

## Hoax Analysis on Social Media Corpus

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**Abstract.** In globalization era, hoax has been widely spread on social media and disturbs the well-built relationship of Indonesian people. Even it often breaks the unity of people. Lack of knowledge in how to identify hoax has let readers be hypnotized to believe that the news is real. This study is aimed to develop "KAPAK HOAKS (HOAX AXE)" model (Reader's independence in analyzing hoax content). This study uses the theory of CDA Fauzan (2013). The study method used in this article is qualitative method with critical linguistics study approach. The authors of this study have collected analysis theories of critical literature able to be used to analyze data of hoax circulating on social media. The analysis is conducted by matching data corpus with the chosen theory. Through the analysis, the authors have identified language aspects supporting self-checking improvement. It is also mentioned by Eriyanto (2001) about hoax analysis. To reach perfection, this study considers that the future research needs to involve response test on social media readers' positive independence in responding hoax.

**Keywords:** corpus, hoax, linguistics, social media

**Abstrak.** Di era globalisasi, hoax telah merajalela di media sosial dan mengganggu persatuan masyarakat Indonesia yang terjalin baik. Kurangnya pengetahuan tentang bagaimana mengidentifikasi hoax membuat pembaca terhipnotis untuk percaya bahwa berita itu nyata. Penelitian ini bertujuan untuk mengembangkan model "KAPAK HOAKS (HOAX AXE)" (Kemandirian Pembaca dalam menganalisis konten hoax). Penelitian ini menggunakan teori model CDA menurut Fauzan (2013). Metode penelitian yang digunakan dalam artikel ini adalah metode kualitatif dengan pendekatan studi linguistik kritis. Penulis penelitian ini telah mengumpulkan teori analisis literatur kritis yang dapat digunakan untuk menganalisis data hoax yang beredar di media sosial. Analisis dilakukan dengan mencocokkan korpus data dengan teori yang dipilih. Melalui analisis, penulis telah mengidentifikasi aspek bahasa yang mendukung peningkatan pemeriksaan diri. Hal tersebut juga dikemukakan oleh Eriyanto (2001) tentang analisis hoax. Untuk mencapai kesempurnaan penelitian, penulis memandang bahwa penelitian ke depan perlu melibatkan uji respon terhadap kemandirian positif pembaca media sosial dalam merespon hoax.

**Kata kunci:** hoaks, korpus, media sosial, linguistik

## INTRODUCTION

Recently, hoax is commonly served and extensively scattered on many kinds of social media. It can be online or printed media. The advanced information and communication technology contributes positive and negative effects. It facilitates people in consuming information. Tragically, most people have no concern in the negative effect. One of the proves is they are so easy to believe in hoax. Since they are familiar with internet service, getting information

becomes much easier than ever. They can obtain a lot of information from social media such as Facebook, Twitter, Instagram, or message service like SMS, Whatsapp, and so on.

The manipulated information served on social media by irresponsible people is able to influence emotion, feeling, mind, and behavior of someone or group. Unfortunately, the easily obtained information is hoax with provocative title leading the readers to negative opinion. Hoax can be about negative assumption, slander, hatred, threat, or anything bad making someone suffered from mental and property loss.

CNN Indonesia mentioned that according to data exposed by Communication and Information Ministry, there are 800 thousand websites in Indonesia indicated as hoax and hate speech server (Sutarya, 2018). The ministry has also blocked 773 thousand websites in 2016 classified into ten groups. The ten groups are those containing porn; diversity of tribe, religion, race, and social grouping; deception; illegal trade; drugs; gambling; radicalism; violence; internet safety; and intellectual property right. They are dominated by porn (Jamaludin, 2016).

Despite the plan of the government in blocking and deactivating websites on social media indicated as hoax, there are always the new ones posted individually. In Indonesia, it is found the mean to detect hoax called Hoax Analyzer. It is in form of those mentioned in [www.hoaxanalyzer.com](http://www.hoaxanalyzer.com) or [www.turnbackhoax.com](http://www.turnbackhoax.com). The weakness of the mean is it requires consistent large data. As hoax data develops rapidly and massively in various forms, the mean is ignored and cannot be accessed anymore. That is why hoax is completely out of control. One of the best ways to slay hoax is by educating the users of social media.

As educated people in millennium era, we are demanded to be careful in taking information, reading, observing, and discovering the source of news. We are not allowed to spread the news before knowing for sure if the news is correct or not. According to Kompas.com, the rapid growth of hoax is caused by (1) Indonesian people are not familiar with healthy democracy, (2) most people talk without evidence as they do not like saving data, and (3) basically Indonesian people like talking without verification.

