

Analysis of Hoax News Content in the 2024 Presidential Candidate Election on Facebook Account Kompas.com

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ABSTRACT

The research is aimed at finding out the objectivity of Pilpres 2024 hoax announcement on the Facebook account Kompas.com. The theory used in this study is the theory of media objectivity. This research is a quantitative research using news content analysts. The object of this research is hoax announcement in the election of 2024 presidential candidates on the Facebook account Kompas.Com. Analysis of research data using content analysis techniques. The results of the research published on Facebook Kompas.com are by considering the aspects of the message as investigated in this study that are the dimensions of truth, relevance, balance and neutrality. The results of the research show that on the unit of analysis is the explaining factuality associated with the accuracy assessment that is more dominant than the overall news. The social media hoax in the election of a presidential candidate does not completely influence the reader in determining his choice, he will understand the event based on the information he has received with his experience, in this case his experience can be gained by analyzing the event on the basis of other sources that are more reliable.

INTRODUCTION

One of the good and bad impacts of hoax news is the rise of hate speech and other forms of misinformation through social media in the form of hoaxes. The expression "hoax" has become commonplace in the online world, especially among those who often use social media. Commonly used on platforms such as Facebook, Twitter, WhatsApp, and blogs, the term "hoax" refers to false information or an attempt to mislead viewers or listeners into believing something. The internet is a common medium for the spread of at least four types of hoaxes. Myths and legends that have been passed down through the centuries, some of which may be original, while others may have been made up. Exaggerating anything so that it appears magnificent, noble, and flawless is the goal of glorification and demonization. Instead, demonization is seeing things in the worst possible light, as if there is no good in them. The third type of information is fake or misleading news. Misinformation, or information with facts that are distorted, mixed, or presented in a way that makes it appear accurate, comes in fourth. If a hoax triggers hatred, bloodshed, or strife, it can have serious consequences. Hoaxes can spread so quickly that they can divide a nation (Mauladi, 2018).

In practice, the task of a journalist is to convey actual and factual news to the public, with the entry of the era of digital journalism, the mass media is required to disseminate information quickly. Because currently the community or a group requires fast news dissemination and is easily accessible anytime and anywhere. These needs can be obtained through information or news from online media. Presenting news quickly and accurately is the attraction of an online media in attracting attention followers, because if it is slow in producing news, there is a possibility that if followers will get information from other media.

This is not without purpose, because by having followers which is a lot, it will be easier to get ads in these media. The spread of hoax news

It is often a complaint of the community today, because journalists do their work through mass media, especially online media. This is due to the nature of online media that often prioritizes speed can backfire when the information disseminated is not correct. Therefore, it can cause a loss of credibility or trust in a media because it often conveys incorrect information. As happened in the 2019 election, a major political event, hoaxes can spread quickly. Political figures and parties are the target of hoax investigations. On the other hand, the presidential candidate himself is the target of hoaxes which are a character assassination tactic. Mafindo's political hoax in 2022 is known to have an impact on the constitutional and political process. Thus, hoaxes can wreak havoc on state governance and presidential campaigns. As a result, a number of community organizations, including the Indonesian Anti-Defamation Society (Mafindo), came together to establish new relationships for a social-oriented digital march (Mafindo, 2022). The data related to political hoaxes that are carefully mapped include information on the parties who are the target of the hoax, anyone whose name or identity is mentioned to be involved in the hoax, and victims of the hoax. Political hoaxes do not necessarily raise political themes so they are not intended to be consumed along with the problems or topics that contain them. Even hoaxes that initially touched on non-political topics have been successfully twisted into

political topics. There is no doubt that the pattern of political hoaxes is aimed at presidential candidates. It is clear that individuals related to domestic politics, federal institutions, ministries, state agencies, as well as local governments and political parties, can be directly or indirectly involved in political hoaxes.

