

Hoax and New Media: Content Analysis of News About Hoax in www.viva.co.id

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ABSTRACT

Media is a source of information for the people. Since the emergence of the Internet, the role of new media got more important, since it has the ability to disseminate the information faster and wider. In media industry, the number of online news site increases along with the development of internet users. This online news sites cover all of the themes that interesting for the readers. Hoax has been a crucial topic appears in the news, whether in traditional mass media or online media. This study aims to reveal the news about hoax in an online news site, namely www.viva.co.id. It is important, since hoax is an inevitable phenomenon in the internet era, and the online news site belongs to one of the candidates for president of Indonesia when the election happened in 2012. The data gathered using observation toward the online news site in the period of 2016, specifically the news about the hoax. Observation toward the data was also being done to get the right data. Meanwhile, the analysis technique employed in this study is content analysis. The finding shows that there is a small number of news about hoax in 2016. They tend to be neutral for the tone of the news. This finding is interesting since the owner of the media is a politician that was also a president candidate in the former general election.

Keywords: *Hoax, new media, online news, media ownership, content analysis.*

INTRODUCTION

Nowadays, information becomes more valuable than money. By spreading information, people will have their own prides to be the source of an issue, especially when they are the first person who share the information. Unfortunately, this trend often doesn't follow by the responsibility of the impact that may happen after the spreading of the news. People tend to be more concerned with the speed of the dissemination of the message than the accuracy of the message itself. This behavior has been growing rapidly with the emergence of the internet. Using an Internet connection, people will be much easier to become a source of the information by writing on their social media or sharing the news from online news sites to their friends virtually.

In Indonesia, the users of the internet have been increasing each year, although it can't be classified for high number of users yet. It was shown that in 2016, 51.8% of total populations of Indonesian are the internet users (APJII, 2016). There were 132.7 millions of all Indonesian (256.2 million) had access to the Internet connection. Although the number is still low, the data showed that it was higher than 2014 data. Back in two years earlier, there were only 34.9% of all populations were internet users (APJII, 2016). Mostly, expert in the internet or online communication studies will assume that in the upcoming year, the number of internet users in Indonesia will keep increasing. This phenomenon leads to some consequences. One of the them is the literacy of new media.

Indonesia is unfortunately still working on improving new media literacy rate, since the more internet users require more new media literacy rate. The literacy rate of Indonesian is still low. Among 62 countries all over the world, Indonesia was on the bottom two according to the data from the World's Most Literate Nation (Yusuf, 2017). The low

literacy rate of Indonesians can also be seen by the high flow of the unverified issues and information in the virtual world among Indonesians that may come to the dangerous conditions (Fauzan, 2016; Nana, 2016).

Nowadays, the term 'hoax' is no longer a strange word. The high flow of information using new media as the channel appears to be the reason why such a word becomes a common term in social life nowadays. Election in a region is one of the examples of the momentum where hoax appears. The latest election that attracted Indonesian is the election of Jakarta Governor. Anggraini (in Suryowati, 2017) said that regulation, omission, and slow response from the government regarding the establishment of the hoax are what causes the growth of the hoax itself. However, government is not the only one who shall responsible for the growth of the hoax in Indonesia conventional mass media and new media. The Internet users generally also play a crucial role in combating the hoax phenomenon. Moreover, hoax in new media is more inevitable than hoax spreading in conventional mass media. It is caused by the lack of gatekeeper in new media. In Indonesia, hoax began just for fun initially, but it went massive, especially in cover politics, tribe, religion, and group issues (Indopos, 2017; Yordan, 2017).

With the speed of the flow of information in a new media, there will be a global society, where there is no boundary geographically. New media has made it possible to spread the information in a greater scope and in a quicker time. It will cause a shift in term of the media in this global world. Moreover, the media are believed to affect people with the news. Either the hoax or the news about hoax can be affected people who read the article (Badan Litbang Kementerian dalam Negeri, 2016).

