

## Filtering Before Sharing Hoax Covid-19 Anticipation Efforts Social Media, Islamic Communication Ethics, And Public Responsibility Perspective

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### ARTICLE INFO

#### Article history:

Received Dec 30,  
2020  
Revised Feb 15,  
2021  
Accepted Mar 20,  
2021

#### Keywords:

Filtering,  
Sharing,  
Hoax,  
Covid-19,

#### Conflict of Interest:

None

#### Funding:

None

### ABSTRACT

In his best-seller book "Trust Me I'm Lying: Confessions of A Media Manipulator," " Ryan Holiday divulges his actions in manipulating media news. This book is written based on his personal experiences in the blogging world, public relations, and online intrigue. The book turned out to be very relevant to the current condition of Indonesia. The Mastel survey in 2019 concluded that Social Media was the highest channel for spreading hoax news in Indonesia. The Covid-19 pandemic has become fertile ground for the spread of hoax news, both news related to efforts to prevent and control Covid-19. Official information from Government and Non-Government agencies working hard and focused on suppressing the Covid-19 number are often broken by hoax news that leads the public not to believe and underestimate Covid-19. Hoax news can also spread fear and excessive anxiety, thus encouraging people to act counter-productively to prevent and handle Covid-19. This research is intended to contribute ideas in anticipating the Covid-19 hoax from social media, Islamic communication ethics, and public responsibility. This qualitative research method is obtained from various online and mainstream media and literature and journal studies. After the data was collected, it was analyzed descriptively. The results showed that hoax news could be done by anyone regardless of gender, age, education, economy, social and political affiliation. To anticipate hoaxes, awareness of communication ethics must be raised again. This study also concludes that Islamic Communication Ethics can maintain the essential communication principles, namely honest, accurate, accessible and responsible, and constructive criticism. Anticipating hoaxes is a shared responsibility in personal, community, or government. Carefulness in receiving news is essential; filter the received news before sharing it with other people.

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### 1. Introduction

Communication is an ancient activity that is still lasting today; it is necessary and essential to do it as part of information transformation. Activities carried out by humans start from opening to closing their eyes again. So there is an English proverb, "we cannot communicate," as an illustration that communication cannot be separated from humans and life. Excellent communication is to communicate well so that the message conveyed can be received well without worsening the situation.

From time to time, the communication media has continually changed its form, always accompanying humans in building civilizations; from prehistoric times to the industrial revolution 4.0, new variations of communication media have emerged, known as "new media." The discovery of new media has impacted

changing human behavior and lives that have never happened before. Today's new technology and media can remove boundaries and secrets, slowly but surely dissolving demographic, cultural, economic, political, social, and so on.

New media has positive functions, including Providing information about events and conditions in society; demonstrate power relations, and facilitate innovation, adaptation, and progress; Provides information about the correlation of explanatory, interpreting, commenting on the significance of events, and information; socializing and building consensus; Provide information about sustainable matters including enhancement and preservation of values; expresses dominant culture and recognizes particular cultures; Provide entertainment to relieve social tensions, divert attention, and a means of relaxation; and mobilization to campaign for community goals in the fields of politics, job development and religion (McQuail, 2012, p. 58).

However, we realize it or not, the technological revolution and the new media provide a change in circulating messages. Communication messages are currently experiencing densification; message control is in the audience or the individual himself. It is undoubtedly different from massification. In the massification of messages to be disseminated, they have gone through strict selection by high-position information institutions and as a determinant, and this is common in mainstream media such as newspapers, radio, and television (Nurudin, 2018, p. VIII). Demassification certainly requires an intelligent society to process, receive, and transfer information to avoid the interests and dissemination of questionable news.

Ryan Holiday, in his book, writes, "trust me I'm lying." The sentence is a reminder that people will do anything to influence others, even in a lie, both in the real world and in cyberspace. It is essential to increase vigilance in determining attitudes in receiving information in the digital era, especially awareness of the real dangers of fake news or hoax news that can side by side with true and valid news (Holiday, 2012).