Special rules will be made by the General Election Commission (KPU) and the Election Supervisory Agency (Bawaslu) to manage various social media that disseminate information ahead of the 2024 elections. The Ministry of Communication and Information Technology (Kominfo) does not have the authority to follow up on misinformation and disinformation that circulates, based on virtual discussions that emerged from the cooperation of the Alliance of Independent Journalists (AJI), the Indonesian Cyber Media Association (AMSI), the Indonesian Anti-Defamation Society (Mafindo), and CekFakta.com, as reported in a news article. In addition to the website, the Indonesian Anti-Defamation Society (Mafindo) has a social media account that has the same goal, namely disseminating information and fact-checking results; This account is used to validate news through articles. Joint efforts to eradicate fraud in the 2024 Simultaneous Regional Elections were agreed upon by Bawaslu and Mafindo. Bawaslu sees a surge in fake news in the realm of democracy ahead of the election, and this is the reason. Cooperation between institutions is needed to eliminate partisan events, the frequency of which will increase in the coming years.

Based on the We Are Social report which shows that 60.4% of the Indonesian population or 167 million people are active users of social media in January 2023, the researcher chose to conduct his research on Facebook. One of the most well-known and widely used forms of social media in the world today is YouTube. The platform allows users to post and download videos and follow (or subscribe) accounts that they find interesting. Additionally, YouTubers can monetize their content creation efforts by posting engaging videos.



Figure 1. Number of Active Users Social Media
Source : We are Social, 2023

Based on figure 1.1, it can be seen that the social media platform with the most active users, reaching 3 billion as of January 2023, is Facebook social media. After that is the social media Youtube with 2.5 billion active users in January 2023.

In relation to the focus of this research, namely the spread of hoax news on social media, it is based on the Indonesian News Agency Antara Hoax dissemination channels

the highest on social media is Facebook social media.



Figure 1. Deployment Graph Hoax News on Social Media
Source: <https://www.antaranews.com/berita/3519255/Facebook-still-occupyposition-firstspread-hoax-in-early-2023>

In the first three months of 2023, Facebook continues to rank as the most popular social media site for spreading hoaxes. Facebook was the most popular channel of at least five fake channels in Q1 2023, followed by YouTube, Twitter, and TikTok. Explain it. The top five platforms in the spread of hoaxes are Facebook (218 results, or 33 percent), YouTube (214 results, or 32 percent), Twitter (93 results, or 14 percent), TikTok (49 results, or 8 percent), and WhatsApp (218 results, or 33 percent). 48 results, or seven percent. Seeing this context, experts are interested in exploring the topic of social media hoax news in the 2024 Presidential Election.

LITERATURE REVIEW

The word "hoax" is actually an entry for the phrase in the Great Dictionary of the Indonesian Language (KBBI). Both nouns and adjectives are used to describe the term "hoax" in KBBI. The term hoax can be used as an adjective to describe everything that is not true or false, or as a noun that implies a lie (Mauladi, 2018).

METHODOLOGY

From the point of view of its guiding principles, this research is a quantitative research. The purpose of quantitative research is to provide an overview or explanation that can be generalized about a problem (Kriyantono, 2012).

The research method used in this study is content analysis. By paying attention to context, content analysis allows researchers to make interventions from data that can be duplicated. The study incorporates a specific process for processing scientific data as a research approach. Knowledge, fresh ideas, "facts," and how-to clues are the ultimate goal of this research method, as are any other research procedure.

Analysis, sometimes known as content analysis, is a method of deriving meaning from information that is symbolically expressed. (Rakhmat, 2015). Any type of written or spoken word can be subjected to content analysis: novels, poems, songs, folklore, artwork, speeches, legal documents, music, dramas, and more. Harold D. Lasswell laid the groundwork for content analysis with his symbol coding approach, which required methodically recording long notes or messages and then offering interpretations.

Wazer and Wiener define content analysis as a method of systematically testing the information contained in recorded data, while Krippendorff defines it as the investigation of the existence of a legitimate and appropriate relationship between data and context. Content analysis is defined by Kerlinger as a quantitative, objective, and systematic approach to measuring factors in communication (Jumroni, 2006).

As an alternative definition, content analysis can be interpreted as a method to study the meaning and content of communication messages by analyzing existing data. By describing and analyzing communication through the use of measurement methodologies

Quantitative or qualitative, or a combination of both, content analysis provides a sociologically relevant summary of the content of mass communication messages in an objective and systematic manner.

