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Construction of Hoax Circulated in Social Media

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Abstract

This study aims at explore the construction of hoax circulation discourse that causes anxiety and emotions for individuals and community groups. This study was a qualitative analysis method that produced description data in the form of words, sentences, and ideas about nature, circumstances, symptoms, and motivations that arose from certain objects. Data sources for this research were news circulated online: (1) Artificial eggs from China, (2) A Mysterious lecturer in Yogyakarta, and (3) '*Jengkol*' (Archidendron pauciflorum) is as an anticancer medicine. The study of hoax discourse construction is important to be conducted so that people do not easily believe in news related to sources and the validity that cannot be accounted for. This research found out that hoax created by: 1) using sensational and provocative titles, 2) using visual elements as an attraction, 3) using unpopular scientific diction, 4) sometimes threatening, 5) quoting invalid/credible sources, 6) not only sourced from blogs, but from official sites, but circulated in the readers' column, 7) following the latest issues in the community.
Keywords: Fake news; Hoax; Critical discourse analysis; Social media.

1. Introduction

Hoax is a type of yellow journalism or propaganda consists of intentional information or dishonesty that spread through print media, traditional news media or online social media (Leonhardt and Thompson, 2017). Hoax is written and distributed with the aim to mislead the public and damaging the agency, entity, or person, and obtaining financial or political benefits (Hunt, 2016; Schlesinger, 2017). Newsmakers use sensational, dishonest headlines, or share news to increase audience and generate profits.

Sadly, most people are less concerned with this, they easily trust hoax and do not hesitate to circulate to the public. Hoax is a fake news that is made-up or misleading from the real reality. Many cases or events that did not truly occur but were made into the news and were well -packaged so that the public was interested in reading them. Biantoro (2016) mentioned that there are four dangers arising from hoax news, such as wasting time and money, distraction of issues, a means of public fraud, and as triggers of public panic.

Hoax are widely spread in various media, starting from broadcast messages, print media, and online media. Some mainstream online media even create hoax news to be used as information for the public. Thus, as a modern and educated society, we must be good at digging up information. We must read carefully and trace the source of the news and the most important thing is not easily circulating the news before ensuring for the authenticity. A survey on national hoax outbreak conducted by Mastel (2017) resulted that the channel of news circulation that contained information the highest hoax content is from social media. Hence, in the form of Facebook was at the highest order of 92.40%, chat applications was 62.80% and website was 34.90%. Based on research conducted by Rosmalinda (2017) about "the phenomenon of Misdirection of News on Social Media" identified that the influence of technological developments were a global threat, including against Indonesia, specifically related to the spread of hoaxes.

Reported by *Kompas.com*, some factors causing the rapid distribution of hoax news were: (1) Indonesian people themselves were considered to be democratic in a bad manner; (2) Most people were not accustomed to recording and storing data so often talk without data; (3) Indonesian people also have the nature to talk, so the information received was then being re-shared without verification. Moreover, the circulation of too many hoaxes, certainly impacted negatively on society. In the news about the impact of hoax published by Republika.co.id, some of the negative impacts created by hoax were (1) targeting people's emotions; (2) leading to negative opinions so that the nation becomes disintegrated; (3) providing negative provocation and agitation; (4) Igniting hatred, anger, and incitement to the people (to conduct riots, rebellions, and so on).

Basically, in communicating, we are obliged to use communication ethics properly and correctly. Similarly in the case of circulating information, it is based on the facts, not exaggerated, not reduced and not distorted from the actual facts. The term fairness in communication, especially relating to mass communication includes several ethical aspects for example, applying an ethics of honesty or objectivity based on facts, acting fairly or impartially by writing news in a balanced manner and applying ethics of propriety and fairness. The honesty or objectivity aspect in communication is an ethics based on data and facts. Factual is the key to honesty ethics. Writing and reporting are

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done honestly, not misleading the facts. In other terms, information is proven truthful and the person is trusted or acknowledged for his/her integrity and credibility.

In the Qur'an, this honesty can be termed trustworthy, *ghair altakdzib, shidq, al-haq*. In the same way, mass communication workers in the view of the Qur'an will not communicate falsely or in terms of *lahw al-hadith* and *al-ifk*. The term *law al-hadith* relates false stories or fake stories. While the word *al-ifk* contains the notion of making up, false news, gossip (a popular term in the mass media) (Amir, 2000). Sumaridia (2014), also suggested that news is classified into two categories: hard news and soft news.

A lot of news is considered by the public as a fact, but in reality is just a hoax. Of course this is very worrying, but on the other hand it is also an interesting object to be analyzed and examined. Therefore, in this research the researchers through a critical discourse analysis study discussed news that was viral in the community which turned out to be just a hoax. However, Suwandi (2008) suggested that discourse analysis as essentially a study of the function of language or the use of language as a means of communication. Moreover, Cook (1997) explained that discourse relates to the study of coherence.

