

## ***Communication Patterns Government Prevents Spread of COVID-19 Hoax News on Social Media***

Oleh:

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### ***Abstract***

*he spread of fake news on social media with the theme of COVID-19 is on the rise and knows no bounds. Various title taglines, contents, and narrations about COVID-19, Masks, and Vaccine are rapidly influencing individuals to be frightened to participate in activities. The goal of this research is to expand on the evaluation of long-term intelligent communication patterns in order to predict the propagation of COVID-19 false news on social media. This study was conducted primarily to investigate the factors influencing public opinion regarding the spread of COVID-19, victim cases, immunizations, and origins, as well as the government's response in West Sumatra Province. Data were gathered through in-depth interviews and direct observation, as well as in-depth interviews with six different sources and the distribution of 120 questionnaires. 112 questionnaires (93.3%) were collected and analyzed using the Structural Equation Modeling Partial Least Squares (SEM) technique in SmartPLS 3.0. The findings revealed a significant relationship between public opinion and the government's response to COVID-19 pandemic issues on social media. The findings indicate that a robust response to socialization, education, and public monitoring is required for the correct and intelligent use of social media. Digital literacy and information filtering must be enhanced, and perpetrators of disseminating COVID-19 false information must face strong and concrete penalties. Strict penalties and structured appeals will gradually have an impact on the media, which is not in charge of conveying COVID-19 information to the public.*

***Keywords: Government; Social Media; COVID-19; Hoax***

## **INTRODUCTION**

The rise of hoax news on social media with the theme of COVID-19 is increasing and has no boundaries. Various title taglines, contents, and narrations about COVID-19, Masks, Vaccine are increasingly giving a big influence on people to be afraid to do activities. Based on data from the Ministry of Communication and Information, by the end of 2021 there were more than 950 hoax news related to COVID-19 on social media and instant messages. The hoax news also contains information on compensation and assistance that will be provided by the government to the community, the average community gets 6.2% hoaxes every day (Melth, 2022). In general, the government and other interested actors have difficulty in controlling the information, the speed of information circulation and the limitation of human resources are the main obstacles. They are slowly trying to form an investigative team to block content and warn the media that are the main actors in the spread of the COVID-19 hoax. On the other hand, several teams in the regions were also formed to

increase digital literacy efforts and socialize the use of social media to be able to filter and filter information circulating in the community.

Social media is commonly recognized as the most efficient and effective method for acquiring, searching, and sharing information, including simple facts, solicitations, bans, and other notices (Park et al., 2016). During the COVID-19 epidemic, public entities, health organizations, service organizations, groups of persons, and individuals broadly disseminated health information. Most of the news provides guidance and encourages the public to take preventive and anticipatory steps against the spread of COVID-19 (Satispi et al., 2021; Soriano et al., 2016). Consequently, we must acknowledge that all companies, service providers, and individuals can transmit and receive reliable information. Several attitudes within health information lead to the misunderstanding of news in society.






Consequently, the information grouping model may be used to filter any data, including Twitter, which is a tool for policy creation. This is because Twitter is seen as an elite media platform in times of crisis or disaster. As an elite medium, Twitter integrates interactive engagement with other users, allowing for collecting information from numerous sources (Azmi, Fathani, et al., 2021; Fathani et al., 2022). During the COVID-19 pandemic, many bad examples involving social media users have arisen, including defamation, humiliation, bullying, and dissemination of fake news, which can induce despair in those battling Covid-19. These phenomena demonstrate that Indonesian internet users do not know how to use the internet appropriately (Sutisna, 2020; Wahyuni et al., 2021). On the one hand, kids have network access, but they do not entirely comprehend the repercussions of accessing digital media. While Internet users in Indonesia have mastered reading and writing, they lack complete digital literacy (Sandy et al., 2020). About the growth of digital literacy, the development of the digital world might have two opposing effects.

A communication pattern is a method of exchanging messages with other members that is utilized by a person with others. Through an information flow pattern or communication network, messages are exchanged (Rachman & Pramana, 2020). The pattern is referred to as a model, which is a representation of an entity that includes the complexity of its operations and the interaction between its components. In accordance with these patterns, communication actions take place (Egffjord & Sund, 2020; Fletcher & Griffiths, 2020). The distribution of information through social media is so quick in the context of the COVID-19 epidemic that it is difficult to discriminate between accurate and hoax/false information. Furthermore, many members of society find it difficult to comprehend and differentiate between excellent and accurate information and incorrect information (Kholisoh et al., 2019; Sutisna, 2020).

