Hoax Distribution in Social Media After Ratification of Omnibus Law

Penyebaran Hoaks Di Media Sosial Pasca Pengesahan Undang-Undang Cipta Kerja

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Abstract

Social media had both positive and negative impacts. Lately, hoaxes had spread on social media massively after the ratification of the Job Creation Law (Omnibus Law). This research aimed to obtain an overview of hoax distribution on social media that emerged after the ratification of the Job Creation Law, find out the factors that cause it, and solve hoaxes on social media. The research method used was a descriptive qualitative approach. The results showed that hoax contents were circulating on social media after the ratification of the Job Creation Law. This was due to the lack of awareness of the digital media literacy culture and the absence of clarity regarding the draft of the Job Creation bill that was passed. The solution to eradicating hoaxes on social media could be done with three approaches: culture (literacy), technology, and law.

Keywords: Hoax; Omnibus law; Social media

Abstrak

Media sosial memiliki dampak positif sekaligus juga membawa dampak negatif, diantaranya penyebaran hoaks. Belakangan ini marak penyebaran hoaks di media sosial pasca pengesahan Undang-Undang Cipta Kerja. Penelitian ini bertujuan untuk mendapatkan gambaran mengenai penyebaran hoaks di media sosial yang muncul pasca pengesahan UU Cipta Kerja, mengetahui faktor yang menyebabkannya, dan solusi pemberantasan hoaks di media sosial. Metode penelitian yang digunakan adalah pendekatan kualitatif bersifat deskriptif. Hasil penelitian menunjukkan bahwa ditemukan konten hoaks yang beredar di media sosial pasca pengesahan UU Cipta Kerja, hal ini disebabkan minimnya kesadaran budaya literasi media digital dan tidak adanya kejelasan mengenai draft naskah RUU Cipta Kerja yang disahkan tersebut. Solusi pemberantasan hoaks di media sosial dapat dilakukan dengan tiga pendekatan: budaya (literasi), teknologi, dan hukum.

Kata Kunci: Hoaks; Media sosial; Undang-undang cipta kerja

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Introduction
The development of Information and Communication Technology (ICT) has progressed very rapidly, including the development of internet technology. The number of internet technology users has increased significantly from year to year. Based on data from aseanup.com in January 2017, internet users in Indonesia reached 132.7 million people. In 2018, according to data from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia experienced an increase to 171.17 million people.

In 2020, Hootsuite Application Management and We Are Social Marketing Agency data entitled “Global Digital Reports 2020” showed that internet users had reached 4.5 billion worldwide. This figure shows that internet users are more than half of the world’s population; about more than 60 percent of the world’s population. Most of these internet users are social media users, with a total of 3.8 billion people. According to the same source, in Indonesia, internet users in 2020 reached 175.4 million people out of a total population of around 272.1 million people. This means that around 64 percent of Indonesia’s population is internet users. Meanwhile, social media users in Indonesia in 2020 reached 160 million people, or 59 percent of Indonesia’s total population (Haryanto, 2020).

Social media is a medium in internet technology that allows users to interact with each other, cooperate, share and communicate with other users, and create virtual social bonds (Nasrullah, 2016). In social media, there is also distribution and exchange of media content such as data, text, sound, images, and information videos, both with other people (individuals) and institutions (institutional) using social media (Kotler & Keller, 2016). So, social media is one of the internet-based (online) media, where users can easily use it to fulfill their information and communication needs.

Social media is the channel in which the most hoax content is spread (Santoso et al., 2020). This can happen because one of the distinctive characteristics of social media is that every social media user is not only a consumer of information, but every user is
also a producer and distributor of information circulating on social media (Weeks & Holbert, 2013). Social media has the ability to convey messages to audiences or other social media users quickly and widely. Social media users can act as both sender and recipient of messages in communication. This advantage has marginalized mass media coverage as the mainstream because it requires a long process and verification (Susanto, 2017). In addition, flexibility in the use of social media is not limited by a person’s social, political, and economic status in society (Talwar, Dhir, Singh, Virk, & Salo, 2020).

