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by Kholid Kholid

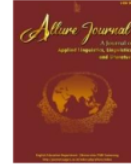_____

Fake News on Social Media A Threat to Social Conditions: Critical Discourse Study

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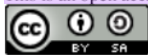
ABSTRACT

The phenomenon of using language in cyberspace or social media is trending with various up-to-date applications with the aim of being more effective and efficient communicating. This research really needs to be done because there is rampant communication that is not wise through social media, in addition, no one has studied this phenomenon from a language perspective. This research focuses on fake news texts in the media social context with a focus on discourse, namely the impact of fake news texts on social conditions. The purpose of this study is to describe in depth the problem of the threat of spreading fake news texts on social media to social conditions. The aim is to find out and analyze threats in the form of the impact of spreading fake news on social media on social conditions. Methods and techniques of data collection by way of observation, documentation of the instrument with a questionnaire. Based on the results of an analysis of the data found related to the spread of fake news texts on social media, it has an impact on social conditions in terms of aspects; (a) Aspects of media literacy, less wise in using social media; (b) The economic aspect, the motivation to live instantly is reflected in unhealthy economic competition; (c) Health aspect, reflected by people with unhealthy lifestyles and obstacles to health stability nationally; (d) Political aspects, the occurrence of dishonest and unfair political implementation in the process of political contestation.

Keywords: fake news; critical discourses; social conditions; social media

INTRODUCTION

Any information or news is needed by everyone because without information life will not have a change in adjusting developments about the picture of a situation or condition of life in the past, present and future. Information or news at first easy to obtain (Allcott & Gentzkow, 2017; Bassio, 2017; Bell, 2001; Halliday & Ruqaiya, 1992; Jordan, 1999). This is due to the development of science and technology so rapidly developing in the current era of digitalization.

The development of science and technology does have a tremendous impact on today's life, including the positive impact that it is easier for someone to get information or news through various media, both print, electronic and other media (Broersma, 2013; Carr & Hayes, 2015; Harley, 2008). On the other hand, the development of science and technology in the modern era is very supportive from various aspects in carrying out daily activities, such as in the aspects of education, social economy and culture.

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Information or news is very easy to obtain for everyone because it is easily and quickly accessed for the desired purpose, one of which is through social media in the current era of digitalization. Social media is indeed very beneficial from two sides, news makers or news presenters in conveying information with a specific purpose, and news connoisseurs or netizens in receiving the desired information.

Information security is marginalized by information that is far from existing facts because, this is caused by personal or group interests by reconstructing previously established information into information that is vague or vague and becomes buried by hoax information or fake news itself. Indeed, fake news on social media (here after BBDMS) is currently rife with various factors or specific goals that lead to the emergence of fake news presentations, for example economic, social and political factors. As for BB, it has often appeared so far, indeed various information has been presented, both information about religious, cultural, economic, educational, social and political content.

BBDMS is indeed contradictory when viewed from the point of view of the values and norms that exist in the life of the state, besides that it is also very contrary to the values that exist in any religion. In this case, fake news is very contrary to religious values and norms. This can be observed as a very relevant reference material in this study with previous studies, one of which was carried out by Istriayani (2016). The object of previous research has similarities, namely from the context of fake news texts, However, the difference between the current research and previous research is from the side of the study. Previous research looked at the ethical aspect while the current research looks at the language aspect. This research is used as a reference in terms of communication ethics about fake news in cyberspace.

The existence of BBDMS becomes a threat to a country, if it is not paid attention to and monitored in the maximum way. There is a potential that the digitalization of social media is currently a threat to the country, because it has a very significant impact from cultural, social and political aspects. This has been studied in previous research by Legionosuko & Hamowo (2017) Previous research has a relationship in terms of the context of the same research object discussing the problem of the fake news text phenomenon. But in previous research with research there are differences seen from the study, the previous research used the study of social studies, while in this study from the perspective of language, namely the context of discourse. This was used as a reference in this research.