The Ministry of Communication and Information of the Republic of Indonesia reports that the number of social media users in Indonesia will increase from 2018 to 2021, specifically by 130 million users in 2018, 150 million users in 2019, 170 million

users in 2020, and 180 million users in the first semester of 2021 (Azmi, Fathani, et al., 2021; Stephanie & Nistanto, 2021). Given the vast number of active social media users in Indonesia, it is not surprising that the community's response to various activities and public concerns on social media is quite active, especially regarding the issue of COVID-19, which is worsening the quality of life in Indonesia. In tandem with the rise in social media users, public opinion, victims, and immunizations have increased dramatically, particularly in relation to the dissemination of false material. According to a report from the Ministry of Communication and Information of the Republic of Indonesia, COVID-19 issues will be distributed as follows from January 2020 to March 2022:

**Table 1. Government Handling the Spread of COVID-19 Hoax Issues**

	Total	Submitted	Take Down	On Process
Facebook 	5.004	5.004	4.788	216
Instagram 	52	52	43	9
Twitter 	573	573	561	12
YouTube 	55	55	54	1
TikTok 	25	25	11	14
Total	5.709	5.709	5.457	252

Source: The Ministry of Communication, Information and Technology, Republic of Indonesia, 2022

Social media indicates a person's ability to provide information, receive information, and disseminate other information to other users so that the wider community can find out (Jost et al., 2018). Government account social media platforms can help disseminate policies digitally, general and emergency information, community development information, finance, and health information (Azmi, Weriframayeni, et al., 2021; Mulyani et al., 2020). Social media is also an intermediary by significant media in conveying information, news, and current situations because it can reach the public more quickly and effectively (Chatfield et al., 2013; Lachlan et al., 2016).

Social media is a medium used to transfer messages from sources to audiences (recipients) via mechanical communication instruments such as newspapers, cinema, radio, the internet, and television. There are several aspects of social media, including its institutionalization. This indicates that the party that handles the media comprises many individuals, beginning with gathering, managing, and presenting the information. The route is also one-way. This indicates that it is less probable that the communication will allow for discourse between the sender and the recipient. If there is a response or reply, it is typically slow and delayed. Thirdly, expand concurrently. As a result of its speed, it can overcome barriers and distances. Moving broadly and simultaneously in which many people receive the information at once. Utilize

technical or mechanical equipment, fourth. Similar to radio, television, and newspapers. Fifth, it is accessible. This means that anyone can receive the message regardless of age, gender, or ethnicity (Murthy, 2018; Yuzhakov et al., 2021).

**Table 1. Framework**

Matrix	Information Dissemination Pattern		
	Data Analytic	Recovery and Strategic Plan	Rank
The government policies (Based on public opinion: The transmission of COVID-19 information, news on the number of cases and victims, vaccination information, and the origin of COVID-19 have a tight relationship with public opinion.)	picture of new transformation Information Dissemination Pattern	Deleting and sanctioning hoax spreader accounts	Data network Indonesia
	Cluster of ICT (public, private and communities)	Sustainable, resilience and Inclusive (Culture, health, information education, location, political, safety and security)	Local Protection, Public values and trust

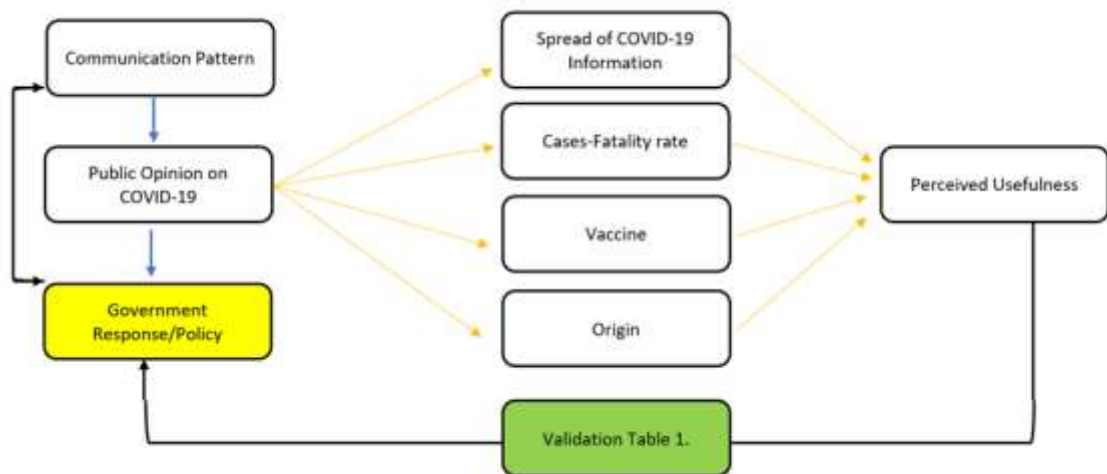
According to data from the Ministry of Communication and Information, fake news circulated on social media practically every day during the COVID-19 pandemic. Consequently, as a society of digital users, it is vital to use the concept of digital literacy correctly. Here are some methods for identifying hoaxes on social media when news is questioned: begins with seductive and passionate language; frequently using the names of well-known persons or institutions; seeming implausible, therefore frequently supported by bogus study results; not appearing in mainstream media; typically only heard via short messages or sites that are not owned. Typically accompanied by capitalization or punctuation. This can be accomplished by reading and comprehending all information conveyed in its entirety, comprehending the content and conclusions of the news, thinking critically, confirming all incoming news and information, employing logical and scientific reasoning in comprehending all news, and standing up for honesty and the truth so that fake news is not quickly spread.

