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Social Media User in Receiving and Sharing Hoax Information: Overview from Motivation Level

Melisa Arisanty

Department of Communication and Information Science, Universitas Terbuka

Email: melisa.arisanty@ecampus.ut.ac.id

Niken Febrina

Institut Komunikasi dan Bisnis LSPR, Jakarta

Email: niken.f@lspr.edu

Gunawan Wiradharma

Communication Studies Study Program, Universitas Terbuka

Email: gunawan.wiradharma@ecampus.ut.ac.id

Eraskaita Ginting

Communication Studies Study Program, Universitas Islam Negeri Raden Fatah Palembang

Email: eraskaitaginting_uin@radenfatah.ac.id

Abstract

Social media is a very vulnerable medium for the spread of hoax information. Based on various research survey references, social media currently remains the main source of circulating hoaxes. Ironically, many hoax information that is spread can cause unrest, conflict, slander, overthrow each other, and excessive fear. On the other hand, the characteristics of social media make it easier for users to share information on their social networks. With a description of the problem conditions regarding the spread of hoax information that is very complex, it is necessary to increase social media users' awareness and information literacy. However, the strategy to increase the awareness of social media users is not easy to formulate. In advance, it is necessary to know the biggest motives of social media users in receiving and redistributing hoax information. Based on research using a quantitative approach through a cross-sectional survey strategy, it has been found that the motives that most often underlie social media users in receiving hoax information are dominated by the information exposure process motive and the viral information motive. In addition, someone's motive for sharing hoax information is the motive for low information literacy and cultural motives for sharing information.

Keywords: Acceptance Motive, Hoax Information, Information Sharing Motive, Social Media

Abstrak

Media sosial merupakan media yang sangat rentan dalam penyebaran informasi hoaks. Berdasarkan berbagai rujukan survei penelitian, media sosial saat ini tetap menjadi sumber utama peredaran hoaks. Ironisnya, banyak dari informasi hoaks yang tersebar dapat menimbulkan keresahan, konflik, saling fitnah dan menjatuhkan, serta ketakutan yang berlebihan. Di sisi lain, karakteristik media sosial memudahkan penggunaannya untuk membagikan informasi ke jaringan sosialnya. Dengan gambaran kondisi permasalahan tentang penyebaran informasi hoaks yang sangat kompleks seperti itu, perlu peningkatan kesadaran dan literasi informasi pengguna media sosial. Namun, strategi peningkatan kesadaran pengguna media sosial tidak semudah itu dirumuskan. Maka, sebelumnya perlu diketahui terlebih dahulu motif-motif yang dominan atau tertinggi dari pengguna media sosial dalam menerima dan membagikan kembali informasi hoaks. Berdasarkan penelitian dengan menggunakan pendekatan kuantitatif melalui strategi *surve cross sectional*, telah diperoleh motif yang paling sering melandasi pengguna media sosial dalam menerima informasi hoaks didominasi motif proses terpaan informasi dan motif informasi viral. Selain itu, motif seseorang membagikan informasi hoaks adalah motif rendahnya literasi informasi dan motif budaya berbagi informasi.

Kata kunci: Motif Penerimaan, Informasi Hoaks, Motif Membagikan Informasi, Media Sosial.

INTRODUCTION

Hoax information and fake news are common enemies that contain lies and slander. They are not only making conflict, division, hostility but also destroying unity and integrity. Moreover, it is also can causes to the public unrest by circulating hoax information. Furthermore, with the technological development, hoax information can be easily found, read, and consumed from any media, that makes anyone easier to share to their own social networks. The current digital and technological development, media such as a double-edged sword. It has a positive on the one hand, and negative impacts on the other hands. It can be useful activities, by using and implementing for positive purposes such as shared information contains informative, accurate, and precise things and follows the rules of communication ethics in society. Similarly, it can negatively by using for activities that can harm oneself and others. If information shared contains false information and is sometimes packaged with exaggerated sentences, this can be detrimental and become a common enemy of the community. Hootsuite and We Are Social research in 2021 revealed that half of the Indonesian citizens use digital media in various activities particularly from social media (Stephanie, 2021). Interestingly, public widely uses social media to access and re-share information with their social networks that reaches an average of three hours and fourteen minutes per day.

Many hate speeches are conveyed through social media, with many various interests either for the personal or for certain groups which bring each other down. This phenomenon can be seen in the social media, in which many people easy to share any information with one click, and create a second account to

disseminate certain news links. Ironically, when sharing an information, some people immediately spread the link to their respective accounts without even reading the contents of the news. For example, during the presidential and regional elections, many buzzers were tasked with distributing provocation-informed information. Much information has unclear origins and is not accompanied by accurate data. The information was directly received by social media users without the filter it because the hoax information took advantage of many people's misunderstandings, including the fear, suspicion, and anxiety of social media netizens very quickly. Therefore, it has been created decreasing trust, respect, appreciation, openness, honesty as well as increases hatred, suspicion, hostility, and violence and (Ratih, 2019).

One of the social media unrest phenomena has occurred is panic buying. The existence hoax information originating from public deception and then being reported on social media is one of the factors that cause social panic, including panic buying. Hoax reporting about Covid-19 turned out to significantly impact mindsets, especially those in the lower middle economic group (Joharudin *et al.*, 2020). The social panic of hoax information about Covid-19 has also caused many people to ignore the procedures and recommendations for Covid-19 vaccinations. Kalia (2020) stated that the results of his research illustrate that the circulating COVID-19 hoax makes a person spread the hoax to his friends so that more people believe the wrong information. It will lead to an increase in positive cases of Covid-19 because hoaxes cause people to be unwise in dealing with this pandemic. Most of the people consumed by the hoax issue think that the Covid-19 pandemic phenomenon is a conspiracy (Aprilia, 2021).

