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## **The Acceptance and Resharing Behavior of Hoax Information on Social Media**

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### **Abstract**

The spread of hoax information on social media is still difficult to control. Various efforts have been made by the government to eradicate them, even the Ministry of Communication and Information has chosen the decision to block accounts that spread hoaxes, especially those on social media. However, hoax information still exists and its spread is increasing. Therefore, it is necessary to have a strategy that is accurate to prevent the spread of hoaxes. To design such a strategy, it is necessary to identify the attitude of acceptance and behavior of hoax information sharing on social media. This is done through research using an interpretive paradigm and a qualitative research approach with research data collection, namely interviews with 12 (twelve) informants who are part of the community in Banten, West Java and Aceh Provinces. So, an interesting finding was found that receiving hoax information that leads to belief can occur if hoax information is highly correlated with hoax recipients, viral if discussed in the community, and is in accordance with personal views or logic. This acceptance can motivate the behavior of sharing information back due to the desire to be recognized as a trendsetter in disseminating the first information to the people around him. This is the main factor in the dissemination of Hoax information which needs to receive recommendations for improving policies and strategies for eliminating Hoaxes in Indonesia.

**Keywords:** *Acceptance attitude, Re-sharing behavior, Hoax information, Social media*

### Abstrak

Penyebaran informasi hoax di media sosial masih sulit dikendalikan. Berbagai upaya telah dilakukan pemerintah untuk memberantas informasi hoax, bahkan Kementerian Kominfo RI sampai memilih keputusan untuk memblokir akun yang melakukan penyebaran hoax, terutama yang ada di dalam media sosial. Akan tetapi, tetap saja informasi hoax masih ada dan semakin meningkat penyebarannya. Oleh karena itu, perlu adanya strategi yang tepat sasaran guna mencegah penyebaran hoax. Untuk merancang strategi yang tepat sasaran, perlu adanya identifikasi mengenai sikap penerimaan dan perilaku membagikan kembali informasi Hhoax yang ada di media sosial. Melalui penelitian yang menggunakan paradigma interpretif dan pendekatan penelitian kualitatif dengan pengambilan data penelitian, yaitu wawancara kepada dua belas informan yang merupakan bagian dari masyarakat di Provinsi Banten, Jawa Barat, dan Aceh didapatkan suatu temuan menarik bahwa saat ini penerimaan informasi hoax yang mengarah pada keyakinan dapat terjadi jika informasi hoax sangat berkorelasi dengan penerima hoax, viral dibicarakan di masyarakat, dan sesuai dengan pandangan atau logika pribadi. Penerimaan tersebut dapat memotivasi perilaku membagikan kembali informasi disebabkan keinginan untuk diakui sebagai *trendsetter* dalam menyebarkan informasi yang pertama kepada orang-orang di sekitarnya. Hal ini menjadi faktor utama penyebarluasan informasi hoax yang perlu mendapatkan rekomendasi untuk perbaikan kebijakan dan strategi pemberantasan hoax di masyarakat Indonesia.

**Kata kunci:** *sikap penerimaan, perilaku membagikan kembali, informasi hoax, media sosial*

### INTRODUCTION

The issue of hoax information dissemination is a very serious problem and demands high attention from all parties. Especially with the presence of the development of communication technology, it is very easy for hoax information to spread in the community. In fact, because of the large amount of Hoax information that is widespread, the public experiences tremendous confusion in distinguishing which information is correct, which information contains lies, slander or is imprecise. Finally, as a result of this confusion of information, it makes people believe that the information is wrong.

Based on the data, it shows that 34.6% of the people every day everyone receives Hoax information, 14.7% says that they receive it more than once. This data is in accordance with the survey on the National Hoax Outbreak in 2019 published in the Mastel Survey. Then, according to this survey, there is a variety of hoax information that is often received by the public. The data shows that 93.2% more often receive hoax information about socio-politics, 76.2% about SARA, 61.7% about government, 40.7% about health and 30% about food and beverages (*Wabah Hoax Nasional*, 2017).

