



## The Phenomenon of Post Truth Political Campaigns on Facebook Social Media

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### ABSTRACT

Social media has become an electronic media for its users as a forum to express opinions and express ideas, so that it can present popular news, trending topics and can even be used by users to report fake news. Especially Facebook social media. Social media with different types of groups with positive comments and negative comments. Taking into account the many phenomena of fake news and post truth on social media, the researcher in this study studied political issues, more precisely during the campaign period. This study uses a qualitative descriptive method. The research method was carried out to obtain an overview of the application of the post truth phenomenon through Facebook social media as a media of information about post truth. The phenomenon of Post Truth in political campaigns on Facebook social media has a significant impact on the spread of false or inaccurate information, influence on voters' political opinions and attitudes, and voter participation in the political process. The spread of misinformation is a major challenge in political campaigns on Facebook. Fake news, false claims, and data manipulation often spread quickly and get more attention than honest content. The conclusion shows the need for coordinated action from various parties to address the Post Truth Phenomenon in political campaigns on Facebook social media. Facing the phenomenon of Post Truth in political campaigns on Facebook social media is a complex challenge, but coordinated measures and sustainable solutions will help maintain the integrity of democracy and social media.

## INTRODUCTION

The media provides freedom of expression or a place to express the opinions of social media users (Penelitian, Ilmu, and Idgitaf 2024). However, behind all these freedoms, there are still regulations that must be considered and maintain ethics in using social media. So, social media users must be able to respond well to every thing they get, so as not to get caught up in information that can harm themselves.

The development of information technology followed by the development of social media in the midst of society has made the view or paradigm of communication change. Social media, in this case, takes over the social reality of the community which can give rise to new conflicts or social problems.

Trendy topics often discuss sensitive topics, such as those that are used in political campaigns. A news or issue that can provoke a response or someone's involvement in getting a pro or con response. Political issues can make many social media users to pour out their pros and cons, so that it can result in mutual retaliation through social media which leads to debates, competing to make a new issue, even making issues that are not true and reporting false news, so that truth and lies become almost the same thing that can result in post truth occurring (Wahyuni 2018).

Facebook is a social media with different types of groups with positive comments and negative comments. Facebook users join groups to get information and discussions specific to specific topics. Usually groups have certain rules set by administrators. Administrators ensure that the information or content shared is in the interest of the group (Nasrullah 2015).

Considering the many phenomena of fake news and post truth on social media, the researcher in this study seeks to examine in terms of political issues, more precisely during the campaign period. Where many social media users are involved in the phenomenon of post truth and political campaigns on social media. Researchers will further look at certain characteristics in the phenomenon of post truth on social media. Whether there are characteristics that can be known or not.

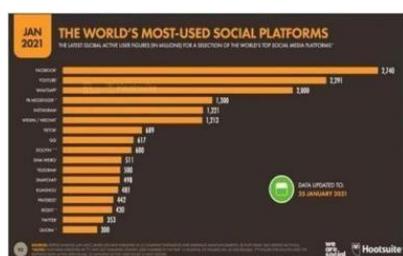


Figure 1. Diagram

The diagram shows how the use of mass media has the highest place in the use of the internet lifestyle, one of which is facebook. One of the things that can be used in the media to communicate with each other remotely, we can do it through a medium called Facebook. One of them is on the account: Political Group or Public Group created on November 4, 2018 which has 3.3 thousand members where in the group anngota is free to express opinions are welcome to campaign. The purpose of the research "Post-Truth Phenomenon in Political

Campaigns on Facebook Social Media" is to understand, analyze, and reveal how the post-truth phenomenon affects political campaigns conducted on Facebook's social media platform.

## LITERATURE REVIEW

The digital era has brought about major changes in the way information is disseminated and received by the public. One of the phenomena that emerged in this era is the concept of "post-truth," where personal emotions and beliefs influence public opinion more than objective facts. This phenomenon is increasingly prominent in the context of political campaigns, especially on social media such as Facebook. This literature aims to examine how the post-truth phenomenon affects political campaigns on Facebook and its impact on public perception.

The term "post-truth" first became popular in 2016 when the Oxford Dictionaries named it "Word of the Year." According to McIntyre (2018), post-truth refers to a state in which objective facts have less influence in shaping public opinion than personal emotions and beliefs. In the political context, post-truth is often associated with the spread of disinformation and fake news designed to manipulate public perception.

Social media, especially Facebook, has become a major platform for political campaigns. A study by Allcott and Gentzkow (2017) shows that social media facilitates the rapid and widespread dissemination of information, including incorrect information. Facebook's algorithms designed to maximize user engagement often amplify content that is both emotional and sensational, which is a hallmark of post-truth campaigns.