Another impact that occurs from exposure to hoax information that the public believes is also revealed in Wahyudi's research (2021), which examines the effect of hoax news on social media on the community in Alam Barajo. Based on this research, the influence of news on the community in Alam Barajo is very significant, especially related to the problems surrounding it, such as hoax news about child abduction. Many people, especially those with children, are worried that their children could become kidnapping victims. Before knowing the truth of the news, people were still worried. Likewise, the news about an online taxi bike affected by Covid. People are even afraid to use online taxi bikes, which is detrimental to online taxi bikes.

In addition, there is also a lot of hoax information that is spread related to politics that can divide. If you look back at every moment of the presidential and regional elections, you will often find hoax information, especially social media. The election of the President and Vice President of the Republic of Indonesia is one of those events, a national scale event influenced by hoaxes. False or hoax information was widely spread or disseminated to social media during the presidential and vice-presidential elections in 2019. Many people were influenced by this hoax information so that suspicion, and hatred, continued to be carried away even though the presidential and vice-presidential elections were over (Wulandari, 2019).

The main notes also reinforce the above statement from Mafindo (Indonesian Anti-Defamation Society). Mafindo noted that six impacts were assessed in various ways from the spread of hoax news. First, with hoax news and information, it can certainly threaten the credibility of election organizers, such as KPU (General Election Commissions) and Bawaslu (Election Supervisory Agency). Second, reduce

the quality of general elections. Third, the existence of hoax information and news can damage the rationality of voters. Fourth, disseminating information and hoaxing news can lead to social conflict, hate speech, provocation, agitation, and propaganda to doxing persecution. Fifth, hoax information and news circulation can be a black record and a blueprint for the next election. Lastly, it can lead to dangerous social disintegration of the nation's unity and integrity (Mardiansyah, 2018).

Furthermore, the impact of hoax information spread on social media is excessive fear that it can threaten one's safety, as happened in East Nusa Tenggara due to being consumed by hoaxes about the tsunami. The victim died because he fell and was hit by residents who were jostling while evacuating. Then other victims died of a *stroke* after hearing hoax information about the tsunami (Regional.kompas.com, 2021). Both incidents indicate that news or information about hoaxes is also very dangerous because it can threaten a person's life.

These various impacts are strong evidence that hoax information or news is the main problem that needs to be found at the root of the problem, especially on social media, which is very easily accessible, so dissemination through this media is very fast. The problem root can be seen from the social media user's motives in receiving and sharing the hoax information. The research that has been carried out by researchers in the previous study entitled "Test Constructs of Acceptance Attitudes and Behavior of Redistributing Hoax Information *in* Social Media (Arisanty et al., 2021)" has succeeded in finding the motive variable for receiving hoax information and behavioral motives for sharing hoax information according to with statistical calculations. In accordance with the study results, it was found that the number of the variability in the factor analysis of all items or indicators of the attitude motive for receiving hoax information was 61.73%. It means that 61.73% of the indicators tested represent the motivation for accepting hoax information on social media. In addition, according to the number of the variability value in the factor analysis on all items or indicators of the behavioral motive variable, the value of hoax information is redistributed, which is 66.14%. This means that 66.14% of the indicators tested represent behavioral motivations for sharing hoax information on social media. However, only a factor analysis was carried out in this study to test the constructs to obtain the two variables. Each variable of the motive for receiving hoaxes and the variable of behavioral motives for sharing hoax information needs to be described descriptively how much each motive is included in the part of the acceptance motive and the motive for sharing hoax information. Therefore, this research will get a descriptive picture through statistical calculations regarding the size of each indicator of acceptance motives and redistributing hoax information.

UNESCO, in its publication entitled "Journalism, Fake News, and Disinformation," which was released in 2018, has divided this hoax or fake news into three categories, namely misinformation, disinformation, and malinformation. The description is as follows: Misinformation is not true or inaccurate information, but the person who spreads it believes that the information is valid and can be trusted. There should be no bad intentions for those who spread misinformation other than "remind" or "just in case." Disinformation is information that is also not true but is *fabricated* in such a way by parties who intend to deceive the public, deliberately want to influence public opinion, and then get certain benefits from it. Besides that, malinformation is information that has sufficient elements of truth, both based on fragments

and objective facts. However, the presentation is packaged to carry out detrimental actions to other parties or certain conditions rather than being oriented to the public interest. Several forms of harassment (verbal), hate speech, discrimination, and the dissemination of information resulting from a violation of privacy and personal data are various forms of malinformation.

In addition, when viewed from the categorization of hoaxes, there are seven categorizations of hoaxes adopted from *the First Draft*. Based on other literature studies on hoax information, it is shown that hoaxes can be divided into: Satire or Parody, namely the type of hoax content that does not have the slightest malicious intent but can deceive the Content presented; 1) *False Connection*, namely Content that contains a different title from the Content of the news so that it causes misunderstandings among the readers; 2) *False Context*, which is a type of hoax content that is presented with the wrong context narration; 3) *Misleading Content*, which is a type of hoax content that is twisted to vilify something or someone; 4) *Imposter Content*, a type of hoax content that exploits certain public figures; 5) *Manipulated Content*, a type of hoax content that already exists and is modified to deceive the reader; 6) *Fabricated Content* is a type of hoax content containing 100% false content or information.

Motives are the basis or main reason for every human being to carry out certain activities, attitudes, and behaviors in everyday life. Motive comes from the word motivation, a theoretical concept that explains why people choose to behave in certain ways under certain circumstances (Hunjet & Kozina, 2015). Motives need to be referred to as the theory of motivation, one of which was expressed by a well-known theorist, namely Abraham Maslow.