To foresee the spread of COVID-19 hoax news on social media, this study seeks to develop sustainable intelligent communication patterns and examine the dimensions of the factors that influence the transmission of hoax news on social media. On the other hand, we also holistically identify the variables that can affect the continuity of communication and the social media interaction tools. To eradicate the dissemination of fake news, in-depth identification is performed to analyze and visualize intelligent communication patterns. The pattern of communication can be viewed from multiple

perspectives, notably the communication pattern of vertical communication (bottom-up, up-down) and horizontal communication so that the pattern of communication among actors and sectors can be understood in depth. Ultimately, the significance of this research and analysis lies in the new insights it provides regarding the adoption of information and communication technology (ICT) in social media interactions.

**RESEARCH METHOD**

This sort of research is exploratory qualitative research employing a mixed approach to develop a sustainable pattern of intelligent communication in West Sumatra; in this case, it focuses on predicting the spread of COVID-19 hoax news on Social Media. Exploratory qualitative research entails an in-depth understanding of the subject and object of research, problem mapping, direct field observations, in-depth interviews with primary and secondary sources, and the collection primary and secondary data. 120 questionnaires were distributed to social media activists in West Sumatra. The researcher obtained answers from 112 (93,3 percent) of 112 questionnaires; other questionnaires (8 questions, or 6.7 percent) were deemed unsuccessful since they were incomplete and not returned. In addition, Nvivo and SmartPLS 3.0 software were used to filter and categorize interview and questionnaire results. The program is interactive to evaluate latent variables based on the association between observable factors and latent variables utilizing an external estimating strategy. This software study approach is part of an emerging academic trend based on a regression test, which defines the direction and a series of communication pattern components that occur prior to the propagation of COVID-19 hoax news on social media. In addition, this research will identify government-relevant smart communication methods for disseminating COVID-19 information in West Sumatra Province.



**Figure 1. Research Flow**

**FINDING AND DISCUSSION**

**Measurement Model Test, Validity and Realibility**

The measurement and structural model were evaluated utilizing a Structural Equation Modeling (SEM) technique. It is highly effective because direct and indirect impacts may be measured (Cheung & Lee, 2008; Huh et al., 2009). The validity and reliability of the questions were determined using Average Variance Extracted (AVE), its square root, the loading factor, and Composite Reliability (CR) scored. AVE and factor loading are used to evaluate convergent validity, while the square root of AVE is used to measure discriminant validity (Pallant, 2020). Indicators of convergent validity include the sum of squares of factor loading for each construction and the number of error variance terms for a construct. Every item has a loading larger than 0.70 and an AVE score greater than 0.50. These results imply that there are no convergent validity issues with these items. In addition, the CR score was more significant than 0.70, signifying that all constructs were consistent or dependable.

**Table 3. Convergence Validity and Construct Realibility**

Items	Code	Loadings	CR	AVE
I am concerned about Contracting coronavirus when meeting someone	POs1	0.86	0.925	0.812
I do not feel comfortable using news on social media	POs2	0.90		
I am afraid of contracting the corona virus when my neighbors have a fever, cough.	POs3	0.88		
I'm getting more afraid of contracting the corona virus when I see information on the media	POs4	0.92		
I am terrified to learn the number of casualties and the death toll through social media.	POc1	0.88	0.898	0.902
Social Media Gives me and family mental stress against COVID-19	POc2	0.94		
The number of deaths and victims on social media seems excessive	POc3	0.88		
Social media gives me a pessimistic attitude towards handling COVID-19	POc4	0.94		
The increase in cases and fatality rate in West Sumatra is increasing sharply	POc5	0.88		
Social media makes me suspicious of Vaccine quality	POv1	0.94	0.902	0.864
Social media makes me suspicious of the origin of vaccines	POv2	0.92		
We don't believe in vaccines from abroad	POv3	0.82		
Too many types of vaccines, so confusion	POv4	0.78		
Vaccine from china is suspicious	POo1	0.90	0.895	0.906
There's no way a vaccine can be made in an instant	POo2	0.88		
We don't care about vaccines	POo3	0.94		