The term hoax comes from the Latin word “hocus” which means to deceive. According to the Oxford dictionary (2017), a Hoax is something that is not true or a form of deception that aims to make someone believe something that is not true, usually something bad. Meanwhile, according to the Comprehensive Indonesian Dictionary (KBBI), hoax means fake news (Wijayanti, 2019). Hoax is news where the truth or the fact is still doubtful, and it is very disturbing to the public because of information that cannot be ascertained (Fauzi, Setiawan, & Baizal, 2019). Therefore, hoax is one of the negative things that often occurs on social media. Hoaxes are perverted and dangerous information (Yoke Yie Chen, Yong, & Ishak, 2014). Meanwhile, according to Ngwainmbi, hoaxes are fake news that can trigger propaganda and acts of violence and can become a criminal act (Ngwainmbi, 2018). So, it can be said shortly that hoax is a word that means the untruth of information (Simarmata, Iqbal, Hasibuan, & Limbong, 2019).

In 2017, the Indonesian Telematics Society (Mastel Indonesia) released the results of its survey about “National Hoax Outbreak”, stating that of 1,146 respondents (44.3%) received hoaxes every day and around 17.2% received more than one hoax in a day. In addition, Mastel Indonesia also revealed that the most hoaxes spread through social media, including Facebook, Twitter, Instagram, and Path, which reached 92.40%. Then, chat applications such as Whatsapp, Line, and Telegram are penetrated with hoax by 62.80%. Meanwhile, the spread of hoaxes through websites reached 34.90% (Mastel, 2017).

Moreover, according to Mastel Indonesia, not just social media, mainstream media which are expected to be a reference for reliable news, sometimes are also contaminated with hoaxes. At least hoaxes exist by 1.20 percent by radio, print media as much as 5 percent, and 8.70 percent through television. This is in line with what was conveyed by Jemadu (2017), who stated that initially, the community confirmed the correctness of information from mainstream media. However, nowadays, mainstream media are also indicated to have adopted hoax content from social media without clarification (Jemadu, 2017).

Nowadays, social media becomes the place where people consume lots of news hoax. This hoax phenomenon raises doubts and confusion over the information received by the public (Putri, Warra, Sitepu, & Sihombing, 2019). In traditional media, users tend to be unfamiliar and passive. In contrast, in social media, users can actively interact with one another, be it among the users themselves or with users with a higher position in society or the government of a country (Holmes, 2012).

This research is inseparable from previous research; it is intended to develop and deepen further the existing research studies. One of them, research entitled “Hoax Communication Interaction in Social Media and Its Anticipation” was written by Christiany Juditha (2018). The study describes the interaction of hoax communication on social media and its anticipation, which aims to get an overview of the interaction of
hoax communication on social media and how to anticipate it. The result of this research is that hoaxes that are spread repeatedly through social media can form public opinion that the news seems to be true. Anticipation of the spread of hoaxes can be done in 3 aspects: institutional aspects, technological aspects, and literacy aspects (Juditha, 2018).

After the ratification of the Job Creation Law on 5 October 2020, the spread of hoax cases on social media was rampant due to several things. The issues including the unclearness regarding the draft of the Work Creation Law that was passed, discussion of the bill that seemed closed / not transparent and rushed (catch up), plus a lack of digital media literacy culture among Indonesian people (Ulya, 2020). The ratification also triggered massive demonstrations initiated by community groups and labor unions demanding that they reject the ratification of the Job Creation Law.

Based on the background, context, and previous research above, it is interesting and important to conduct a more in-depth study about the spread of hoaxes on social media, especially cases of hoax spreading after the Job Creation Law ratification. Therefore, the problems in this research are formulated as follows: how to analyze the cases of hoax spreading on social media after the ratification of the Job Creation Law? What factors cause it? And what are the solutions to eradicate hoaxes on social media?