Sadly, most of Indonesian people have low ability in analyzing news. As the result, they often misunderstand and catch the incorrect meaning of news without using logic. The misunderstanding leads them to disunity. Therefore, it is important to build their independence in analyzing news content. Independent hoax analysis can be carried out without any tool or software. In other word, it uses self-fact checking or digital literacy. Critical literature analysis is needed to find the characteristics and format of hoax. An ordinary person is able to analyze news by using clear language parameter. Without any tool, it can be seen if the news is real or fake. According to Eriyanto (2001), there are several ways in doing critical literature analysis to analyze hoax. The ways are selection of vocabulary, presupposition, illustration of happening, and description of someone or group. The analysis consists of two kinds of analysis such as linguistics and semiotics. Selection of vocabulary and presupposition belong to linguistics aspect analyzed in critical literature analysis, while illustration of happening and person's description through picture or alphabet typology belong to semiotics analysis.

This study use the theory of CDA model of Fairclough by Umar Fauzan (2013). According to Umar Fauzan, CDA is a type of critical discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context.

In recent study, this kind of topic has been discussed by Juliswara (2017) who discussed about how people can determine a hoax based on “Bhineka” of media literacy model. This CDA model also used by other previous researchers for their research topic such as social media networks and the discourse of resistance by Innocent Chilwa (2012), a critical discourse analysis of social media and the social movements in the Middle East and North Africa by Farid Shirazi (2013), methods of critical discourse studies by Ruth Wodak and Michael Meyer (2015), analyzing discursive connections between Islamophobia and anti-feminism on an online forum using combination of CDA and topic modeling by Anton Tonberg and Petter Tonberg (2016), evidence from business media discourse using critical discourse analysis and social cognition by Veronica Koller (2005), legal risks can go viral when marketing through social media by Melissa Landau Steinman and Mikhia Hawkins (2010), critical discourse analysis by Teun A Van Dijk (2001), studi CDA terhadap pemberitaan surat kabar flores pos dan expo NTT selama masa kampanye by Paulus Krist Ngga (2016), and social media and tourism industry by Nuki Mayasari (2019).

Hoax is news, information, incorrect news, or fake report. In many sources, hoax means fake news. On hoaxes.org, in cultural context, hoax means activity of deception. A Press Association stated that the characteristics of hoax are (1) making anxiousness, hatred, and hostility; (2) having no clear source; 3) containing fanaticism on a certain ideology; (4) showing provocative title and background; (5) making judgement; and (6) hiding fact and data. Hoax on social media is generally indicated as being not verified, not balanced, and tends to blame a particular person or people. While Mahardika (2017) said that main characteristics of hoax is having no source. It is usually only written that it is copied from another group or sent by friend.

In Indonesia, there have been a lot of hoax news since President election in 2014 used as campaign platform on social media. In cyber world, there are lies, euphoria, and trick used to slander one to another without any evidence. Moreover, the news is easily re-uploaded or sent to other social media users.

The numerous hoax circulating on social media demands people to be more careful and sceptic with the news they read especially the one having no source. Not only readers, but also news providers serving actual news become the victim of people's not believing in online news. Therefore, readers are suggested not to be easy to accept and spread the news right after thinking that it looks convincing without selecting and finding the truth.

Social media is one of platforms in cyber media. Basically, social media has similar characteristics with the cyber media. Yet, there are several limits and typical characteristics of social media. The different characteristics is used for certain fields like journalism, public relation, marketing, and politics. Saputra and Nasrullah (2011) mentioned six characteristics of social media such as network, information, archive, interactivity, simulation of society, and user-generated content.

According to Kaplan and Haenlein (2010), there are six types of social media such as (1) Collaboration project, it is website allowing the users to change, add, and remove the content; (2) Blog and Microblog User, it is where the users are free to express something like sharing or telling criticism on the government's policy for instance Twitter; (3) Content , it is where the users share media content like video, e-book, and pictures for instance Youtube, (4) Social network, it is where the users are connected to others by sharing personal information in form of profile and pictures for instance Facebook; (5) Virtual Game World, it is a virtual world where 3D environment is made like the real one and the users can stay

and interact there as avatars living in the real life for instance Online Game; and (6) Virtual Social World, it is a virtual world where the users feel like living in virtual world more free than in Virtual Game World where users can interact with others and make a kind of life for instance Second Life. Umar Fauzan (2013) stated discourse analysis illustrating the relation between text and the social environment.