As for other data that strengthens the development of Hoax information dissemination in Indonesia, is the research data conducted by the Ministry of Communication and Information in 2020, an example of Hoax information that is often encountered is about Corona Virus Disease (Covid 19) which was recorded until August 8. 2020 on 1028 hoax messages (Mufarida, 2020). This hoax information is only related to one issue, namely the cybercrime unit of the Ministry of Communication and Information which for 24 hours continues to monitor, especially on social

media related to hoax information about Covid-19 (Mufarida, 2020). Not only this year, but even in previous years, especially during the presidential and regional elections, hoax information spreads extraordinarily and is mostly widely spread on social media. According to the Ministry of Communication and Information (Ministry of Communication and Information), the total hoax messages circulating from August 2018 to April 2019 is 1731 cases (Maharani, 2018; *Temuan Kominfo Hoax Paling Banyak Beredar Di April 2019*, 2019). This data shows that from year to year the reception and dissemination of hoax news or information will continue to grow.

The increase in the spread of Hoax information as described in the data above, is further exacerbated by the many people who quickly believe in Hoax information that is widespread, especially in cyberspace. Based on data submitted by the Director General of Aptika, the Ministry of Communication and Information, Samuel Abrijani Pengorption stated that out of 132 million internet users in Indonesia, 65% of them believe the truth of information in cyberspace without checking it. So, they just believe whatever is presented without doing a search first whether the information is a hoax or not. This data is based on data from the Center for International Governance Innovation (CIGI) IPSOS in 2017 (*65 Persen Pengguna Internet Percaya Mentah-Mentah Informasi Dunia Maya*, 2017).

Other data shown from research on Indonesian Hoax Distribution by Dailysocial.id states that 44.19% of the people in Indonesia cannot detect which information is correct, which information is wrong. Wrong and correct information seems to be mixed together and difficult to identify. In fact, most of the recipients of the hoax information did not hesitate to spread it back to the people around them. This is what causes the dissemination of Hoax information not only from accounts or Hoax spreading sites, but also from everyone who receives Hoax information (*Laporan DailySocial: Distribusi Hoax Di Media Sosial 2018*, 2018).

The existence of hoax information that is widespread is due to the ease of sharing information on social media. This is evident from the data which shows that the biggest channel for spreading hoax information is social media with a percentage of 92.4%. This data was disclosed by the President Director of VIVA Media Group, Anindya Novyan Bakrie when he was a speaker at the National Mass Media Convention entitled Media, Climate and Balance: Maintaining the Existence of National Mass Media in the Global Information Landscape in Padang, West Sumatra on the occasion of National Press Day (HPN). This data is the result of a survey involving 1116 respondents from the community in Indonesia (Kurniawa, 2018). Other data that strengthens is from Dailysocial.id Research which states that social media is the most media for spreading hoax information. Most of the hoax information is found on the platforms Facebook (82.25%), WhatsApp (56.55%), and Instagram (29.48%) (*Laporan DailySocial: Distribusi Hoax Di Media Sosial 2018*, 2018).

Then, according to the Director of Information and Communication at the State Intelligence Agency (BIN), Wawan Purwanto, he also said that social media content in Indonesia is dominated by false or hoax information. This is what causes people to be easily influenced by the news. According to him, the research results show that hoax information has covered 60 percent of social media content in Indonesia. (Nadia Kemala Movanita, 2018). This data shows the high dissemination of Hoax information on social media. This can be a big problem if the hoax information is not eradicated or there is no solution that can solve the problem of spreading hoax

information. The most basic reason is because the spread of hoax information can have a significant impact on all parties, both from individuals, community groups, governments, institutions, companies and so on.