This paper analyzes the representation of hoax on media, by doing a content analysis of the news about hoax in an online news site, www.viva.co.id. It is a crucial research, since media gives the impact to the audience. Therefore, the message in the news, which is the key information in a news will affect the audience who reads the news. By understanding the representation of the news about hoax in an online news site, it is expected to be able to lead to the solution to the rise of hoax practices in online media in Indonesia.

RESEARCH BACKGROUND

a. Mass Media and New Media

Since the establishment of media technology, mass media has become a prominent source for the fulfillment of information need among people. The power for covering a huge number of audiences and the wider scope of recipients of the message is one of the reasons why it became popular. Besides, it is much easier to communicate using mass media with the involvement of media technology to disseminate a message with a mass recipient.

Neuman (in Scolari, 2013) stated that before audio visual media era which is represented by the massive use of television, there was a long journey of mass media evolution. Starting with the era of printed media in the 1800's, the traditional mass media reached the peak in 1990's. Nowadays, the journey of media improvement not only ends in the mass media, but also into the new era, the new media era that can be seen by the establishment of the internet as shown in figure 1 below.

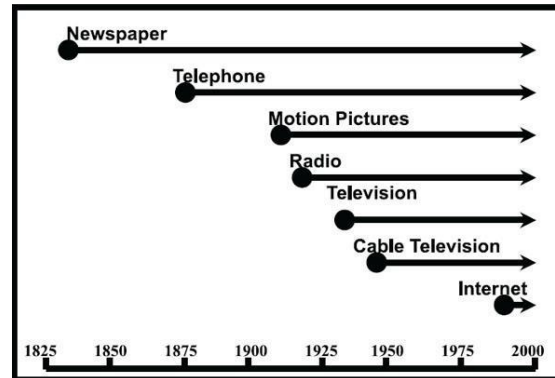


Figure 1: Timeline of evolution media (Neuman in Scolari, 2013).

From the Figure 1 about the evolution of media, it can be seen that each phase carries an important element in the process of communication. In a communication process, the message is the most important element among others, since the focus of communication process based on Griffin conceptions about communication is socialization (Griffin, 2012). Communication as socialization also be understood as a process. In the perspective of communication as a process of message transfer, it is shown that the mutual understanding is the main goal for a communication. It happens when a recipient understands the message as same as what the sender wants. Since it is the element that affects the process, message become a prominent role.

Besides, the message in the communication process also plays a crucial role, since it is the one that stimulates the respond, so that that recipient will behave based on the message they receive. In the communication process, it can be called as feedback. Moreover, another thing appears from the message is the impact. Again, it stimulates the recipient to feel and think based on the message. In some cases the recipient's attitude and action are caused by the message.

Mass media have a very close relation with the development of science. It is an important tool for disseminating the information about science, since it has a huge coverage for information. Mass media consists of the main theoretical models of science communication, like 'public understanding of science' and 'mediatization' model. It also able to describe the existing empirical research. Moreover, it also shows the improvement of science agenda, the regular work of science journalist, and the variety of the science that are represented in it, which has the possibility to give impacts to the audience (Schäfer, 2011). Since science is the sign of improved generation, the using of mass media as the source on the science itself seems appropriate and on the right track. It leads to the importance of mass media in people's life. Therefore, research in mass media also becomes crucial for developing the life of the people.

Internet era allows people to have the interaction not only with mass media, but also new media. Newspaper, radio, and television are considered to be the conventional mass media, although they got a wide scope of message broadcasting. The consequences of the shift concept from conventional to new media can be seen in some aspects, such as the complexity of the organizational structure, the number of the crew that are involved in a process of the media content production, the shift of message content type, from general to private message content, the improved speed of spreading the information, and the existence and role of the gatekeeper to filter the information (Dominick, 2005).