Since content analysis essentially boils down to calculations and phenomena, it is a straightforward technique suitable for small-scale investigations. Of course, there is still room for improvement in our knowledge of media texts, but the best work that relies on trustworthy empirical data from content analysis can deliver outstanding results. Reliable data can be obtained through robust content analysis, which in turn supports interpretive analysis.

The characteristics of the content analysis method are to describe four analysis designs in describing the characteristics of the message (Eriyanto, 2011), where the author will use a content analysis design that can express various points of view of the communicator. Case messages, media ethics (including variations in source quality, viewpoints, and reporting duration), and other related topics can be better understood through the application of content analysis design to vote for the 2024 presidential candidate based on the author's comparison to hoax news on social media. Meanwhile, the characteristics of the content analysis method will be determined by the researcher.

RESEARCH RESULTS

The analysis unit is on the analysis of hoax news content on social media in choosing a 2024 presidential candidate. The number of hoax news amounted to 5 news. The unit of analysis includes four units of analysis, namely *truth*, relevance, balance and neutrality. The results of the analysis of each unit of analysis are as follows.

Truth

Truth means the extent to which the news presents correct information, truth is reduced to three indicators, namely factuality, accuracy and

completeness/comprehensiveness. Factual is an assessment of which fact is more dominant than the overall audio, accuracy is checking the facts that appear to be true) that the audio displayed on other sources is accurate in that fact is mostly true, while complete is if the audio has met the elements of 5W + 1H (what, when, who, why, where, how). The full results of the analysis on the truth dimension are as follows.

No	Judul Berita	Truth		
		Faktualitas	Akurasi	Lengkap
1	PDIP Resmi Tunjuk Ahok Dampingi Ganjar Pranowo di Pilpres 2024	-	√	-
2	Prabowo Deklarasikan Mahfud MD Sebagai Cawapres di Pemilu 2024	-	√	-
3	Partai Nasdem Beralih Mendukung Ganjar Pranowo di Pilpres 2024	√	-	-
4	Muhammadiyah usung Anies Baswedan untuk Pilpres 2024	-	√	-
5	Anies Membaca Buku Cara Licik Menang Pilpres 2024	-	√	-

Source : Research Data, 2024

Based on the news coding table, the description of *the truth* analysis unit is based on The percentage calculation is as follows.

Table 2. Description of Unit of Analysis Truth

No	Truth	N	%
1	Faktualitas	1	20%
2	Akurasi	4	80%
3	Lengkap	0	0%
	Total	5	100%

Source : Research Data, 2024

Based on the table of the results of the description of the truth analysis unit, it shows that in the truth analysis unit of the 5 news analyzed, some of the news is factuality, namely as much as 1 (20%), the accuracy category is as much as 1 news (80%). Factual can also be understood as the degree of factual nature of a news and how the news maker claims that the news uploaded is a fact. This is explained in the news entitled "**Prabowo Declares Mahfud MD as Vice Presidential Candidate in the 2024 Election**". In the news, it was explained by a post on social media on July 18, 2023 as follows.

"Prabowo Subianto, Presidential Candidate Announces Prof. H. Mohammad Mahfud Mahmodin S.h., S.U., M.I.P is known as Mahfud MD as a Prospective Candidate The Vice President"

Based on the news, it shows that facts related to Prabowo's announcement of Mahfud MD as a potential vice presidential candidate for 2024 are not included. However, in the news it happened when Mahfud MD was elected as the leader of the Prabowo-Hatta Rajasa success team in the 2014 presidential election. Therefore, in the news, the presidential candidate from the Indonesia Maju coalition, Prabowo Subianto, announcing Mahfud MD as his presidential candidate in the 2024 presidential election is inaccurate or can be said to be a hoax.

Relevant

Relevance in this study is measured through five dimensions, namely significance, timeless, magnitude, proximity and prominence. The results of the percentage analysis of each dimension of the news studied are as follows.