The Hierarchy of Needs theory proposed by Maslow (1984) and Robbins (2013) in the form of a pyramid describes needs from a low level to a higher level. The highest needs cannot be met if the lowest needs have not been met. The various needs described are biological or physiological, namely basic human needs in maintaining life, such as food, drink, clothing, and shelter. Second, security needs, namely the need to get wages, financial incentives, and insurance. The third is the need for social interaction, namely activities for friendship, collaboration, affection, and attention. Fourth is the need for appreciation, namely recognition from the surrounding environment, both social and professional environments. Lastly is the need for self-actualization. This need is considered rare because it is the highest human need, namely the need to use one's abilities and potential to achieve maximum performance.

Arisanty & Wiradharma (2020) define the motive for receiving hoax information as a reason or factor behind a person's response and attitude to false, uncertain, confusing information, and so on. Further research findings Arisanty et al. (2021) have succeeded in testing the concept of hoax acceptance attitude motives and categorizing the hoax acceptance attitude motive variables into six categories.

1. The first category or dimension is the ideological similarity motive, and belief support which consists of indicators of conformity of information with political preferences, conformity with culture, conformity of information with religion, trust in religious leaders, trust in people with special professions, trust in people with higher education and trust people with higher positions and information comes from older people;

2. The second category or dimension, namely the motive for the low literacy of the recipient information, can be reduced to several indicators consisting of low critical power indicators, low fact-checking, information identification ability, distance from the information center, slow power verification process, and no access to information sources;
3. The third category or dimension, namely the motive for viral information, is reduced to several indicators consisting of indicators of useful information, viral/trend information, discussed by many people/*hot topics*, and minimal knowledge of the truth of the information;
4. The fourth category or dimension, namely the motive for the process of exposure to information, can be reduced to several indicators consisting of sensational indicators, exposure to information from family, exposure to information from the work environment, exposure to information from friends in the social environment, and exposure to information from friends on social media;
5. Category or the fifth dimension, namely the motive for belief in sources which is reduced to several indicators consisting of indicators of support from religious leaders, support of idolized public figures, and support of traditional leaders;
6. Category or the sixth dimension, namely the suitability of motives with personal interests and experiences, can be reduced to indicators of conformity of information with experience, suitability of information with daily life, suitability of information with personal interests, and needs.

Furthermore, the findings of a previous study by Arisanty & Wiradharma (2020) stated that if someone fully believed the hoax information they received, they would have the potential to share the hoax information on their social networks. Sharing this hoax information can be done through social media, such as Facebook, Instagram, Twitter, and WhatsApp Groups. However, the behavior of sharing hoax information will be based on certain motives before it is realized. In previous research, Arisanty *et al.* (2021) tested and found that the behavioral motive variable for sharing hoax information has five categories or dimensions. The five dimensions, namely

1. The first category or dimension is the motive for recognition or increasing self-image, which is derived from being several indicators consisting of cultural indicators of sharing rumors, recognition as *trendsetters*, increasing image as informative people, following habits, social sensitivity, talkative, and political interests;
2. The second category or dimension is the motive for low information literacy which is derived from several indicators, namely indicators of lack of knowledge, low information identification ability, low fact-checking ability, misunderstanding, and low critical power;
3. Category or the third dimension is the cultural motive of sharing information which is derived from several indicators consisting of indicators of a culture of sharing information and culture of storytelling and the impression of being a beneficiary;

4. Category or the fourth dimension is the motive of personal interest which is derived from several indicators consisting of indicators of economic interest, socio-cultural interests, and defense of certain religions or beliefs;
5. Category or the fifth dimension is the motive for the sophistication of communication technology which is derived from several indicators consisting of indicators of ease of use of information sharing features, the presence of the "forward message" feature in social media, and the speed of sharing information.

RESEARCH METHOD

This study used a quantitative research approach. This quantitative approach is widely used in communication studies with individual objects and texts (newspapers, advertisements, television, and films). Research on the motives of social media users in receiving and sharing hoax information can be said to be appropriate using this approach to find out descriptively. Then, the research strategy used in this study was a cross-sectional survey data collection strategy. The survey method facilitates researchers in collecting research data that can be used to solve problems that become the end of a study (Sugiyono, 2009). Cross-sectional in this study means taking research data in one-time period only because research on the motivation level of social media users in receiving and sharing information on social media only takes data once so that the time required for data collection becomes more efficient.

This research data was collected starting from mid-2021 with offline and online distribution to the population area in the study. Sugiyono (2017) explains that the research population is a generalization area consisting of objects or subjects with certain qualities and characteristics determined by researchers to be studied and drawn conclusions. The same thing was conveyed by Siregar (2016), who explained that a research population is an object that becomes the target of research. Based on the purpose of this study, the selected population was people in three provinces, namely Aceh, West Java, and Banten. According to LIPI research in 2018, these areas had a high acceptance of hoax information or news (Sagita & Setiawan, 2019). Following the research population determined, the total population in each area: 1) Aceh has a population of 5,371,532 (BPS Aceh, 2020); 2) West Java with a total of 49,316,712 people (BPS West Java, 2020); and 3) Banten totals 12,927,316 residents (BPS Banten, 2020).

The total population of the three provinces is 67,615,560 residents. This number is the total population in this study. After the population was determined, the sampling was determined using the non-probability sampling method, which selected individuals not randomly according to certain respondent criteria and adjusted to the research objectives. The non-probability sampling technique is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2009).

One of the non-probability sampling methods chosen was the accidental sampling technique. The researcher chose this method due to time, funds, and research staff limitations, so it requires an easier sampling technique. In addition, this method was also used because researchers had not been able to access a sample frame to identify respondents who have experience in receiving and sharing hoax information. Because the sample frame is not yet clear, the researcher has the right to choose the fastest and cheapest

respondents using *convenience sampling*. The most important requirement to become a respondent in this research was someone who had experience in receiving and redistributing hoax information. In this study, the number of research samples was 349 respondents based on the Isaac and Michael table. According to Isaac and Michael, with a population of over 1,000,000 or infinity, the sample size is 349 respondents. These 349 respondents should be people who live in West Java, Banten, and Aceh were active social media users, and had experience receiving and redistributing hoax information.