New media do not need a mass media organization to produce messages. It is different from the conventional mass media that requires a complex organizational structure. The complexity of organizational structure gives impact to the number of the people who can be considered as the creator of the message. Moreover, the complexity of organisational structure also leads to the number of the gatekeepers. In conventional mass media, there will be more than one gatekeeper who will control the information that will be broadcasted through their media. On the other side, in new media the gatekeeper is so minimal, sometimes the creator of the information will also act as the gatekeeper at once. Therefore, there will be multiple job for the people, since sometimes the reporter will covers editor and gatekeeper role. The gatekeeper issue relates to the type of the information that spread in either conventional mass media or new media. Conventional mass media often create general information as the message, but new media content may involved private message. Finally, the speed of spreading the information in conventional mass media and in new media is different as well. Surely, message in new media can travel faster than the one in conventional mass media. Finally, through some brands, people will find it is easy to put new media in a pocket instead of desktop, lounge rooms, and offices. Finally, the ease of accessing the new media makes the people do not pay attention to the quality of information they get. This allows for misinterpretation of messages that are being exchanged and will result in the failure of the mutual understanding between the source of information and the recipient of the information.

b. Online News Site Media

Before the internet era, people gained information only from conventional mass media, such as television, newspaper, and radio. Nowadays, online news site dominates the vehicle of the media. In Indonesia, not all of them are being verified by Press Council (Dewan Pers). There were only 74 mass media industries got the certificate of verification (Galiartha, 2017).

The list of certified online news site showed only eight online news sites hold the certificate of verification from the Press Council of Indonesia. This verification announcement was held simultaneously with the National Press Day on 9 February 2017 at Ambon. Chairman of the Press Council, Data Collection and Ratification Press Company of the Press Council said that the launch of the company's press verification leads to the commitment to meet the standards of press companies in accordance with the decree of press council, enforcing journalistic ethics code, and involve journalists in the competence test of journalists to obtain certificates and inclusion of verification logo company press (Galiartha, 2017). Although online news site shows a slight difference from the mainstream media, it also talks about journalism. Online news sites employ the same rule as the offline media, such as television, newspaper, and radio.

However, since the user of the Internet has risen nowadays, online news has become the mainstream news medium nowadays, even some issues need to be considered, like reliability and credibility. It appears that since there is no gatekeeper in online media, the source of this media still be questioned in the reliability and credibility (Nguyen in Omar, 2014; Wilson et al., 2011). On the other side, online news became prominent nowadays in term of the democracy practice in a country, such as Indonesia (Hill & Sen, 2007; Hill, 2003), Singapore (Rodan, 2011), and Malaysia (Willnat et al., 2013; Rajaratnam, 2009).

Online news site research is not only about the content. Some of the scientists have done another research about the online news site; such as the effect of online news (Omar,

2014: Caruana, 2013). As it was predicted, since online media has a greater exposure to the audience than the conventional mass media, the effect of the content is more magnified too. The magnification effect of online news may have something to do with the demand-based of the media. When a audience wants to know more about an information, he/ she can find it more easily in the online news site than in newspaper pages or radio and television program which can be repeated unless they have supporting device to do so.

The online news sites can be considered as the future of journalism. The printed media as the output of journalism may be replaced by the non-printed media. Moreover, online news sites able to give people to choose which sites they want to access. It is also cheaper, since mostly they don't have to pay some amount of money for subscribing the sites. It is free and it can be accessed whenever they want. Therefore, when it is said that the content of the online news sites must be controlled wisely, it does make sense, since they have so many subscriber (and also non-subscriber that also able to access the news whenever they want)

c. Hoax and News About Hoax

The flood of information is inevitable in the Internet era, since the media audience unable to control the quantity of the information rise in their life. The variety of the information may lead to the condition where there is no clear explanation on the truth of the information itself. Hoax may be resulted from the flood of information. Social media, one of the products of the Internet age, it is possible for the hoax to flourish because as a new media product, social media does not have a gatekeeper that filters out published information.

Some scientists use fake news as the terminology to mention a hoax. It will need a special skill to differ a hoax or fake news from a non hoax or real news. In many cases, identifying hoax is a complicated thing. It needs a special skill to find out a precise definition about the term. Sometimes it tends to be a hard work (Rubi et al., 2015; Collins, n.d.). The complex analyze on a news to be decided whether it is a real news or a fake news can be done using a fake news detection system. It can assist people to process the news and classify it to the hoax or a non hoax category. Yet, it has a strong relation to the sender and the receiver. When the creator of the news didn't intend something to be a hoax, then it is not a hoax. Meanwhile, when the receiver didn't believe on a news, whether it is a hoax or non hoax, then it will be the same as exact as it. Eventually, if the creator didn't declare that his/ her writing is a non hoax, then it will be hard for the receiver to prove it as a hoax.

