in social media, has seized the attention of the world, including Indonesia. The rapid development of smart phones makes the public more easily access a variety of information and news just in the palm of the hand. The false information spread easily, which for some people it is believed to be the truth. This situation create a post-truth era.

We are living in a post-truth society where it is extraordinarily difficult to correct falsehoods passed on so swifttly and indiscriminately through the net (Greenslade, 2016, November 23).

"Post-truth" [1] as "relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief ". In the post-truth era, borders blur between truth and lies, honesty and dishonesty, fiction and nonfiction. Deceiving others becomes a challenge, a game, and ultimately a habit (Ralph Keyes). The proliferation of fake news in social media increase significantly because of the popularity of social media. It is possible for anonym user to spread defamations and inacurate stories as quickly and easily as the truth. Fake data appear very real as the original. In Indonesia, an immense number of fake news increase dramatically toward election period, either the president or governor election.

These conditions endanger the unity of the Indonesian people who have diverse ethnic and cultural. The aim of this research is to determine the circumstances that affect the production and dissemination of fake news. This study will give more details on factors such as technological, economical, sociological, political and cultural on that situation. By doing so the government, various parties and communities together can take appropriate measures to suppress the dissemination of fake news.

Fake news proliferated and spread quickly because most of the mainstream media has lost their credibility. The expert of communication and popular culture Idi Subandy Ibrahim viewed hoax as a counter to the performance of the mainstream media are soluble commercialism and getting left side of idealism (Kompas, February 8, 2017). People have started to understand that what is presented in the mainstream media is influenced by the political ideology of the media owners. As mentioned by Mathew Kieran (1997), news is not formed in a vacuum. News is produced from the dominant ideology. Drawing on audience data, archives of fact-checking websites, literature review, results from a new online survey, and depth interview, we found some facts that affect the production and the spread of fake news in Indonesia.

Results and Discussion

A. Technological context

The latest survey of APJI[2], Internet Service User Association revealed a significant increase on the penetration of intenet users in Indonesia. In 2016, Internet users in Indonesia reached 132.7 million, or as much as 51.8%, of the total population of Indonesia which amounted to 256.2 million people. This number increased by 16.9% from 2014 ago, with internet penetration as much as 88.1 million of a total population of 252.4 million people. The increase of quantity of Internet users have become reasonable in the view of the development of digital technology is faster (http: // ilkom.fis.uny.ac.id/).

The emergence of the smartphone or mobile technology enables every individual to freely access, retrieve and share any content on the Internet. This was in line with the data further noted that as many as 47.6% of the users use the mobile phone to access the internet. The number only has a difference of as much as 3.1% of the device that dominates, namely the use of mobile phone and a computer that has a percentage of 50.7%. These data show that the mobile phone or smartphone into a device that is most commonly used to access the internet.

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1 Oxford English Dictionary**,** Oxford University Press defines "post-truth" as "relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief."

[2] APJI : Asosiasi Pengguna Jasa Internet (Internet Service User Association)

Mobile phone does have its own advantages compared to other devices such as a home computer or notebook. Smartphone is convergent media device.

By using one of these devices we are able to do various activities such as calls, send messages, listen to the radio, watch television, play games and access the internet. According to the shape, it is very practical carried and transported anywhere.

Furthermore, the Internet as a form of new media provides a very broad opportunity for each individual user to consume and produce content . As many as 129.2 million or 97.4% of total Internet users in Indonesia access social media content. These numbers show that the interest of the Indonesian people to use social media is very high. Instagram and Facebook more frequently visited by netizen with a percentage of 15% to 54% respectively.

B. Economical context

In a capitalist system, people do anything to achieve the greatest possible profit with the smallest capital. Business news website hoax considered beneficial and do not need huge capital and operational costs. This is why this business is so attracted many people. The average income can reach IDR 600 million - 700 million / year. The numbers are very tempting in difficult economic conditions like today.

