

Collaborative Governance and Hoax Politics in The Era of Covid-19 in Makassar City

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Abstract

The spread of political hoaxes is quite massive and fast. As the coming political year approaches, inter-community friction may occur due to the spread of hoax news and can cause anxiety, hatred, and hostility in society. As a result, if it continues and is not controlled, it will result in conflicts between individuals and different groups. This study aims to find a Collaborative Governance model to prevent the spread of political hoaxes. This study uses a qualitative approach to reveal the forms and types of hoaxes on social media and reveal hidden values. The data collection method used focused observation techniques, in-depth interviews, and documentation. The results of the study show, namely: First, a political hoax is a form of Cyber Crime that seems simple easy to do but has a significant impact on people's social life. Second, types of political hoaxes, including, namely Satire or Parody, Misleading Content, Counterfeit Content, Fake Content, Wrong Connections, False content, and manipulated content. The strategy for dealing with political hoaxes is the movement to educate the public to be more critical in politics. The government must be supported by elements of education, independent state institutions, and other social institutions. The political literacy movement is a comprehensive effort that involves all parties and elements intensely and continuously in the fight against lies. Apart from values and norms, legal, social, and religious instruments must be included there. Political hoax must be considered a social disaster in the political space.

Keywords

hoax; collaborative governance; politics; social media

Introduction

The rise of hoax news circulating is one of the problems in government communication ([Bennett & Livingston, 2018](#); [Saidah & Rusfian, 2020](#)). For this reason, the government is expected to collaborate with various stakeholders to maintain public trust because good communication from the government will build public trust ([Hartaman et al., 2021](#); [M. J. Park, Kang, Rho, & Lee, 2016](#)). Collaboration in governance is something that is needed in today's government practice. Collaborative governance can, of course, be a solution to deal with the circulation of hoax news in the community, especially those that spread through social media. Collaborative Governance or collaborative governance emerged as a response to the failure of implementation and the high costs and politicization of regulations ([Ansell & Gash, 2008](#)).

Collaborative governance has placed a great deal of emphasis on voluntary horizontal collaboration and horizontal relationships among multi-sectoral participants, as the demands of clients often go beyond the capacities and roles of a single public organization and require interaction among the various organizations involved and involved public activities. Collaboration is needed to enable governance to be structured to effectively meet the increasing demands arising from management across government, organizational, and sectoral boundaries ([Joo Chang, 2009](#)).

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Hoax or fake news is a fairly widespread issue that has hit the dynamics of people's lives in Makassar. Approaching the political year, friction between communities may occur due to the spread of hoax news. Hoax news has characteristics. First, hoaxes can lead to anxiety, hatred, and hostility. Second, the news source is unclear. The media is unverified, unbalanced, and tends to corner certain parties. Third, hoaxes also contain fanaticism in the name of ideology. The title and introduction are provocative, punish and hide facts and data ([Imawan, 2020](#)).

A lie spread many times will become an opinion that is considered valid. Even in a study, it was stated that hoaxes spread faster than trustworthy news. Social media has lost its function. It turns into a provocation tool and spreads hatred towards those who are different from himself and his group. Issues and news are played and modified, then distributed in a way and according to the creator's purpose. Events that occurred in Makassar can be easily consumed in other areas and do not require expensive costs. One can access news spread on social media networks ([Khalyubi & Perdana, 2021](#); [Na'im, 2017](#); [Sabiruddin, 2019](#)). Independent State Commissions (independent regulatory agencies) directly related to Political Hoax are the Regional General Election Commission and the Regional Indonesian Broadcasting Commission ([Nurhajati & Wijayanto, 2018](#)).

Regional General Election Commission is a state institution that organizes General Elections in the regions, confirmed in Article 22E of the 1945 Constitution, which is further regulated by several laws ([Pelani, 2019](#)). With various problems regarding the spread of hoaxes in the political realm, it is interesting to find a Collaborative Governance model of preventing the spread of political hoax by going through a series of research stages such as identifying the forms of spreading political hoax, the types of political hoaxes, the strategy of each independent state commission in preventing hoax, and Collaborative Governance model in preventing political hoaxes.