**Table 1** Analysis Model Developed by Fairclough (1989)

<b>Element</b>	<b>Expected Discourse</b>
Representation	How happening, person, group, situation, condition, or anything are shown and described in the text.
Relation	How the relation among journalist, public, and participant of news are shown and described in the text.
Identity	How the identity of journalist, public, and participant is described in the text.

According to Fairclough (in Eriyanto,2001), text is words or sentences describing news objects and the relation among them. Discourse practice is known as a type of text formed discourse process determining how a text is produced. This section discusses more specifically about how a text is produced and consumed. While Sociocultural Practice is mentioned as a context indirectly connected to media text. It is not included in media but influences how discourse appears in media.

Text in mass media including website providing hoax is related to linguistics or grammar. It involves selection of vocabulary, semantics, structure, coherence, and cohesiveness. Fairclough stated that text analysis is divided into three parts such as idealization or representation, relation, and identity.

## **METHOD**

This study uses qualitative approach with descriptive method to study multicultural phenomenon (Nugroho, 2010; Nugroho and Suryaningtyas, 2010; Nugroho, 2018; Nugroho, 2019, Fatmawati et al, 2019) in order to find out the characteristics of hoax. The authors of this study has chosen the theory of Kaplan and Haenlein (2010) to decide the type of social media used to spread hoax. The types of social media used for this study are website, blog, content, social network, and virtual game world. The authors also use Critical Discourse Analysis theory made by Norman Fairclough (1989) to find out the characteristics of hoax based on representation, relation, and identity. The result of this study has been planned to be the material of the making of Social Media Corpus to develop “Kapak Hoaks (Hoax Axe)” model (Reader's Independence in Analyzing Hoax Content). It is study on Critical Literature Analysis.

## **RESULTS AND DISCUSSION**

Based on data analysis, the samples taken of 40 hoax news on several social media within two years from 2017 to 2018 (Sulistyo, 2013; Sutarya, 2018) are as follows:

**Table 2** List of Hoax Spread on Social Media

No	Date	Media	Title
1	28 September 2018	Suarabmi.com	<i>Peneliti asing prediksi Indonesia bisa dilanda gempa maha dahsyat 9,5 SR</i>
2	18 December 2017	FB Mak Lambe Turah	<i>PDIP tak butuh suara umat islam</i>
3	4 January 2017	Broadcast WA	<i>Waspada Dokter Kandungan</i>
4	8 December 2018	FB Supri Yadi Ibn Almahdi	<i>Bom Meledak saat reuni 212</i>
5	7 December 2018	FB Doni Ramadhan	<i>JK dukung Prabowo selamatkan diri dari partai PKI</i>
6	11 December 2018	FB Kakek Detektif	<i>Prabowo Subianto berpakaian pendeta</i>
7	13 December 2018	FB Chandra Irawan	<i>Huan Chin lolos dari hukuman mati karena ia China</i>
8	19 December 2018	FB Anisa Banraji	<i>500 ribu tentara China akan menhanguskan Indonesia</i>
9	18 December 2018	FB CutAisya Nursiah Abubakar	<i>Cina akan menyerang Indonesia jika ikut campur soal muslim uighur</i>
10	28 December 2018	FB Sep Zm Santri Pelajar	<i>Jokowi meresmikan patung yesus</i>
11	25 December 2018	FB Gerakan 2019 Ganti Presiden	<i>KPU kumpulkan pendatang China untuk memenangkan Jokowi</i>
12		Broadcast WA	<i>Whatsapp dikenai biaya</i>
13		Broadcast WA	<i>Cabe bubuk penuh kencing tikus</i>
14		Broadcast WA	<i>Memberitahukan berita 1 Rajab maka haram neraka baginya</i>
15	1 December 2018	Wapresri.go.id	<i>Komitmen Indonesia tangani perubahan iklim dan pembangunan berkelanjutan</i>
16		Broadcast WA	<i>Anak menangis di jalan adalah penjahat</i>
17		Broadcast WA	<i>Hacker sudah mulai memasuki WA</i>
18		Intagram @rakyat_bersatu	<i>Tanggapan walikota bandung terhadap vonis Ahok</i>
19		Instagram @fadjoelrachman	<i>180 bis diberangkatkan serentak oleh presiden jokowidodo</i>
20		Instagram @augiefantinus	<i>polisi menjadi oknum calo</i>
21		Instagram reaksirakyat1	<i>Ridwan kamil dukung LGBT</i>
22	5 February 2010	Kompas.com	<i>Sepasang naga gemparkan warga kutai barat</i>
23	12 December 2018	Kaskusinfo	<i>Jokowi tidak pernah menaikkan harga BBM, yang menaikkan ya Pertamina</i>
24	27 March 2019	FB Revy Sukma	<i>Presiden Turki Recep Tayyip Erdogan telah memberikan dukungan kepada Prabowo-Sandi</i>
25	23 March 2019	FB Mayang Sari	<i>PDIP tidak membutuhkan dukungan dan suara umat Islam</i>
26		WhatsApp group	<i>Mencuci dan mengeringkan biji buah-buahan serta menanamnya dapat tumbuh di musim hujan, seperti yang dilakukan di Thailand</i>
27	8 June 2018.	FB Mursyidi Pake Ie	<i>Seorang Syekh Palestina Tidak Mempan Ditembak Zionis Israel</i>
28	24 March 2019	Tribun.pos	<i>Mendagri Melarang Kades dan Lurah Bersikap Netral</i>