Table 3. Coding News based on Relevant Analysis units

No	Judul Berita	Relevan				
		Significance	Timeless	Magnitude	Proximity	Prominence
1	PDIP Resmi Tunjuk Ahok Dampingi Ganjar Pranowo di Pilpres 2024	•	•	√	•	•
2	Prabowo Deklarasikan Mahfud MD Sebagai Cawapres di Pemilu 2024	•	•	√	•	•
3	Partai Nasdem Berhenti Mendukung Ganjar Pranowo di Pilpres 2024	•	•	•	√	•
4	Muhammadiyah usung Anies Baswedan untuk Pilpres 2024	•	•	•	•	√
5	Anies Membaca Buku Cara Licik Menang Pilpres 2024	•	•	•	√	•

Source : Research Data, 2024

Based on the news coding table, the description of the relevant analysis unit is based on the percentage calculation as follows.

Table 4. Description of Unit of Analysis Relevant

No	Relevan	N	%
1	Significance	0	0%
2	Timeless	0	0%
3	Magnitude	2	40%
4	Proximity	2	40%
5	Prominence	1	20%
	Total	5	100%

Source : Research Data, 2024

Based on the table of the results of the description of the relevant analysis unit, it shows that in the relevant analysis unit of the 5 news analyzed, some of

the news is in the magnitude and proximity categories, namely 2 news (40%) each, the prominence category as much as 1 video (20%). This shows that most of the news is messages or news about major or interesting events to be presented but have not just happened, while others are news that concerns general matters, this is as found in the news entitled "PDIP Officially Appoints Ahok to Accompany Ganjar Pranowo in the 2024 Presidential Election". As is known that Basuki Tjahaya Purnama alias Ahok was proposed as a vice presidential candidate, in addition to that it was also mentioned that other parties became hot after Ganjar and Ahok were reported to be prospective presidential and vice presidential candidates from PDIP. The news about presidential and vice presidential candidates raises themes related to their uniqueness, namely themes that create controversy.

Balanced

In the unit of balanced analysis in this study, it is measured through two categories, namely proportional and two-sided. The results of the percentage analysis of each dimension to the study are as follows.

Table 5. Coding News by Unit Analysis Balanced

No	Judul Berita	Berimbang	
		Proporsional	Dua sisi
1	PDIP Resmi Tunjuk Ahok Dampingi Ganjar Pranowo di Polpres 2024	-	√
2	Prabowo Deklarasikan Mahfud MD Sebagai Cawapres di Pemilu 2024	-	√
3	Partai Nasdem Beralih Mendukung Ganjar Pranowo di Pilpres 2024	-	√
4	Muhammadiyah usung Anies Baswedan untuk Pilpres 2024	√	-
5	Anies Membaca Buku Cara Licik Menang Pilpres 2024	-	√

Source : Research Data, 2024

Based on the news coding table, the description of the balanced analysis unit is based on the percentage calculation as follows.

Table 6. Description of Balanced Analysis Unit

No	Berimbang	N	%
1	Proporsional	1	20%
2	Dua sisi	4	80%
	Total	5	100%

Sumber : Data Penelitian, 2024

Based on the table of the results of the description of the balanced analysis unit, it shows that in the balanced analysis unit of the 5 news analyzed, some of the news is in the two-sided category, namely as many as 4 news (80%), the proportional category as much as 1 news (20%). This shows that most of the Brittias present the positive and negative sides of the reported evenly (not very significantly different). Balance in the two-sided category can be found in the news entitled "Nasdem Party Switches to Support Ganjar Pranowo in the 2024 Presidential Election". In the news, there is an explanation related to the positive and negative sides of what is reported in a balanced manner (not very significantly different). While on the negative side, the news maker explained that secretly supporting Ganjar, Surya Paloh's Absolute Decision Makes Anies Heartbroken, this shows that it has the goal of bringing down one of the parties.

The results of the study show that from the news on social media, most of the news readers who receive the news can distinguish and classify real information based on existing events without anyone changing it, this can be due to the convenience for the public to have communication tools so that the accuracy of information can be quickly validated by the public.