The first impact that is felt today is that hoax information can create public panic. The panic that arises varies greatly depending on the hoax information that is widely spread. An example of detrimental panic is when there is hoax information about a father who bought instant noodles because of corona, when in fact the instant noodles are for sale again. The effect causes Panic Buying and ultimately increases the price of basic commodities in the market (*Hoaks Saat Virus Corona Bisa Bikin Masyarakat Panic Buying Lalu Harga Naik*, 2020). Then, there was also hoax information about the issue of a tsunami in Buleleng, Bali which caused all residents in the coastal area of Buleleng to flee to the highlands following the issue of a tsunami alarm in the coastal area. Even though the information about the existence of the tsunami turned out to be a hoax, but it has caused public panic, anxiety and fear (Mardiastuti, 2018).

Rena Masri, an adult clinical psychologist from Q Consulting, explained that hoax information basically causes direct and indirect psychological trauma. For example, from hoax information that spreads information about kidnappings, murders, violence and so on. If the public easily believes in hoax information, it can cause people to become afraid, anxious, anxious, and panic. Even the severity of it can cause profound trauma. Indeed, currently there are many cases of hoax spreading which are also detrimental. For example, if there is hoax news about the dangers of a certain food brand spreading. This will harm the food producers because people who believe in hoaxes will not buy the food mentioned in the fake news (Widiyarti, 2018). This impact is very detrimental not only to create fear in individual communities, but also to companies that are producers of the food.

In addition, the negative impact of hoax information also occurred during the presidential and regional elections. Hoax information that is widely spread has cornered various parties, especially the candidates themselves. Starting from religious issues, issues regarding ethnicity, race and so on, were widespread in society and even caused a commotion. Many cases of bullying, hate speech, mutual unfollowing of social media as well as insulting and cornering various parties occurred during the presidential and regional elections. To make matters worse, during the election, not only the people in conflict were the voters of the candidate in question, but also people outside the voter area who also commented, insulted each other, delivered hate speech and so on.

Ironically, although various parties feel the negative impact of the hoax information which is very detrimental. However, the spread of hoax information in Indonesia is increasing, especially if there are certain moments such as general elections and major cases such as the existence of Covid 19. Even according to data which is the result of LIPI research, it shows that there are three provinces with very high acceptance of hoaxes by the community, including Aceh, West Java and Banten (CNN, 2019). The dissemination of hoax information is not only due to the large number of hoax spreading sites, but because many people accept, believe in and even re-share hoax information, one of which is through social media. Here, social media opens up great opportunities to share hoax information very easily in the form of photos, pictures, videos, writings, voices and so on. Therefore, it is necessary to have a concrete solution to solve this hoax information problem, especially in social media. Concrete solutions can be formulated by considering the identification

of acceptance attitudes and the behavior of sharing hoax information on social media. Therefore, the importance of this study aims to identify how the attitude of acceptance and behavior of sharing back hoax information, especially in social media in the communities of West Java, Aceh and Banten.

## **RESEARCH METHODOLOGY**

This study uses an interpretive paradigm and a qualitative research approach to collect data, process and analyze research data. The selection of the interpretive paradigm is based on the interpretive aspect itself which puts forward an approach in extracting data about one's life experiences and understandings. The interpretive aspect here also refers to the emic perspective or "inside perspective". This involves the subjective meaning of a person based on his experience. Therefore this interpretive paradigm is commonly used by qualitative researchers to try to understand the subjective meaning of a person's experience and the meaning of social behavior in the context in which the person lives (Hennink, M., Hutter, I., & Bailey, 2011). In this study, the selection of this interpretive paradigm is because this study aims to determine the phenomenon of acceptance and one's behavior in sharing hoax information on social media. Researchers want to understand the subjective meaning of each informant's life experience related to acceptance and social behavior related to sharing hoax information on social media.