Situngkir (n.d.) in his article said that gossip about a public figure in Indonesia made it to more than 50,000 readers as tweeted by 59 social actors within many various cities only for about two hours before it has been known to be a hoax. Twitter has become a collaborative network of disseminating information. The original source (or the "patient zero") does not necessarily one with a huge amount of followers, because it was the collaboration that makes the information become huge. The hoax, as the case of study in his paper has found to have a large population scope in five to six steps of tweeting, and potentially larger exponentially unless a conventional media stopped the spreading of the hoax.

Since we can't possibly present in every situation, get information from the media can be considered as more effective than witness the news first hand. It makes us lack of information about what actually happens due to an event or information. However, from a

conference that was held by Harvard University and Northeastern University in 2017, it was concluded that there are some possible pathways for reducing fake news or hoax, including: (1) offering feedback to users that particular news may be fake (it could reduce sharing information activities); (2) providing potential sources that confirm about the hoax/ fake news; (3) detecting information that is being promoted by bots and “cyborg” accounts and manage zero respond to those manipulations; and (4) because a few sources may be the origin of most fake news, identifying those sources and reducing promotion (by the platforms) of information from those sources. Since the pathways seem too theoretical and normative, Lazer et al. (2017) also proposed some operational way. Involving more conservatives in the discussion of misinformation in politics, collaborating more closely with journalists in order to make the truth “louder,” and developing multidisciplinary community-wide shared resources for conducting academic research on the presence and the dissemination of misinformation on social media platform seems to be more practical and maybe useful to be implemented in another countries, including Indonesia.

As mentioned earlier, the media have a great impact on people. It means that the content of a media may affect people’s life. News in online news site also needs to be paid attention to. The content of the news in online news sites enable to give impact to the people who read them. News about hoax must be considered as something that will also give impact as much as the hoax news itself. News about hoax in the context of this research is the news that has the hoax as the topic. Therefore, this research doesn’t study about the news that are categorized as a hoax, but the news that talk about the hoax.

d. Media Ownership

There is an anonymous quote says that if you want to control the world, you must own a media. It makes sense, since in the current world, people are being controlled by the content of the media. With the ability to deliver a number of messages rapidly with the huge scope of spreading, having control the media will be the dream of every people. In addition, they are who need to disseminate their ideas or ideology to persuade mass society.

In the context of democracy, the ownership type of media has strong connection with the realization of the democracy in the country. Domingues-da-Silva et al. (2015) found that decentralization of media ownership supports the ideal practice of democracy. In Indonesia, Nugroho et al. (2015) published a report about the landscape of media ownership in Indonesia and the impact for the citizen’s participation. This research collaboration between the Centre for Innovation Policy and Governance and HIVOS Regional Office Southeast Asia that funded by Ford Foundation concluded some key findings. One of them is the milestone in the development of the media industry. It is found that the Indonesian media industry has grown since the late 1980s, where Reformation 1998 became a turning point. Before the reformation, there was only one government television and a small number of private television station. However, the news program in the government television must be broadcasted too on the private television channel. In the last fifteen years, the growth of the media industry in Indonesia has been driven by the interests of capital which can lead to the variety of the ownership of the media.

The media industry landscape in Indonesia showed the acceleration of conglomeration in the Indonesian media industry. Currently, at least 12 big media groups control most channels in Indonesia. Not only own the media company, they also own property-related business (Kompas Group), property and banking business (CT Group). In

addition, reformation leads to the change in the politics dynamics which resulted the new figures as the leader of the regional or national scope. Since the some of the owners of the media industry were also politicians, they will benefit from their own media and use them to affect public opinion for their benefit. The obvious examples here are Surya Paloh, owner of Media Group (Metro TV and Media Indonesia newspaper) and Aburizal Bakrie, who owns the Viva group (Nugroho et al., 2015).