Neutral

In the neutral analysis unit in this study, it was measured through four categories, namely sensational, stereotypes, juxtaposition and linkages. The results of the percentage analysis of each dimension to the news studied are as follows.

Table 7. Coding News based on Neutral Analysis units

No	Judul Berita	Netral			
		Sensasional	Stereotypes	Juxtaposition	Linkages
1	PDIP Resmi Tunjuk Ahok Dampingi Ganjar Pranowo di Pilpres 2024	-	-	√	-
2	Prabowo Deklarasikan Mahfud MD Sebagai Cawapres di Pemilu 2024	√	-	-	-
3	Partai Nasdem Beralih Mendukung Ganjar Pranowo di Pilpres 2024	√	-	-	-
4	Muhamadiyah usung Anies Baswedan untuk Pilpres 2024	√	-	-	-
5	Anies Membaca Buku Cara Licik Menang Pilpres 2024	-	-	√	-

Source : Research Data, 2024

Based on the news coding table, the description of the neutral analysis unit based on the percentage calculation is as follows.

Table 8. Description of Neutral Unit of Analysis

No	Netral	N	%
1	Sensasional	3	60%
2	Stereotypes	0	0%
3	Juxtaposition	2	40%
4	Linkages	0	0%
	Total	5	100%

Sumber : Data Penelitian, 2024

Based on the table of results, the description of the neutral analysis unit shows that in the neutral analysis unit of the 5 news analyzed, some of the news is in the sensational category as many as 3 news (60%) and the juxtaposition category as many as 2 news (40%). The neutral dimension is to find out the direction of the news that is revealed from the content of the news. The results of the study show that most news has two different facts and these facts are connected and cause a contrasting effect so that it adds to the dramatic impression.

One example of a message that shows that there is a sensation is in the news **of Muhammadiyah Usung Anies Baswedan for the 2024 Presidential Election**, as shown in the following news excerpt.

"The Central Executive of Muhammadiyah officially nominated Jakarta Governor Anies Baswedan as a presidential candidate in the 2024 election. In the narrative, it is stated that Muhammadiyah applied for Anies to the Prosperous Justice Party (PKS)"

The message that will be conveyed in the news headline has no connection to the narrative in question. The narrative is disinformation and has incorrect information. The narrative circulating The narrative claiming that Muhammadiyah officially nominated Anies Baswedan as the presidential candidate in the 2024 election was shared by *the Facebook account*. The news appeared to feature the Chairman of Muhammadiyah Central Committee Haedar Nashir, Jakarta Governor Anies Baswedan, and Deputy Chairman of the PKS Syuro Assembly Sohibul Iman. The news circulating is not related to the narrative that Muhammadiyah supports Anies Baswedan as a presidential candidate in the 2024 election. .

The dissemination of various information on social media is inevitable from hoaxes that appear in the community, only with images, photos and screenshots and video pieces can be a story that builds public opinion which in fact the information contained in it can be different from what is informed. Of course, news makers have negative goals from certain parties. Hoax information about the 2024 presidential election which is the object of this study, based on the results of the analysis, the researcher can explain that the amount of information circulating on social media and the increasing number of news sources that have emerged can make a person even more confused in determining presidential and

vice presidential candidates and can be the target of hoax enlightenment. In this case, research is contrary to kosnep, if more information is obtained from various sources, it can be believed to build insight and broad knowledge. Not all information spread on social media is true, therefore in terms of the selection of every information spread on social media and not accepting the information spread on social media rawly. Social media users must be able to recognize the characteristics of finding hoax information, starting from seeing the credibility of the account that disseminates information to the content of the message conveyed. Social media users as consumers of information can be seen that they still cannot distinguish between true information and false information or hoaxes. Some of the factors that affect this are the ignorance of the public in using social media wisely. In the name of freedom, social media users, especially netizens who feel they have full rights to their personal accounts. They feel free to upload any writing, images or videos to their accounts, even though sometimes they are not aware that what they are posting can violate social media ethics.

Based on the results of the research, when associated with the theory of distention, which is to separate the news from the news maker, from the situation and from the initial recipient of the news to the object of study is the meaning contained in the oral or written language. For example, in the news in this study "Anies Reads the Book 'How to Cunningly Win the 2024 Presidential Election'".