This research focuses on hoax spreading that occurred after the ratification of the Job Creation Law (5 October 2020). This study aims to get an overview of the rampant cases of hoax spreading on social media that have emerged after the ratification of the Job Creation Law, to find out what factors cause it, and how to solve hoaxes on social media.

**Method**

This research was conducted from October-November 2020. The authors used a qualitative approach for the research methodology. This research is designed to collect information about current conditions. A qualitative approach focuses on observation and natural conditions. As a descriptive study, the research method is to describe or give a picture of the object being studied through data or samples that have been collected (Sugiyono, 2017). The object of this research is the posts in the form of twelve controversial articles on the Job Creation Law which are considered hoaxes.

![Interactive Model Analysis Miles & Huberman](source: Sugiyono, 2017)

In this research, the authors collected data through social media observations on Twitter accounts @videlyae, @dpr_ri, and @LBHYogyakarta; digital documentation, online media coverage related to the spread of hoaxes after the ratification of the Job Creation Law; as well as literature studies from journals and reference books. After the
data is collected, data reduction was carried out by summarizing, categorizing, and selecting existing data to suit the subject matter. The author will present the data in the form of a narrative / descriptive description. The existing data is analyzed for then the writer to verify and draw conclusions. This research is limited by only explaining the hoax-spreading phenomena on Twitter after the ratification of the Job Creation Law, especially regarding the twelve controversial articles. The researcher incorporated the interactive data analysis model from Miles and Huberman, with the research stages shown in Figure 2.

Results and Discussion

The presence of smart devices (smartphones) nowadays makes social media accessible anytime, anywhere, and by anyone to support various activities. Therefore, the presence of social media is expected to provide convenience in obtaining information and social interactions. However, if this is not accompanied by carefulness in choosing, receiving, and disseminating information, it can lead to the rampant circulation of hoaxes on social media (Kristyono & Jayanti, 2017).

Hoax on Social Media

The term hoax is popular with the popularity of social media use (Romelteamedia, 2017). In short, hoaxes can be interpreted as false and untrue information. Hoaxes can be easily created and distributed by anyone through text, video, or images (Silverman, 2015). Hoax or fake news is related to several things, namely fake news, manipulation, and propaganda. Fake news deals with information that is completely untrue. Meanwhile, manipulation is related to information that is made different from the actual reality. Meanwhile, propaganda is related to forming information with the aim of attacking and creating restlessness in society.

Social media is the most preferred medium by all circles. Both old, young, and even children use social media in carrying out their daily activities (Soliha, 2015). Many benefits can be obtained from the presence of social media. A variety of positive and productive activities can show that social media helps old, young, and children, likewise, with the problems caused by social media. Also, most minor simple problems become big and complicated because of social media. There are also many misuses of social media, such as criminal acts, fraud cases, online gambling, kidnapping, to online prostitution, including the spread of hoaxes. Social media is one field for spreading hoaxes (Susilo, Yustitia, & Afifi, 2020).

Atik Astrini (2017), in the Transformation journal number 32 of 2017 entitled “Hoax and Banality of Crime”, states that the spread of hoaxes on social media is motivated by several interests, including power politics, economics (business hoax such as the Saracen case), ideology, personal sentiment, or just for fun (Astrini, 2017). Furthermore, based on the Indonesian Telematics Society (Mastel Indonesia) research, socio-political issues and those related to ethnicity, religion, race, intergroup (SARA) are the things most often used as hoax content material. Hoax spreaders use sensitive issues regarding socio-politics and SARA to influence public opinion through social media. As many as 91.8% of respondents said they most often received hoax content related to socio-political issues, such as the issue of regional head elections, presidential elections, and other socio-political issues. Meanwhile, the second issue concerns the SARA issue, where 88.6% of respondents stated that they often received hoax content related to SARA (ethnicity, religion, race, and inter-group-relations).