In addition, the interpretive paradigm realizes the existence of a social reality that is constructed according to one's experiences based on social life, culture, history, and personal context. Although logically, humans are human individuals, we also become part of a large social context and constructs and various interpretations are commonly shared between these individuals. This interpretive approach recognizes the importance of the broader context of one's life and also that one's interpretation can be truly studied outside of the context in which one lives. Finally, the interpretive paradigm studies perceptions and real experiences subjectively per each individual. So, this paradigm recognizes the diversity of perspectives on the reality of life in society rather than the positivistic paradigm which only recognizes a single truth and is objective (Hennink, M., Hutter, I., & Bailey, 2011). In this study, we want to explore the informants' interpretations based on their social life, culture, history and personal context. Various viewpoints and experiences of the informants were acknowledged and used as research data to be analyzed more comprehensively.

In addition to the interpretive paradigm, this study uses a qualitative research approach as a research method. This approach is in accordance with his research question: "How is the attitude of acceptance and behavior of sharing back hoax information in the community, especially those domiciled in three provinces, namely Banten, Aceh and West Java?" Questions using the question word "how" are very suitable for qualitative research because they want to focus on exploring the process behind human behavior. So, in this study, we want to understand a person's acceptance and behavior in responding to hoax information circulating on social media in particular. This study also wants to find interesting findings, such as what is obtained from the perceptions, opinions, beliefs, and feelings of informants when they receive and share Hoax information on social media. Then in this qualitative research tries to build meaning about a phenomenon based on the views of the informants (Cresswell, 2018). This means that this research approach seeks to develop and identify one's experiences and interpretations of life experiences when receiving, believing, and

even sharing Hoax information with the people around them via social media. Furthermore, one of the research strategies used in this research is Grounded Theory which is a research design from sociology in which the researcher obtains a general and abstract theory of a particular process, action, interaction that comes from the views of the informant or participant. This research design or strategy uses various stages of data collection as well as finding out the interrelationships of the various categories of information obtained from the results of this study.

Furthermore, this study uses research data collection techniques in the form of in-depth interviews with twelve informants who live in the provinces of Aceh, Banten and West Java. These three provinces were identified in the results of LIPI's research with very high acceptance of hoaxes by the community (CNN, 2019). The spread and reception of hoax news or information from the three provinces is mostly obtained from social media which is the most central media for disseminating hoax information or news.

## **RESULTS AND DISCUSSION**

The results showed that the dissemination of hoax information can be identified from the attitude of the community when they accept, believe, and how they behave when sharing hoax information with the public, especially on social media. Social media that is often used to spread hoax information, such as WhatsApp, Twitter, Facebook, Instagram. In detail, there is an explanation regarding the attitude of acceptance and behavior of sharing back Hoax information, including:

### **Attitude to Accept Hoax Information in Social Media**

In general, when all informants were exposed to hoax information, all informants showed different acceptance attitudes from one another. These differences are usually motivated by the type of hoax information they see or read. Then these various attitudes of acceptance can also be motivated by personal views that are influenced by the culture, social context, character, history, and life experiences of each informant. The factors or reasons that can influence the attitude of receiving hoax information in social media are more clear, among others.

The dominant informant answered that any information will be received and believed if the information is related to our daily activities or activities. If the content of the information is close to the informant's life, it will generate interest in receiving the information. Especially if the information is in accordance with the needs and interests of a person, it will result in a lack of critical power of a person, not only will receive information but also believe and can motivate someone to share the information again. Examples of information close to life such as information about motorbike raids, for informants who do not have a complete motor vehicle certificate, any information about motorbike raids will be considered important even though they do not know the right or wrong. Then, the information about junior high school students who committed suicide because they were disappointed with their parents, for the informants who are parents who have children whose ages are not much different, will certainly make him interested in this information and believe in the information.