Political campaigns in the post-truth era often focus on emotional and polarizing narratives, which aim to shape public opinion in a way that makes use of confirmation bias. According to Vosoughi, Roy, and Aral (2018), false information tends to spread faster than true information on social media, as it is often designed to trigger a strong emotional reaction.

Facebook has become a powerful tool in political campaigns, with the ability to target audiences specifically based on demographic and behavioral data. However, the use of this data also raises ethical concerns, especially when it is used to spread misleading information. The Cambridge Analytica scandal is one example of how Facebook data is used to influence voters in elections, which is part of the post-truth dynamics (Isaak & Hanna, 2018).

The post-truth phenomenon has serious implications for the democratic process. With facts increasingly losing their relevance in public discourse, the risk of political polarization and radicalization increases. Wardle and Derakhshan (2017) noted that disinformation disseminated through social media can damage public trust in democratic institutions and interfere with a fair and free electoral process.

Case studies of political campaigns on Facebook, such as the 2016 U.S. presidential election, show how post-truth can be used to manipulate public perception. An analysis by Howard and Kollanyi (2016) revealed that many

accounts and bots on Facebook are used to spread misleading narratives, designed to influence the outcome of elections.

The phenomenon of post-truth in political campaigns on social media, especially Facebook, has changed the dynamics of modern politics. The spread of disinformation designed to manipulate public emotions poses a serious threat to the integrity of democracy. Further studies are needed to understand how these strategies can be overcome and how the public can be protected from the negative influence of post-truth in the political process.

## **METHODOLOGY**

This study uses a descriptive qualitative motto. The research method was carried out to obtain an overview of the impingement of the post truth phenomenon through Facebook social media as a medium for providing information about post truth. The results of this research are then processed and conclusions are drawn. This method aims to obtain an objective presentation of a problem through the analysis process. Literature studies can be carried out in the form of observations on several hoax news in the mainstream media related to the themes raised, either in the form of books, journals, papers or writings that analyze hoax news in the post truth era which can help to be used as a guideline in the research process.

The subject of this study is all news that contains elements of posttruth on Facebook social media. The object of this study is the phenomenon of "Post-Truth" in political campaigns that occur on Facebook social media. In particular, this research will focus on the dissemination of information that is not based on facts, intentionally or not, which aims to influence political views and public opinion on the platform. Data collection techniques are observation, interviews and documentation. The data analysis techniques carried out are through data reduction, data presentation, and conclusion drawn. With this analysis method, the researcher tries to describe and analyze descriptively the results of the research that has been carried out. That is to describe the phenomenon of post truth political campaigns in social media.

## **RESEARCH RESULT AND DISCUSSION**

Political campaigns on Facebook social media often use strategies that can take advantage of misunderstandings, false information, or even lies to influence the views and attitudes of voters. Facebook's involvement in social media, which can allow an issue that is not necessarily true to be found on social media, makes information spread so quickly (Mailya 2020), so that it can cause a Post Truth phenomenon. The information economy refers to a condition in which voters are only exposed to political views that are in line with their beliefs, thus reducing access to diverse and balanced information. This phenomenon can amplify the Post-Truth effect, as voters tend to get confirmation of their views without critical consideration of different information.

Voter responses and reactions to political messages on Facebook can provide an idea of how those messages are understood and trusted by audiences (Hokiani n.d.). The dissemination of misinformation or manipulative information can threaten the integrity of general elections and political

participation of informants. Therefore, efforts are needed to understand and overcome the phenomenon of Post-Truth in political campaigns on Facebook so that the democratic process is maintained and functions effectively.

### ***The Form of the Post Truth Phenomenon on Facebook***

Things that cause the occurrence of a Post Truth phenomenon on Facebook social media:

#### **1. *Fake News***

The presence of fake news on Facebook social media is often used to invite emotions, such as hatred, fear, anger, and malice which are used to invite or get attention from Facebook social media users. This causes many parties to use this strategy to take their own interests and are irresponsible with political, economic, or personal motives to spread fake news and influence public opinion.

Some possible motives behind creating fake news in political campaigns on social media can include:

- Influencing Public Opinion: The purpose of this fake news is to gain support or damage the reputation of competitors in the world of politics (Rinaldi, Jaya, and Siallagan 2021).
- Creating Confusion and Uncertainty: By spreading inaccurate information, fake news creators may aim to confuse voters and undermine the democratic process (Wahid 2024).