Discourse analysis through Theo van Leeuwen's theory is used to identify and find out which groups belong to marginalized groups. In this theory, actors and parties can or not be exposed in the news. There is a link between discourse and power (Eriyanto, 2001). There are two centers of attention, first, the expenditure process (exclusion), is the process of expenditure or the removal of actors from a discourse (Leeuwen, 2008). The characteristics and nature of discourse were stated by Syamsuddin (1992): (1) Discourse analysis discusses the rules of using language in society. (2) Discourse analysis is an attempt to understand the meaning of speech in context, text and situation. (3) Discourse analysis is an understanding of speech sequences through semantic interpretation. (4) Discourse analysis is related to understanding language in language acts. (5) Discourse analysis is directed at the problem of using language functionally.

2. Material and Method

A qualitative analysis method was utilized in this study. The data were described in the form of words, sentences, and ideas about nature, circumstances, symptoms, and motivations that arise from certain objects. Qualitative research is a research procedure that produces descriptive data in the form of written and oral words about individual traits, circumstances, symptoms of certain groups that can be observed (Moleong, 2013).

The data source of this research was the social media networking site, Facebook. On Facebook, many online news stories are spread and re-distributed by netizens. Accordingly, this study focused on the news in the spotlight that had circulated and unsettled the public, but they turned out hoaxes are about (1) Artificial eggs from China, (2) A mysterious lecturer in Yogyakarta, and (3) *Jengkol* is as an anticancer medicine.

3. Results and Discussion

Hoax is a piece of fake news which potentially creates inconvenience in the community. Although seemingly trivial, the hoax if continuously circulated, endangers the situation. In 1999 for example, there was hoax news about the doomsday that will occur on the 9th, 9th, and 1999 or 9 September 1999. The appearance of the news at that time caused conflict in the community until government representatives through the media crew clarified that as fake news (Indonesian people at that time were unfamiliar with the term "hoax") (Hilfrich, 2012).

A similar hoax also occurred in 2012. At that time, the world's population was troubled by a calendar from the Maya that predicted doomsday would occur in 2012, precisely on December 12, 2012. The news of the hoax was widely spread that became a world issue (unlike from the 1999 case which only became an issue in Indonesia). Accordingly, Hollywood even made a film entitled "2012" which conveys the world experiencing doomsday. However, the two big issues are ultimately just hoaxes (Normark, 2015).

Marwan and Ahyad (2016), once wrote an article about the spread of hoax news in Indonesia. To recognize hoaxes, the people need to be continually educated to be able to identify consciously about fake news, a.k.a. "hoaxes" that are still widespread in cyberspace with the following characteristics: (1) Originating from untrusted sites; (2) unavailable date of occurrence; (3) unclear location of the incident; (4) Emphasizing excessive Racial issues/requirements; (4) Containing strange and straightforward contents which also explicitly attacks certain parties. When you check the other writings too, unqualified and undermines certain parties excessively; (5) unbalanced news. Presenting facts and biased considerations; (6) illogical, rare and strange storyline and contents; (7) ambiguous and irrelevant language and sentence structure; (8) Using very emotional and provocative language; (9) Recommending that you click, share and like the writing with excessive tone; and (10) Carrying out by clone/ghost/fake social media accounts.
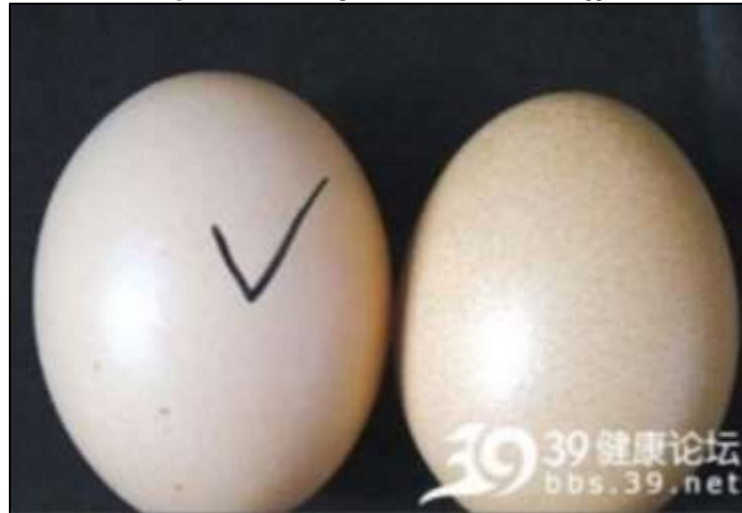
3.1. The Analysis of Hoax Structure "Artificial Eggs from China"
3.1.1. The Analysis of News Structure and Semantic Meaning

Some time ago, it was viral in the community about artificial/artificial chicken eggs. The news distributed in the community so quickly and worried people in Indonesia to consume chicken egg. Regarding the circulation of artificial chicken egg news, the apparatus of the government then conducted an investigation. Besides, the news hunters also did the investigation with the headline "Turn Back Hoax" to find out the validity of the news and found that the artificial eggs that were reported and described were toy eggs (certainly not for consumption). In the news distribution, as already attached above, it was explained that artificial eggs have certain characteristics, which at a glance are similar. This section discussed in terms of the semantics (meaning) arose from the hoax.