MAFINDO (Masyarakat Anti Fitnah Indonesia[3]) identify there are about 20 sites spreaders of fake news are still operating. One of the goal to create Fake news sites is making money. According to Saptiaji Eko Nugroho, the initiator of MAFINDO as quoted Katadata[4], with Rp13.300 per US dollar exchange rate, a hoax news value could reach Rp1,33 million. Its value may increase if the news was viral. In one year, sites like the income can reach nearly a billion rupiah a year (Katadata, December 15, 2016)

Jonah Berger, a professor of marketing at the University of Pennsylvania that specializes in a matter of word of mouth and social influence detection said that content options affect the rapid spread of information. Berger studied four types of content payload; angry, humor, sadness, and joy. When we are angry, people tend to shout (Berger, 2013). Not surprisingly, the content that enrages easily spread from the content provoke another response. Enrages content is processed for other needs. The most obvious motive is economic.

In the social media age word-of-mouth can travel very fast. The scale, speed and real-time nature of the social Web and the increased possibilities for people to share and express themselves play a crucial role. This situation is encouraging people to do business in this area, with a small capital to get a very big benefit.

C. Sosiological context

Sociologist UGM (Universitas Gadjah Mada), Derajad S. Widhyharto uncover the reasons some people spread the word hoax. During this time we are accustomed to formal normative situation in which the identity of an opinion is needed, but when it appears online media, we can disseminate information without giving identity or using false identity.

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[3] Mafindo : Masyarakat Anti Fitnah Indonesia (Community Anti Defamation Indonesia)

[4] KATADATA is an online media company and research in economics and business. Established on April 1, 2012 in Jakarta, this company provides news, information, data, and results in depth research for the benefit of business leaders and policy makers, but packaged in a straightforward and attractive public to be easily understood.

The majority of people do not realize that there are penalties when disseminating information that can not be accounted for it. In Indonesia there are ITE Law. According to Derajad, there are two groups of people who often produce fake issues The first are those that exciting to the new technology. They are excited in creating the issue. As we know that this nation before their reforms have limitations in expressing opinions and democracy. Since the reformation, the society seemed to get fresh air to express their aspirations and their opinions freely which were related to government or whatever. Many people can express their aspirations through social media. However, the number of people who actually went too far in expressing their aspirations without regard to ethics and norms in the opinion

Secondly, well educated people, whice were used their knowledge and deliberate it for specific purposes. They are able to produce a new information which incidentally is not clear, and is not supported by the data (news.detik.com). Usually they create fake news because of political or economical motif.

D. Political context

The fact that must be known and understood is the presence of social media in an open political system of Indonesia brings the consequences of making social media present as a battle space of various actors by bringing various interests. In this context, social media is like a 'boxing ring' in which all elements of society are no longer spectators, but allow them to fight in the ring. Finally, it is hard to avoid the noise in social media.

Social media shifts the face of social media as a medium of vent and social interaction event in its first appeared into a space that presents various battles from a complex actor. The complexity of actors involved in social media is increasing significantly when dealing with the situation or political momentum, because the actors involved are not only ordinary people, but also various interest groups; political parties, political elites, mass organizations, business people and so forth.

It must be admitted, like it or not, lately political issues triggered the rise of confrontation in social media such as hate speech, blasphemy, and so forth in the country. Political expression, blasphemy, mutual defending political choice and degrading other choices initially in the real world, are now shifting to cyberspace. No wonder then the intensity of fake news and hoax news in social media is so viral in social media. The actors and victims of hoax spreaders are no longer single, but more complex. Actor spreader hoax was not only spread criminals, many also done by those who just plain, attacked politically charged, voiced his heart, or just looking for sensation.

E. Cultural context

Generally, Indonesian society today glad to share information. Coupled with the development of digital technology penetration to various circles, the circulation of information becomes increasingly difficult to stop. The advance of information technology leads to change the culture and customs of the people, including the way society spread news or information

Chairman of the Indonesian Society Anti Hoax Septiaji Eko Nugroho expressed that the cause may be related to the use of technology that is not accompanied by a critical look at the issue of culture. His speech in public declarations Anti Hoax in Jakarta on Sunday, 2017,

January 8th, Indonesia was among the top five smartphone users in the world, but the level of literacy is second-bottom after Botswana in Africa

Septiaji refers to research World's Most Literate Nation published mid last year. Of the 61 countries that were included in the study, Indonesia indeed ranks 60th interest in reading about people.