Similar to Nugroho et al. (2015) and Kramer (2013) has mentioned about the ownership of media and the content, especially in the context of corruption issue. When a politician was also the owner of a media industry, there will be an opportunity to hide some negative attitude, such as corruption. For example, Aburizal Bakrie, the current chairman of the Board of Trustees of the Golkar political party, owns print, television, and online media outlets. Another prominent example is Suryo Paloh, who created his own political party, Nasdem, in 2010. He also owns the newspaper Media Indonesia and television channel MetroTV.

METHODOLOGY

This study adopted a statistical descriptive analysis in addition to the content analysis of the news about the hoax. Content analysis is a research method that involves a series of procedure to make a valid inference about a text (Weber, 1990). The analysis unit is the news about hoax in an online news site, namely www.viva.co.id. The selection of online news sites used in this study is based on the ownership of the site, since the owner is Aburizal Bakrie, one of the candidates in the Indonesia presidential election in 2012. At the end of the election, he didn't win the election, and there has been some possibilities for him to use the online news site to be the watchdog for the government. The 2012 presidential election is a momentum, where the candidates used new media much more than the elections before.

The procedure in the analysis process used in this study begins with observing the news on www.viva.co.id during 2016, especially articles related to hoax. After a quick look, then the next process is the news article selection. In this process, 'hoax' was used as the keyword to gather news article about the hoax. The use of 'hoax' as the keyword results 374 news articles in the period of 2016. The next process is coding. In the coding process, the coding sheet consists of a number of the news article, title, time post of the news article (day, date and time of upload), name of source persons (informant in the news article), the institution of the source person, topic, reporter name, number of words 'hoax', and reporting tone.

After the coding process is done, the next step is to analyze the contents of the coded data by referring to the predetermined indicators, namely: (1) the number of the word 'hoax' in the news; (2) the tone of the news; (3) the source person on the news; and (4) the topic of the news. In a study using content analysis as a method of analysis, it is necessary to check the indicators used to perform the coding process, one of them is by using intercoding reliability. The intercoding reliability of this study involved a colleague to do the coding of samples from the articles to be analyzed, a total of 50 articles were tested for coding process and resulted in an error of 16%. Based on these discrepancies, the indicator in determining the coding process can be used in this study.

RESULTS AND DISCUSSION

From the collecting data process, it was found that there were 374 news about the hoax in www.viva.co.id in the period of 2016. The searching stage was done by using “hoax” as the keyword. Hereby the recap for the data collected:

Table 1: Data of news about hoax in www.viva.co.id in the period of 2016.

Indicator	Frequency	Percentage (%)
The total number of the news about hoax	374	100
The number of the word 'hoax' in the news	1642	100
The tone of the news (Total)	374	100
• Positive	107	28
• Negative	96	26
• Neutral	171	46
The source of the news	374	100
• Government	157	42
• Non-Government	217	58
Topics	374	100
• Economy	15	4
• Politic	82	22
• Social	98	26
• Law	60	16
• Technology	82	22
• Entertainment	30	8
• Sport	7	2

For the period of study 2016, 374 news about hoax in the online news website www.viva.co.id. were identified. It is the first indicator in this study. The process of identification used the keyword “hoax”, so that the news obtained were being verified constantly when the news were gathered.

News is a product of media, which are involved in the process of interpretation. In many cases, interpretation happens in an extreme way, where there is no consistency between the use of the word verbally with the meaning of the content. In other cases, the interpretation may happen where there is no intense difference between the word explicitly and the meaning. This study chose to use the specific keyword so that there is no need further interpretation of the news that are gathered in this study. The number of the news appears in a media implied the representation of a specific theme that is the focus of the news (Wu, 2016; Yulianti et al., 2016; Yulianti, 2014; George et al., 2001).