1) The first part of the news quoted from https://www.kompasiana.com/feyfey/

Figure-1. Visual sample of the artificial chicken egg

Source: https://www.kompasiana.com/feyfey/550086bea3331117735110b1/telor-ayam-palsu-made-in-china

In today's society, especially among netizens, there is the jargon "No Picture = Hoax" which means, "If not accompanied by a picture, then a news story is a hoax". In this section, the hoax creator certainly has the keywords as diction used to influence society. The diction used is "Artificial Eggs". The phrase "artificial egg" is very easily understood by the public which means "fake eggs, artificial eggs, or eggs that are dangerous to be consumed". The selection of the right diction, with the right visual elements, has increased the level of public trust of the news. With the circulation and increasingly understood jargon "No Picture = Hoax", the hoax creators attach any image that can strengthen the news to be more trusted (Triartanto, 2015).

2) In the next section in the artificial egg news, the hoax creator discusses the difference between real eggs and artificial eggs. These differences use descriptive text types that explain details such as the texture and appearance of artificial eggs when compared to the original eggs.

Characterizing and differentiating between these artificial and the original eggs made the readers curious, and some citizens immediately test the authenticity of the eggs at home to prove. Because the citizens' eggs are real eggs, they felt safe knowing that the eggs in their home were following the description of the original eggs in the news. This was enough to make people hesitate to shop for eggs in the future.

3) After explaining the characteristics of artificial eggs and their differences from real eggs, hoax creator continues describing with terms that use a variety of chemical scientific languages. Terms that are rarely understood by the public such as gluconolactone, calcium chloride, sodium alginate, benzoic acid, cellulose which certainly led people increasingly believe that the circulating-news is a serious event (because it used unpopular or scientific language). The use of various scientific languages like this often used by hoax creators so that the news that was circulated seems very serious, factual, and based on in-depth research. This was done of course to increase the percentage of public trust the news that was made.

4) In the next part of the news about artificial eggs, hoax creators described the dangers posed by someone eating artificial eggs. Of course, reading various kinds of dangerous risks that will arise from eating artificial eggs such as nerve damage, immune disorders, to liver damage, making people more afraid to eat eggs (in the end), even though the actual cooked was the original egg.

The information that appeared in this section usually uses choices of words with quite threatening meanings such as "danger", "very dangerous", "causing damage", "alert", and others. The selection of this diction frightens people. Threatening information was often used by hoax creators for someone who does not care about the news so that people become afraid and uneasy. Thus, worry is a goal that is desired by the hoax creators.

5) In the end, the hoax creator advised/noticed the readers be more careful when consuming eggs. Moreover, the artificial eggs had been mentioned to be imported into Indonesia which targeted traders with little capital but would provide many profits.

3.1.2. The Analysis of Sosiocultural
3.1.2.1. The Analysis of Context

Hoax creators make this news by utilizing the momentum that was currently available. At the time the videos and news about the artificial chicken eggs were distributed, Indonesia was being stirred with a variety of artificial foods originating from China such as artificial rice from China, artificial vegetables from China, and other foods that rumored were sent from China that was considered artificial.

The momentum or context created by the hoax creator, using distributed information in the community, stated that China is the number 1 artificial producer in the world. So, a report stating that China was producing artificial eggs appeared. That way, of course, people believed, other than because China is indeed known as the number 1 artificial country in the world, at the same time there was a lot of information from the media that Indonesia

imported a lot of things from China. This further strengthens the public to believe hoax news about these artificial chicken eggs.

3.1.2.2. The Analysis of Discourse

A piece of news is certainly distributed by those who have an interest. Recently, it is not only official media that can spread the word. Someone who sends news texts and then sends using WhatsApp media is already considered as news (Rahadi, 2017).

Regarding hoax news about artificial chicken eggs circulating in the community, it can be seen in the column of kompasiana.com. Though, Kompasiana which is an under bend from Kompas and considered as one of the largest media in Indonesia distributed the spread of hoax.

The question is, how can a media as big as Kompas has been able to spread false news without verification and clarification first? Of course, this is determined by the regulations applied in the Kompasiana.

Unlike Kompas, Kompasiana is a Kompas journalist blog that is transformed into a citizen media. Here, everyone can proclaim events, express opinions and ideas and channel aspirations in the form of writing, pictures or audio and video recordings.

In Kompasiana, people are encouraged to become citizen reporters who, on behalf of themselves, report events that have been experienced or have occurred in the surroundings. The active involvement of these citizens is expected to accelerate the flow of information and strengthen the foundations of democratization in the life of the nation and state. That is, it can be concluded that in Kompasiana, anyone can write the article they want. Of course, the negative side of this regulation is that even hoax news will be published on Kompasiana.com. That means, not all articles published by Kompasiana.com are credible and valid articles or writings because they do not go through the verification process as official media does in general. Kompasiana.com is like a blog that contains any posts made by netizens.