Table 1. Top 20 Countries With
The Highest Number of Internet Users

		Top 20 Countries with Highest Number Of Internet Users - June 30, 2016				
#	Country or Region	Population, 2016 Est.	Internet Users 30 June 2016	Internet Penetration	Growth (*) 2000 - 2016	Facebook 30 June 2016
1	China	**1,378,561,591**	721,434,547	52.3 %	3,106.4 %	1,800,000
2	India	**1,266,883,598**	462,124,989	36.5 %	9,142.5 %	157,000, 000
3	United States	**323,995,528**	286,942,362	88.6 %	200.9 %	201,000,000
4	Brazil	**206,050,242**	139,111,185	67.5 %	2,682.2 %	111,000,000
5	Indonesia	**258,316,051**	132,700,000	51.4 %	6,535.0 %	88,000,000
6	Japan	**126,464,583**	115,111,595	91.0 %	144.5 %	26,000,000
7	Russia	**146,358,055**	103,147,691	70.5 %	3,227.3 %	12,000,000
8	Nigeria	**186,879,760**	97,210,000	52.0 %	48,505.0 %	16,000,000
9	Germany	**80,722,792**	71,727,551	88.9 %	198.9 %	31,000,000
10	Mexico	**123,166,749**	69,000,000	56.0 %	2,443.9 %	69,000,000
11	Bangladesh	**162,855,651**	63,290,000	38.9 %	63,190.0 %	21,000,000
12	United Kingdom	**64,430,428**	60,273,385	93.5 %	291.4 %	39,000,000
13	Iran	**82,801,633**	56,700,000	68.5 %	22,580.0 %	17,200,000
14	France	**66,836,154**	55,860,330	83.6 %	557.2 %	33,000,000
15	Philippines	**102,624,209**	54,000,000	52.6 %	2,600.0 %	54,000,000
16	Vietnam	**95,261,021**	49,063,762	51.5 %	24,431.9 %	40,000,000
17	Turkey	**80,274,604**	46,196,720	57.5 %	2,209.8 %	46,000,000
18	South Korea	**49,180,776**	45,314,248	92.1 %	138.0 %	17,000,000
19	Thailand	**68,200,824**	41,000,000	60.1 %	1,682.6 %	41,000,000
20	Italy	**62,007,540**	39,211,518	63.2 %	197.1 %	30,000,000

TOP 20 Countries	4,931,871,789	2,709,419,883	54.9 %	903.7 %	1,051,000,000
Rest of the World	2,408,287,703	966,404,930	40.1 %	961.4 %	628,433,530
Total World Users	7,340,159,492	3,675,824,813	50.1 %	918.3 %	1,679,433,530

NOTES: (1) Top 20 Internet User Statistics were updated for June 30, 2016. (2) Growth percentage represents the increase in the number of Internet users between the years 2000 and 2016. (3) The most recent user information comes from data published by Facebook, International Telecommunications Union, official country telecom reports, and other trustworthy research sources. (4) Data from this site may be cited, giving the due credit and establishing a link back to www.internetworldstats.com. Copyright © 2016, Miniwatts Marketing Group. All rights reserved worldwide.

Table 2. World's Most Literate Nations Ranked
For Release: March 9, 2016

Country	Rank	Country	Rank	Country	Rank
Finland	1	Malta	21	Romania	41
Norway	2	South Korea	22	Portugal	42
Iceland	3	Czech Republic	23	Brazil	43
Denmark	4	Ireland	24	Croatia	44
Sweden	5	Italy	25	Qatar	45
Switzerland	6	Austria	26	Costa Rica	46
United States	7	Russia	27	Argentina	47
Germany	8	Slovenia	28	Mauritius	48
Latvia	9	Hungary	29	Serbia	49
Netherlands	10	Slovak Republic	30	Turkey	50
Canada	11	Lithuania	31	Georgia	51
France	12	Japan	32	Tunisia	52
Luxembourg	13	Cyprus	33	Malaysia	53
Estonia	14	Bulgaria	34	Albania	54
New Zealand	15	Spain	35	Panama	55
Australia	16	Singapore	36	South Africa	56
United Kingdom	17	Chile	37	Colombia	57
Belgium	18	Mexico	38	Morocco	58
Israel	19	China	39	Thailand	59
Poland	20	Greece	40	Indonesia	60
				Botswana	61