Among 365 days in the year of 2016, there were only 374 news about hoax in the online news site www.viva.co.id. It was a low number, since the news about hoax does not appear every day. Often, if an issue is being discussed much in social interaction, news on the issue will appear every day, or sometimes even more than once per day. However, the occurrence of the word "hoax" which is not much in this one year period may occur because in one year, there are certain months where the issue is considered important, and certain other months this issue is considered less important (other issues are considered more important). However, this study only used one keyword to determine the object of analysis. There is a possibility for more news about hoax if the keyword is expanded to other words, such as “fake” or “fake news”.

The second indicator is the tone of the news. The tone of the news able to indicate more interpretation than just the frequency of a the appearance of a concept in a news (Booth & Matic, 2011). Moreover, the tone of the news can be arranged by providing a management for news broadcasting or publishing (Hitchins, 1997). Since tone of the news has a strong relation to the reputation of an institution, it is such a prominent strategy to control the representation of an institution in a news. In the context of this research, the number of appearances of the word “hoax” is not enough to indicate the popularity of the issue, since we have to look closely how the word is represented.

In the context of this study, the tone of the news can be divided into three categories: (1) positive, (2) negative, and (3) neutral. There are 107 news of 374 news about hoax be classified into positive categories. The news in this category tends to persuade the reader to be careful on decoding the hoax. They also contain the information about the anticipation effort on combating the negative effects of hoax either by government or non-government institution, such as Facebook, YouTube, or Twitter.

Moreover, the negative tones on the news were found in 96 news (26%). In this category, negative tone appears in terms of the case on hoax and the violation of the news audience towards hoax information. The last category of the tone of the news is neutral, where it dominates the news. There are 171 news of 374 news about hoax are categorized as neutral. The neutral news about hoax involves the information and description about hoax. From the elaboration on the tone of the news, it appears that www.viva.co.id tends to publish neutral news about the hoax. It shows that the ownership of the media company doesn't affect the news directly at this moment. It is possibly because the owner doesn't take part in the election in 2016.

From the Table 1 is also shown that there is no tremendous difference between government and non-government as the source of information in the news. The government source appears in 157 news, and 217 news involves non-government source. The source of information may shape the content in a communication proses, since it can play variety roles (Beurer-Züllig et al., 2009). In the context of this study, some sources that categorized as government are ministers, Regional Representative Council, House of Representatives, and Police officers. Meanwhile, the sources come from non-government consist of political party, entertainer, CEO of a corporation, and expert in law and technology. Since hoax is a major issue that need to be taken care by government properly, it is not ideal enough if the source from non-government is bigger than the government.

The last indicator in this study is a topic, which express in what packaging the news about hoax are published in the online news site of www.viva.co.id. From the content analysis table above (table 1) it can be understood that there are seven groups of topics, which are economy, politic, social, law, technology, entertainment, and sport. From the seven groups, the news tends to be packaged in term of social topic (26%). The social topic mostly shows suggestion on how to deal with hoax, so it is nicely informing the audience. Media is believed as the source of social reality, yet at some points it is represents the social life of the people. This is in accordance with one function of mass media, which is to transfer the social values from one generation to another (Dominick, 2005).

CONCLUSION

There are several conclusions in this research. The first conclusion is about how the online news site www.viva.co.id considered the issue of hoax. This online news site considered that the hoax issue was not a crucial issue that deserves to appear in their news. This can be known from the small number of news about hoax in 2016.

The second conclusion of this research regarding to the neutrality of the object of the research. The online news site www.viva.co.id was a neutral online media site. It can be seen from the news articles about hoax in 2016 that tend to be neutral, although its owner was taking a part as a candidate when 2012 presidential election occurred and didn't win it.

However, this research also has limitations, especially in the process of gathering the data. Since it was only used a keyword 'hoax', the finding may be different if there are some others keyword employed.

ACKNOWLEDGEMENT

This research is funded by the grant of PNB (Penerimaan Negara Bukan Pajak/ Non-Tax Government Revenue) from Universitas Sebelas Maret, Surakarta, Indonesia, under the scheme of Hibah Peneliti Utama sebagai Rujukan Hibah MRG-UNS (PUT-MRG) 2017.

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