

## Behavior Facing Hoaxes among Housewives

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### ARTICLE INFO

*Keywords:* Hoax,  
Communication, Message  
Construction

*Received :* 05, July

*Revised :* 10, August

*Accepted:* 15, September

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### ABSTRACT

Hoaxes are an integral part of free communication today, especially in every field. Hoaxes have an impact on society and harm society, therefore they contain legal consequences. Housewives are objects that have a major impact on hoax information. So this study aims to see how the behavior of dealing with hoaxes experienced by housewives can be prevented by them. The research method is carried out with qualitative techniques by building a verstehen conception that occurs in every moment that learning can take. The analysis is done by building a story construction and drawing in a generalization of the discussion. The results of this study show that housewives have strong resistance to the support of institutions that protect the construction opinion information generated. This is supported by the support of the recitation community, community leaders, religion, and customs as well as household leaders.

## **INTRODUCTION**

The information circulating today is very high in intensity so it requires the utilization of information peace funds. This has an impact on people who receive information whether the information is garbage or a hoax and whether the information is valuable. The ability to receive information will be directly proportional to the individual's ability and individual interest in perceiving information. Digital literacy research on housewives shows a literacy rate of less than 60% of the information skills received (Solihah & Yasir, 2022). This makes the perception received more varied.

References from previous research are more likely to state that the literacy used by the community must be those who are active and have the ability to use the media. This study is known as the use and gratification study. This study shows that only those who are active in the media have the ability to use information (Fitriyani & Mukhlis, 2021). A statement (Fauzi & Marhamah, 2017) states that hoaxes will be prevented the ability to sort out information obtained from various sources. Novianti & Fatonah (2018) in research shows that housewives are pillars of the family and these pillars influence the generation that is equipped to grow well. Housewives are able to become agents of socialization in the environment where they are active. The development of digital literacy is currently reconstructed into several stages, namely use-understand-create (Novianti & Fatonah, 2018). These three abilities must produce a manipulative product in producing the resulting message.

Tips that overcoming hoaxes themselves are divided into five ways, namely applying caution to aggressive information, being careful in messages and information, always confirming, and sharing information with neighbors and communities for the truth of information (Yunita, 2017). Several things can be done in receiving news, namely by developing curiosity and not sharing it with anyone, always being careful of provocative news and always confirming the authenticity of circulating site addresses, and coordinating with related institutions regarding adverse news (Kolaknangka, 2021). Preventive behavior is needed in controlling and dealing with hoax news so the ability to build vigilance in receiving information is needed. This awareness of receiving hoax information is needed in receiving and evaluating news so that it is able to produce by issuing information that can be forwarded or not (Panggabean, 2020). This awareness includes the content of the news, as well as the consequences of receiving the news and packaging the news back so that it becomes a matter of discussion.

The losses caused by the lack of face-to-face have an impact on the communication system in society by not looking at context, time, face, motives, and hidden impacts (Berger & Chafee, 2010). Media literacy will be more alive if the implementation of the Gethuk Titular (Worm of Mouth) which is based on socialization (Novianti & Fatonah, 2018). Housewives are able to contribute greatly to communication activities in hoax prevention both as usage, understanding, create. Housewives are able to play an important role in communication in forming new information through new agents through the

communities that live in their neighborhoods. So that it has a positive impact on the environment itself and its personality.

On the other hand, the rules of communication are regulated by the state, especially regarding these hoaxes in the articles of the Criminal Code and the ITE Law with the consequences of imprisonment and compensation in the context of false news that results in misinformation, misinformation and losses to consumers and transactions. Hoaxes are defined as fake news and fake news. This news is vulnerable to social media users. The hoax itself has sensational and provocative information. Therefore media users and recipients of information must have the ability to filter information. This study emphasizes how the behavior of dealing with hoaxes among housewives. The purpose of this study itself analyzes the behavior of housewives in minimizing hoaxes in life in the village.

## **THEORETICAL REVIEW**

Hoaxes are always related to internet users or media. Hoaxes cannot be verified for the truth of what happened. Hoaxes have an impact on worry by triggering disturbing emotions or manipulating them (Assiroj, Hidayanto, Prabowo, & Warnars, 2018). The purpose of hoaxes themselves is to portray something that is inverse to the actual facts and distort stories that harm others. The consequences of hoaxes themselves are disinformation, image degradation, and mutual distrust between individuals, institutions, and governments. Hoaxes work using a group structure that works using networks attached to each agent in disseminating information (Tchakountéa, Calvin, Ari, & Mbogne, 2022). The anti-hoax approach itself includes (1) analysis of news by adjusting to facts, (2) looking at the characteristics of hoaxes in terms of features and vulnerabilities, (3) seeing their spread and detecting (Zubiaga, Aker, Bontcheva, Liakata, & Procter, 2018; Shu, Sliva, Wang, Tang, & Liu, 2017).