Vaccines are just an economic trick	POo4	0.82		
The government encourages all activities from home	PPUs1	0.92	0.903	0.896
The government ensures that the necessities are safe	PPUs2	0.88		
The government takes firm action against hoax information	PPUs3	0.93		
Mitigation of hoax information is carried out slowly	PPUs4	0.83		
Digital Literacy Socialization is carried out to encourage people's intelligence	PPUs5	0.89		

**Table 4. Means, Standart Deveiation and Discriminant Validity**

Variables	Means	SD	POs	POc	POv	POo	PPUs
Spread of COVID-19 Information	3.70	0.90	0.885				
Cases-Fatality Rate	3.79	0.76	0.388	0.904			
Vaccines	3.90	0.74	0.486	0.701	0.865		
Origin	3.89	0.82	0.536	0.637	0.764	0.885	
Government Policy Support	3.78	0.67	0.872	0.676	0.922	0.904	0.892

According to table 4, the square root AVE score for each construct in the diagonal portion is higher than its association with the other constructs. That indicates discriminant validity is satisfied and supported. In addition, the goodness-of-fit model is examined to assess the compatibility between the data and the model; ultimately, it is determined that the model is acceptable (Pallant, 2020). Tables 3 and 4 include the findings of statistical calculations from SmartPLS that the researchers used to test the construct's validity and reliability to determine the magnitude of the impact of the propagation of COVID-19 hoax information via social media on the people of West Sumatra. Validity and reliability tests are conducted to offer support and consistency to internal objects, followed by those directly related to the reliability of the building of a research item. The outcomes of this table describe all the variables with a substantial impact on public opinion, which can directly influence the government's response in anticipating the dissemination of COVID-19 material via social media.

The indicator variables POs, POc, POv, POo, and PPUs produce good results with standard AVE variances ranging from 0.81 to 0.90. That implies the government must act swiftly and decisively to combat the dissemination of COVID-19 false information considering this significance. Before this research was conducted (Oct 2021), it was believed that the government's preventative and mitigation efforts and security were not optimal. This deficiency causes concern for minors and the elderly who cannot filter material on social media. Early action must be taken to limit the dissemination of information, followed by the socialization of the use of digital information.

The objective is to increase public awareness and the public's ability to identify accurate and correct information for consumption and distribution to other families. It should be recognized and understood that the number of internet users in Indonesia will reach 180 million by 2021 (Stephanie & Nistanto, 2021), yet internet users in Indonesia do not yet possess complete digital literacy abilities (Kurniawan et al., 2022). Concerning the development of digital literacy, particularly literacy for disseminating COVID-19 information, the growth of the digital world can result in two opposing sides. Everyone should be responsible for how they utilize technology to interact with their surroundings; digital technology enables interaction and communication amongst individuals.

In addition to increasing sanctions and digital literacy to the public, they also issued several policies to control the flow of information and communication dissemination to the public, strict enforcement of Law Number 11 of 2008 concerning Electronic Information and Transactions, abbreviated as UU ITE, prohibits article 28 paragraph (1) reads "Everyone intentionally and without rights spreads false and misleading news that results in consumer losses in Electronic Transactions". The special affirmation on controlling COVID-19 information is also reinforced by Circular Letter (SE) Number: 02 of 2020 concerning Guidelines for Public Information Services in Public Health Emergency Periods due to Corona Virus Disease 2019. The aim is to provide guidelines for relevant government agencies and units in handling disasters and impose sanctions on people who spread COVID-19 hoax information. This includes the management of post-disaster communications, related to the recovery and improvement of the facilities, livelihoods and living conditions of disaster-affected communities, including efforts to reduce disaster risk factors, in accordance with the "build back better" principle. The goal of post-disaster communication management is to restore normalcy to the affected area (Jamali et al., 2019; Sharma & Joshi, 2019).

### **Communication Pattern and Government Action: Towards Smart Communication Action**

The communication process is the process of transmitting messages from one person to another or from one set of communicators to another set of communicators to the communicant (Mustofa et al., 2021). Communication begins with transmitting thoughts or concepts, which the sender and recipient subsequently interpret. On the other hand, communication is frequently hindered by interference or anything that impedes communication; hence, feedback is essential for determining the efficacy of communication. This feedback reflects if changes have happened at the individual or group level due to the communication.

