



Anticipatory Attitude of Millennials Towards Hoaxes

Putri Almi Almaira, Wahyunegsih*

Prodi Jurnalistik, Fakultas Ilmu Komunikasi, Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia

ARTICLE INFO

Article history :

Received : 04/06/2023

Revised : 07/12/2023

Published : 15/12/2023



Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Volume : 3

No. : 2

Halaman : 81 - 86

Terbitan : **Desember 2023**

ABSTRAK

Seiring dengan lajunya perkembangan teknologi, maka semakin maju penyebaran suatu informasi saat ini. Hoax adalah salah satu masalah terkait penyebaran informasi. Hoax merupakan berita bohong yang dibuat oleh oknum tidak bertanggungjawab, dibuat sedemikian rupa untuk mengelabui para pembaca agar mempercayai berita tersebut. Beredarnya hoax menjadi perhatian bagi siapapun, karena sifat hoax yang meresahkan, menimbulkan kepanikan dan hal negatif lainnya. Sikap antisipatif terhadap hoax sangat diperlukan. Penelitian ini berfokus pada sikap antisipatif terhadap hoax pada generasi milenial. Dimana generasi milenial merupakan generasi yang peka dan aktif terhadap perkembangan teknologi, sehingga para pembuat hoax menjadikan mereka sasaran untuk membaca dan menyebarkan berita hoax. Penelitian ini bertujuan untuk mengetahui apakah generasi milenial saat ini sudah menerapkan sikap antisipasi terhadap hoax dengan baik. Teknik pengumpulan data dilakukan dengan kuesioner yang berisikan pertanyaan-pertanyaan seputar sikap antisipatif terhadap hoax yang perlu dilakukan. Penelitian ini menghasilkan data-data yang menunjukkan bahwa generasi milenial saat ini sudah cukup paham tentang sikap antisipatif terhadap hoax yang harus dilakukan.

Kata Kunci : Milenial; Hoax; Antisipatif.

ABSTRACT

Along with the rapid development of technology, the more advanced process of disseminating information. Hoax is one of the problems related to the dissemination of information. Hoax is fake news created by irresponsible people, made in such a way as to trick the readers into believing the word. The circulation of hoaxes is a concern for anyone, because of the disturbing nature of hoaxes, causing panic and other negative things. An anticipatory attitude towards hoaxes is very necessary. This study focuses on anticipatory attitudes towards hoaxes in the millennial generation. Where the millennial generation is a generation that is sensitive and active toward technological developments. So, hoax makers make them targets to read and disseminate hoax news. This study aims to determine whether the current millennial generation has implemented an anticipatory attitude toward hoaxes properly. The data collection technique was carried out with a questionnaire containing questions about anticipatory attitudes toward hoaxes that needed to be done. This research produces data that shows that the current millennial generation is quite aware of the anticipatory attitude toward hoaxes that must be done.

Keywords : Millennials; Hoax; Anticipatory.

@ 2023 Jurnal Riset Jurnalistik dan Media Digital Unisba Press. All rights reserved.

A. Pendahuluan

Previous studies related to the title of our research are as follows. First, research by Dewi, et.al. (2020) show that the millennial generation needs to be given at least counseling about the dangers of hoax news both as newsreaders and as news disseminates. Likewise, the research conducted by Hamzah & Putri (2020) found that the millennial generation needs to understand from the bottom and the characteristics associated with hoax news that are currently often circulating (Ibad 2019).

Other opinions regarding the topic of this research are also presented by the researchers as follows. Research conducted by Nurrahmi & Syam (2020) reveals that information behavior among students is still not enough to be able to prevent or reject hoax news that is very often widespread on social media. Then there is research from Pratama (2020) which writes that providing additional information through video media to teenagers, it can increase knowledge of hoax, which is quite effective in educational activities to prevent the spread of hoax. Likewise, the research conducted by Abdulsalam & Alamsyah (2021) which said that one of the strategies that can be done to prevent the younger generation from preventing the growth of hoaxes is to shape the character of the younger generation through education which includes learning about how to read critically (Judith 2018).