Sorce : A companion book, *World Literacy: How Countries Rank and Why It Matters* (Routledge, 2016) by John W. Miller and Michael C. McKenna

In an era when society find difficulty to distinguish true and false information, the most important thing is to improve media literacy and literacy of social media. Therefore, fake news dissemination can also be done by those who are educated. The results from the dept

interview reveal that mobile phone users, when there is the news via Twitter, Facebook, WhatsApp, they usually read only the title and then propagated. This is a fact and become an interesting character that has never happened before. In addition, the habits to share information as quickly as they can, encourage the patterns of people's reading also changed.

According to Nukman Luthfie[5], low literacy communities affected by many factors, one of them is the tendency to only read the title without seeing, let alone understand the content of the news. In the statistics of an institution, nearly 40% of the content in social media never been opened (Kabar 24.com, 2016, December 16)

In fact, most of the content hoax was certainly bombastic title, while it was not nothing. This fact was one forerunner hoax. Nukman Luthfie said that The harm is when the titles were not true, it continues to spread, and the person receiving agreed to continue to spread again. We can imagine how big the impact of these hoax.

Online news readers tend to read quickly. This is supported by online news format. The most Portal's news read by the netizen is the portal which is consist of a few paragraphs, and even tend to be incomplete presentation in the news. To obtain complete information, the reader is forced to read more than one word.

Professor of Communication Science University of Padjadjaran, Bandung, Deddy Mulyana, mentioned the original character of the people of Indonesia are not accustomed to disagree. An unhealthy democracy is the primary factor that led to the false information (hoax) spread in Indonesia easily. Indonesian people love to gather and tell stories. Unfortunately, what was said is not necessarily true. Because the culture of collectivism is not accompanied with the ability to process data (Kompas, February 8, 2017 : 1) According to Deddy, most people are not used to record and store data so frequently spoke without data. On the other hand, the people prefer to discuss aspects related to violence, sensuality, drama, intrigue and mystery. Politics is a field that has these aspects. No wonder that fake news often occurs in political themes. Especially when a power struggle that knockdown as the local elections.

Most of people in Indonesia do not have a hobby of reading a book, and suddenly they pestered with the flood of information in the digital realm. Because of its very nature likes to talk, then the information received easily and then distributed again without verification.

Conclusion

Social media is not the one to be blamed. There are other factors that encourage the fake news increase significantly. From the findings of this research, the government and the community clearly understand the characteristics of the hoax dafamation, and they can jointly to suppress the spread of fake news and adopt the appropriate steps. Moreover, discussions about fake news has led to a new focus on media literacy more broadly. The goverment and the society realize that living in a post-truth era need some action to educate and advocate for critical thinking, a crucial skill when navigating the information society. There are some suggested steps to the community when they get the information and before they spread it. Firstly, they should consider the source and check the author, are they credible? and then check the date because reposting old news stories does not mean they are relevant to current events. The next step is check for the biases, they should be considered if their own beliefs

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[5] Observers of Social Media and Information Technology

could affect their judgement. Furthermore, they should read beyond. It is jeopardize if they read only the title, because the headlines sometimes outrageous in an effort to get clicks. They should read the whole story and click supporting sources. Check again to make sure, because it might be satire. The final step is ask to the expert. The more we crowdsource our wisdom, the wiser the world becomes.

Suggestions for further research to look at the spread of this fake news from the psychological side of the fake news spreader. What drives their motives in producing and spreading it. What makes them so believing in the truth of the news and confident in spreading it.

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