The Ministry of Communication and Informatics (Kemenkominfo) released their
findings for seven months. From August 2018 to February 2019, 771 hoax contents were identified. This finding also states that the number of hoax content circulating on social media has continued to increase from time to time. In August 2018, there were 25 identified hoaxes. There was an increase in October 2018 to 53 hoaxes and 63 hoaxes in November 2018. Until the end of 2018, in December, there were around 75 hoaxes identified by the Ministry of Communication and Informatics. The spread of hoax content increased significantly between January-February 2019, with at least 353 hoaxes. Continued to increase in April 2019 as many as 484 hoaxes, with 209 hoaxes in the political category identified by the AIS Team of the Ministry of Communication and Informatics (Kominfo, 2019). Furthermore, according to the Ministry of Communication and Informatics, recently, from 8-9 October 2020, there were at least 185 findings of hoax content on social media after the ratification of the Job Creation Law. Hoaxes about the Omnibus Law Job Creation were spread on social media, including 20 hoaxes on Facebook, 44 hoaxes on Instagram, 119 hoaxes on Twitter, and two hoaxes on TikTok (Kominfo, 2020).

Examples of hoaxes on social media include the circulation of hoaxes about the 12 controversial points in the Job Creation Law first uploaded on the Twitter account @videlyae. These points include: severance pay is eliminated, UMP/UMK/UMSP abolished, labor wages are calculated per hour, leave rights are lost, there is no compensation, outsourcing is replaced by a lifetime contract, no permanent employee status, companies can lay off unilaterally at any time, social security welfare is lost, all employees have the status of daily labor, foreign workers are free to enter, labors are prohibited from protesting, and holidays are only on public holiday.

Figure 3. Data on Hoax Content Findings for August 2018-March 2019 (source: www.kominfo.go.id)
The twelve points of the controversial articles in the Job Creation Law triggered a response from the DPR-RI (National Councils) by releasing facts (DPR-RI version) through the official Instagram account @dpr_ri. Nevertheless, after that, the Yogyakarta Legal Aid Institute again denied the response by releasing the facts of its rebuttal via the Twitter account @LBHYogyakarta. This happens because there is no clarity on the text of the Job Creation Law that is circulating in public. Even among the national councils (DPR-RI) members not yet held and received the draft of the Work Creation Law that was passed.

**Hoax after the Ratification of the Job Creation Law**

The Job Creation Bill was passed as law at the DPR-RI plenary session on 5 October 2020. Seven out of nine political party factions expressed support, and two factions (Fraksi-Partai Demokrat and Fraksi-PKS) rejected the ratification of the Job Creation Bill at the plenary session. After the ratification of the Job Creation Law, there were demonstrations of rejection and demands to revoke the Job Creation Law. It is suspected that the actions against the Job Creation Law were motivated by hoaxes circulating in the community. At a press conference on 9 October 2020, President Joko Widodo revealed that the rejection of the Job Creation Law that occurred in society was motivated by disinformation and hoaxes on social media, quoted below:

"I see demonstrations against the Job Creation Law basically motivated by disinformation regarding the substance of this law and hoaxes on social media". President Joko Widodo at the Press Conference on the Job Creation Law, 9 October 2020).

As previously discussed, at least 12 hoax summaries contain controversial articles in the Job Creation Law circulating on social media. Details can be seen in the table below:

<table>
<thead>
<tr>
<th>No</th>
<th>Content Respected by Hoax</th>
<th>Government Version and DPR-RI</th>
<th>Legal Aids Service (LBH) Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Severance Pay eliminated</td>
<td>The fact: severance pay is still there. CHAPTER IV: Employment, Article 89 concerning</td>
<td>The fact: severance pay does exist, but there is no minimum standard of severance pay and service</td>
</tr>
</tbody>
</table>

### Table 1. Summary of 12 Hoax Points of Job Creation Law and Responses

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Figure 4. Hoax reporting regarding the Job Creation Law (source: www.suara.com)
amendments to Article 156 paragraph 1 of Law 13 of 2003, in the event of termination of employment, employers are required to pay severance pay and/or service pay. Replacement money is also eliminated. Article 156 paragraph 2 only regulates the maximum standard of severance pay. So, the company is free to provide severance pay under the standards of the Job Creation Law. Article 89 of the Omnibus Law amending article 156 paragraph 1 of Law 13/2003 on Employment.