Another study that examines the anticipation that millennials need to have in preventing hoax news was also carried out by several other researchers. Research conducted by Batoebara, et.al. (2021) showed that the students who are part of the millennial generation today are people who are still very easy to influence and many of them do not understand how to distinguish which one are hoax news and which are factual news. There is also research from Teenagers & Ardana (2020) which says that the millennial generation, commonly referred to as generation Y, has a nature that is still easily influenced, making some irresponsible people take advantage of the situation to become targets, especially in the spread of hoax. In their research Darwadi, et.al. (2022) said that the millennial generation is a generation that is currently very closely related to social media and the internet, where it is very easy to access information. With this condition, it is easier for hoax news to spread. Next, Research conducted by Halawa & Lase (2022) says that fake news can occur because readers lack understanding of the context or content of the news they read or hear. The last research from Daud & Khairunnisa (D Daud and Khairunnisa 2022) stated that the younger generation can easily get socialization about hoaxes. It can be from the surrounding environment, such as family, friends, and others. The danger of this hoax is also very detrimental, so it is necessary to know that anyone who receives or spreads hoaxes can be subject to the ITE Law.

The difference between the research above and this research is to anticipate and avoid hoax news which can be applied to activities on social media, especially for the millennial generation. And it is hoped that this will increase the knowledge of reading and receiving information for the millennial generation that circulates on social media to become more critical (Slamet and Umar 2023).

In the book *A Glossary: Or, Collection of Words, Phrases, Names and Allusions to Customs* by Robert Nares, written in 1822, the word hoax is an absorption of the word hocus in the hocus pocus mantra which is often said by ancient magicians before starting their tricks. According to Nares, hoaxes were deliberately made as jokes to entertain people. However, with the development of the times, hoaxes are often made for more serious reasons and tend to be negative. Hoax according to the Oxford dictionary (2017) is defined as a form of deception to make jokes and also cause harm. The hoax theory by Silverman (2015) is a series of pieces of information that is misled and sold as truth. The hoax theory according to Pellegrini (2008) which was developed from MacDougall's theory is a lie that was made up in such a way by someone.

The spread of hoaxes today often harms many people. According to Savitri (2017), one of the factors for the creation of hoaxes is the existence of media competition in increasing the number of site visitors, so it is not uncommon for media on the internet to write news and information without paying attention to the journalistic code of ethics. So, as a generation that is sensitive to technological developments, millennials must be smart in managing social media.

The theory about the millennial generation put forward by William Strauss and Howe (1991) is that the millennial generation is a generation that has several characteristics, namely they assume that the millennial generation has civil insight and a strong sense of empathy.

In addition to being smart in managing social media, the millennial generation is also expected to be able to understand the content of the news well. Improving digital literacy skills is one of the most important steps to anticipate the spread of hoaxes. Therefore, the millennial generation must have critical thinking and high curiosity to be able to process information so that the spread of hoaxes can be overcome.

The reason the research chooses the hoax subject is that information deviation often harms the community. This is stated in Article 28 paragraph 1 of the ITE Law which reads "Everyone intentionally and without rights spreads false and misleading news that results in consumer losses in Electronic Transactions."

The object chosen by the researcher is the millennial generation. According to data from the Ministry of Communication and Information, the young generation in Indonesia is vulnerable to the spread of hoaxes, one of which is because the younger generation is the largest user of social media. Therefore, we need a study that is relevant to the problem of the research (Dasdar and Supriadi 2023).

Based on the explanation above, the formulation of the research problem is why the anticipation of hoax news is very necessary, especially for the millennial generation. and what attitudes can the millennial generation take in anticipating the rise of hoax news?

Based on the explanation above, the formulation of the research problem is to find out the importance of anticipating hoax news by the millennial generation and to find out what attitudes the millennial generation can take to anticipate hoaxes.