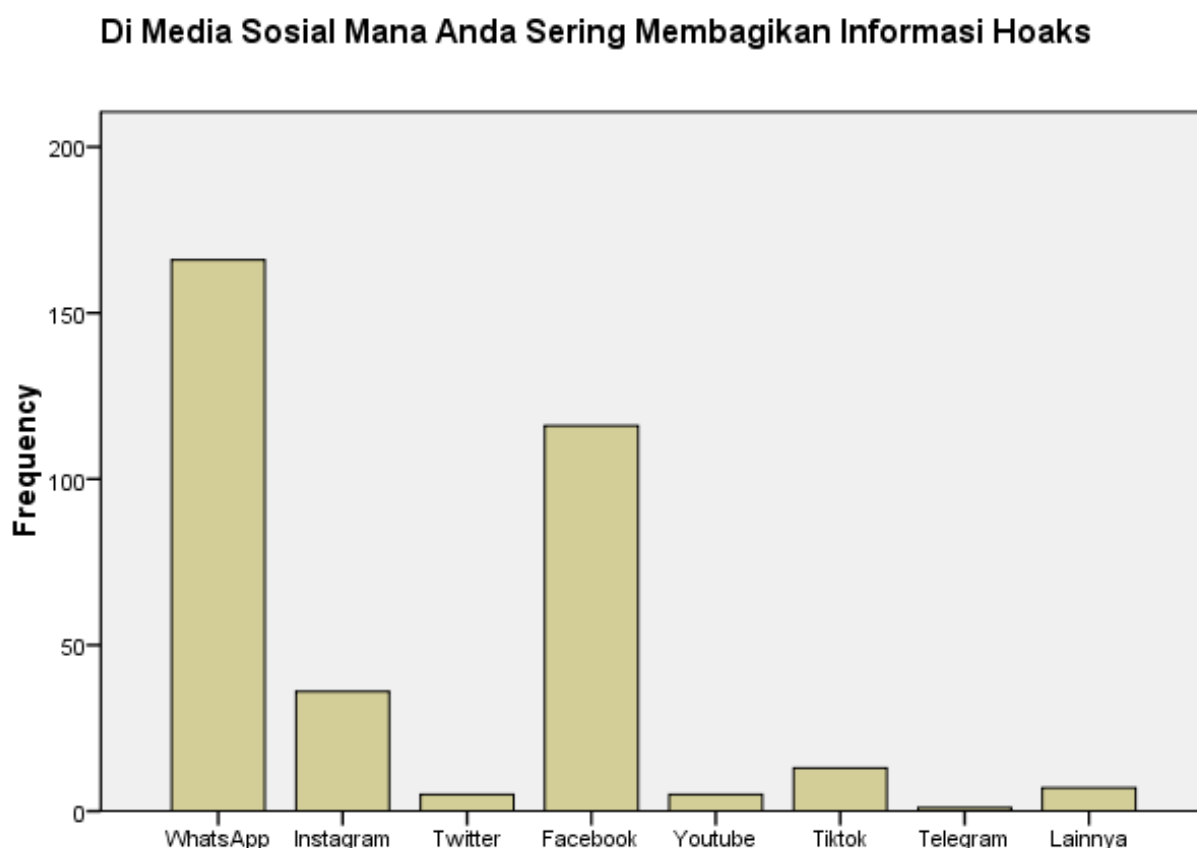
RESULT

This study obtained several interesting findings based on the processing of quantitative data from the distribution of questionnaires distributed online and offline. Some interesting things that were found:

Media used to redistribute hoax information.

The results of statistical data processing on the questionnaire data collection show that the dominant respondents, as many as 47.6% of respondents, have shared hoax information to the Whatsapp application group media, 33.2% on Facebook social media, and 10.3% on Instagram social media. The three social media occupy the highest position of social media used to redistribute hoax information by respondents.

Figure 1. Processed results of statistical data about the media used to redistribute hoax information