The rampant spread of fake news in the current era of digitalization cannot be stopped by any party, even though our country has legal instruments regarding the ITE Law. Actually, the government's efforts to prevent the use of communication technology tools that are not in accordance with the values and norms have been contained in the ITE Law. This law is an attempt to eradicate all things that are horrendous and make the atmosphere of the nation worse. In relation to this problem, research has been carried out by Prayitno (2017) & Fairclough (1995). This research, if observed from the side of the study, is very different from previous studies, the approach used by previous research is from a legal perspective, while the current research is from a language perspective, namely discourse. Previous research has relevance in terms of the research object, namely a fake news text.

Based on the description of the phenomenon of spreading fake news on social media which is rife in the current digitalization era, then this research is feasible to do to examine all the phenomena of the spread of fake news texts on social media with a language perspective approach from a discourse perspective (Jorgensen et al., 2010; Nunan, 1993; Parwati & Sugesti, 2023; Tyas & Pratama, 2022). The researchers took a step with the focus of this research in terms of the social context from the phenomenon of spreading fake news on social media by exposing the language. This research is expected to educate people to be wiser in using social media by prioritizing social conditions.

METHODOLOGY

Researchers in the process of data collection methods observed some hoax information in the form of text on social media. By looking at some of the content, it is suspected that it belongs to the BB or hoaxcategory. Observations were made because the form of data examined by researchers was BBDMS textcontent. In accordance with the opinion of Creswell & Poth (2018) which states that the procedure for collecting qualitative data is carried out by qualitative observation, which means that researchers go directly to the field to observe the behavior and activities of individuals at the research site. Qualitative researchers can also engage in roles that range from nonparticipants to full participants.

The next step is carried out by researchers, in data collection is documentation. This is in accordance with Creswell & Poth's view (2018) which states that in the process of data collection, it can be done by collecting qualitative documents. These documents can be in the form of public documents, for example, newspapers, papers, office reports and others. related to this research, including using a qualitative method approach. So, in data collection, according to researchers, it needs to be done by means of documentation. The reason is because the form of data or information in this study is in the form of contents or discourse texts, both written and visual videos contained in social media, which areBB indications. In the data collection method by means of documentation, it is necessary for the researchers to take steps in collecting the data, as a technique to obtain data quickly and accurately. These techniques can be seen in the section below.

Based on the things described above, it is necessary for the researchers to describe several techniques in the process of collecting data by means of documentation with a specific purpose, one of which is to make it easier for researchers to classify and categorize some BB contents. This can make it easier for researchers at the next stage, namely in the data analysis process, why all the steps and techniques in the data collection process are carried out. The reason is to see the condition of the data or informationforms in the form of BBDMS discourse text, both written text and visual video. All forms of data in thisstudy are research objects, namely BBDMS texts. For more details, all of these things can be seen in the description of data collection techniques by means of documentation, researchers do this by downloading, screen shots, check lists and retyping.

Nature of research based on the data found, this research is non-field research or literature review which examines fake news texts on social media by reviewing the discourse aspect. The fake news text data is studied in depth and comprehensively according to the text content on social media. For more details, this can be observed from the data and data sources in the section below. Data and data sources includes steps this research has the type of research data in the form of qualitative data in the form of BBDMS discourse text. The discourse text on social media becomes the data in this study. The research studied in the perspective of critical discourse initiated by Van (2000). The purpose of the researchers using the critical discourse analysis approach is to answer all problems regarding the phenomenon of language use in social media. This is in accordance with the type of data to be examined, namely qualitative databecause it is abstract and ambiguous. The source of data in this study is BB text which is widely spreadon social media via Facebook, WhatsApp, Twitter and other social media accounts.

Research instruments includes steps the previous research provided a description of the things that support the data collection process. Indeed, in providing an explanation in every study there must be elements that support, to assist in the research process. All of these things are very much needed by every researcher in uncovering a phenomenon about the conditions to be studied. Such phenomena are called instruments or research tools. The above argument

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is in accordance with the opinion of Arikunto (2002) which states that the research instrument is a supporting tool to facilitate the data collection process that aims to achieve maximum, comprehensive and systematic results so that they are easier to process. The instrument used in this study was a questionnaire related to the impact of spreading fake news on social media.