Masyarakat Telematika Indonesia (Indonesian Telematics Society) (Mastel, 2019), in its survey in 2019, explained that the public considered social media as the highest distribution channel in Indonesia, followed by chat applications and websites. This data shows that social media has a tremendous influence on the spread of fake news or hoaxes. Based on the writer's observation, the production of hoax news tends to increase during momentum such as the 2017 DKI Jakarta Regional Election, the issue of SARA involving DKI Jakarta Governor Basuki, and the 2014 and 2019 Presidential Elections (Juditha, 2018, p. 32), as well as during the Covid-19 pandemic. There was 554 hoax news related to Covid-19 on April 18, 2020, on the Ministry of Communication and Information of the Republic of Indonesia, with most producers and spreaders prosecuted.

Hoaxes do not have a significant effect without the support of spreading through the media. We can see how Facebook and Whatsapp can be a 'paradise' for spreading fake news. On Facebook, someone will quickly share a link that other Facebook users then share. Furthermore, through Whatsapp, someone also easily believes in broadcast messages, which are then spread again by the recipient. This cannot be separated from the development of new media today.

Filtering before sharing is a preventive step in the densification of current communication, especially for information unclear in its source and validity, spreads through social media or chatting without being clarified. The ultimate goal of a communication process is to influence the communicant. Of course, the spread of hoaxes has the same goal as the ultimate goal of communication: to influence the communicant through leading opinion laden with interests. Hoaxes will go viral when the messages produced are in the hands of social media users who are reactive to information but lack literacy and are lazy to check.

Based on the description above, the formulation of the problem in this research is how the Covid-19 Hoax on Social Media today in Indonesia, ideally filter before sharing when receiving Covid-19 news, and how the ethics of Islamic communication in social media has become Public responsibility.

## 2. Literature Review

### 2.1 Filtering Before Sharing

#### 2.1.1 The Definition of Filtering Before Sharing

Filtering before sharing is a vocabulary that has the meaning of filter, namely filter/'fɪltər/ v, filtering/'fɪltər-ing/ v choose, to find what is good, capable, and so on; selecting (<https://kbbi.web.id>, 2020); while sharing is English which means sharing, and in the Indonesian dictionary it means distributing / dis.trib.ute / v giving (to many people) (<https://kbbi.web.id>, 2020). Thus, Filtering before Sharing means choosing and selecting to find which one is good before it is given or distributed to many people.

### 2.1.2 The History of Filtering Before Sharing

Filter before sharing is a campaign promoted by social media users aware of hoaxes to suppress the hoax number that has been getting higher since the 2014 presidential election and is increasing ahead of the Jakarta gubernatorial election in 2017 (Perhumas, 2018). At that time, Indonesia was like a 'harvest' of hate speech and hoax news. For some reason, harmful content is flowing so profusely; social media is becoming a new model of "war," with hoax news weapons, which benefits the stakeholders and leaves ordinary social media users confused due to excessive opinion arousing.

The term filter before sharing was born after the existence of social media. Social media is personal media born from advances in technology and information used by individuals or groups to achieve their goals. Because the control of communication messages on social media is personal or classified, the messages conveyed by social media are vulnerable to being fake news or hoaxes.

The spread of fake news or hoaxes cannot be overcome easily, but that does not mean their appearance cannot be suppressed. By emphasizing ourselves to filter before sharing, the literacy intelligence of social media users is one of them. Another alternative is to provide provision to the public regarding knowledge about healthy Internet to recognize the characteristics of hoax news by giving the communicant or news recipient flexibility to access, analyze, evaluate the news they receive to make meaning.

## 2.2 Hoax

### 2.2.1 The Definition of Hoax

The word 'Hoax' comes from English which means, cheating, fake news, or rumors that someone spreads. So it can be said that hoax is a word that means untruth information. Hoax is not an abbreviation but a single word in English that has its meaning (Janner Simarmata, 2019, p. 2). According to the Kamus Besar Bahasa Indonesia (Great Indonesian Dictionary), "hoax" is fake information (<https://kbbi.kemdikbud.go.id>, 2020). In the Oxford English dictionary, "hoax" is defined as "malicious deception" or "lies made with malicious purposes." Unfortunately, many netizens define the 'hoax' as 'news that I do not like' (Janner Simarmata, 2019, p. 2).