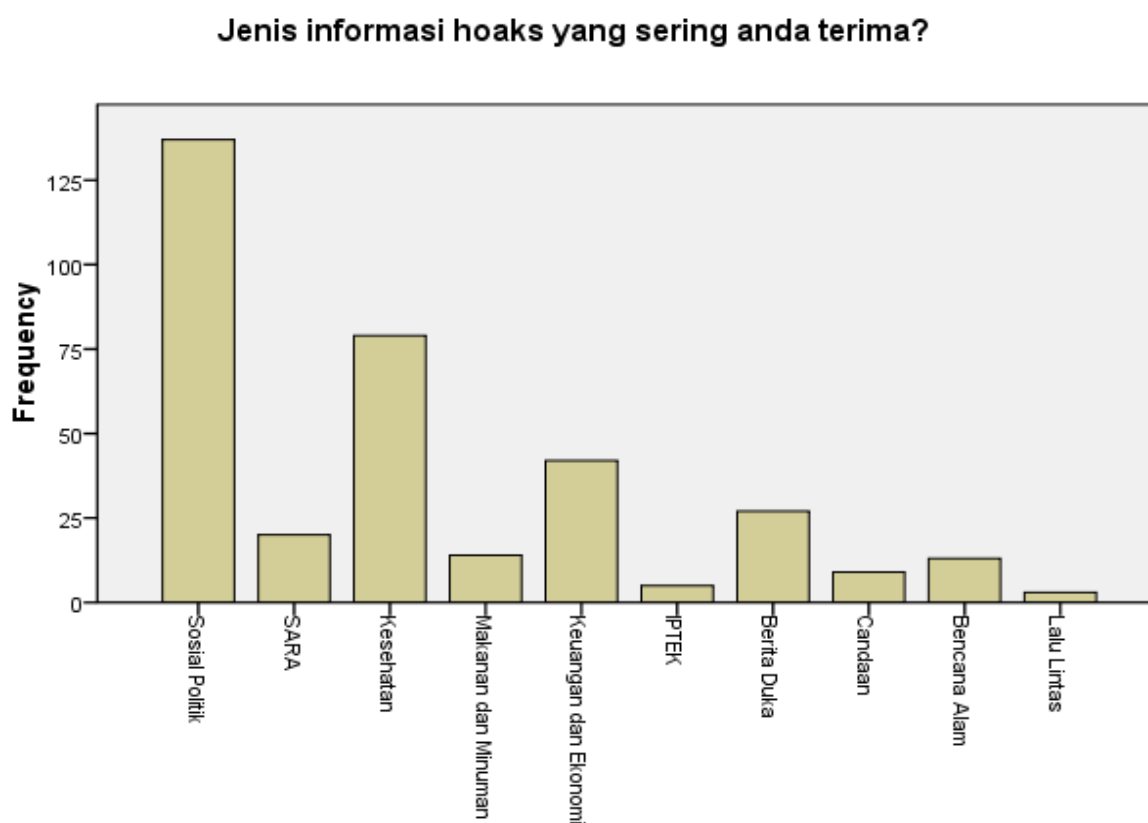


Types of Hoax Information Often Received by Respondents

A total of 349 respondents answered the types of hoax information. 39.3% of the respondents (137

respondents) had received hoax information in the form of information related to socio-political, 22.6% (79 respondents) had received hoax information related to health, and a total of 12 % (42 respondents) had received hoax information related to finance and the economy. The three types of hoax information occupy the highest position as types of information that respondents have received.

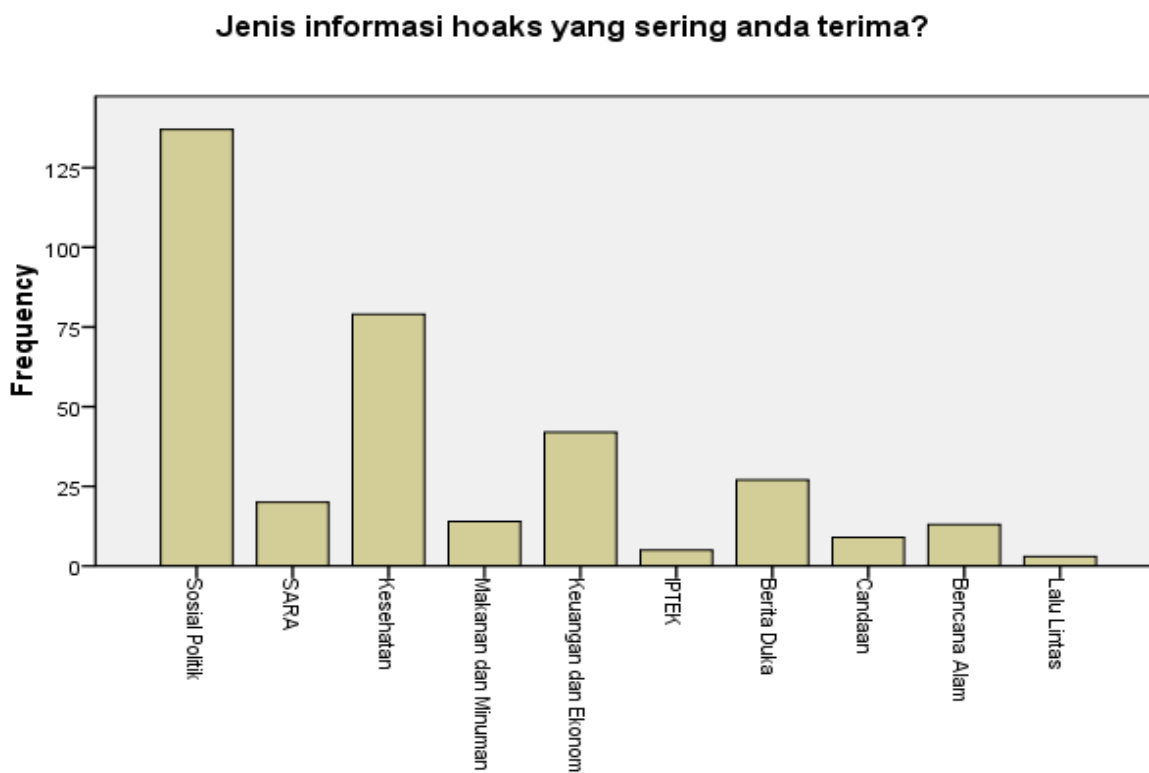
Figure 2. Processed results of statistical data about the types of hoax information that were often received by respondents



Types of Information Frequently Shared by Respondents

A total of 349 respondents answered types of hoax information that had been redistributed. 29.5% of the respondents (103 respondents) had shared hoax information related to socio-political, 22.3% of the respondents had shared information related to health, and 12.9% of the respondents (45 respondents) had shared hoax information related to jokes. The three types of hoax information occupy the highest position as the type of information that has been re-shared by respondents.