#### **2. *Opinion***

Opinion in the phenomenon of Post Truth political campaigns on Facebook social media refers to the views of individuals based on beliefs and emotions within them, which can influence the perception and formation of public opinion without seeing or considering objective truth or valid facts.

In the context of social media such as Facebook, this phenomenon is further exacerbated by the spread of information that is not accurately verified, the spread of fake news, and filter bubbles that limit users' exposure to alternative viewpoints. Prevailing Opinions: The opinions that emerge in the "Post-Truth" phenomenon on Facebook can vary widely, depending on the topic being debated and the audience involved. Examples of commonly emerging opinions include political views, environmental issues, health, and cultural identity. These opinions are often based on personal beliefs and values, without considering or validating objective facts. Who is Affected: The "Post-Truth" phenomenon in Facebook social media affects various parties. Social media users who belong to groups with similar ideologies tend to affirm their own beliefs and ignore alternative viewpoints. Those who are not critical in evaluating the information received are more susceptible to opinion manipulation. Meanwhile, groups that use these platforms to strengthen their agendas can significantly influence public opinion. Why Opinions Can Happen:

There are several factors that could explain why opinions based on "Post-Truth" can happen on Facebook:

Filter Bubble: "filter bubble" where they are only exposed to the same point of view. This reinforces their own views and reduces their exposure to different opinions.

- Emotional Influence: Content that manipulates a user's emotions, such as sensational news or stories that bring up certain feelings, is more likely to spread widely without paying attention to the validity of the information.
- Lack of Fact Checking: In the age of social media, fake news or unverified information can be easily disseminated by irresponsible people. Inaccuracies in fact-checking and a tendency to share news based on headlines without. The purpose of the opinions spread on Facebook social media in the Post-Truth phenomenon can vary. There are several reasons why opinions in the Post-Truth phenomenon can occur on Facebook social media. First, the existence of political polarization and social divisions in society strengthens the formation of opinions that are not based on facts. Individuals tend to seek information that confirms their views and ignore or doubt conflicting facts. Facebook's algorithms that filter content can also present information that matches user preferences, reinforcing existing cognitive biases.

### 3. *Bubble Filters and Algorithms*

Facebook's algorithm tends to deliver content that matches the user's preferences (Rahayu, Atastina, and Herdiani 2018), which leads to the formation of a "filter bubble" where users are only exposed to viewpoints and opinions that are in line with their beliefs. This can strengthen the separation of opinions and cause the spread of misinformation to become more polarized. Filter bubble is a phenomenon in which individuals tend to be exposed to information that aligns with their own beliefs, preferences, and viewpoints. This happens because of the algorithms used by social media platforms, such as Facebook, to filter and display content to users.

Social media platforms' algorithms work by collecting and analyzing user data, such as browsing, like, share, and other interaction activities (Mahardhika and Zuliarso 2018). In the context of political campaigns, filter bubbles can have a significant impact. When users are only exposed to content that aligns with their beliefs, they may tend to believe and reinforce their own views, while alternative viewpoints or conflicting facts become overlooked.

Filter bubbles can also cause polarization of opinion and divisions in society. When individuals are isolated in an echo chamber that only confirms their own views, they may lose understanding of different perspectives and ignore information that may evoke critical thinking. Social media algorithms inadvertently amplify the filter bubble by presenting content that users are more likely to like. This is done to maintain user interest, encourage interaction, and keep them active on the

platform. In the process, content that is controversial, emotional, or in accordance with user biases is often given higher priority.

**What are Bubble Filters and Algorithms in the Context of Facebook Social Media?**

Filter bubble is a phenomenon in which social media users, such as Facebook, tend to get stuck in a limited and polarized information ecosystem. This algorithm filters and prioritizes the content shown to users based on their preferences, previous clicks, interactions, and demographic profiles.

**What is the purpose of this Filter Bubble and Algorithm?**

The main purpose of bubble filters and algorithms on Facebook is to increase user engagement by personalizing the content they see. It also has the potential to increase advertising revenue by targeting more effective ads.

**Who are these Bubble Filters and Algorithms for?**

Facebook's bubble filters and algorithms are designed to benefit the company itself, advertisers and individual users. By displaying content that matches the user's preferences, the algorithm strives to satisfy and maintain the user's interest.

**Why did this Bubble Filter and Algorithm happen?**

Filter bubbles and algorithms on Facebook occur due to a combination of several factors. First, the algorithm is designed to optimize the time users spend on the platform by displaying content that is most likely to interest them. Second, the algorithm takes into account user preferences and behavior, which creates its own enrichment effect and narrows down the variety of content displayed.