Hoax is a harmful excess of freedom of speech and opinion on the Internet: especially social media and blogs. According to Ireton, Posetti, and UNESCO, hoaxes are fake news containing deliberately misleading people and has a particular political agenda. While Allcott and Matthew in Simarmata declared a hoax is not just misleading, fake news information also does not have a factual basis but is presented as a set of facts (Janner Simarmata, 2019, p. 2).

From these various opinions, it can be concluded that hoaxes are harmful activities that can damage the order of social life; hoaxes cannot be recognized quickly, so the intelligence of social media users is needed to sort them out. The distinctive characteristic of hoax news is that it appears with bombastic sentences and tends to be exaggerated, as if it contains the correct information, even though it is not. Hoax is fake news that is presented as accurate, with the ultimate goal of misleading public opinion so that personal benefits for the original producers of hoaxes can be fulfilled. According to the Press Council, the characteristics of hoaxes are as follows: (Janner Simarmata, 2019, p. 3).

- a) They are causing anxiety, resentment, and hostility.
- b) The source of the news is not clear. Hoaxes on social media are usually unverified, unbalanced, and tend to blame certain parties.
- c) It contains fanaticism in the name of ideology; the title and the introduction are provocative, provides judgment, hides facts and data.

Another characteristic of hoaxes is capital letters, bold letters, lots of exclamation points, and without mentioning the source of information (Janner Simarmata, 2019, p. 4). Types of hoax information according to Vibriza in Simarmata: (Janner Simarmata, 2019, pp. 4-5)

- a) Fake news: News that tries to replace the original news. This news is intended to falsify or include untruths in the news. Fake news writers usually add gimmick and dispute theory, "the stranger, the better." Fake news is not a humorous commentary on a story.
- b) Trap links (Clickbait): Links placed strategically on a site to attract people to other sites. The content in this link is in accordance with the facts, but the title is made exaggerated or puts up an attractive image to attract readers.
- c) Confirmation bias: The tendency to interpret recent events as evidence of existing beliefs.

- d) Misinformation: Incorrect or inaccurate information, especially those intended to be deceptive.
- e) Satire: An article that uses humor, irony, exaggeration to comment on current events. On television shows such as "Saturday Night Live" and "This Hour has 22 Minutes", satirical news can be found.
- f) Post-truth: Incidents where emotions play a role rather than facts to shape public opinion.
- g) Propaganda: The activity of disseminating information, facts, arguments, gossip, half-truths, or even lie to influence public opinion.

### 2.2.2 Hoax and Its History

Hoax is not a new product of the digital age, and we can flashback in human history starting from the Prophet Adam AS as the first human to receive the consequences of fake news from Satan. At that time, Adam AS received fake news from the devil, so he had to be expelled from heaven. The news or information that is a hoax in nature does not stop at the time of Prophet Adam AS, but continues until the time of Prophet Muhammad SAW, even in the lives of Muslims today, even more, and more.

In his book *Sins Against Science*, Walsh, The Scientific Media Hoaxes of Poe, Twain, and others, wrote that the term hoax has existed since the early 1800s in the Industrial Revolution in England. The origin of the word hoax is believed to have existed for hundreds of years, namely "hocus" from the mantra "hocus pocus," a phrase that is often referred to by magicians, such as "sim salabim" in Indonesia. Even Boese (2002), in his book *Museum of Hoaxes*, writes that, long before that, the term hoax was first published through an almanac or a fake calendar created by Isaac Bickerstaff 1709 to predict the death of astrologer John Partridge. (Juditha, 2018, pp. 31-44).