Methods

This study uses a qualitative descriptive approach with the type of case study research combined with triangulation techniques. The primary analytical method used is qualitative data analysis. Qualitative data analysis is defined as an analytical effort based on words arranged in the form of an expanded text ([Miles, Huberman, & Saldaña, 2014](#)). Data analysis is carried out every time data collection is carried out on an ongoing basis. It begins with the data clarification process to achieve consistency, followed by theoretical abstractions of information in the field, taking into account questions that are likely to be considered fundamental and universal.

The description or information about events on the object under study still considers the degree of internal coherence, makes sense, and relates to factual and realistic events. By comparing the observation findings and deepening of meaning, continuous data analysis is obtained simultaneously throughout the research process. This qualitative data analysis used the inductive method. The stages of the research are starting from finding the form and channel for the spread of hoaxes, then identifying the types of political hoaxes, then analyzing the strategy of each independent state commission, and analyzing the Collaborative Governance for Hoax Prevention.

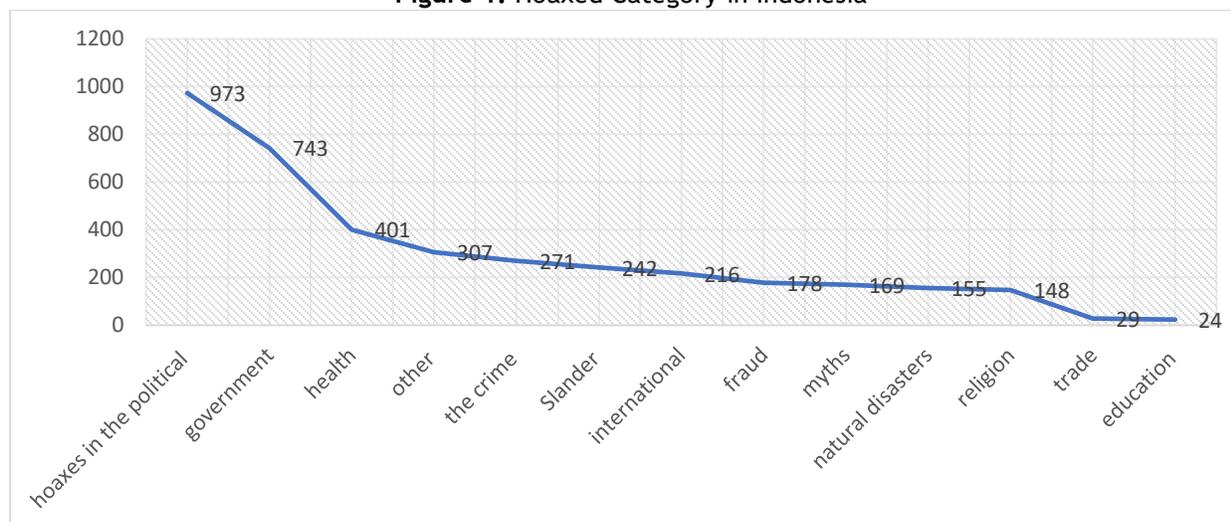
Results and Discussion

Hoax is a phenomenon spread through widely disseminated information without any liability license. The absence of a license is because there is no firm evidence of the occurrence of such a phenomenon. Distinguishing news that is fact and not is uncompromising because everyone is competing to send the information to be considered the first to go viral ([Kurniati, Munir, Hamidah, & Rizky, 2020](#)). The spread of hoax news in Indonesia needs more attention by the government so that in various ways, the government then collaborates with various stakeholders to handle the spread of hoax news in the community. Collaborative Governance is a process that involves various agencies in achieving common goals—cooperation between organizations towards goals that have been mutually agreed upon by actualizing the capacities of each party.

Collaborative cooperation occurs when the vision, goals, strategies, and activities are the same between the parties but have the authority to make decisions independently and have the authority to manage the organization even though they are subject to mutual agreement. That program uses a

collaborative governance pattern, where the police cooperate with other agencies, including the community, in dealing with political hoaxes. The government must be supported by elements of education, independent state institutions, and other social institutions.

Figure 1. Hoaxed Category in Indonesia



The data above shows that the spread of hoaxes is relatively high, with 3,901 cases in the 2018-2019 period, and was validated by the communication and information AIS Team. The most hoax news categories are fake news in the political category with 973 items. The details are 743 hoaxes in the government category, 401 hoaxes in the health category, 307 hoaxes in the other category, 271 hoaxes in the crime category, 242 hoaxes in the slander category, 216 hoaxes in the international category, and the rest are hoaxes related to fraud, myths, natural disasters, religion, trade, and others. Education in circulation reached 178, 169, 155, 148, 29, and 24. While the rest, hoax related to other issues ([Annur, 2020](#)).