B. Metode Penelitian

This research method uses a qualitative approach that aims to find, collect, determine, process, and analyze research data. The author chose a questionnaire as a data collection tool. This questionnaire contains 20 questions related to knowledge and behavior in anticipating hoax news that often circulates. This questionnaire will also be distributed to our research object, namely the millennial generation among adolescents, which will be taken by 30 respondents as research data. links to this questionnaire are distributed via short battles. Each question in the questionnaire contains a scale from never to often that will be answered by the respondent. The data generated from the questionnaire will be distributed in the form of respondent diagrams which will be analyzed in the discussion for each question. This research method aims to obtain results that will be described in the form of a description. According to Sugiyono (2009:29), descriptive research methods are: "A descriptive method is a method that serves to describe or provide an overview of the object under study through data or samples that have been collected as they are without analyzing and making conclusions that apply to the public."

C. Hasil dan Pembahasan

Determination of News Sources and Provocative

Based on the questionnaire data we obtained, the respondents generally read more than one news source to ensure the truth of the information. This is the right step to reduce reading news that has the potential for hoaxes. In line with this attitude, respondents are mainly rarely provoked by provocative news headlines.

Site Observations and Sources of News

Anticipating the following hoax news is how respondents observe the sites and news sources they read. From the results of the questionnaire, it turns out that the respondents still rarely observe the site and the source of the information obtained. Meanwhile, by observing the sites and news sources that are read, the spread of hoaxes can be anticipated.

Dumb News and News Publication Date

In anticipating other hoax news, respondents stated that they rarely share the news that is not necessarily true. This is in line with respondents who always check the date of the news they read. Thus, respondents can determine which information is wrong and which is right.

Accuracy in Reading News

Hoax news often provokes the emotions of the readers. It aims to increase the amount of income through readers in any medium. Based on research, the respondents generally are not emotionally affected by the news they read. Reading a news story must be done thoroughly to avoid the influence of hoaxes, especially the influence of emotions. The respondents mostly always read the news thoroughly. However, there are still many respondents who rarely pay attention to the format of news writing. This shows that respondents typically only read, not look at the content of a news story.

Hoax Prevention Means

Another thing we can do to anticipate hoax news is by using hoax prevention tools such as fact-checkers and anti-hoax discussion groups. Currently, many news media already have their fact-checkers, but it never hurts for readers to make sure the news we read is true and follows the facts. From the results of the study, it appears that the respondents rarely used a fact-checker. The possible cause is the respondent's lack of insight into fact-checkers. In addition, many respondents have not joined the anti-hoax discussion group on social media. Meanwhile, being a member of a discussion group can provide convenience to the public in verifying the truth of information. This is because there are accounts that participate in checking the contents of the news (Amelia Rahmi and Qorby Haqqul Adam 2022).

Hoax Complaints and Socialization Services

Currently, there is a complaint service related to hoaxes. However, based on data from respondents who generally never report knowing that there is hoax news they read. This can be ascertained because the existence of these services is not able to reach school students. These services can be known by many people if the counseling is held. Based on the data, respondents generally rarely attend counseling related to hoaxes. So it is very unfortunate for students who still have little knowledge about the act of reporting hoaxes.

Validation of Authenticity of Photos and Videos

When reading the news, we must check the authenticity of the photos or videos listed. Based on the data, the respondents stated that they always check the authenticity of the photos or videos they see in a news story. This is the right attitude in anticipating hoax news because by ensuring the photos and videos we can prevent the wider spread of hoax news if the news is not proven to be true.

Personal Assumptions

Making personal assumptions when reading the title of a news story must often be done by news readers. This can happen because sometimes news must have a title that provokes the readers to assume the title of the news they are reading. In fact, it is not necessarily the assumption that we make true if we have not read the news thoroughly. Respondents stated that they rarely assume when reading news headlines. This is in line with the respondents who also rarely feel biased about a piece of news. So that respondents are not easily influenced by hoaxes (Tesa Gita Rinanda and Fatmawati Moekahar 2022).

Self-Defense from Outside Influences Related to Hoax

Dissemination of news needs to be done in a trusted community. So that the potential for the spread of hoaxes can be reduced. Based on the data, respondents generally always disseminate the news they receive to a trusted community according to and based on facts. In addition, the respondents also always hold fast to the facts they believe in regardless of the assumptions of the public present regarding the news. Then, the

respondents also stated that they often considered the reasons why someone shared the news with them. This shows that respondents can refrain from outside influences related to hoax news.