Hoaxes are also known as fake news that is created to deceive readers and mislead them through access to media such as blogs, newspaper sites, and social media and delivered through direct talk in the real world. Social media penetration has an 83% impact on millennials. Content in the media spreads quickly and has a great risk of misinformation that cannot be ignored. This requires the credibility of information needed in conveying messages and contexts in consuming information (Nayogaa, Adipradanaa, Suryadia, & Suhartonoa, 2021).

False information that is believed to be true is called misinformation developed for a specific purpose. Misinformation shared with audiences is known as disinformation (Habermas, 1998; Tandoc, Lim, & Ling, 2018). Hoaxes will circulate from social media with repeated information four times the same information each day. This is due to the attractiveness of the message being disseminated as well as direct strategies and scientific/logical discourse (Castro, Climent, & Poudereux, 2021). The results of research in Korea show that social media deception can activate trust in individuals so that it has an impact on knowledge and ethics of its distribution (Park & Rim, 2019). Things

that can be done in hoax prevention according to some experts are to provide factual knowledge and develop literacy. The scientific reasoning developed is adjusted to knowledge and literacy and information adapted to people's habits.

## **METHODOLOGY**

The research was conducted qualitatively by answering research questions on how to deal with housewife hoaxes. Data was extracted with an interview approach and literature study (Creswell, 2014) by building the construction of agents that influence information filters and what types of information and media build hoax message reporting. This research is processed by grouping data and taking themes that can be used as discussions that are studied according to the data obtained followed by conclusions. Data was taken from ustad who teach, rw, village and community leaders. This research was conducted in Sukaharja Village, Cijeruk District. The research was conducted in August 2023 by conducting discussions with parties who have the ability to build information construction for research data.

## **RESULTS & DISCUSSION**

### ***Housewife Communication***

Housewives have dual communication between themselves as individuals and as parents and as a society within one social system. Communication of mothers as parents is the result of family construction that burdens her as part of the main role. From the results of research (Indrawati, 2015) that the role of mothers has a 10% role in the socioeconomic success of the family, which means that the role of mothers as a central bridge between mothers and other social systems that are able to foster down-to-earth interactions in family life. A person's socio-economy will be balanced with the presence of family intensity that functions to provide a good balance of interpersonal relationships so that comfort and openness can be well established (Santrock, 2007). Communication Housewives have the value of closeness to the community directly with family functions that have a strong role in forming a buffer and filtering information.

The role of the mother has the function of protecting, buffering, transferring knowledge, and confirmation, as well as connecting, forming comfort and confidence. A housewife is able to improve communication intelligence. There is a tendency that a mother's ability contributes to the family in decision-making. The mother's ability is also built by the mother's free time, educational degrees, and kinship networks (Alfons, Goni, & Pongoh, 2017). Santrock (2007) states that socioeconomic status in housewives is distinguished from active housewives and inactive housewives caused by work, education, and, the economic level of a mother. Communication in the family has an important role and function. Moreover, mothers have interpersonal bonds with each family member.

Communication of housewives in anticipating hoaxes has a role in supervision in explaining the conditions that occur. This is inseparable from the

support of parties who play a role in the family organization. In the case of housewives, housewives have a dual role as the human person itself and as part of the subordination of the father or husband. Mothers have a significant role in protecting children against information exposed by the family. The role of the husband has more of a role as part of the patrilineal cultural system where the role of the husband determines the decisions that occur in the family. Ladders in the family are held by the husband as part of the Eastern Cultural System (Mulyadi, 2009).

The development of social media provides an alternative way for housewives to fill their time to play or socialize with other netizens. Not all housewives understand using and especially have these tools. The majority of housewives who are older adults do not have these tools. However, housewives who are young adults in housewives in generations x and y already have and understand the use of social media. From this interaction, hoax messages arise. Hoaxes that are exposed have consequences that are not directly detrimental to housewives, are only informational, and will continue to be confirmed from activities when taking children to school, waiting for administration in the village, telling stories when participating in village activities, or other similar social gathering activities. More basic mastery of communication in the household is held by the husband by giving access and rights to mobile phone ownership. But with some rules, the decision remains in the hands of the husband regarding the dignity and security of the family. So, communication on the use of social media in the use of housewives only conveys messages to family members and neighbors and plays and eliminates the boredom of daily life.