According to Ali in *Al Walidah Journal*, the word hoax became famous for the first time in *The Hoax* film. *The Hoax* is a 2006 American drama film directed by Lasse Hallstrom and screened by William Wheeler. This film is based on a book by Clifford Irving with the same title and Howard Hughes, who is considered to have helped Clifford Irving. Many of the events that Irving describes in his book were altered or removed from the film. The writer said, "The producer hired me as the film's technical advisor, but after reading the last script, I asked that my name be removed from the film," perhaps because the script's plot did not match with the original novel. Since then, hoax films have been regarded as films containing many lies, so that many circles, especially netters, have used the term "hoax" to describe a lie. Gradually, using the word "hoax" among netters is getting more intense throughout the world, including Indonesia (Walidah, 2017, p. 326).

Hoax is a phenomenon that is booming in the current information age. Its existence causes chaos and disintegration of groups; it also has a significant impact in various aspects. The spread of false information (hoax) is more devastating than a bomb detonated in an area. If the bomb is detonated somewhere, it will become extinct a generation and its environment at that time. However, the enormity of the hoax effect can damage not only one generation but can damage many generations, even centuries.

### 2.3 Social Media

In defining social media, social theories are needed to distinguish between social media and other internet media. The presence of social media began when Fuchs developed the word Web 2.0, which O'Reilly popularized in 2005 which refers to internet media which is no longer just a connector between individuals and computer devices (technology and networks) that have existed and occurred in Web 1.0, but have involving individuals to publish it together, mutually process and complement data, the web as a platform or program that can be developed, to users with a very long network and flow (*the long tail*) (Karman, 2020).

If the characteristics of computers in Web 1.0 introduce individuals to other individuals (human cognition) who are in a network system, Web 2.0 introducing individuals based on how individuals communicate (human communication) in the network, then in Web 3.0, the characteristics of technology and the relationships that occur between human (user) work together (human cooperation).

According to Rully Nasrullah in the book *Social Media Perspectives on Communication, Culture, and Sociotechnology*, social media is a medium on the Internet that allows users to represent themselves and interact, work together, share, communicate with other users and form social bonds virtually. (Nasrullah, 2018, p. 11). Social media has 6 (six) characteristics, including; network, information, archives, interaction (interactivity), social simulation (simulation of society), content by users (user-generated content), and dissemination (share/sharing) (Nasrullah, 2018, p. 16).

### 2.4 Covid-19

Covid-19 stands for Coronavirus Disease, which emerged in 2019, or in other words, a disease caused by a virus that emerged in 2019 in Wuhan, China. It was found that the diameter of the coronavirus is estimated to reach 125 nanometers or 0.125 micrometers. One micrometer is equal to 1000 nanometers. It is minimal, and the naked human sight cannot be able to see it. Even though it is tiny and people who do not want to think about it underestimating it, this virus can survive more than 10 minutes on surfaces, including hands. Even WHO says the new coronavirus (Covid-19) can last for several hours, even several days, and survive in temperatures of 26-27 °C (Zahrotunnimah, 2020, p. 248).

Covid-19 is a non-natural disaster that is befalling the entire world, including Indonesia. Covid-19 was first discovered in the capital of China's Hubei Province in December 2019 and briefly experienced an explosion of sufferers. The virus that initially appeared in Wuhan, China, at the end of April 2020, has plagued 219 countries in the world with 2,722,857 thousand infected victims. (<https://www.worldometers.info>, 2020).

Joko Widodo, as President of the Republic of Indonesia, announced the first case due to Covid-19 in Indonesia on March 2, 2020, even though many parties said that Indonesia had contracted Covid-19 long before. The first cases announced were two people, a mother and her daughter, who had a history of contact with Japanese citizens infected with Corona who came to Indonesia (<https://www.nasionalkompas.com>, 2020). After the announcement, the following days, Indonesia was filled with information about the increase in positive patients and their distribution in various provinces. Until the end of April 2020, Indonesia's Covid-19 update data stated that positive cases of Covid-19 had reached 9,511 people. This number continues to increase significantly compared to its first discovery on March 2, 2020. In just two months, positive cases of Covid-19 have almost reached 10 thousand people (<https://www.bnph.go.id>, 2020). Despite its small size, this virus is very contagious, so even countries that are strong in the health sector are overwhelmed to face it.