3.1.2.3. The Analysis of Public Opinion

A piece of hoax news will not be developed if it is not responded by the community (Yigitcanlar and Lee, 2013). If people are alert and realize that the news is a hoax, then the distribution will be stopped. However, if the community is affected, then the news is distributed and become viral. The examples of community responses presented in the following comment:

Figure-2. Comments on artificial eggs

Source: https://www.kompasiana.com/feyfey/550086bea3331117735110b1/telor-ayam-palsu-made-in-china

Tjio : I have read an article about these artificial eggs about 2 or 3 years ago, the question is that why the Medicine and Foods Supervision Board don't put attention to this case?
Fey: Nice to meet you too, dear…your comment is right, I have an idea about writing about the artificial eggs, whether it has come to Indonesia. Thank you for the revision, please understand because I have never eaten the artificial eggs. hi hi hi hi….

These two examples of comments above were responses to news about the circulation of artificial eggs published in kompasiana.com which were then distributed via Facebook.

The first comment was written by an account named Tjio Magdalena Gunawan who responded, "I have read this article about artificial eggs about 2 or 3 years ago, which questioned whether our the Medicine and Foods Supervision Board *(POM)* notice it whether or not, right now there was no explanation". Moreover, there was also an account named Fey Down who commented, "Nice to meet you too, dear ... Yes, that's a right commen t from you, immediately there is an idea to write about artificial eggs ... who knows have entered Indonesia. Thanks for the correction, you know, I've never eaten fake eggs ... hi hi hi hi hi hi hi hi... "

The two comments above showed that the commentators responded seriously (received) the news that appeared. That was, they are affected by the rumors about the artificial egg news. The account named Fey Down, she commented that she would also write about artificial eggs. This shows that the commentator is a highly educated person who can create articles. This means that hoax news affects anyone both low-educated and higher education.

3.2. The Analysis of Hoax Structure in the News "Mysterious Lecturer in Yogyakarta"
3.2.1 The Analysis of News Structure and Semantic Meaning

The viral news about the story of students of The University of Ahmad Dahlan (UAD) in Yogyakarta, who was said to have been visited by a mysterious lecturer, had become a conversation among netizens.

At the time this news was distributed, the news content enclosed a conversation that supposedly originated from one of the students in the class. The attachment to the conversation used the Line application. However, after a while, the news was officially called a hoax after there was clarification from UAD that the distributed news was a hoax. For this reason, the following news text analyzed to determine the structure of the hoax used by the hoax creator.

1) At the beginning of the news quoted from the online page, https://www.brilio.net/serem/cerita-dosen-gaib-di-kampus-ini-bikin-hohoh-dunia-maya--161023t.html presented a picture of the class atmosphere. In the picture, there is a tall figure in front of the class. The attached photo is then circled in red to emphasize the figure which is being discussed.

Figure-3. The Figure of a Mysterious Lecturer

Source: https://www.brilio.net/serem/cerita-dosen-gaib-di-kampus-ini-bikin-hohoh-dunia-maya--161023t.html

The attachment of photos at the beginning of this news used by most news, either valid or hoax news. The figures as visual elements are always used to convince readers to trust the news more. The photo of the mysterious figure used has been declared edited, but there has been no clarification of the origin of the photo.

In this news, the visual element or image used is circled in red. This is to focus the reader on a point that is considered an object that exists and is valid. Besides, what's new in this hoax news is the use of certain conversation application technologies. In this case, the Line application was used. To make people believe that the news was true, a "screen capture" system was used, a facility provided by smartphones at this time.

The results of conversations about the story of this lecturer, then captured by the hoax creator. The story continues to circulate using non-Line conversation applications such as Whatsapp with Whatsapp Group media so that the spread of news is more massive.

Figure-4. Screenshot of Conversations about Mysterious Lecturer

Source: https://www.brilio.net/serem/cerita-dosen-gaib-di-kampus-ini-bikin-hohoh-dunia-maya--161023t.html

The story that was spread in these online conversations, made as if the news circulating was serious, and was sourced from people who involved in the event. In fact, in a conversation application like that, hoax creators easily manipulate conversations, make their names, and create their conversations, as if the conversation takes place between different people, even though they have been manipulated. Therefore, it could also be that conversations about a mysterious lecturer at The *UAD* are captured on the screen and attached to the news using a similar method. This was done so that the people who read the news were influenced and trust the news made.

2) In addition to using visual elements in the form of pictures of shreds of evidence and screenshots of conversations on the Line and WA applications, this hoax news also presents a sensational title. The title used is, "The Story of the Mysterious Lecturer on this Campus Makes Fun of the Virtual World" The choice of words (diction) "made a scene" was used by the hoax creators so that the title seemed sensational. When the title is made sensational, of course, the public will be curious and will immediately open it to find out how excited the news is made (Tacchini *et al.*, 2017).

The use of sensational titles like this is often used by hoax news to lure the public or citizens to open and read the news. In Facebook applications, usually, a piece of news only displays its headline in the form of a news title. To read each story, the Facebook account owner must click the title on the page, then the computer will redirect the page to the news source so that it can be read in full. Because of this, hoax news creators who spread it on social media Facebook usually use sensational titles to attract potential readers.