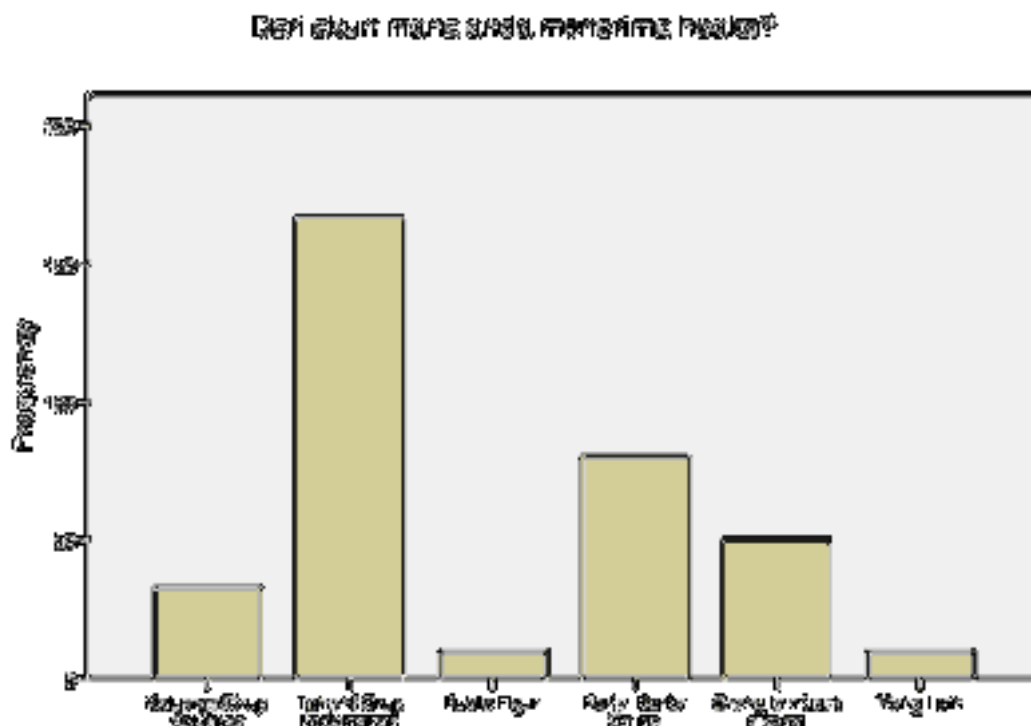
Figure 3. Processed results of statistical data about the types of hoax information that were often shared by informants



Origin of Hoax Information Receipt Account

Hoax information received by the highest research respondents came from friend accounts or friend groups, with 47.6% of the total 349 respondents who answered these questions. The second position came from online news portals with 22.9%. Furthermore, the third position of hoax information origin was from accounts of unknown people with a percentage of 14.3%. The three accounts occupy the highest position from which respondents can receive hoax information.

Figure 4. Processed results of statistical data about the origin of hoax information accounts received

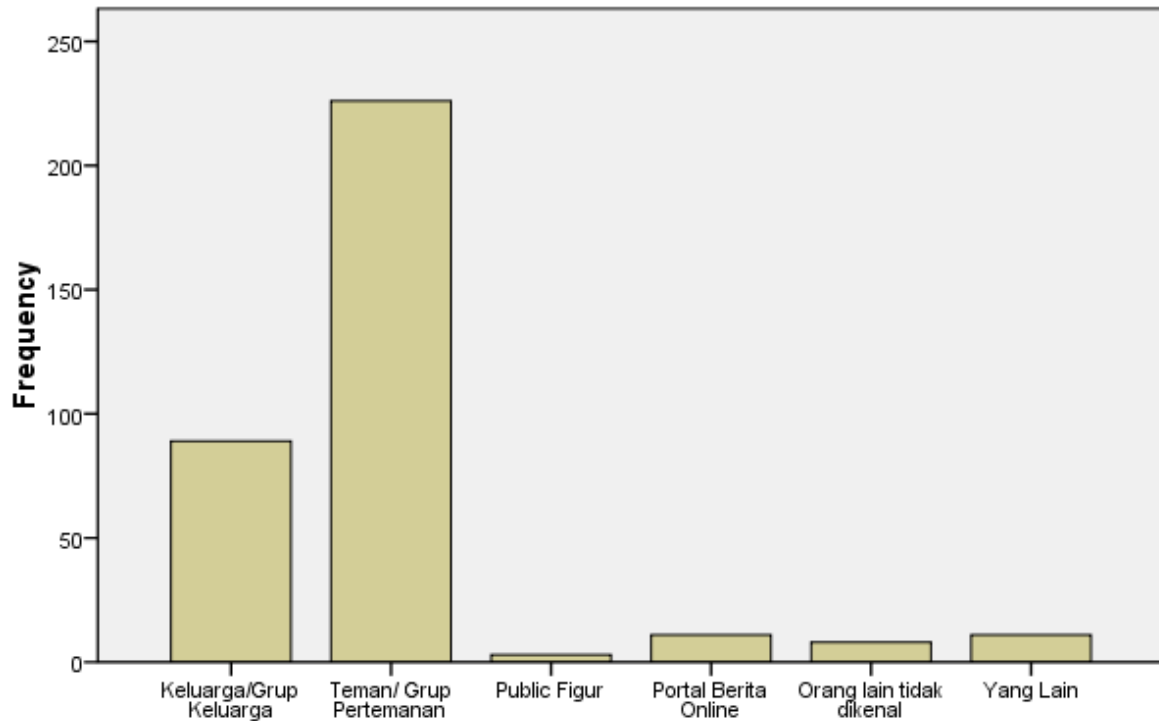


Social Media Accounts that Respondents share its Hoax Information

Based on the study results, two social media accounts were once a place for respondents to redistribute hoax information. The first is the social media account of a friend or group of friends, with a percentage of 64.9%. Then followed by close relatives or family and family groups with 25.6%. It shows that the two social media accounts are destinations for respondents who will re-share the hoax information they receive.

Figure 5. Processed results of statistical data about the purpose of the account to redistribute hoax information

Ke akun media sosial mana mereka membagikan kembali informasi hoaks?



In addition to describing the theme of what hoax information was received and redistributed, the next discussion was about the media and the frequency of receiving and redistributing hoax information. However, based on research data processing conducted from data collection in a cross-sectional survey of 349 research respondents, the results of descriptive statistical calculations were obtained regarding the motives of social media users in accepting and believing the hoax information they received.