### 3. Method

This study uses a qualitative research design to determine, search, collect, process, and analyze research data. According to Bogdan and Taylor, qualitative research is an effort by working with data, organizing data, sorts it into manageable units, synthesizing it, looking for and finding patterns, finding what is essential and what is learned, and deciding what can be told to others (Moleong, 2007, p. 4). Based on the definition above, it can be concluded that the first step of data analysis is to collect existing data, compile, manage and analyze.

Based on the results of Mastel's research (2019), the production of hoax news tends to increase when it finds momentum, such as the 2017 DKI Jakarta head elections, the issue of SARA involving DKI Jakarta Governor Basuki, and the 2014 and 2019 presidential elections (Juditha, 2018, p. 32), as well as during the Covid-19 pandemic. Based on the data above, the research subjects in this study were cases in information/news and hoax images related to Covid-19, which are rife on social media.

This study obtained data from various online and mainstream media sources and literature and journal studies. Data analysis was carried out after the data was collected by coding the data based on the research category sought. The results of data collection were then analyzed descriptively. Triangulation was also carried out to enrich the analysis result by comparing the research results with previous concepts, theories, and studies.

### 4. Results and Discussion

#### 4.1 Filtering Before Sharing Covid-19 News

Filter before sharing is the right preventive step to reduce the number of hoax spread; this campaign is a real step that can be taken by people using social media. Neglecting to filter before sharing certainly impacts increasing the number of hoaxes, even though with the current filtering campaign before sharing, the growth in hoax numbers is still quite concerning.

Although filtering before sharing is still not able to suppress hoaxes entirely, the campaign carried out by the government and related elements since 2017 is considered quite successful in educating the public to suppress hoax news. This conclusion was obtained based on a comparison of surveys in 2017 and 2019 conducted by the Masyarakat Telematika Indonesia (Indonesian Telematics Society) (Mastel, 2019); the survey exposed that the public receives hoax news more than once a day decreased from 17.2% to 14.7%, decreased 2.5%, the people who receive hoax news once a day decreased from 44.3% to 34.6%, experienced a decrease of 9.7%. Furthermore, Mastel explained that as many as 93.20% of the public received hoax news relating to social and political issues, such as the government and regional elections; 76.20% of the public

received hoaxes about SARA; 61.70% of the people accept hoaxes about government; 40.70% of the public accept hoaxes about health issues. It can be concluded; there are four major themes of hoaxes that often expose society, namely social and political, racial and religious affairs, governance, and health issues.

In the same survey related to hoax distribution channels, the public still rated social media as the highest distribution channel, even though this figure fell from the previous survey, from 92.40% to 87.5%. This was followed by chat applications which increased from 62.80% to 67% in 2019. Meanwhile, 28.20% of the public considered websites to be hoax spreading channels, down from the previous percentage. This data shows that social media has a tremendous influence on the spread of fake news or hoaxes. Media literacy is one of the answers to breaking the long chain of hoaxes in society. The survey conducted by the master also explained that the form of hoaxes is developing from a simple form to be more diverse. Hoax in the form of writing still has the dominant number, followed by fake photo captions and old news/photos/videos reposted.

Still in the same survey, according to the community, the one responsible for tackling the spread of hoaxes is yourself, followed by fairer and more assertive law enforcement to the perpetrators of hoax spreading, the government, and owners of social media platforms. The most effective way to prevent the spread of hoaxes is through education/socialization, legal action, and account/post reports.

Reflecting on the survey's representation, the "filtering before sharing" campaign can be continued until the social media users' awareness is maximized and the number of hoaxes can be suppressed. Filtering before sharing demands that people use their social media wisely; even the Chairman of PERHUMAS Indonesia Agung Laksamana stated that the public must position themselves as public relations or public relations in using social media (Mastel, 2019). If only every or half of social media users can position themselves as public relations, then the spread of fake news can be suppressed not to become a wild hot ball that can scorch their surroundings. Filter before sharing is a word that should be stuck firmly in the minds of social media users. Various cases have occurred due to mispronouncing or sharing fake news/hoaxes on social media and legal disputes.