| 2 | UMP, UMK, UMSP | The fact: Regional Minimum Wages (UMR) still exist. CHAPTER IV: Employment, article 89 concerning amendments to article 88 C paragraph 1 of Law 13 of 2003, (paragraph 1). The Governor determines the minimum wage as a safety net, and (paragraph 2) The minimum wage as referred to in paragraph 1 is the provincial minimum wage. |
| 3 | Labor wages are calculated per hour | The fact: nothing has changed with the current system. Wages can be calculated based on time or based on results. CHAPTER IV: Employment, Article 89 concerning amendments to Article 88 B of Law 13 of 2003, wages are determined based on time units and/or units of output. |
| 4 | leave rights are lost, and there is no compensation on it | The fact: the right to leave remains. CHAPTER IV: Employment, Article 89 concerning amendments to Article 88 C of Law 13/2003. The fact: In Article 92 of the Job Creation Law, the provisions for determining wages based on class, position, years of service, education, and competence are abolished. The formulation of the scale and structure of wages to determine wages is changed to be based on time (per hour) and results (target). Article 89 of the Omnibus Law concerning amendments to Article 88 B of Law 13/2003. |

Hoax Distribution in Social Media After Ratification of Omnibus Law (Febriansyah)
<table>
<thead>
<tr>
<th>Chapter IV: Employment, Article 89 concerning amendments to Article 79 of Law 13/2003, The companies are obliged to provide time off and leave.</th>
<th>long break in the 7th and 8th years after six consecutive years of work is abolished. Article 89 concerning amendments to Article 79 of Law 13/2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>outsourcing is replaced by a lifetime contract</td>
</tr>
<tr>
<td>6</td>
<td>There is no permanent employee status</td>
</tr>
<tr>
<td>7</td>
<td>Companies can lay off unilaterally at any time</td>
</tr>
<tr>
<td>8</td>
<td>Social security and welfare are lost</td>
</tr>
<tr>
<td>89</td>
<td>All employees are daily laborers</td>
</tr>
<tr>
<td>9</td>
<td>Social security arrangement is not clear whether it is the companies’ obligation or not. Article 89 concerning amendments to Article 18 of Law No. 40/2004 on the National Social Security System.</td>
</tr>
<tr>
<td>10</td>
<td>Foreign workers are free to enter</td>
</tr>
<tr>
<td>11</td>
<td>Workers are prohibited from protesting, they are threatened with layoffs</td>
</tr>
<tr>
<td>12</td>
<td>Feast day holiday is only on public holiday (red date)</td>
</tr>
</tbody>
</table>
Causes of Hoaxes Regarding the Job Creation Law

With the number of hoax content in social media, the people of Indonesia need to sort them wisely and appropriately in obtaining information. For this reason, it is necessary to improve the attitude of the Indonesian nation that understands the impact on the survival of society and the state (Ferdiawan et al., 2019).

Factors contributing to the spread of hoaxes can be categorized into various factors, including social factors, cognitive factors, political factors, financial factors, and the perpetrator’s intention (motive) factor (Celliers & Hattingh, 2020). In addition, bad factors such as hate propaganda also trigger the spread of hoaxes with the possibility of gaining financial gain or power. In the case of hoaxes surrounding the Job Creation Law, two main factors cause hoaxes to circulate:

- There is no clarity on the text of the Job Creation Law which the DPR-RI ratified on 5 October 2020. That happens because, after the ratification, four versions of the draft text of the Job Creation Law were circulated: version 905 pages (5 October 2020), version 1,052 pages (9 October 2020), version 1,035 pages (12 October 2020), and version 812 pages (12 October 2020 night). Therefore, if the Job Creation Law is opened and can be accessed by the public clearly, then there is probably no hoax.