Lots of viral information circulating on social media has not been confirmed. This information also does not know who posted the first time to social media. However, because everyone participates in posting and sharing the same information, it makes someone get exposed

to the same information and ultimately believes what is trending in that society. An example is the issue that is currently trending, namely the Covid-19 pandemic. Hoax information that has been spread is a video about the origin of the Covid19 virus, which originates from bats / bats and frogs that are often consumed by the people of Wuhan. The videos are spread on social media on Youtube, Twitter, Facebook, Instagram and WhatsApp. Many people believe in the content shown in the video. Even though this information is hoax information circulating in Indonesian society. Then, there is also another example, namely the Bullying case against Audrey, the case was viral on social media and many people even used the hashtag #saveAudrey to express their support for Audrey. However, it turned out that a few days later, there was news clarifying that the information was a lie.

All informants said that their acceptance of Hoax information was due to the belief that it was influenced by conformity with personal views or opinions. For example, everyone has certain political preferences to which they refer. If the information they receive is in accordance with their political choices, it will reduce a person's critical power in mimicking and choosing information related to their political preferences. Usually hoax information related to politics began to be widely disseminated during the presidential and regional elections. Usually at the moment of the presidential and local elections also raise issues about ethnicity, race and religion (SARA). Almost everyone is affected by this issue. Moreover, everyone has religious beliefs and has tribalism towards their own ethnic groups. If the Hoax information is packaged in accordance with the principles of one's beliefs, it will reduce one's critical power.

This factor is most often experienced by most people in Indonesia. In fact, according to the Telematics Society Survey in 2018, it was revealed that the type of hoax information received on the socio-political theme occupied the highest, namely 91.80 percent which discussed the issue of SARA (Nurudin, 2018). As a result of the influence of beliefs and ideologies, people are reluctant to seek further information. Even worse, the influence of personal views that comes from beliefs, and ideologies makes one unable to distinguish between right and wrong information.

Even though the news is ultimately proven to be a hoax, it still will not change one's belief and stance to believe positive news about the candidate of his choice. Conversely, for someone who really hates a certain candidate, if there is negative news about that candidate, he will immediately accept and believe it, without the slightest filter.

The simplest example is the election of the DKI Pilkada several years ago. A lot of Hoax news spread about the two prospective candidates. For people who hate the candidate for governor Ahok, any negative news about him will be accepted as a whole without being filtered first. In addition, for those who like Anies Baswedan's candidate pair, any positive hoax information about the candidate will be accepted absolutely without filters. This is evidence that political views, religion, race, ethnicity that become a belief will find it difficult to accept input and facts from others. This is called mentally blocked. Mental Blocked will also lead to the so-called Halo Effect and the Devil Effect (Suharman, 2005). Halo effect and devil effect is an assessment of a person based on personal opinion which is made briefly or briefly and is influenced by the first appearance or first impression attached to the person being assessed. In this context, if someone already likes a certain candidate, whatever their impression and all perceptions will be positive towards that candidate, and vice versa if someone hates a certain candidate, whatever impression and all their perceptions will be negative to the person concerned. This will result in a person's lack of critical power to choose and sort out which information is correct and which is wrong.

Everyone has someone who is considered credible or can be trusted no matter what information is conveyed. This person can be used as a reference for someone to get and trust information. The credibility of the source depends on the level of education, profession, experience and track record of the person. For example, religious leaders, people who have professions related to the information shared, such as doctors, lecturers, researchers, experts. Most of the informants agreed that when people who are considered credible disseminate information, they will definitely be followed by them.

Then, this person who is considered credible is certainly a reference in receiving any information, whether true or false, positive or negative information. Any information shared by that person is immediately trusted and shared back to other social media without further search. For example, at the time of the 2019 presidential election, there was a lot of hoax information related to the criminalization of ulama by individuals who came from one of the presidential candidates. This information was conveyed by one of the religious leaders in the WhatsApp group. This is because religious leaders are considered credible people, so the informant believes and believes in this information even though until now the truth has not been proven regarding the issues that have been shared in the WhatsApp Group.

The level of information literacy of informants greatly affects the acceptance of this information. For informants who do not have high critical power, it will be easier to believe in any information they read. This information literacy is basically influenced by various factors, one of which is reading interest. The reading interest of the Indonesian people is considered low. This can lead to a lack of knowledge and understanding of a person, which causes that person to be easily led to their opinion according to the hoax information disseminated.