3) In the content section, the news first explained that the story about the mysterious lecturer distribution was the result of a chain message called "busy" and the attention of citizens. In this section, the news writer explains the identity of the story that the story circulating is set in the University of Ahmad Dahlan (UAD) Yogyakarta. The mention of the UAD as the location of the story was taken based on the quoted text of the conversation at the end of the screenshot which read, "*Akhire UAD selama 3 hari diliburke*" in Javanese which means "Finally the UAD has 3 days-off.

Mentioning the location, in the hoax, really helped to entrust the public. This was because the campus has always been a medium for mystery stories. Please check at https://www.idntimes.com/hype/fun-fact/yahya-barita/inilah-deretan-universitas-negri-di-indonesia-yang-memiliki-cerita-horor-melegenda-di-kalangan-mahasiswa-kampus-c1c2

1) In the next section in the news, rewritten content of the conversation from students who experienced the incident. The contents of the conversation were using the Javanese language so that people get more and more trust in the validity of the news. The use of the Javanese language was because The University of Ahmad Dahlan is located in DI Yogyakarta, in which the daily language of the people is the Javanese language. A piece of the conversation text is as follows:

"Iyo, jare dosen jaluk kuliah jam set 6, lha pas do mangkat eneng dosen mlebu, pas wis do mlebu kabeh+dosen, dosene mung meneng wae, blas ora ngomong, tiba-tiba ketua kelas disms dosen asli ngomong nek rasido eneng kuliah soale eneng halangan, yo ketua kaget to, bar kui dikon karo dosen asli kok niliki kakie.. Terus ketua nibakke bolpoin, eh ternyata nggandul meen, ga ono kakik'e." "Terus ketua ngeshare via grup line 'sekarang tolong keluar satu persatu dari yang paling belakang dan tanpa teriakan'. Spontan do nglakokke kui, la sing keri dewe ketuane. Ngerti-ngerti dosen goib nyeraki karo ngomong 'kamu udah tau saya?' ketua langsung jerit, akhire UAD selama 3 hari diliburke."

Next, in the next section, the hoax creator interprets the Javanese conversation into Indonesian.

"Yes, he said, the lecturer asked for a lecture at a half past 6. After everyone was ready in class, a lecturer came in. When everyone, including the lecturer, was already in the classroom, the lecturer just kept quiet. Not talking at all. Suddenly the class president got an SMS from the original lecturer, who mentioned that lectures were canceled because he was unable to.

"Of course the class president was surprised. After that, the original lecturer asks the class president to examine the feet of the 'lecturer' in the class. The class president then dropped the ballpoint pen, then they (the lecturer's legs) were hanging, there were no legs. Then the class president sent a message to the Line group: 'Now please come out one by one, in order from the very back and without screaming'. Spontaneous all students do that command. "

"Well, the last one to leave is the class president. The mysterious lecturer approached him saying, 'You already know me?' Suddenly the class president screamed, and finally, The UAD was closed for 3 days. "

In the Javanese language conversation, the narration was made as if the sender of the message was of the students who had experienced the incident himself. Mystery stories like this are stories with the same pattern in almost every mystery story. That is, someone meets a known human figure (usually a ghost in disguise), when there has been an interaction, the original person (not a ghost) who is in another place contacts his colleague who is meeting this ghost. When there is a communication between the original figure and the victim is usually a verification and confirmation for the victim, that the person in front of him is an undercover ghost.

After this news went viral, someone confirmed whether it was true that the UAD was closed for 3 days after the incident. It turned out that the UAD denied the news and the story that was circulating was a hoax.

2) Apart from the confirmation from the UAD that the story is a hoax. It turns out that netizens verify for themselves that this story is a fiction. Stories about mysterious lecturers, or ghosts posing as lecturers can be found on several campuses with the same story pattern. It's just the campus atmosphere and campus background that then causes this story as if it is typical of the campus. As in UAD, for example, the story was made as if it did happen there with the Javanese language used in the conversation in the screenshot of the story. Evidence that this ghost lecturer story was also owned by another campus with a similar story on

the page: https://www.shopback.co.id/blog/5-kampus-yang-punya-cerita-serupa-dengan-dosen- occult with the title: 5 Campuses that Have Similar Stories to Occult Lecturers. Some campuses have similar stories, including The University of Brawijaya, The University of Riau Islamic, The University of Trisakti, The University of Airlangga, and the University of Indonesia.

3.2.2. The Analysis of Sociocultural
3.2.2.1. The Analysis of Context

In Indonesia, in the past decade or two, there were many events with the theme of mystical stories. In fact, until now there are a lot of big-screen films that raise mystical stories (Achmadi, 2016; Pratama, 2016).

Seeing the facts above, of course, ghost stories circulating in the community and considered true stories are interesting, either the stories are verbal or nonverbal. Therefore, stories about mysterious lecturers distributed in cyberspace, especially social media Facebook easily affect the community because the context is in line with what is happening in the community, namely the rise of soap operas, shows, and horror-themed films.