During the Covid-19 pandemic, awareness to filter before sharing can be emphasized even more as a form of care to others; reducing terrible news due to Covid-19 can effectively reduce fear and panic due to this pandemic. As we know, panic can cause stress, and stress will weaken our body and reduce immunity to be easier to be infected with viruses. As explained by the Head of the Allergy-Immunology Division, Department of Internal Medicine, Faculty of Medicine, Public Health, and Nursing (FKKMK) UGM, dr. Deshinta Putri Mulya, M.Sc., Sp.PD-KAI, FINASIM., That stress affects the body's immunity. When someone is stressed, the body will release hormones to relieve stress, but unfortunately, these hormones have the effect of reducing immunity at the same time (Ika, 2020).

In filtering before sharing, the first element that becomes a priority is to be careful; social media users must be able to be careful so as not to be deceived by hoax or even spreading it. When receiving news, take a few seconds to process the information, avoid being reactive so that you can consider the feasibility of the news to be forwarded through social media.

The things that can be considered as the feasibility of the news to be shared again are as follows (Yunita, 2020):

- a) Beware of provocative headlines: Hoax news often uses sensational and provocative headlines, for example, by directly accusing certain parties. The contents can also be taken from the official media news but modified to create a perception in accordance with what the hoax maker wants.
- b) Pay attention to the website address: Information from the website or anything that includes a link; pay attention to the site's URL address. According to the records of the Press Council, there are around 43,000 websites in Indonesia that claim to be news portals. Of this number, less than 300 have been verified as official news sites. This means that there are at least tens of thousands of sites that have the potential to spread fake news, which must be watched out for.
- c) Fact check: Notice where the news comes from and who is it from? Is it from an official institution such as the KPK or Polri? It is better not to believe too quickly if the information comes from mass organization activists, political figures, or observers. Pay attention to the balance of news sources. If there is only one source, readers do not get complete information. Another thing that needs to be observed is the difference between news based on facts and opinions. Facts occur with testimony and evidence, while opinions are the opinions and impressions of news writers so that they tend to be subjective.

- d) Check the authenticity of photos: In this digital technology era, it is not only content in the form of text that can be manipulated, but also other content in photos or videos. Fake news creators can edit photos to provoke readers. The way to check the authenticity of photos can be by using the Google search engine, by dragging and dropping them into the Google Images search field. The search results will present similar images on the Internet so they can be compared.
- e) Participate in anti-hoax discussion groups: On Facebook, there are several anti-hoax fan pages and discussion groups, for example, Forum Anti Fitnah, Hasut, dan Hoax (FAFHH), Fanpage & Group Indonesian Hoax Buster, Fanpage Indonesian Hoaxes, dan Grup Sekoci. In these discussion groups, netizens can also ask whether the information is a hoax or not and clarify what other people have given. All members can contribute so that the group functions like crowdsourcing which uses the power of many people.

In warding off hoaxes about the Covid-19 problem, Hamdani, Deputy Dean II of Fisip Unsyiah, conveyed four tips: First, stay calm and not be influenced by social media; the only source of information is the government. Second, filtering before sharing information, Third, establish an information controller related to Covid-19 with a single spokesperson, Fourth, the law of Law Number 11 of 2008 concerning Electronic Information and Transactions (UU ITE) and cyber media patrols to find information about hoaxes Covid-19 (<https://analisadaily.com>, 2020).

#### 4.2 Covid-19 And Hoaxes on Social Media

No matter how scary Covid-19 is for the existence of a country, Covid-19 must still be faced. In handling Covid-19, the President of the Republic of Indonesia has given orders to regional heads, from Provinces to districts and cities, and determined the situation for the spread of Covid-19 in their regions in consultation with the National Disaster Management Agency (BNPB). Although there has been no general appeal from the central government (President), several regional heads have taken precautions first (Zahrotunnimah, 2020, p. 248).