- The low literacy culture in Indonesian society. With so many social media users in Indonesia and much information on social media, the Indonesian people need to sort them wisely to obtain the correct information. It is necessary to improve the literacy culture of the Indonesian people so that they have an awareness that hoaxes have a terrible impact.

Hoax Eradication Solutions on Social Media

With the widespread production and dissemination of hoax news on social media, anticipatory steps are needed to prevent and eradicate the spread of hoaxes on social media. Prevention and eradication of hoaxes on social media can be done through three approaches: cultural, technological, and legal.

- Cultural Approach. Efforts to prevent and eradicate hoaxes will not be sufficient if there is no awareness of increasing the digital literacy culture of the community because the general public will be the main controllers of the spread of hoax news. This low level of digital literacy makes it difficult for people to sort out positive content among social media information flood. Strategies are needed to evaluate the credibility of news on social media, such as checking facts in comments, looking at multiple sources, and looking for corroborating headlines. Exploration and interaction strategies are needed in analyzing images, text, and more meme-style fake news (Geeng, Yee, & Roesner, 2020). Digital literacy is very important to have in making good use of social media. Information traffic is very dense, and the number of people accessing it is great. So, do not ignore digital literacy. With a digital literacy culture, people can be more critical in verifying news/information received through social media.

- Technology Approach. A technological approach needs to be taken especially to detect hoax content early, such as using Hoax Checker technology. The government can work with social media platform providers to be able to present features that can automate the detection of hoax content on social media platforms (Salam, 2018). In addition, the public can also use technology on various websites to check the truth and first verify the information received on social media before it is disseminated. People with higher education levels and more internet access...
have the potential to be the most frequently exposed to hoax news (Nadzir, Seftiani, & Permana, 2019). By utilizing this technology, the spread of hoaxes on social media can be suppressed and minimized.

- Legal Approach. There should be firm and fair law enforcement against hoax spreaders on social media (Baade, 2018). The ITE Law has legally regulated the use of social media with the explanation in Article 28 paragraph (1) Law Number 11 of 2008 on Electronic Information and Transactions (ITE Law) as amended by Law Number 19 of 2016, which regulates the spread of fake news on electronic media (including social media. The Law states: Everyone knowingly and without rights spreads false and misleading news that results in consumer losses in Electronic Transactions. Suppose a person violates the provisions of Article 28 of the ITE Law. In that case, they may be subject to sanctions as stipulated in Article 45A paragraph (1) of Law 19/2016, which says: Anyone who deliberately and without rights spreads false and misleading news that results in consumer losses in Electronic Transactions as referred to in Article 28 paragraph (1) shall be punished with imprisonment of up to 6 (six) years and/or a maximum fine of Rp. 1 billion.

**Conclusion**

Social media is the most common channel for spreading hoaxes. For example, the summary results of at least 12 hoaxes regarding the Job Creation Law after the DPR-RI passed on 5 October 2020. Hoaxes circulating in the society were then responded to by the government (Kominfo) and the DPR-RI by releasing facts (government and DPR-RI versions) which is actually the issue of the Job Creation Law. However, the Yogyakarta Legal Aid Institute (LBH) denied the response from the government and DPR-RI versions by presenting other facts from the articles in the Job Creation Law. This happened due to the absence of clarity and openness regarding the draft manuscript of the Work Creation Law, which was discussed and ratified by the DPR-RI. There were four versions of the manuscript whose number of pages varied. In addition, the low literacy culture of the Indonesian people has made hoax cases circulating. Thus, the solution for hoaxes to be prevented and eradicated is through three approaches: culture (literacy), technology (hoax checker), and upholding the firm and fair law.

Currently, there are many kinds of hoax content circulating on social media, not only related to the Job Creation Law. Therefore, it is a suggestion for researchers to be able to develop more in-depth research on the spread of hoaxes on social media, such as on Facebook, Twitter, Instagram, Whatsapp, etc., with other socio-political topics.

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