Table 1. Descriptive Data Processing Results for Attitude Motives for Receiving Information on Social Media

No	Dimensions	Indicator Codes	Indicators	Mean
1	Motives Ideological Similarities and Belief Support	X8	Compatibility of information with political preferences	3.27
2		X9	Conformity of information with culture	3.24
3		X10	Compatibility of information with religion	3.11
4		X11	Trust in religious leaders	3.22
5		X12	Trust in people with special professions	3.45
6		X13	Trust in people with higher education	3.46
7		X14	Trust in people with higher positions	3.30
8		X15	Information comes from older people	3.25
9	Motives for Low Information Literacy on Information Recipients	X17	Low critical power	3.59
10		X18	Low fact checking	3.29
11		X19	Ability to identify information	3.36
12		X20	Long distance from information center	3.37
13		X21	Slow data verification process	3.49
14		X22	No access to information sources	3.53
15	Motives for Viral	X4	Useful information	3.34

16		X5	Viral/trend	3.34
17		X6	Information talked about by many people/ <i>hot topic</i>	3.62
18		X16	Lack of Knowledge of the truth of information	3.64
19	Motives of Information Exposure Process	X7	Sensational information	3.71
20		X23	Information exposure from family	3.42
21		X24	Information Exposure from the work environment	3.42
22		X25	Information exposure from friends in the social environment	3.55
23		X26	Information exposure from friends on social media	3.52
24	Motive of belief in sources	X27	Support of religious leaders	3.26
25		X28	Public figure who is idolized	3.26
26		X29	Support of traditional leaders	3.18
27	Motive of Conformity with Interests and Personal Experience	X1	Conformity of information with experience	3.53
28		X2	Conformity of information with daily life	3.34
29		X3	Conformity of information with interests and personal need	3.34

Based on the data above, overall indicators of each dimension for the attitude variable of receiving hoax information on social media show that they have a high average value, which is above the value of

3 (>3). It shows that each indicator of these motives has been felt or experienced by someone as their basis for accepting or believing hoax information on social media. However, in detail, the highest motive is in the information exposure process motive and the viral information motive. In the table above, there is an indicator of "sensational information" on the motive for exposure to information which has the highest mean value at 3.71. It means that many respondents think that sensational hoax information is why they believe in hoax information. The second and third orders for the highest mean value are in the viral information motive dimension. There is an indicator of a lack of knowledge about the truth of the information in this dimension. Its mean value is 3.64 and is an indicator of information discussed by many people (*hot topics*) with a mean value of 3.62.

Furthermore, this study descriptively describes the results of calculating the mean value of each person's motives in sharing hoax information on social media. The statistical data processing was carried out on the answers to the survey, which were distributed to 349 respondents. The results, among others, can be seen in the table below:

Table 2. Descriptive Data Processing Results for Motives for Sharing Information on Social Media

No	Dimension	Code Indicators	Indicators	Mean	
1	Motive for Recognition / Self-Image Improvement	Y3	Culture of sharing rumors	2.96	
2		Y4	Recognition as trendsetter	2.88	
3		Y5	Increasing image as informative person	2.97	
4		Y7	Habits of Following	3.16	
5		Y8	Social sensitivity	2.98	
6		Y9	Latah (a condition when people act spontaneously following other people's actions)	2.97	
7		Y13	Political interest	2.79	
8	Motives for Low Information Literacy	Y17	Lack of knowledge	3.46	
9		Y18	Low ability to identify hoax information	3.44	

10		Y19	Low fact-checking ability	3.34	
11		Y20	Misperception	3.63	
12		Y21	Low Critical power	3.36	
13	Motives of Sharing Culture	Y1	Culture of sharing information	3.53	
14		Y2	Culture of storytelling	3.52	
15		Y6	Impression as a beneficiary	3.43	
16	Motives of Personal	Y14	Economic interests	2.96	
17		Y15	Socio-cultural interests	3.01	
18		Y16	Defending certain religions and beliefs	3.20	
19	Motives of technological sophistication Communication	Y10	Use of information sharing features	3.20	
20		Y11	There is a "forward message" feature in social media	3.15	
21		Y12	Speed of sharing information	3.23	

Based on the data processing results above, the overall indicators of each dimension for the behavioral variable in sharing hoax information on social media show that they have an average value that is classified as diverse. Some are pretty high with a value of around 2.5 to 3, and some are classified as high, namely above value 3 (>3). The various mean values above show that each indicator of these motives has been felt or experienced by someone as their basis for sharing hoax information on social media. In detail, the highest motive is the motive for low information literacy. Based on the table above, for the motive for low information literacy, there is an indicator of "misperception," with the highest mean value at 3.63. Many respondents are motivated to share hoax information on social media due to misperceptions about the hoax information. The second and third orders for the highest mean value are in the dimension of information-sharing cultural motives. In this dimension, there are indicators of information sharing culture with a mean value of 3.53 and indicators of storytelling culture with a mean value of 3.52.

DISCUSSION

Discussing receiving and sharing hoax information on social media cannot be separated from the CMC *Interactivity* designed by Mahmoud and Auter (2009). In this model of CMC Interactivity, there are four main elements in various communication and information exchange processes that can be described in more detail, including (1) from the user's point of view (*users*) who position themselves as recipients and senders of messages if in social media it is also called *netizens* who function as producers as well as consumers in social media; (2) Media is a medium or channel that is used as a medium in the process of user interaction; (3) Message is something that is sent and received between users through the media used; (4) *Communication Setting* which is a flexible communication environment and time according to the needs of participants. Following the CMC *Interactivity*, information or hoax news disseminated on social media will be accepted by other users as recipients of the message. Therefore, in this process, there is the sending and receiving of hoax information that is shared through social media, such as Facebook, Twitter, Line, and Path at certain times.