**Figure 3. Anies Reads Books
"Cunning Ways to Win the 2024 Presidential Election"**

According to social media users, the image of Anies Baswedan wearing a white shirt and sarong sitting with the background of a bookcase, his right and left hands holding a black book titled 'How to Win the 2024 Presidential Election' is provocative, so there are parties who read it have the impression that Anies is designing a cunning technique in winning the 2024 presidential election, in fact the photo is an edited or edited version of the original photo. The photo uploaded by Anies Baswedan's official Instagram account @Aniesbaswedan identical to the claim. In the upload, Anies wore a short white shirt and sarong. In the photo, he

can be seen reading a book "How Democracies Die" with a bookshelf in the background and a number of photos of his family.

In the theory in the picture, it starts from the separation of the author and the written text, by separating the author and the text shows that the meaning in the text is to convince readers that Anis used a cunning way to win the 2024 Presidential Election. In this theory, it is explained that social media users who receive news, especially those who receive it for the first time, can be distinguished so that they understand real information based on existing events without anyone changing it. Using dissipation is to find the original meaning of an event before it becomes a discourse and or the text of the person who receives and disseminates it.

Based on the results of the analysis, it shows that there are several aspects that are the motive for the spread of hoax news in the political field, especially in this study, which are related to the 2024 Presidential Election. Social media users, both information dissesellers and readers, are competing to find as much information as possible about things that are considered trending hats or issues that are rampant and crowded and interesting to discuss. This allows readers of information on social media to change the content and facts that exist differently from the reality that occurs with the aim of enlivening social media accounts. News makers are not aware that what they report by uploading the reality of information makes their readers have other views that are not in accordance with the existing facts.

The hoax information that occurred is something that makes the government not stay silent, namely by making an announcement to the people of Negeri to be careful in receiving,

reading and disseminating news received on social media, even the government has also created the State Cyber and Cryptography Agency (BSSN) which has the task of monitoring the development of information and communication of social media users in cyberspace.

One of the aspects that is being talked about ahead of the presidential and vice presidential elections is the prospective candidates who will be nominated from each supporting party, in this case related to the political context. The presidential election made the supporters of each supporting party make news that tarnished the image of their political opponents. Various ways are done, such as by twisting the facts that are actually done by their opponents, or even spreading the positive side of the presidential candidate they support. Several hoax news in Indonesia that have gone viral on social media has triggered a commotion and can even become a riot by supporters of presidential and vice presidential candidates. This not only drains energy but also has the potential to disrupt national security, where people are increasingly anxious and doubtful about the political sheep fight on social media which is increasingly crowded and popping up on social media accounts.

CONCLUSION

Based on the results of research that has been analyzed from hoax news on social media, it was found that news on *Facebook* Kompas.com by considering the aspects of the message as researched in this study, namely *the truth*, relevant,

balanced and neutral dimensions. The results of the study show that the unit of analysis is factual explaining related to the assessment of accuracy which is more dominant than the overall news. The communication carried out is also relevant in terms of magnitude and proximity, namely the content of news related to major events that are interesting to present but have not just happened or are issues that have passed but are still worthy of being presented. In the neutral aspect, most news is included in the sensational category, namely news with dramatized delivery.

The results of the study show that the existence of hoax news on social media in choosing a presidential candidate does not completely affect readers in

Making the choice, the reader will understand the event based on the information received with his experience, in this case the experience can be obtained by analyzing the event based on other more reliable sources.

RECOMMENDATION

Based on the results of the research, the researcher can provide suggestions that can later be useful for all parties, both for the researcher himself, readers and future research.

1. For social media users, it is not easy to believe or even spread information obtained from social media, especially if it is a sheep fight.
2. For the government, matters related to false information on social media should always be monitored because it can trigger a crack in state relations between citizens

FURTHER STUDY

For future researchers, the results of this study can be used as a reference to conduct further research related to the analysis of hoax news content, possibly with a qualitative research method by adding an interview method to readers or netizens.

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