In addition, this report explains the government's countermeasures against COVID-19-related social media hoaxes in terms of communication patterns and activities. In the first variable, PO, POs4 had the highest value of 0.92, indicating that nearly all respondents gave the same response when asked about their fear of initiating



direct contact with other people after seeing information on COVID-19 in the media. This fear induces mental strain, alters one's frame of mind, and imposes other impacts on the nuclear family. Every COVID-19-related media report is always received without maximum filtering (Akhther & Sopory, 2022; Liu et al., 2022).

According to these findings, POC2 (0.94) dominated by an extreme fear of knowledge regarding the rising number of cases and deaths. Mental stress or mental breakdown results from social media reporting and misleading information (Garfin et al., 2020). Consequently, a negative attitude comes from the community's mindset to be more fearful and avoid interacting with others (Determann et al., 2016). Because the pandemic has been ongoing for nearly two years, adaptability in managing and communicating information to family members and neighbors is occurring. Those who can comprehend the information circulating in the community should also participate in internal education and socialization (Gao et al., 2020). Providing explanations via social media to housing inhabitants, neighbors, and families is at least a modest start toward sharing the truth or filtering incoming information to the public.

Not only information about victim cases and death rates but also the origin of vaccines, sources of vaccine ingredients, processing methods, halal-haram, quality, and quantity, as well as short, medium, and long-term consequences have become a prominent topic on social media (Determann et al., 2016). Furthermore, the culture of individuals who do not readily believe in the quality of Chinese items has made the social media outcry substantial (POv1). Apathy against vaccines has resulted from a lack of confidence in these products and is even dominated by the belief that vaccines are an economic gimmick to increase special commercial transactions in the health sector (Ding et al., 2020; Garfin et al., 2020).

Summarizing the responses from this study's findings provides valuable information to the government as an institution with full authority in managing its area and a strong sense of community responsibility; a good response can be the primary method for capturing all information and providing official information on any rumors circulating in the community. This is part of the government's capacity, precisely the government's adequate capacity to reassure the public about the clarity of information circulating on social media (Adi, 2018; Durkiewicz & Janowski, 2021). It is described in terms of the government's dedication to the quality of the civil service and public services, independence from political manipulation and pressure, and the initiative approach and implementation of policies (Capano et al., 2020; Jamali et al., 2019). First, the encouragement to continuously socialize information consumption literacy from digital media can be done daily with a sustainable level of intensity; the most recent research provides a new viewpoint on COVID-19 and smart living in the new normal era. This is not only insufficient for education in impeding community mobility, such as carrying out activities from home, living in a safe, clean environment, and washing one's hands, but the full involvement with new technologies is required.

Second, filtering and mapping the sources of public-distributed false information. Detection of IP addresses, account information, and other cyber operations must also be performed; however, the imposition of maximal and stringent sanctions is the most critical factor in reducing the spread of false information that can disrupt public order. On the other hand, this gives an independent assessment of the community regarding the government's handling of these incidents, which must not only focus on controlling COVID-19 and its dissemination but also manage information circulating on social media platforms, both online and offline.

### **CONCLUSION**

The results of this study reveal that public communication during COVID-19 significantly impacts individuals' mental and social interactions while also urging the government to pay particular attention to the transmission of information via online social media. Any information on COVID-10 spreading through the community must be subjected to continuous screening and monitoring by the government, which must be complemented with digital literacy education. To lessen the severity of the COVID-19 fake information, it is also necessary to provide a warning sign or impose severe penalties on those responsible for distributing false information. These findings have raised the potential influence of social media on risk perceptions and negative mental responses connected to COVID-19 public consumption. On the other hand, as social media has become one of the primary sources of the most crucial health information during the COVID-19 epidemic, there is an urgent need to develop methods to reduce its possible negative impacts.

It is recommended that accurate information and effective communication might help lessen erroneous perceptions of the pandemic's risks, concerns, and unpleasant emotions. It is essential to build proper social media strategies to combat misinformation or negative information and maintain the legitimacy and accuracy of the information given during this period. In order to decrease the detrimental effects of media misinformation, it is also vital to implement measures to detect and battle false information. Additionally, students should be instructed on how to regulate their negative emotions, which may be triggered by exposure to unpleasant information, and how to seek social support when confronted with the stress of using social media. This study makes an innovative contribution to the study of public opinion concerning the enormous amount of COVID-19 information disseminated to the public from various credible and unreliable sources. This study integrates the response the government must take to reduce and anticipate the dissemination of COVID-19 information to promote intelligent and sustainable communication in people's daily lives. People will eventually be able to filter all media-sourced information in the future.

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