29	25 March 2019	Tribun Politik	Ade Armando	<i>Prabowo Subianto Merendahkan Kaum Miskin Indonesia di Forum Dunia</i>
30	18 February 2019	Teropongsenayan.com		<i>Polisi Menetapkan Jokowi Tersangka Penyebar Hoaks</i>
31	9 March 2019	FB Jainudin Ngacir		<i>Penggunaan Kotak Suara Berbahan Kardus Sengaja Dirancang Agar Mudah Ditukar</i>
32	14 March 2019	FB Nil Masni		<i>Pemerintah Sudah Setujui Nominal Tunjangan untuk Pengangguran</i>
33	11 March 2019	FB Ahmadi Brenk		<i>Warga Wawonii Mengamuk Karena Tanah Leluhurnya Diserobot Investor Asing.</i>
34	20 February 2017	Radiomuara.com		<i>Selebritis Agnes Monica yang pindah agama</i>
35	3 January 2019	FB Rhodi Casmadi		<i>Menteri Agama Larang Penggunaan Toa untuk Adzan dan Ceramah</i>
36	3 January 2018	FB Laras Dwi Paramitha		<i>Megawati Minta Jokowi Pecat TNI Perazia Buku Komunisme</i>
37	5 January 2019	FB Ulin Niam Yusron		<i>Prabowo Bisa Ngaji</i>
38	28 December 2018	FB Tata		<i>Penasihat Istana RI adalah Anggota Partai Komunis Cina</i>
39	14 January 2018	TEMPO.CO		<i>Banyak Kasus Bunuh Diri di Indonesia Seperti Pidato Prabowo</i>
40	17 January 2018	FB Dian Putri Maunk		<i>Mentos edisi I Love Israel beredar di Indonesia</i>

Based on the data above, the percentage is served as follows:

**Table 3** Percentage of Hoax Field

Type of news	Percentage
Social	52,5 %
Politics	22,5 %
Lifestyle	2,5 %
Religion	10 %
Economy	2,5 %
Health	5 %
Celebrity	2,5 %
International	2,5 %
<b>Total</b>	<b>100 %</b>

**Table 4** Percentage of Social Media Type

Type of Social Media	Percentage
Social network	77,5 %
Blog	12,5 %
Website	10 %
Content	0 %
Virtual Game World	0 %
<b>Total</b>	<b>100 %</b>

**Table 5** Percentage of Hoax Characteristics

Characteristics	Percentage
Ungrammatical	20%
Incorrect use of proper case	15%

Sign to keep picture focused	12.5%
No identity of interviewees	10.5%
No identity of journalist	10 %
No supporting picture	10 %
No interview	8.5%
No clear time of happening	7.5%
No context	3 %
No relation between news and picture	3 %
<b>Total</b>	<b>100 %</b>

Based on the 40 hoax news on social media, the percentage is social news (52.5%), politics (22.5%), lifestyle (2.5%), religion (10%), economy (2.5%), health (5%), celebrity (2.5%), and international (2.5%). While the percentage of social media used to spread hoax is social network (77.5%), website (12.5%), blog (10%), content (0%), and virtual game world (0%).

The percentage of hoax characteristics is ungrammatical (20%), incorrect use of propercase (15%), sign to keep picture focused (12.5%), no identity of interviewees (10.5%), no identity of journalist (10%), no supporting picture (10%), no interview (8.5%), no clear time of happening (7.5%), no context (3%), and no relation between news and picture (3%).