Typically, hoax stories about horror distributed in the community cited the names of large well-known institutions such as the name of the campus, tourist, school, hospitals, housing complexes, and so on. Giving a famous location that accompanies a mystical hoax story, makes the readers even more interested because it surprises people that so far their favorite places have a scary mystical story. In other words, the mystical story "hitched" the big names of the place to neutralize the story that was manipulated.

Netizens who like to read mystical stories, or who accidentally read mystical stories while surfing on Facebook, for example, often find mystical stories in the name of an institution. The most frequent objects of mystical stories are campuses/schools and hospitals. However, not a few mystical stories that ride with other objects.

The use of campus names (in this story: The University of Ahmad Dahlan) was not unreasonably. As we know that a campus is a busy place of activity during the day, but it is very quiet at night. It is certainly interesting to be the object of mystical stories for the makers because the large, quiet buildings are usually identified with metaphysical things. Unfortunately, sometimes the mystical stories are made as if they were true stories.

3.2.2.2. The Analysis of Discourse

The news about the mysterious lecturer was obtained by researchers from the online news website page "brilio.net". Brilio.net is a part of the PT Kapan Lagi Network. PT Kapan Lagi Network or known by the name KLN is one of the internet sites in Indonesia that focuses on online media in August 2003.

Brilio was established in March 2015 with a vision to educate the nation by providing the alternative reading for the young generation. So, this online media targets young people who are indeed most actively surfing social media and online media. In this official website, Brilio prioritizes originality, in the sense of presenting the contents that have not been discovered and acknowledged to many people. Brilio also always strives to bring unique, different, and popular contents with a felt influence on the readers' environment (Brilio net, 2020).

Based on the description outlined above, the producer of the discourse about the mysterious lecturer at The UAD is brilio.net. In its vision, Brilio targets the millennial youth market.

It should be underlined the statement from Brilio who exposed that they are trying to present unique, different, and popular content with a felt influence on the readers' environment. Thus, it is concluded that the news about the mysterious lecturer at The UAD is considered to be a unique/different/popular news.

The term 'unique' in the Indonesian Language Dictionary (*KBBI*) means different from others, or separately in form or the like. Considering that the readers are young people, it is not surprising that when there is news about the mysterious lecturer, it become viral because the readers are likely to share content about the mysterious lecturer on their account (Facebook). The more content shared, the more outgoing and viral it will be. A hoax that is repeated, over time will be considered a fact.

Additionally, another fact obtained was that brilio.net was just established in 2015. Based on the published date, the news published about the mysterious lecturer was published in 2016, only one year after Brilio was founded. It could be that there was a high possibility that the hoax news about the mysterious lecturer will be carried out by Brilio to boost its newly born name. The more news was spread, the faster the media become known to the public. Unlike print media, online electronic media is more widely circulated, ranging from credible to beginner-eggs even "fake".

3.2.2.3. The Analysis of Publics' Opinion

Whenever there is news circulating on social media, the public comments are always diverse. Some did not believe in the news of the mysterious lecturer at The UAD, but not a few also believed in. As shown in the following picture.

Figure-5. Netizens' Responses to the news of mysterious lecturer

In the comments above, the citizens who provided comments slightly believe the news about the mysterious lecturer. From the first comment which states, " It could probably true, but the campus at usual purposefully cover it up" showed that the commentator preferred to argue that the actual news about the mysterious lecturer was true. However, because it was related to the good name of the campus, it was deliberately covered up the truth.

In contrast to the second comment, the commentator is still a little doubtful by stating, "Is this correct? Scary, uh, if it is correct "showed that he was doubtful. There was a sense of trust and revealed that he also felt afraid that the news was true. However, some netizens have stated that the news is a hoax or false.

3.3. The Analysis of Hoax Structure in "*Jengkol* is an Anticancer Medicine"
3.3.1. The Analysis of News Structure and Semantic Meaning

A hoax about *jengkol* as a cancer medicine explained the benefits of *jengkol* which was believed to be an alternative treatment for cancer. The content also explained that *jengkol* has a source of compounds that were said to be ten thousand times stronger than chemotherapy method.

As we know, cancer is a deadly disease that becomes one of the most dangerous diseases in the world. People who suffer cancer usually never recover completely, even in some cases, patients diagnosed with cancer can be predicted survival.

Until now, medically, only the chemotherapy method was considered the most effective in inhibiting the growth of cancer cells. The chemotherapy method is certainly with a variety of risks and side effects that are quite frightening for cancer sufferers.

The issue arose that there was an alternative medicine, *jengkol*, which if consumed massively would be able to kill cancer cells ten thousand times more effective than chemotherapy methods. This was certainly a breath of fresh air for cancer sufferers who read the news.