The Covid-19 prevention measures instructed by the President of the Republic of Indonesia are; carry out the learning and work process at home, recommend postponing activities that involve large numbers of people, and carry out tests for Covid-19 infection and maximum treatment (<https://www.bbc.com/indonesia>, 2020). The steps of the local government are even more diverse, including educating, strengthening coordination nodes in the community, effectively enforcing social distancing by providing work from home instructions, learning online, eliminating car-free day events, performing Canalizing techniques, and inviting hospitals and universities to work together in preventing Covid-19 transmission in their respective regions.

The country has been busy dealing with Covid-19 but has not stopped producing hoaxes on social media. Under normal conditions, hoaxes have adverse effects, especially during a pandemic. Fake news that spreads during this pandemic is often about dealing with Covid-19 without a good source, treating Covid-19 with some potions, or other doubtful things, about deaths due to Covid-19, rejection of the corpse of Covid. -19, the number of sufferers, and etcetera.

Hoax news related to Covid-19 which just happened on June 27, 2020 was the news about the decreasing stock of PPE in Dr. Soetomo Surabaya, of course this news is troubling the people of Surabaya, circulating via twitter from one account to another, after the author checks on social media Twitter, this tweet was first posted on 20 June 2020 by the twitter account @kurawa with the words *"Baru dapat data stock APD RSUD di Surabaya, angkanya menyedihkan tg vital 0 pcs....makanya banyak dokter yang terpapar spt status di gambar ini, Mana nih Crazy Rich Surabaya??? Jangan konten mulu yang dipikirin ayo gerak lagi dong galang solidaritas. Anak Jakarta siap bantu"* ("I just got the data about PPE stock in the regional public hospital in Surabaya, the number is so depressing, about 0 pcs .... that is why many doctors are infected like the status in this picture, Where is the Crazy Rich Surabaya? Don't you think about your original content? Let us move again; please raise solidarity. Jakarta citizens are ready to help"), the message was retweeted or shared by 232 people, liked by 370 people, with a total of 38 comments. Responding to this, the spokesman for RSUD Dr. Soetomo, Dr. Parulian's party, dismissed the accusation. He made sure if the need for PPE in RSUD Dr. Soetomo is still sufficient. The Parulian Party regretted the existence of the Twitter post because the statement was so groundless. On the other hand, according to him, until now, there has been no report on the lack of PPE in Dr. Soetomo hospital (<https://www.kominfo.go.id>, 2020).

The following hoax news related to Covid-19 is that information is circulating via Whatsapp Broadcast, which contains about the presence of residents of RT.002 RW.05 Swadaya II-A and H. Djaani alley, Tanjung Barat Village who are positive for Covid-19 so that a regional quarantine is carried out (lockdown). Based on

the coordination between the Jalahoaks Team and the Secretary of the Tanjung Barat Urban Village, South Jakarta, information was obtained that there were indeed residents who were positive for Covid-19 at RT.002 RW.05 Swadaya II-A and H. Djaani alley. However, an Epidemiological Investigation has been carried out to all family members at the nearest Public health center. He also explained that there was no exceptional lockdown in there, but only appeals from the head of neighborhood and head of the urban village to implement health protocols during activities. The local hamlet also confirmed that the chain message circulating was not a narrative compiled by the Tanjung Barat Village and did not originate from the area (<https://www.kominfo.go.id>, 2020).

Another fake news is "Smelling Vinegar Can Detect Covid-19, Without Needing a Rapid Test," spread on Facebook social media. The post links an article with the title "*Tak Perlu Ikutan Rapid Tes, Mencium Cuka Bisa Deteksi Apakah Kita Terkena Virus Atau Tidak, Begini Caranya*" ("No Need for Rapid Tests, Smelling Vinegar Can Detect Whether We Have A Virus Or Not, Here's How"). Quoted from [Cekfakta.tempo.co](http://cekfakta.tempo.co), the claim that you do not need to take a rapid test, smelling vinegar can detect a Corona Covid-19 virus infection is wrong. The article's content cites information from the US Army Garrison Daegu Facebook account; it is true that the US Army Soldiers at the Daegu Garrison, South Korea, implemented a vinegar smelling test. This was announced on April 3, 2020. However, not being able to smell vinegar does not mean that the person is infected with Covid-19. Several other factors can cause a person to lose their sense of smell. To confirm whether someone has Covid-19 positive or not, a PCR test must still be done (Ningtyas, 2020). This hoax news was uploaded to a Facebook account on June 19, 2020, clarified by online media Tempo, and republished by the Ministry of Information website on June 26, 2020. Even though it has not been scientifically proven, the post responded to 257 comments, shared again by 2,300 other social media users, and 4,700 responded via icons.