This research includes research that uses a qualitative approach method. This study aims to understand and reveal the phenomenon of contemporary language use on social media by looking at discourse texts about BB. It is appropriate for this research to use a qualitative approach as its method. Such thing, indeed, this research looks at texts on social media that no one can stop. This has become a culture in the use of social media in the digital era and the current democratic era. In addition to the methods applied in this study, the next step is data collection techniques. The first steps were carried out by the researchers as a first step in collecting data, observation and documentation. For more details, all these steps are described in the section below.

After obtaining a variety of data that has been collected through various methods in data collection, researchers then carry out data processing. This really needs to be done by researchers with the aim that it can be used according to the needs of this research. The data obtained by the researchers is then processed using several techniques, including data verification with the aim of facilitating the data analysis process at the next stage. The data verification process is adjusted to the BB text content contained in social media accounts. The data that has been obtained by the next researchers need to be verified in accordance with BB's contents. This is done by taking BB text data that has the potential to suit the needs of this research problem.

The process of data processing in this study was carried out by the researchers by verifying the data according to the needs which can be in the form of images, text and tables. The aim is to facilitate the researchers in the process of analyzing data which can be considered more efficient and effective before the process of data analysis.

In the process of data analysis, what is used by the researchers are the methods and techniques of data analysis including, as a first step, all the data findings are classified. n the process the data is classified into several categories, from BB content found on social media. The data is classified based on content relating to criminal, health, economic, religious and disaster issues.

In addition, the data is classified on the basis of users or actors who spread and makers of BB, both male and female. Then the data is classified from the findings of the data, based on profession as public officials, politicians, actors/artists, religious and community leaders, and students. The classification of the data findings is then seen based on the level of education from the low level of education to the high level of education. The next step, data that has been classified based on certain contents, is analyzed according to the data findings. The data is described one by one from all the data collected, then the data is interpreted in detail from the BB discourse text. The data is differentiated based on the content or context of the BBDMS.

RESULT AND DISCUSSION

Unknowingly that someone does not experience indirectly the impact or result of an action. This can be categorized as an action that is not commendable, namely spreading BB or hoaxes. In fact, the influence is very significant for community groups and personal interests. However, the effect or impact is still abstract. The impact that can be experienced by community groups in general from the act of spreading BB or hoaxes can affect personal behavior in particular and the social context or social conditions in the midst of society related to a particular community culture.

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According to the researchers, all aspects that have been mentioned need to be reviewed based on the impact of the influence of the spread of BBDMS in the midst of today's society. Therefore, to clarify this problem, all of these things can be considered in the explanation below.

LITERACY ASPECT

Social media as a vehicle for interaction in communicating individually and in groups is carried out indirectly or through cyberspace. Some people use social media applications with different types of applications to suit their individual tastes. There are those who use social media feel more comfortable with WhatsApp and other social media applications. The essence of social media is as a forum for outreach in various fields: religious, social, cultural, economic and political.

The diversity of readings contained on social media from a positive perspective adds insight and repertoire for readers and media connoisseurs. In addition, there are various treasures for layers of society who may not know things from the cultural side of other community groups. On the negative side, the media as a vehicle for communication stirs up one another, ridicules and fights, both personal and group. The aim is to defame other people or bring down political opponents in the contestation of democratic parties.

Acts of blasphemy, fight against each other, hate speech framed in information issues or BB. This sort of thing often happens on social media because social media is a fast and indirect distribution of crime. It can be experienced by other people by spreading information issues or a BBDMS. This action was most strongly triggered due to the lack of community literacy so that it became the main source of the spread of BBDMS.