Those who fully receive hoax information will potentially re-share the hoax information to social networks, where there will be a process of exchanging messages back as described in the CMC *Interactivity* Model. Based on this theory, the researcher describes several elements of the CMC *Interactivity* to be the central question in explaining the user's process of receiving and redistributing hoax information. The main questions in this research include what social media is used to redistribute hoax information on social media, what types of information are often obtained and believed by respondents on social media, and what types of information have been shared back on the respondent's social media. Another question is regarding whose social media account is the origin of the hoax information and where is the destination of the social media account if the respondent has shared the hoax information.

If we focus on one element of the Interactivity Model related to what media, according to the results of research on which respondents have used social media to share hoax information, it is known that the dominant respondents, as many as 47.6 % respondents have shared hoax information to the WhatsApp application group media, as much as 33.2% on social media Facebook and 10.3% on social media Instagram. The results of this study are in line with reports from the CIGI-Ipsos survey results in 2019, which stated that two out of three people, or 67% of the world's community, agreed that the spread of fake news (hoax) was on Facebook social media (Jayani, 2019).

In this research survey in 2021, it turns out that Facebook is also one of the highest social media because someone can get hoax information and become an accessible medium to share hoax information on their social networks. In addition, the results of this study are also in line with research conducted by Mastel (2017) and Mastel (2019). The study stated that the highest hoax spread media was in *chat*, such as WhatsApp and Telegram, and on social media, such as Facebook. Then, a recent study from Tallinn University Estonia called the WhatsApp chat application more dangerous in spreading hoaxes. However, the study also stated that other social media, such as Facebook, also contributed significantly to the spread of the hoax (Vidi, 2020).

Furthermore, it relates to the type of information often received and shared by respondents. The research data results show that 39.3% of information was related to socio-political, 22.6% of hoax

information was related to health, and 12% of hoax information was related to finance and the economy. In addition, there is a slight difference regarding the type of information shared or retransmitted by the respondents, namely 29.5% of information related to socio-political, 22.3% related to health, and 12.9% related to jokes. The results of the research above are in line with Mastel's research (2017) and (2019), which illustrates that information or hoax content that is often received by the public is information related to socio-political (Mastel.id, 2019).

Since 2020, much information has circulated during the pandemic regarding health information, such as Covid-19, the media for spreading the virus, to the Covid-19 vaccine. It is in accordance with the Kominfo (Ministry of Communication and Informatics) statement which revealed that health issues are the most dominant hoax category. Kominfo found 2,004 issues from January 23, 2020, to November 30, 2021 (Novianty, 2021). Therefore, we need to be more careful with various types of information, such as those related to social politics, health, jokes, finance, and the economy. The correctness of every piece of information and news needs to be verified and rechecked.

Lastly, receiving and sharing hoax information that takes place on social media is based on someone's motives in accepting or believing hoax information and redistributing hoax information. The motive is the main reason or basis for a person to carry out these activities. In this study, it was found that a person's dominant motive for accepting and believing hoax information was the motive for the process of exposure to information and the motive for viral information. Based on the research findings on the motive of the information exposure process, there is an indicator of "sensational information," which has the highest mean value, at 3.71. The second and third dominant motives for receiving hoax information are viral information motives which consist of two dominant motivations, namely lack of knowledge of the truth of information with a value of 3.64 and motivation about information that is being discussed by many people (*hot topic*) with a value of 3.62.

This study adds to previous research conducted by the Mastel survey (2019), which explains why people think the hoax news received is not a hoax, which means that there is belief and trust in the news for specific reasons. According to Mastel's research, the main reason is that the news was obtained from trustworthy people. The sentences from hoax information/news were convincing, influenced by political choices, and carried away by emotions because of hate speech. This study further adds to the previous motives so that interesting findings are obtained about the dominant motive or reason for someone receiving hoax information.

In addition, this study also found that the community's dominance in redistributing hoax information on social media was due to the common motive for information literacy, with the motive being "misperception," with a value of 3.63. In the second and third-order, the dominant motive that underlies someone to share hoax information is the existence of a cultural motive for sharing information with a value of 3.53 and an indicator of storytelling culture with a value of 3.52. It is in line with previous research conducted in the 2019 Mastel survey, which explained the reasons for forwarding the news. The dominant motive is that the news was obtained by a trustworthy person, followed by reasons of misperception. They thought the information was helpful and thought that the news was trustworthy. Then,

similar to this research, Mastel's 2019 research also reveals the cultural reasons for sharing information as the reason someone redistributes hoax information, namely because they want to be the first to tell and pass on information to make a scene and joke.

CONCLUSION

Dissemination of information or hoax news is a social problem that can be emphasized on the government's role in dealing with the issue of hoaxes and needs to be addressed by all parties. Especially with the existence of social media, the spread of hoax information is increasing. It is necessary to formulate a more specific strategy tailored to a person's motives in receiving and sharing hoax information to prevent the spread of hoax information, especially on social media. Therefore, the strategies designed are more targeted and follow the recipients' motives and those who share the hoax information.

Through this research, the dominant community accepts or believes in hoax information because of the motive for the information exposure process and the motive for viral information. There is a sensational information motif in the information exposure process motif, which is the motive with the most choices that makes someone believe in the hoax information. Furthermore, the other motive is the viral information motive which consists of two motives, including the lack of knowledge of the truth of the information and the motivation about the information discussed by many people (*hot topics*). Furthermore, for the motivation to share hoax information, the dominance is due to a motive for low information literacy, namely misperception. Then, the cultural motive of sharing information consists of cultural motives and the culture of sharing stories. These various findings obtained from statistical data will later become the basis for designing strategies to prevent the spread of hoax information based on a person's motives for receiving and redistributing the hoax information.

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