Believing hoax news will lead individuals to engage in discussions that will result in division and behavior change when mediated by situational motivations ([Assiroj, Meyliana, Hidayanto, Prabowo, & Warnars, 2018](#); [K. Park & Rim, 2020](#)). The spread of hoax news needs serious handling from the Government. In Makassar City, the Government takes various ways to handle the spread of hoax news properly. The government's collaboration with various stakeholders is the key to eradicating Hoax news spreaders in Makassar City.

Forms, Channels, and Content of Political Hoaxes in Makassar City

There are several forms of hoax, including news, detailed information, videos, or picture/graphic messages. Meanwhile, Hoaks (social media) channels include online and social media such as Whatsapp, Facebook, Instagram, Line, and Telegram ([Juditha, 2018](#)). Makassar City is a large area and is often a strategic place for spreading fake news. For example, there has been a spread of fake news, the actual incident did not occur in the city of Makassar, but the perpetrators of the hoax spreader spread the news as if the incident occurred in Makassar, making the public anxious about the news. The locus of spreading news hoaxes is mainly done through social media platforms than online media sites ([Safriani, 2021](#)). It is because of the ability of social media to form a more comprehensive information network than online news media sites that demand activeness from their users.

On the other hand, online news sites whose content can be viral through social media such as Instagram. So it can be seen patterns in the spread of hoax news sourced from social media. The findings in this study also show the same tendency, namely that social media is a locus for the spread of hoax news. In this case, the most influential social media are Facebook and WhatsApp. Both are popular media that are widely accessed and used by the public.

Political hoax content tends to lead to acts of provocation, propaganda, and criticism. The tendency towards these two categories is due to the spread of fake news (hoax) as a tool for certain groups to

achieve their goals. This is reinforced by interview results with one of the candidates for Mayor of Makassar as follows:

“Hoax is exposed so quickly and can ruin and even damage someone's career. However, my team and I are still fighting hoaxes by displaying facts and virtues that are meaningful by touching the culture. So that people can open their eyes which news is true and which is wrong,” said one candidate for Mayor of Makassar.

Fake news is a news article that is intentionally created to mislead readers. Two primary motivations cause fake news to circulate. The first is money. News articles go viral on social media, attracting significant advertising revenue when users click on the original site. This seems to be the primary motivation for most fake news producers whose identities have been revealed. The second motivation is ideological. Some fake news providers seek to advance their preferred candidate ([Firmansyah, 2017](#)).

The forms of spreading political hoaxes and hate speech are in the form of insults, defamation, blasphemy, unpleasant actions, provoking, and inciting. The goal is to create hostility and political conflict in society so that the organization's goals can become a choice for the community. On the other hand, political hoaxes are spread by taking advantage of the political chaos that often plagues local and national political stages without clarification. Every political turmoil is used as an issue that is sold to extract economic benefits from illegal political actors. If not handled properly, hoaxes can disrupt peace in society. Hoax news is always displayed by riding on the statements of famous public figures. How twisted, cut, and fabricated for political purposes ([Kurniawati, 2020](#)).

Political hoaxes are created and spread systematically. The hoax spreaders create conversation groups on social media that produce and disseminate to the broader community. They produce and disseminate news or content with bombastic and exaggerated titles to lure social media users into participating in spreading it by sharing and broadcasting to other accounts, including groups within their network. Provocative and propaganda headlines and content generally use a grammatical contrast with titles commonly used in the mass media. On the other hand, the content of hoax news often includes sources that seem to be taken from popular mainstream or online mass media news such as Kompas, Koran Tempo, Republika, or Media Indonesia. The online media often cited by name are detiknews.com and liputan6.com as popular online news sites.

Prevention Strategy and how to Report Political Hoax

The maker and spreader of political hoaxes aim to lead public opinion and then form a wrong perception of basic information ([Septanto, 2018](#)). To minimize political hoaxes, the government continues to carry out socialization. The public has also been informed about punishing those who speak hate/SARA through the ITE law. The hashtag #bijakhadapihoax is busy on Twitter, and users can report if they find content on social media that contains fake news or hoaxes, hate speech or SARA, and radicalism or terrorists.