The researchers described several things related to the problem of the impact of BBDMS texts on social contexts. In the social context in this section is the aspect of community literacy which can be seen from the side of motivation, the level of competence of community literacy in understanding information both in mass media and social media. For more details, see the explanation below.
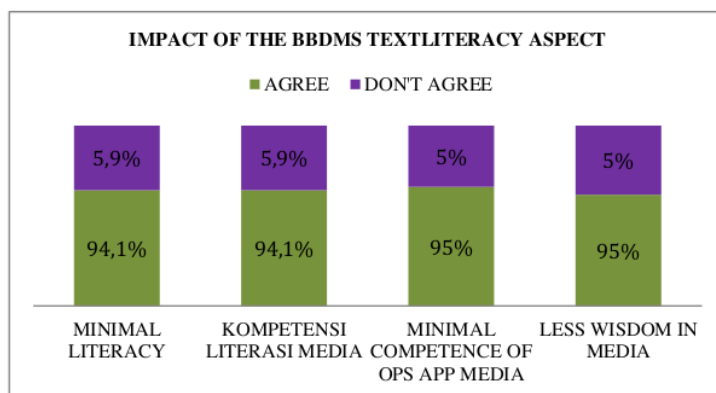
IMPACT OF THE BBDMS TEXT LITERACY ASPECT

■ AGREE   ■ DON'T AGREE

	MINIMAL LITERACY	KOMPETENSI LITERASI MEDIA	MINIMAL COMPETENCE OF OPS APP MEDIA	LESS WISDOM IN MEDIA
DON'T AGREE	5,9%	5,9%	5%	5%
AGREE	94,1%	94,1%	95%	95%

CHART 1. *The impact of BBDMS text in media literacy aspects*

ECONOMIC ASPECT

Technological developments in the current era of digitalization really help people in general to carry out their daily activities because of the application of the industrial technology revolution in the current phase 4.0 which is widely used by all levels of society by using various media to interact with specific purposes.

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The purpose of technology as a supporting tool in communication. Things that are economically promising, for example the use of technology, in this case social media, is used as a vehicle for the promotion of various types of goods offered by sellers to enthusiasts and customers because they post various products, both from primary and secondary needs.

When viewed from the positive side of current technological developments, the use of social media as a national market and global market can reap greater profits compared to the capital they have. Indeed, the current state of the global market is far more advanced than in the past because time and costs are more efficient.

The phenomenon of spreading BBDMS has a huge effect on social conditions in the current digitalization era. The deployment is a motivation in itself both in terms of personal and group interests. The content published on social media in this context is part of the micro and medium economy. Most of the content is essentially the motivation of the main actors for the spread of BB which aims to drop a product from a certain company and seek personal financial gain.

This section describes the impact of BB texts that are not factual on the economic situation in society in general, starting from the lower class to the upper classes. The effect of the BBDMS text on society in general based on the results of the analysis is very significant from an economic perspective. In this case, the researchers classified the impact of the BBDMS text on social conditions from the economic aspect into three categories: economic competition, economic health, and social media as capital.

The category of impact of the BBDMS text on society mentioned in this section describes several questions, why did these things happen and what was the motivation for these actions.
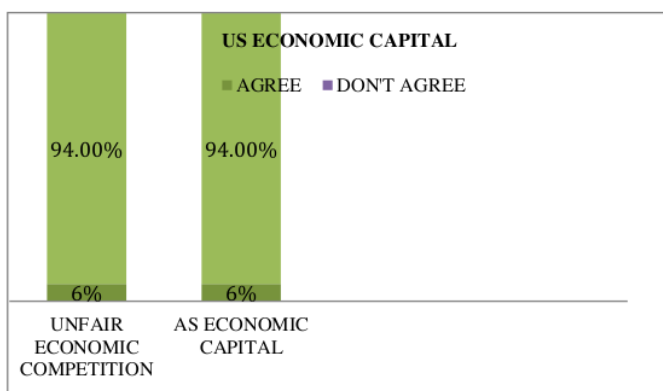
US ECONOMIC CAPITAL

■ AGREE   ■ DON'T AGREE

94.00%   94.00%

6%   6%

UNFAIR ECONOMIC COMPETITION   AS ECONOMIC CAPITAL

CHART 2. *The impact of BBDMS texts in health aspects*

THE IMPACT OF BBDMS TEXTS IN POLITICAL ASPECTS

The color of democracy really determines the outcome of the existence of a developing country in the process of building a democratic government system at a more established level, namely today's democracy. Because the benchmark of a country's democracy can be said to be independent country and managed to regulate circulation or regulations that will be applied in the life of the nation and state, of course the application needed is to implement a democracy that has honesty and justice.