Information literacy also leads to the ability to identify whether each piece of information it is true or false. Most of the informants stated that at first it was difficult to distinguish various sources of information on social media. Sometimes there are many online media that preach information excessively so that the information conveyed is not in accordance with the reality. Then many informants also use social media such as Instagram, Twitter and Facebook as a means of obtaining information, even though the information disseminated on social media is considered not a credible reference source. There are even informants who believe in images or videos that are different from the information conveyed (false context). One example is the flash flood incident in Sukabumi on September 23, 2020, an informant believed that the video that was viral in one of the "lambe turah" gossip accounts and WhatsApp Group was a video that correctly depicted the flash flood incident in Sukabumi. It turns out that is a video of the Tsunami incident in Japan that occurred in 2011.

The development of communication and information technology, namely the presence of social media, has made everyone create content with information. Especially now that everyone has the right to express opinions, tell stories, share any information on social media without any restrictions. This causes everyone to become a citizen journalism who can record, retrieve data, write stories on social media. If the content it presents becomes viral and becomes the talk of many people, there is a certain pride that will arise. However, sometimes a person's habit of recording events directly and sharing on social media has a negative impact if the information is misinformed. Then the video is added with a message with an exaggerated title so that it is viral so that many will repost the information.

People who are located far from information centers will find it difficult to verify whether the information is true or false. Then because the message packaging is very convincing and almost



all friends on social media also post the same thing, making the informant sure the content of the content without verifying the truth of the story. For example, a video bullying experienced by a student named Audrey is viral, then the information is believed to be true without the informant being able to verify the data first. This is because the location of the incident is far away and informants do not have access to verify information.

Various factors or reasons behind a person's acceptance of the above give rise to various types or forms of acceptance of hoax information. The various types or forms of acceptance include:

**a. Negative reception**

This acceptance attitude leads to rejection of the information it receives. When a person receives Hoax information, that person shows a counter attitude to the information. This acceptance attitude needs to be developed to increase someone's critical power towards the hoax information they receive.

**b. Semi-acceptance (partial)**

This semi-acceptance attitude can mean that the hoax information it receives is only understood and known, not to believe the truth of the hoax information. Usually this semi-acceptance describes someone who thinks that information is a hoax

**c. Full reception**

This acceptance attitude occurs when a person not only receives information but also fully believes in the hoax information conveyed. This full acceptance can be the beginning of the behavior of sharing the Hoax information it receives

## **The Behavior of Sharing Hoax Information on Social Media**

The dissemination of Hoax information starts with a person's acceptance of Hoax information, then that person is convinced of the contents of the Hoax information and is continued with the activity of sharing Hoax Information again through social media. The behavior of sharing hoax information on social media is divided into two types of behavior, namely behavior with full awareness and behavior without awareness. Behavior with full awareness is the behavior of re-sharing Hoax information consciously that the information it shares is hoax information, because there are certain interests or needs. There are political motives, there are also social motives, such as satire, jokes / jokes or tells someone). In addition, behavior without awareness is the behavior of sharing Hoax information again without knowing or realizing that the information disseminated is Hoax information. This type of behavior often occurs in the process of disseminating hoax information.

The behavior of sharing hoax information is basically the beginning of hoax information to go viral and spread widely on social media. However, not everyone who receives hoax information is shared again with the people around him. There are also those who just stop at himself. Based on the results of this study, there are four factors behind a person sharing hoax information through social media.

## **The Culture of Information Sharing in Indonesia**

According to the informant, his experience in sharing information on social media was due to his habit of sharing any information. If there is information that he deems important, then there is a strong desire to share the information back with his friends on social media. For example, there

were informants who got information about probiotics to prevent the transmission of Covid 19 because they felt that this information was important and useful if it was known by friends and family so that the informant easily shared the Hoax information with anyone via WhatsApp Group and Instastory on Instagram social media.