Based on some medical clarifications, it is concluded that *jengkol* is a cancer medicine if being consumed in large quantities was a hoax. In the hoax, it was explained that *jengkol* does have a chemical compound called '*saponim*' which is used for cancer treatment. However, this compound is not obtained by eating *jengkol* as much as possible. 'Saponim' compounds can be obtained from *jengkol* by a valid and complex extraction process and laboratory tests. Precisely the excessive consumption of *jengkol* endangers someone because of the potential for poisoning. From the created hoax, the analyzed construction that built-in terms of structure and semantic meaning were:

1) In the title section, discourse creators used the title "Surprisingly, Jengkol Benefits for Preventing Cancer". In this idea, the word "surprisingly" was used which then rose the readers' interpretation by capturing the meaning, "surprisingly", "hidden fact", or "not many people know". With these interpretations, of course, the readers were interested and opened the news. In certain cases, for example, readers who were people with cancer, of course, occurred happy with this kind of news.

2) In the next section, as usual, the visual elements in the form of images that represented "jengkol" were used. In this news, the use of the "jengkol" image was only used as an addition. The images used did not add to the validity of the news, and also did not reduce the essence of the news created. Unlike previous news where visual elements were used as news reinforcement so that entrusting the readers more.

Figure-6. Visual element of the news "*Jengkol* is a Cancer Medicine"

Source: https://kumparan.com/aisyah1506481949627/tidak-disangka-ternyata-jengkol-mempunyai-khasiat-untuk-mencegah-kanker

Next, what was interesting about the hoax news about *jengkol* as a cancer medicine was the citation used as a reference to reinforce ideas. The hoax quoted from "The Institute of Health Sciences, 819 Sweden Biosciences Research. L.L.C. Cause Street "which explains that '*Jengkol*' is a magical fruit to kill cancer cells and 10,000 times stronger than Chemotherapy. Based on the research as well, '*jengkol*' was a panacea that proven against all types of cancer.

However, after surfing on the website of The Institute of Health website, no articles were found that discussed '*jengkol*'. The site describes various articles on health, and alternative health using the media of plants, vegetables, and fruits. However, in his articles, it was explained that the sources of the medicine did not affect a disease before undergoing the extraction process in the laboratory so that the appropriate dosage of substances was obtained. Therefore, it is concluded that the citation carried out in the news about '*Jengkol*' as a cancer medicine was a hoax.

Figure-7. The Site of the Institute of Health Sciences

Source: http://healthremediesforlife.com
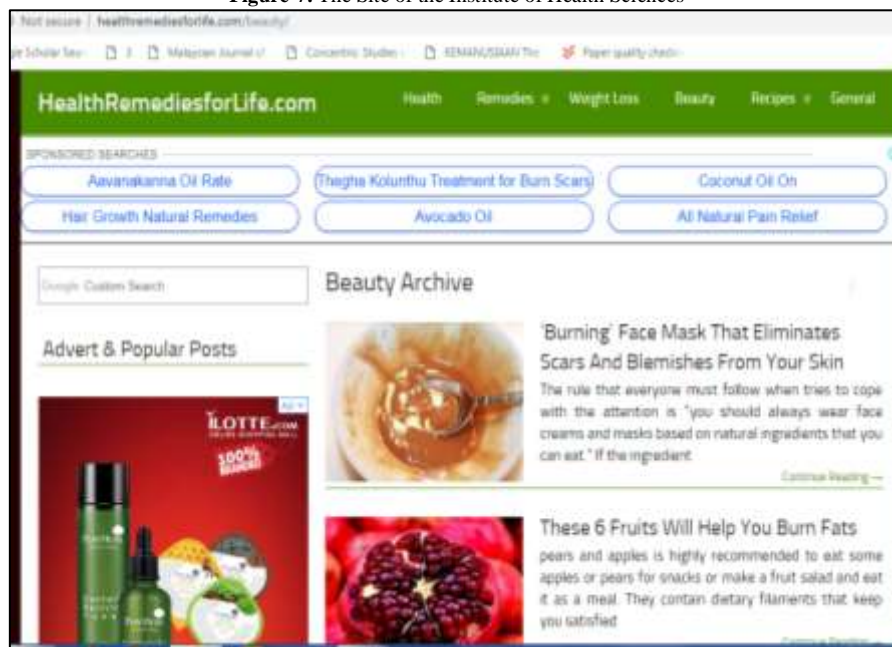
Despite the fake quotations, in the next section also in this news explained that the hoax creator exposed that after more than 20 laboratory tests conducted since 1970, it revealed that: '*Jengkol*' destroyed malignant cells in 12 cancers, including the colon, breast, prostate, lung, and pancreas. However, this statement did not include a clear source. Hoax creator simply wrote, "this interesting source of information came from one of the largest medicine

manufacturers in the world" but did not explain which producer was meant. Therefore, it was concluded that the statements were also false/hoax.

In the next section, also used chemical terms that were not popularly heard by the public. Terms used such as "Adriamycin", "chemotherapy", "antimicrobial", "antidepressant", and others. The use of non-popular terms like this ensured the readers' that the news was true/serious news.