### ***The Role of Religious, Community, and Indigenous Leaders***

The role of religious, community and indigenous leaders contributes to providing clarity to information. This capability provides validation in the flow of information. Many benefits of information received in the role of each of these village figures. In the existing data, it shows that religious, community, and, traditional leaders provide enlightenment that functions as information that is understanding. This is able to provide clear interpretations of various meanings. In terms of covid cases, it provides clarity and helps the government to take the middle ground to help government policies for Social Restrictions and Restrictions on Community Activities. This provides good closeness to the government and community leaders in the village (Rahmawanto, 2016). Religious figures provide understanding from the perspective of religious sharia where the majority of people are Muslims. Indigenous leaders provide perspectives on local culture and belief values, and community leaders provide an overview of socioeconomic, cultural, and health impacts on the community itself.

The development of this understanding will be built from the perspective of socialization through village government policies through village meetings regulated by central and regional government instruction letters. This

is adjusted to the activities of community activities in the village itself (Abrella & Kusumadinata, 2022; Kusumadinata, Maulida, & Sumah, 2022).

Figures in information in society contribute to changing and determining perceptions of the community. Characters are able to provide understanding in moments that are formal, informal, and informal. This activity can be carried out at village events such as *Seren Tahun*, village competition events, khatam Quran events, recitation events, earth alms events, and events that are able to support community activities. The information spread is confirmed through the customary and cultural systems as well as the social information system of the community itself.

Some character experiences state that the information provided to housewives will have been confirmed through daily activities even though social media that is currently circulating face-to-face communication is directly functioning optimally. Communication that occurs today mostly uses social media as part of the effectiveness of messages. In village life, message effectiveness occurs when individuals meet and greet each other with words and faces that support the message. This activity is strengthened by community leaders who are involved in delivering the desired message. Message confirmation will be repeated by the character when delivering remarks every time he starts the introduction to the event to cause firmness of the message for the activities that take place.

### ***The Role of the Recitation Community***

The recitation community that is often attended by mothers every Friday and every day of the big day celebration is a routine agenda containing lectures, prayers, and social gathering activities. This activity enables mothers to raise their religious abilities knowledgeably and spiritually closer to the Almighty. The role of the recitation community is able to suppress subversive and prophetic information. This happened after being validated by various circles and the study participants were able to build a new message construction that was mutually agreed upon. In addition, the mothers' study community is able to provide spiritual enthusiasm in every activity of programs built together (Utami & Safei, 2020). On the other hand, the community is able to provide empowerment to the community in the economic sector to alleviate inequality in poverty and, welfare (Tamim, 2011).

The role of the recitation community in the field of hoaxes itself provides validation capabilities. The resulting information provides mutual identification and discussion is brought in discussions within the congregation. This is a weighing of the advantages and weaknesses as well as the truth and side of the error caused by the impact that occurs. The other side provides added value where the construction of messages owned by housewives is able to provide strong value to messages that have been processed in society. Housewives' closeness to recitation for villages in the Bogor area has a strong community where recitation activities have become part of the tradition of the religious nuances of Bogor society (Yuanda, Wahidin, & Maulida, 2020).

The community of recitation has a meaningful role in the primary communication media. This concerns interactions that serve to unite the noble purpose of mothers getting closer to the spiritual. In addition, it provides moral support to fix information that fails to understand or misunderstands. This ability occurs if in recitation communication there is a two-way communication or multi-communication interaction. Generally, a closer explanation will be given to the Ustad/Ustadzah who provides understanding and understanding to the mothers of recitation.

## **CONCLUSIONS AND RECOMMENDATIONS**

Communication activities in anticipating hoaxes among housewives have little vulnerability. This is due to the retention of news that has filtering in the formation of the message obtained. The creation of messages that are processed and produced has a positive value to the community and the environment. The ability of housewives to communicate in the family contributes greatly to the message conveyed in the family supervised by the head of the family. Therefore, the ability to face hoaxes of housewives has fairly good ability which is supported by the recitation community, community leaders, religion, and customs and accompanied by the husband as the head of the family.

Therefore, it is necessary to strengthen communication in the family to be open to each other and communication between residents to maintain rural nuances that maintain mutual tolerance between others. As well as support for customary values and support for the steadfastness of government rules that have been mutually agreed.

## **FURTHER STUDY**

This research should be studied further with the approach of Indonesian communication system theory with quantitative and qualitative methods. So that it will be seen numerical Significance to the communication that occurs among housewives.

## **ACKNOWLEDGMENT**

The author wishes the 2023 Thematic KKN activities at Djuanda University so that they can produce this scientific paper. To the Dean of FISIPKOM, Djuanda University. To the Head of Sukaharja Village and the people of Sukaharja who have provided information in the form of discussions. The author appreciates the information provided so that this manuscript can be published.

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