The habit of re-sharing information is a typical habit of collectivist culture in Indonesia. This culture is characterized by the habit of establishing close relationships with people in their social groups, one of the efforts to establish these relationships is by sharing information with one another. So if there is any information, they want to share it with other people in their social group. Moreover, the existence of social media makes it very easy for someone to share information that has become a daily habit.

### **Recognition as a Trendsetter in Sharing Information on Social Media**

The results of interviews with informants showed that most informants wanted recognition as the first to share information with anyone. This means that it really takes speed to share information after they are received. The danger is if the information is not checked first and is immediately shared with others. The desire to be recognized as a trendsetter in sharing information for the first time can become addictive in itself for someone. The existence of social media that makes it easy to share information makes someone addicted to sharing information quickly without thinking about whether the information is a hoax or not.

One of the informants revealed that recognition of being a trendsetter or the first person to disseminate information can improve his image and self-esteem as a person who is knowledgeable and looks credible in front of his friends. Therefore, this recognition is the basis for the frequent dissemination of information whether it is hoax information or not. Sometimes, because they want to quickly share again, they end up neglecting to check data and information first.

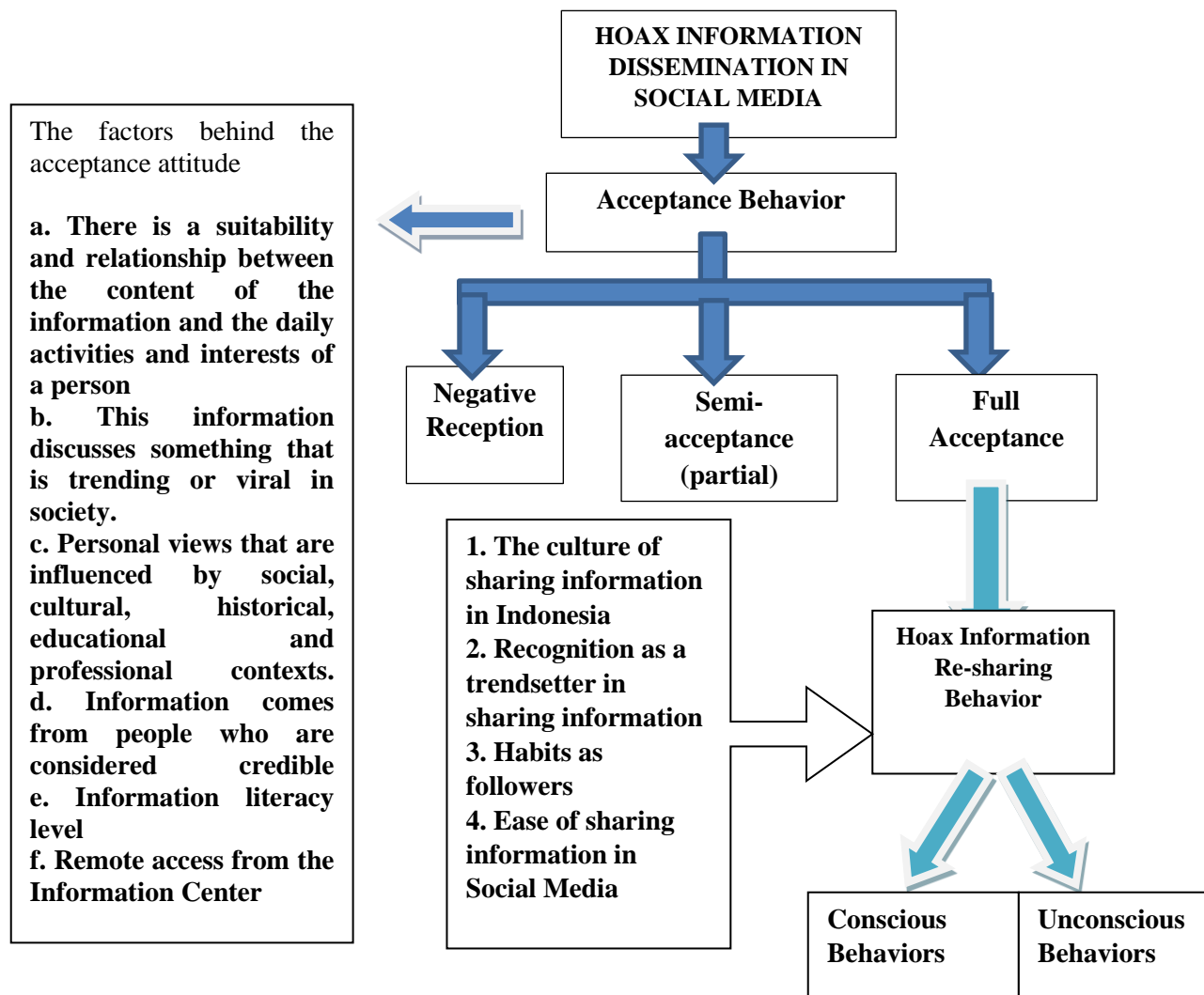
### **Habit as a follower**

Most people in Indonesia are accustomed to following the trends of what people are currently talking about. Then sometimes also share information back on social media. For example, the case of Audrey's bullying which went viral on social media and even went viral as well as the #JusticeforAudrey hashtag, some informants stated that they also posted the #JusticeforAudrey hashtag on their instastory to express support for Audrey, even though one of the informants did not know in detail what kind of bullying was. However, because many have posted the hashtag #JusticeForAudrey, the informant participated in posting it too. Whatever is hot talk on social media will be followed and also posted on social media even though it turns out that the information is hoax information. Their goal is to have a recognition that socially, they are sensitive to social problems that are currently being discussed and become trending issues in society.