#### **4. *Emotional Influence***

In the context of political campaigns on social media, emotional influence is often used to gain support and influence public opinion. Emotional influence in political campaigns on social media can occur in several ways, including: (1) Content that triggers emotions: Emotionally powerful messages can affect an individual's perception of political issues or candidates. (2) Use of emotionally motivated narratives: The use of emotionally motivated narratives can make individuals more vulnerable to influence and more likely to receive the message conveyed. (3) Election campaigns that focus on emotional issues: By associating emotions with these issues, political campaigns hope to influence voters' opinions and behaviors. Emotions can affect an individual's perception of political issues, affect their ability to influence in political campaigns on social media can be analyzed objectively, and even influence election decisions. (4) Emotional Influences: Emotional influences can affect

several aspects, including: Information Selection: Emotions, such as anger, fear, or sadness, can affect how users choose the information they consume. Users tend to be more interested and vulnerable to content that amplifies their emotions, even if the content doesn't have a strong factual basis. Dissemination of Incorrect Information: Strong emotions can influence a person's decision to share content that may not be verified. Inaccurate or unfounded information often spreads quickly because it triggers the same emotional response among users. Support for Inaccurate Views: Emotions can also influence a person's tendency to maintain or support inaccurate views. Users may reject information that contradicts their emotional views, even if the information is supported by clear evidence.

Who is Affected by Emotional Influences: Emotional influences in the Post-Truth Phenomenon on Facebook's social media can affect a variety of parties, including: Individual Users: Facebook users can be emotionally affected by the content they see, and this can affect their perception of the world and the decisions they make. Society: The spread of misinformation or inaccurate information by utilizing emotional influence can affect the perception of society as a whole. This can create polarization and reinforce inaccurate group thinking. Democracy Process: When emotions become dominant in decision-making in politics, the Post-Truth Phenomenon can affect the democratic process.

##### 5. *Effects of Virality*

The viral effect is a phenomenon in which content, news, or information spreads quickly and widely through various existing communication channels, especially on social media. Some of the forces that can make something go viral are as follows:

- Relevance: When something is directly related to people's daily lives, they are more likely to share and discuss the content.
- Emotions: Emotions can influence people to react and share content with others.
- Authenticity: When people can easily understand and convey content to others, they are more likely to be interested in doing so. Some of the issues that often go viral in the context of political campaigns on social media, especially on Facebook, include
- Defamation: This can include personal scandals, corruption allegations, or actions that damage reputation.
- Ideological controversy: This kind of controversy tends to divide people's opinions and spark intense discussions on social media.
- Lies or hoaxes: In the context of the emotional influence in the phenomenon of post-truth political campaigns on Facebook social media, various parties play a role in virality and its influence:
- Content creators: Those who create political content or messages that attract attention and trigger certain emotions, be it positive or negative, have an important role in making such content go viral.

- Social media users: People who use social media such as Facebook has a role to play in spreading the word and amplifying the viral effect.
- Political campaigns: They can harness the power of virality and emotion to spread their message, whether it's through positive campaigns or attacks on political opponents.

Some factors that can make content go viral include: (1) Emotions: Strong emotions can motivate people to share content with others. (2) Conformity with hot trends or issues: Political, social, or cultural issues that are being hotly discussed are often viral material on social media. (3) Uniqueness: When something feels new and fresh, people tend to want to share it with others. (4) Useful or useful content: Content that adds value to others, such as useful information, practical tips, or entertaining entertainment, tends to be shared more.

#### 6. *Data Manipulation and Fake Accounts*

There have been findings about the use of fake accounts or bots to influence public opinion and create a greater impression of support for a political campaign. Data manipulation and fake accounts are practices used in political campaigns on the social media platform Facebook to influence public opinion and create a favorable narrative for a candidate or political party. Here is a further explanation of both practices:

- a. Data manipulation, involves the misuse, selective, or distorted use or interpretation of data to present arguments or claims that support a particular political narrative. Examples include taking unrepresentative statistics or changing data collection methods to reinforce the message you want to convey. For example, a political candidate may claim that crime increased during the administration of his political opponent, while actual data shows that crime rates actually decreased. This kind of data manipulation aims to change public perception and create support for certain political arguments or actions.
- b. Fake accounts, also known as bot accounts or pseudo-accounts, are accounts that are created intentionally to spread propaganda or false information on social media. Fake accounts are often controlled by specific individuals or groups and can be used to amplify narratives or attack political opponents. Fake accounts can be used to increase the number of followers or interactions in political campaigns, provide false endorsements, spread false claims, or attack other candidates or political parties. In some cases, fake accounts can also spread seemingly valid information to deceive the public.