Compared to previous study that has same interest with this recent study, this study more focuses on the Critical Discourse Analysis (CDA) of hoax news that spreading on social media, so that the readers can understand and implies it on their social life to avoid hoax news. Meanwhile, the previous study by Innocent Chiluwa (2012) which focused on how Social Media Networks (SMN) have been used in recent times to champion social protest and resistance against oppression and political power abuse.

In previous study of Juliswara (2017), it is discussed about how people can determine hoax news based on “Bhineka” of media literation model. In the other hand, in this research, researchers discussed about how people can detect hoax news through HOAX AXE Model (Reader’s Independence in Analyzing Hoax Content).

While the previous research of Ruth Wodak and Michael Meyer (2015) had introduced about CDA that covers a range of topics in an accessible, engaging style. However, they are only focuses on discourse and meaning-making. In the other hand, this recent research introduced about CDA that can implies and used in HOAX AXE Model that can help the readers to analyze hoax content from social media.

HOAX AXE Model using Critical Discourse Analysis (CDA) done by the researchers can be seen by the examples of data below:

Data (1) The Facebook account of Jainudin Ngacir. March 9th 2019.

*“Penggunaan Kotak Suara Berbahan Kardus Sengaja Dirancang Agar Mudah Ditukar.”*

“The use of box of vote has made for the easily of change.”

From the data above, type of social media used to spread hoax is Facebook as social network. Representation element in the news is the news maker shows a picture of someone holding a general election box with caption written ungrammatically and inconsistent proper case. It is not written when, where, how, and to whom it happened. It means that it is improper news.

The writer also does not write the source as the supporting evidence. Relation element in the news is there is no interview done by the writer to interviewees to support the fact. Identity element in the news is there is no identity of interviewees and journalist. There is only the identity of social network account.

#### Data (2) Whatsapp Broadcast

*"Ini WA dari Pangdam spy menjadi perhatian kita semua dan sampaikan jg kepada klg besar kia srt masyarakat utk mewaspadai hal ini terjadi di wilayahnya."*

"This is Whatsapp from police for becoming our notice and share this to our big family and society. In order to notice this kind of thing in their area."

From the data above, hoax is spread using Whatsapp. Representation element in the news is there is no supporting picture. When, where, how, and to whom it happened are not mentioned completely. The format is incorrect and some words are abbreviated. The interviewees are not mentioned. Relation element is there is no interview by the writer. Identity element is there is no identity of journalist and interviewees. The identity of writer is very difficult to find considering the news can be easily shared from one person to another on social network.

#### Data (3) The website of suarabmi.com. September 28th 2018

*"Peneliti asing prediksi Indonesia bisa di landa gempa bumi Maha dahsyat 9,5 SR."*

"Researcher predict Indonesia may get big earthquake around 9,5 SR."

From the data above, hoax is spread using website. Representation element in the news is the writer displays a picture and uses format 5W+1H. However, the title is written using wrong structure. The writer does not pay attention to the context of news. It means that based on the source of news, it uses the right fact. But, the way to convey the conclusion is wrong. It indicates that the news is only wrong assumption. Relational element is there is interview quoted in the news but the writer does not understand the context in the interview. Identity element in the news is the identity of interviewee is written but the identity of the writer is not.

#### Data (4) The Instagram account of @rakyat\_bersatu

*"Tanggapan Walikota Bandung Terhadap Vonis Ahok. Walikota Bandung Ridwan Kamil: Saya secara pribadi merasa sedih dan kecewa dengan putusan hakim yang memvonis Pak Ahok 2 tahun penjara."*

"Response of Bandung Mayor for Ahok verdict. Bandung mayor's Ridwan Kamil: I feel sad and disappointed for the verdict from judge for making Mr. Ahok will get 2 years in jail."

From the data above, hoax is spread using Instagram. Representation element in the news is the writer displays supporting picture but it is not taken when the interview is conducted. The words used are wrong and blame someone on one side without considering the other side. Relation element is the news tends to corner someone and the quotation about

interviewee does not include when and where the opinion is told. Identity element in the news is the identity of interviewee is told, but the identity of the writer's is not.