### **Ease of Sharing Information on Social Media**

The presence of social media makes it very easy for someone to share information back with other people who are connected to their social media networks. Social media itself is a medium used by media users to share text, images, sound, video information. The existence of this social media resulted in hoax information being easily spread.

Based on the results of the above research, the flow of hoax information dissemination on social media starting from receiving hoax information, then the full acceptance attitude that leads to the behavior of sharing hoax information can be described in the model framework below.



**Picture 1. Hoax Information Dissemination Flow Model on Social Media**

## CONCLUSION

Hoax information dissemination needs to be a concern for all parties to be handled seriously. It is necessary to have a strategy that is right on target in eradicating Hoax information circulating in the community. This strategy needs to be designed by considering the point of view of the recipient and disseminator of Hoax information in social media. Therefore, the attitude of acceptance and the behavior of sharing back Hoax information needs to be identified in depth so that it becomes the basis for formulating rules and policies in Hoax eradication.

In this study, it was found that there are three types of acceptance attitudes, namely negative acceptance, partial acceptance and full acceptance. A person's acceptance of hoax information depends on six factors, namely a). There is a suitability and relationship between the content of the information and the daily activities and interests of a person, b) The information discusses something that is trending or viral in society, c) Personal views that are influenced by social, cultural, historical, educational and profession, d) Information comes from people who are considered credible, e) Level of information literacy and f) Remote access from the Information Center. Interestingly, in this acceptance attitude, one that influences someone to believe in hoax information is a personal view that leads to the Halo Effect and the Devil Effect on something.

The behavior of sharing hoax information on social media is divided into two types of behavior, namely behavior with full awareness and behavior without awareness. Then, the behavior of re-sharing hoax information on social media depends on the four background factors, including a) The culture of sharing information in Indonesia, b) Recognition as a trendsetter in information, c) Habits as followers, d) Ease of sharing information on Social Media . Finally, from this research, it is found that the flow model of information dissemination starts from the information received, then there is a full acceptance attitude that affects the emergence of hoax information sharing behavior again on social media.

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