

## The Importance of Raising Public Awareness in the Use of Social Media to Avoid Hoax News (Case Study of Kampung Jatake RW 006 Cibungbulang, Bogor)

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### ABSTRACT

The rapid development of technology and supported by the rapid spread of information could become an attack on humans themselves. Because on the one hand technological developments can make it easier for people to get information quickly. However, on the other hand, it can be seen that the flow of information that is too open in the mass media can be tarnished by the rapid spread of fake news. Therefore, people are encouraged to be more aware of using social media so they don't easily consume hoax news. This study uses qualitative research methods.

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### INTRODUCTION

The spread of hoax news can have an impact on society, this impact is a negative thing such as causing misunderstandings, and noise so many people are harmed by the emergence of this news and are a fool for those who digest it. The emergence of hoax news is also a form of way of diverting issues, divisive, and even a public deception. The spread of this hoax is often carried out by many people who are not responsible for what they do. Most of the people who make the news understand writing news, but what he writes in the contents of the news is a lie, a falsification of facts, and he consciously spreads fake news to public services to get attention and lead public opinion. With current technological developments, the spread of hoax news that spreads easily often occurs on social media such as WhatsApp, Instagram, Line, Facebook, Twitter, and others.

Kampung Jatake RW 006 is located in Cimanggu Satu Village, Cibungbulang District, Bogor Regency, West Java. The villagers are sometimes fooled by the news spread on social media, especially WhatsApp and Facebook. The phenomenon of spreading hoax news is not only a local problem, but also at the national and even international level, in Joko Sutarmo's journal entitled Using Social Media Wisely to Avoid the Spread of Hoax News Among the Community, it is written that half the population uses social media for chat interaction services ( person to person, and group) such as WhatsApp, Line, WeChat, Telegram, and social networks that are connected in public areas such as Facebook, Instagram, and Twitter. According to Hootsuite (We are Social) Indonesian Digital Report 2021 data, it shows that the total population is 7.83 billion, smartphone users are 5.22 billion, and active social media users are 4.20 billion. Therefore, it is no wonder that fake news is

often widespread, both domestically and abroad. That way, the community is expected to cultivate digital literacy, so that they are not easily fooled by the amount of fake news that is being spread, and not spreading it repeatedly to those closest to them or others.

Community Service Lectures are a form of community service whose objective is to provide knowledge, attitudes, and skills in using and utilizing media, especially social media safely and wisely to meet information, communication, education, and entertainment needs.

## **METHOD**

This study was compiled using qualitative research methods, data collection materials were carried out by distributing questionnaires and observations. The data was taken at the time of community service in Kampung Jatake by carrying out a journalistic outreach program about hoax news and conducting direct discussions with the residents of Kampung Jatake RW 006. This activity was carried out on September 12 2021 at 16.00 in an assembly located next to the Al- Hidayah Kampung Jatake RW 006, attended by environmental officials from the RW, RT, Youth Leaders, and other residents.

This research was carried out in 2 stages at the same time. The first stage, namely collecting 10 respondents from among housewives. Then the author gives a questionnaire containing a question to obtain relevant data. Then the second stage, the author observed by directly observed the condition of the people of Jatake Village

The target audience for the implementation of the activity is adults or youth who are also present in the implementation of socialization. The implementation of this activity uses a projector and power point media. Activities take place offline.

## **DISCUSSION RESULT**

Questionnaires and observations became a choice by the authors as data collection techniques and became one of the last stages in writing this research. In this questionnaire, the author fills in several questions related to Increasing Awareness of the Community of Jatake Village in the Use of Social Media to Avoid Hoax News including the following.

1. Are you an active social media user?

Based on the results of the questionnaire that the author distributed to the target audience, it was stated that 80% of Jatake Village youth were active users of social media and 20% of them were not actively using social media.

2. Do you often read news on social media?

Based on the questionnaire that the author distributed, 50% of Jatake youth residents said they often saw the news. Then, 30% of them rarely read the news. And 20% of them have never read any news.

3. When you read news on social media, is it in its entirety?

Based on the results of the questionnaires that the author has distributed, it can be seen that 70% of the youth of Jatake Village do not read the news thoroughly, and 30% of them read in order.

4. When you read the news, do you want to share it with others?

Based on the questionnaire that was distributed by the author, there is data that 30% of the youth in Kampung Jatake RW 006 often share it, 50% say it sometimes, and 20% never share it.

After distributing the questionnaires, then the second stage is where the last stage is in data collection. Furthermore, the writer makes an observation, because with this technique the writer can collect relevant data. And the author can see, directly observe the condition of the people in Kampung Jatake RW 006

## **CONCLUSION**

In today's development, where technology is developing so rapidly, the media is a source of information about various knowledge. It is so easy for people to get information, but awareness is needed so they don't get too carried away, and can distinguish which information is suitable for consumption and which is not.

The purpose of carrying out this socialization is expected to get a benefit for the community. Like the difference between true news and fake news. Therefore, people don't just consume news and don't play around spreading it.

**Thank-You Note**

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