Indonesia has a democratic system that has occupied a position that can be said to be a mature democratic country. In the implementation process runs according to the rules that have been determined. Even though in reality it cannot be denied that the problem of the application

of democracy itself is still not optimal. Several other countries recognize that Indonesia has an established democratic process.

Politics is an action that is oriented in a democratic system owned by a country with the aim of building a transparent and accountable government system. Political parties are political machines that have legitimate legality, this has been mandated by the state, although it differs from the side of the political machine used, however, has one specific goal that must be achieved by politicians to occupy good positions in the legislature and parliament.

The democratic system in undergoing the process has stages that have been regulated in the Election Law, both the Election Law which regulates elections to the regions or the DPR and presidential elections. One of the stages that is very influential and has a high sensitivity in the process of these stages is the campaign stage. The campaign stage is one of the democratization processes that has high complexity compared to the other stages, because the process in the campaign itself has certain rules.

Campaigning is indeed one of the actions that is necessary and must be carried out by candidates participating in democratic contests both as candidates for Regional Head, DPR and President. The campaign stage is the stage of dissemination of the vision and mission conveyed by the candidate to all supporters honestly without badmouthing the opponent or bringing down the opponent in an unhealthy manner. This is in line with Kholid's opinion (2019) which states that a black campaign means that the campaign by making BB aims to attack other candidates. The slander that is conveyed is not supported by data and is far from the value of the truth which is absolutely not justified to do.

Based on the description above, in the opinion of the researchers, in general it can be said that the phenomenon of BBDMS text is widespread in the midst of society, both through the real world and cyberspace, which greatly influences the impact of political stability. This can be detrimental indirectly to the organizers who are said to be dishonest and fair. This problem gave rise to various protests in certain areas due to the omission of the BBDMS text fake news on social media. The impact or influence of the BBDMS text is described comprehensively based on the results of the analysis. For more details, you can pay attention to the opinion diagram section from the audience below.
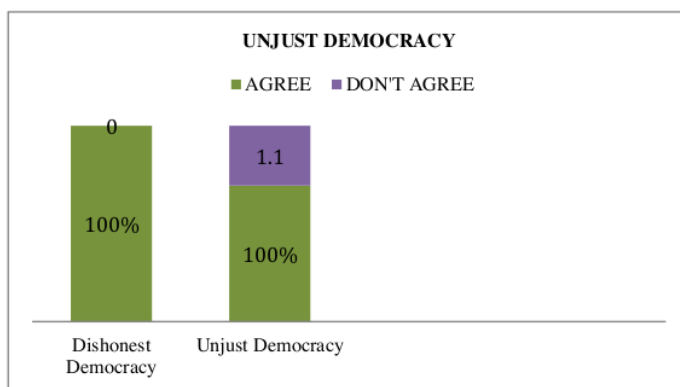
UNJUST DEMOCRACY

■ AGREE   ■ DON'T AGREE

0	1.1
100%	100%
Dishonest Democracy	Unjust Democracy

CHART 3. *The impact of BBDMS texts in political aspects*

CONCLUSION AND RECOMMENDATION

Based on the results of the data findings and data analysis, a conclusion can be drawn that the spread of fake news texts is indirectly a threat in the form of an impact on a social condition that no one can deny. The threat of spreading fake news texts to social conditions includes aspects

of literacy, economic aspects, health aspects and political aspects. All of these aspects are indirectly a threat to social conditions if considered in a social context which cannot be separated from all aspects of living a life process. This is corroborated by empirical evidence contained in the correspondence regarding all these aspects in a very significant quantity.

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