D. Kesimpulan

This study seeks to determine how the millennial generation's attitude, especially among students, anticipates hoax news. Based on the research data, more or less, these millennial generations already know how to act if they are caught or receive hoax news. This means that the millennial generation can determine whether the news is factual or fake.

Suggestions related to this research are that the millennial generation can be more critical in reading information received, both information from print media and social media. In addition, researchers also suggest implementing media literacy that focuses on identifying the characteristics of hoax news which aims to reduce the spread of hoaxes among the millennial generation.

Daftar Pustaka

- Abdussalam, M. R., and F. Alamsyah. 2021. *The Importance of Literacy to Avoid Indonesian Younger from Hoaxes Spread. Engaging Youth in Community Development to Strengthen Nation's Welfare.*
- Amelia Rahmi, and Qorby Haqqul Adam. 2022. "Peran Aktivis Pers Mahasiswa Jawa Tengah Dalam Meluaskan Internet Damai." *Jurnal Riset Jurnalistik Dan Media Digital* 2(2):91–98. doi: 10.29313/jrjmd.v2i2.1357.
- Batoebara, et al. 2021. "Literasi Media Dalam Menanggulangi Berita Hoaks (Studi Pada Siswa SMKN 5 Medan)." *Jurnal Warta Edisi* 63(14):34–41.
- Cantika, A. D. 2020. "Millennial Generation Has Vital Role in Facing Hoaxes. UNAIR News." Retrieved (<https://news.unair.ac.id/2020/09/10/millennial-generation-has-vital-role-in-facing-hoaxes/?lang=en>).
- D Daud, R. F., and K. Khairunnisa. 2022. "Young Generation and Hoax Danger in The Middle of The Community International Journal of Engineering, Science and Information Technology." 2(3):52–57. doi: <https://doi.org/10.52088/ijesty.v2i3.287>.
- Dasdar, Jufadli Rachmad, and Yadi Supriadi. 2023. "Literasi Digital Dalam Menanggulangi Perundungan Siber Di Dunia Olahraga." *Jurnal Riset Jurnalistik Dan Media Digital* 3(1):31–38.
- Ibad, M. N. 2019. "No Title Model Pembelajaran Komunikasi Pada Penggunaan Sosial Media Untuk Menanggulangi Penyebaran Berita Hoax Bagi Generasi Muslim Milenial." *Wasilatuna: Jurnal Komunikasi Dan Penyiaran Islam* 2(1):53–73.
- Judith, C. 2018. "Interaksi Komunikasi Hoax Di Media Sosial Serta Antisipasinya. Journal Pekomnas." 3(1):31–34.
- MS, D., and D. Novitasari. 2022. "Literasi Digital Bagi Remaja Dan Karang Taruna Dalam Upaya Mencegah Informasi Hoax Di Desa Sukaraja Kecamatan Lengkiti Kabupaten Ogan Komering Ulu. Wahana Dedikasi." *Jurnal PkM Ilmu Kependidikan* 5(2):178. doi: <https://doi.org/10.31851/dedikasi.v5i2.7536>.
- Nurrahmi, F., and H. M. Syam. 2020. "Perilaku Informasi Mahasiswa Dan Hoaks Di Media Sosial. Communicatus." *Jurnal Ilmu Komunikasi* 4(2):129–46. doi: <https://doi.org/10.15575/cjik.v4i2.9215>.
- Remaja, I. N., and D. M. J. G., Ardana. 2020. "Pengamanan Informasi Dalam Rangka Mengawal Generasi Milenial Tolak Ancaman Berita Hoax." *Jurnal Jnana Karya* 1(1):37–45.

Slamet, Muhamad Rifqi, and Tia Muthiah Umar. 2023. "Persepsi Mahasiswa Bandung Pada Konten Podcast Deddy Corbuzier." *Jurnal Riset Jurnalistik Dan Media Digital* 3(1):13–18.

Tesa Gita Rinanda, and Fatmawati Moekahar. 2022. "Remaja Dan Literasi Media Sosial." *Jurnal Riset Jurnalistik Dan Media Digital* 2(2):71–76. doi: 10.29313/jrjmd.v2i2.1076.