#### Data (5) The post of Ulhy on the Facebook account "Gerakan 2019 Ganti Presiden"

*"Pendatang Cina diberi arahan oleh KPU untuk memenangkan pertahana, mencoblos di TPS khusus yg akan disiapkan tertutup untuk umum.. sangat hebat bukan..!!!"*

"China residents get instruction from KPU for make win of the pertahana, vote on the special TPS has been prepared and closed for general society.. Fabulous right..!!!"

From the data above, it is known that hoax is spread using Facebook. Representation element in the news is the writer displays a picture of a group of Chinese people sitting and waiting for something. Yet, there is no match between the picture and the content of news. It is not written when, where, how, to whom it happened. It means that it does not fulfill the requirement of proper news. There is also no source of news. Relation element is there is no interview done by the writer. Identity element is there is no identity of journalist and interviewee. Only the identity of social network account is written.

#### Data (6) The post of Mursyidi Pake Ie on his Facebook account (June 8th 2018)

*"Seorang Syekh Palestina Tidak Mempan Ditembak Zionis Israel."*

"A Palestina Syekh can't be shoot by Israel Zionist."

Based on the data, it shows that hoax is spread using Facebook. Representation element in the news is the writer displays a picture and put a red circle around an object but the writer does not mention the detail about the situation and condition. Relation element is there is no interview. It means that there is no clear fact about when and where the happening took place. Identity element is the identity of interviewee is written but the writer's is not.

#### Data (7) The post of Tata on her Facebook account (December 28th 2018)

*"Penasihat Istana RI adalah Anggota Partai Komunis Cina."*

"Indonesian Palace's advisor is the member of China Communist Party."

Based on the data above, it is known that hoax is spread using Facebook. Representation element in the news is it does not show the real video but only screenshot picture of Youtube. Relation element is it is not written when and where and no interview done by the writer supporting the fact. Identity element is there is no identity of interviewee and writer. Only the identity of social media account is written.

#### Data (8) The post on Ki Suro Menggolo's Facebook account

*"Gempa bumi Sichuan, China pada 2008. Adalah gempa yang berkekuatan magnitudo 7,9 (awalnya dilaporkan 7,8 oleh USGS). Dengan episenter di Wenchuan, Sichuan, RRT yang terjadi pada 12 Mei 2008 pada pukul 14.28 waktu setempat (06.28 GMT). Menewaskan ribuan orang."*

"The earthquake in Sichuan China on 2008 is an earthquake that has 7,9 magnitudo (reported of 7,8 by USGS). By the epicenter in Wenchuan,

Sinchuan, RRT happens on 12 May 2008 on 14.28 (06.28 GMT). Killed thousands of people.”

Based on the news, it is known that hoax is spread using Facebook. Representation element in the news is the writer provides a picture and puts a red circle to set keep the readers focused on an object but there is no detail explained about the situation and condition of the happening. Relation element is there is no interview conducted and it is not told when it happened. Identity element is it is not mentioned how many victims, identity of interviewee and journalist. Therefore, it has been obvious that it is hoax.

#### Data (9) The post on Bagaz Borienk Silverqueen Caramel’s Facebook account

“Akun media sosial Facebook (FB) atas nama Bagaz Borienk SilverQueen Caramell membagikan gambar yang bertuliskan lebih dari Rp36 triliun dana haji digunakan pemerintah untuk membangun infrastruktur. Postingan yang menampilkan foto Presiden Joko Widodo itu juga dilengkapi narasi.”

“Social media account of Favebook from Bagaz Borienk SilverQueen Caramell share picture that has a write of 36 thousand million of money from hajji that use for building the infrastructure. The post shows a photo of President Joko Widodo completed by a narration.”

The data above tells that hoax is spread on Facebook. Representation element in the news is the writer uses extreme expression to blow up a rumor as the source of the news is not shown and the picture is too much. Relation element is the news tends to corner someone and there is no information about when and where the happening took place. Identity element is the writer does not provide clear information

## CONCLUSION

The rapid growth of hoax on social media is able to cause disunity and hostility among people. The crucial thing to do at moment is improving reader's independence in analyzing content especially hoax content. Readers can observe and analyze the content they find based on type of social media, type of news, and the characteristics of news writing learnt before.

Based on the sample, it is found that 77.5% of hoax is spread on social network like Facebook, Instagram, and Whatsapp. Type of news mostly used as hoax is social news with percentage 52.5%. The characteristic of hoax most frequently found is ungrammatical with percentage 20%. The other characteristics of hoax can be recognized such as incorrect use of proper case, no identity of interviewees, no identity of journalist, no context, no supporting picture, no relation between news and picture, and no clear time of happening.

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