In the context of political campaigns in the post-truth era, there are several ways in which data and account manipulation can occur. Some common practices include:

- Creation of fake accounts: Individuals or groups can create fake accounts on social media to spread misinformation or damage the reputation of political competitors.
- Dissemination of misinformation: Parties involved in political campaigns may deliberately spread misinformation or fake news through social media platforms to influence public opinion.
- Use of bots and fake account networks: Bots are computer programs that can automatically post, like, and share content on social media. They can be used to increase the visibility of desired content or change political narratives through fake interactions.
- Dishonest political ad buying: Parties involved in political campaigns can leverage paid advertising on social media platforms to spread manipulative or false messages.

In the post-truth phenomenon and political campaigns in social media such as Facebook, the targets of data and account manipulation can vary. Here are some of the groups that may be targeted by such manipulation:

- Social Media Users: They can be presented with false or deliberate information to influence their beliefs and opinions. This manipulation can be carried out to reinforce existing views or to change public opinion.
- Political Party: They may spread inaccurate information or utilize social influence strategies to gain political advantage.
- Activists and Support Groups: They may use techniques such as buying or creating fake accounts to spread their message or attack political opponents.

Here are some examples of how political campaigns in the post-truth phenomenon can be carried out on social media:

- Spread of fake news (hoax): This fake news is often designed to look convincing by using catchy headlines and misleading images.
- False narrative creation: They can pick up some incorrect quotes, present selectively selected data, or change the context of a person's statements to support certain political views.
- Use of algorithms: Political campaigns can take advantage of these algorithms by directing content that supports their views to specific groups, and thus reinforcing existing choices and beliefs.

## 7. *The Influence of Microtargeting*

Microtargeting is a marketing practice in which messages and advertisements are tailored to a small segment or very specific individuals. In the context of political campaigns, microtargeting allows candidates or political parties to deliver messages specifically designed for

each potential voter group. Microtargeting leverages data collected by platforms like Facebook to understand user interests, preferences, and behaviors. This data is used to identify groups of voters who can be influenced by messages aimed at them specifically.

In the context of post-truth or the "post-truth era," where objective truth is often debated and inaccurate information can easily spread, microtargeting plays an important role. Political campaigns can use microtargeting to spread narratives tailored to the beliefs and views of certain voter groups. For example, if there is a group of voters who are sensitive to immigration issues, a political campaign can target them with a message that emphasizes the threat of immigration and the need for stricter policies. On the other hand, political campaigns can also target other groups of voters who have different views with messages that focus on humanitarian values and inclusivity. By using microtargeting, political campaigns can reinforce existing views among voters and ignore conflicting facts or arguments. This allows the dissemination of inaccurate or manipulative information that is consistent with a particular political agenda. While microtargeting can amplify the influence of inaccurate information, there are other factors that also influence the spread of false information on social media, such as algorithms that prioritize interesting content and the spread of fake news by individual users.

## CONCLUSIONS AND RECOMMENDATIONS

The phenomenon of Post-Truth in political campaigns on Facebook is a complex issue and has an impact on the political process and democracy as a whole. Understanding and overcoming this phenomenon will ensure informed political participation and stronger integrity of the democratic process. All parties, including social media platforms, authorities, candidates, and the public, have an important role to play in addressing these challenges and ensuring that the information presented to voters is accurate, transparent, and accountable.

Facing the Post-Truth phenomenon on Facebook, people need to improve their media and critical literacy. A better understanding of how to filter information and distinguish facts from opinion or subjective views is essential to facing the challenges of political campaigns in the digital age.

Based on the results of the research that has been carried out, there are several suggestions that can be submitted, namely;

1. Awareness and understanding: Important for Facebook users, Education about the importance of reliable and critical sources of information is needed to make users more cautious about receiving and disseminating information.
2. Digital Literacy Improvement: digital literacy skills, including the ability to verify information sources, understand biases, and distinguish between facts and opinions.
3. Improving Digital Literacy: Training people in digital literacy skills can help them understand and evaluate the information they encounter on social media. This includes how the media can verify

sources of information, understand biases, and distinguish which information is factual and opinion.

## **ADVANCED RESEARCH**

Every research certainly has limitations. Limitations in the sense of research limitations that affect the researcher's ability to explore the data being studied, the limitations of available data, or external factors of the research such as time and resource limitations. So that further research is needed for the perfection of this research.

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