Users can do a screen capture with a URL link, then send data to aduankonten@mail.kominfo.go.id. Complaints are processed immediately after verification, the reporter's confidentiality is guaranteed, and content complaints can be viewed on the web page trust positive (kominfo.go.id). By participating in reporting this harmful or unhealthy content, people actively participate in making the internet safe and healthy. Report immediately to get good action from the government, as well as the cybercrime unit of the police, related institutions, supporting sites, including block or ban actions from the newsletter and google search engine or the relevant social media

Table 1. List of Hoax News Complaint Channels (Hoaks, Spam, Virus)

No	Channel	URL
1	Form Nawala	http://www.nawala.org/formpengaduan
2	Form Kominfo	http://trustpositif.kominfo.go.id
3	Form Police Online	http://www.polisionline.net/p/formpengaduan.html
4	Email Kominfo	aduankonten@mail.kominfo.go.id
5	Email Pejabat Postel	gatot_b@postel.go.id
6	Email Polisi Online	polisionline.net@gmail.com

7	Email Polri Cyber Crime	cybercrime@polri.go.id
8	Facebook Kominfo	http://www.facebook.com/Kemkominfo 33
9	Twitter Kominfo	http://twitter.com/kemkominfo
10	Facebook Polri	http://www.facebook.com/DivHumasPolri
11	Twitter Polri	twitter.com/DivHumasPolri
12	Facebook Police Online	http://www.facebook.com/LaporPolisiOnline
13	Hotline Kominfo	021-38997800
14	Kominfo	(021) 3452841
15	Polri	110

Five simple steps can help identify which news is fake and which is real. First, hoax news tends to use sensational and exaggerated titles. Second, readers must pay close attention to the site used and ensure the URL is verified because there are thousands of unofficial sites in Indonesia. Third, check the facts. Pay attention to where the news comes from and who the source is, and pay attention to the balance of news sources. Fourth, check the authenticity of the photos used in the news because all content can be manipulated in the current era of digital technology. Fifth, join the Anti-Hoax community in various social media and increase literacy about media credibility (Kurniawati, 2020). So, just like in Makassar City, the Government must carry out massive socialization to the public about simple ways to identify fake news. Implementing collaborative governance can make tackling the spread of hoax news easier because all stakeholders contribute according to their respective abilities.

Political hoaxes can be tackled with the term "self-censorship." Self-censorship is a part of media literacy where social media users (netizens) must be selective in sorting out which information is false or true. Self-censorship is expected to be one of the solutions to counter the phenomenon of fake news or 'hoaxes' on social media. Netizens should have a filter not immediately to believe the information circulating on social media. On the other hand, to deal with the current hoax phenomenon, the government has formed a National Cyber Agency. The new agency is tasked with tracking down the sources of hoaxes and protecting government websites from hacker attacks.

The National Cyber Agency is also tasked with protecting state institutions from hacker attacks. Cyber agencies are needed to combat the flood of fake news on the internet that is part of the hate campaign. In addition, the government is also trying to accelerate the handling of hoaxes, including through handling hoaxes on social media, one of which is Facebook. There needs to be more intense cooperation so that the handling of hoaxes can be faster. In addition to collaborating with Facebook, the Ministry of Communication and Informatics also coordinates with community communities and religious institutions such as the Indonesian Ulema Council. Religious communities and institutions can play a role in educating the public to be more careful in sorting out the news circulating on social media.

Conclusion

A political hoax is a form of Cyber Crime that seems simple and easy to do but significantly impacts people's social lives. The forms of political hoaxes include news, detailed information, videos, or picture/graphic messages. Meanwhile, political hoaxes (social media) include online and social media such as Whatsapp, Facebook, Instagram, Line, and Telegram. The strategy for handling political hoaxes is the movement to educate the public to be more critical in politics by implementing collaborative governance. The government must be supported by elements of education, independent state institutions, and other social institutions. The political literacy movement is a comprehensive effort that involves all parties and elements intensely and continuously in the fight against lies. Apart from values and norms, legal, social, and religious instruments must be included there. Political Hoaks must be considered a social disaster in the political space.

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