3.3.2. The Sociocultural Analysis
3.3.2.1. The Analysis of Context

The context of the news about 'jengkol' as a cancer medicine was related to health. In Indonesia, there has been a lot of broadcasting news about people who suffered cancer and ended in death. Some public figures who suffered cancer ultimately passed away like Julia Perez, Yana Zein, comedian Budi Anduk, and others. Until now, cancer has become a frightening threat for people in Indonesia in particular, and in the world at vague.

The news or articles that explained that plants, vegetables, and fruits as a cancer medicine resulted from the high cancer cases that ensued in the world lately. Moreover, cancer sufferers are keen to do anything to get a chance to recover and survive the malicious disease, in spite of the chemotherapy method which commonly passed by cancer sufferers. Therefore, the appearance of articles stated that many alternative medicines as cancer drugs, then become the hope for sufferers to recover.

This later became an opportunity for hoax creators to make similar news so that the articles they made were visited by readers. Apart from scientific articles that were valid and justified by scholars, many hoax articles were scattered as in the news above, which certainly gave false hopes that led to fatal. Imagine, if someone with cancer swallowed the hoax and implied it as a method of treatment, the results would be fatal, especially with the possibility that they would leave chemotherapy after switching to traditional medicine.

3.3.2.2. The Analysis of Discourse

The news about 'jengkol' as a cancer drug, in this study obtained from the site kumparan.com. This site is a collaborative Indonesian media platform as a forum for reading, creating and sharing a variety of news and information. More than just digital media, the kumparan.com carries a collaborative and interactive platform built through the latest innovations and technologies.

The sites that are credible and can be infiltrated by the hoax, are usually sites that provide news posting services from readers. In kumparan.com, a reader column is provided to create articles in the user story column. In columns like this, as contained in kompasiana.com, readers can create articles and publish them to be read by many people. Therefore, with a column like this, the content which is a hoax is also unavoidable. This is because the process of creating news does not go through a strict screening.

Figure-8. User story column (Surprisingly, 'Jengkol Benefits for Preventing Cancer')

Source: https://kumparan.com/aisyah1506481949627/tidak-disangka-ternyata-jengkol-mempunyai-khasiat-untuk-mencegah-kanker

3.3.2.3. The Analysis of Publics' Opinion

Regarding 'jengkol' news is as cancer medicine, of course, such hoax was not be spread without any responses from the public. If the public responses are high, the news of the hoax spread so that it became trusted news. Conversely, if a hoax is not responded to by the public or the community responds as a clarification of the lies of the

news, then a piece of hoax news will not be spread (Coppola, 2002; Malatuny and Salamor, 2017; Walsh, 2006). The following were examples of community responses to this news.

Figure-9. Netizens' comments related to '*jengkol*' news as a cancer medicine

Source: facebook.com

(Translation)
Let me share it.
Fans of 'Jengkol'
Share permission
Great
It's OK eating 'jengkol' but don't eat too much
Too much 'jenkol', gout.
Let me share it, yes… Thank you.
It's for appetite…cheering up.
After eating 'jengkol' don't drink ice or water if you don't want to get pain in back or urinary.

The statement "Share permission, yes" indicated that the readers believed in the validity of the news, and redistributed the news in their accounts. From the above-commented catch, no comments were found that did not believe the news. As already explained, that news like this then becomes a new hope for cancer sufferers. They do anything, including following treatment with this '*jengkol'* media, provided they get a chance to recover.

From these comments, we can find that the hoax is a serious case. A hoax damages the order of ones' thinking, especially the more here, the content of hoax was made as detailed as possible so that ensured people who read it. If left unchecked, hoaxes were eventually causing unrest in society. Many cases of hoaxes have been made, which led to anxiety (Fleming and O'Carroll, 2010; Kumar *et al.*, 2016; Norberg, 1995; Septanto, 2018).

5. Conclusion

Based on the results of the analysis of the structure of hoax discourse from the news that circulated on Facebook social media, it is concluded that news hoax usually used attractive titles that fascinate readers. (1) Commonly, headlines made, designed with sensational diction, controversy, even provocative, and unusual such as, "excited, horrendous, fake-giving falsehood, unexpected, unexpected" and others; (2) The slogan "No Picture = Hoax" become a weapon for hoax creators. Thus, the hoax creators attached pictures that were considered relevant as news support they made; (3) To make the readers believe and think that a news (hoax) was seriously, the terms used that were not popular among the people; (4) In certain news, threats were published with the word "danger, very dangerous, and be aware". The use of threat dictions, led the readers who trusted the hoaxes afraid; (5), hoax also usually quoted, but the citation did not say which source they came from. Usually sentences used such as: in one of the well-known journals, based on the results of a research at a well-known university, according to an expert, according to one of the research results, and others; (6) Hoax were made according to a specific context; and (7) Previously, hoax was only circulated through media conversation applications, or through blog sites such as BlogSpot, WordPress, etc. However, the hoax has now developed and is starting to appear on credible site pages. Typically, credible websites, in addition to containing news compiled only by journalists, also provided a column for writers to pour the results of their ideas so that they were read by the public. This column was used by hoax creators as a media for spreading the hoax.

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