The hoax news above is a small part of the total hoax cases that occurred during the Covid-19 pandemic, recorded on the website of the Ministry of Communication and Information of the Republic of Indonesia on April 18, 2020, the hoax issues spread during the Covid-19 virus pandemic totaled 554 hoaxes, with details 1,209 on digital platforms, such as Facebook, Instagram, Twitter, and YouTube, and 893 cases were processed or takedown, consisting of 681 Facebook, 4 Instagram, 204 on Twitter, and four on YouTube. Meanwhile, 316 cases will be followed up or not followed up, consisting of 162 on Facebook, six on Instagram, 146 on Twitter, and two on YouTube (<https://news.detik.com>, 2020). This number will undoubtedly continue to increase in line with the lack of understanding of social media users about using social media wisely.

Based on the author's research, it is known that the Twitter account of news spreaders about the less stock of PPE in Dr. Soetomo Surabaya, owned by Rudi Valinka, the author of the book "Man Called Ahok," a social worker who is currently concerned about Covid-19 assistance, has 343 thousand followers, including one of the famous doctors on Twitter social media dr. Gia Pratama. This proves that anyone can do hoax news, regardless of educational, economic, social, and political affiliations. The message that Rudi Valinka wanted to convey in his tweet may be a brief fact or a one-sided report from people around him, without being filtered first, which is then clarified by Soetomo Regional Hospital itself.

Social media is an open stage for all; the free market is a suitable image for social media. The sorting and selection of news taken from social media must be carried out by social media users independently. Enriching yourself with the correct information can prevent social media users from spreading or producing fake news. Being on social media is fun; it can build friendship, give positive impressions and messages, increase insights and other positive impacts. However, if you take the wrong step, the consequences will be ridiculous because digital footprints on social media are easy to trace and investigate. Immoral acts, hate speech, fake news, hoaxes, or whatever, if once spread through social media, their tracks will be recorded either in big data or screen shoots conducted by other social media users. In one click' any message via social media will move like a hot ball, move quickly even simultaneously from one person to another, and are stored in big data as a digital footprint.

#### *4.3 Islamic Communication Ethics in Social Media as A Public Responsibility*

In the study of Islamic ethics, communicating in the real world and cyberspace has no difference. This means that both, with their various characteristics, have the same portion to get quality communication results without having to harm others. Islamic communication is communication built on Islamic principles, which have a spirit of peace, hospitality, and safety. Islamic communication is subject to the primary sources of Islamic teachings, namely the Al-Qur'an and As-Sunnah. From these two sources, the basic principles of Islamic communication are taken. These principles apply to all forms of communication among humans,



including communication in cyberspace. Ethical values based on Al-Quran and Al-Hadith, as stated by Syukur Khalil, are as follows:

- a) *Fairness*, "honest" is synonymous with "trust." This means not conveying unknown/invalid, fair or impartial things, not contradicting between words and actions, and considering the reasonableness and appropriateness of the information to be broadcasted.
- b) *Accurate*, the information submitted has been through careful and thorough research.
- c) *Free and Responsibility* means that communicators are free to receive and convey information, either orally, in writing, or through cues. However, this freedom must be accompanied by a sense of responsibility.
- d) *Critical*, Constructive communication messages are emphasized in Islamic communication. Constructive criticism conveyed by Communicators or Communicants must be material for improvement in the future (Kholil, 2007, p. 26).

Suppose you look at the explanation above related to Islamic communication ethics. In that case, it can be assumed that the guidelines for attitude and behavior in the internet environment between Islamic communication are in line with the basic principles of social media ethics, which are currently commonly referred to as netiquette. Netiquette comes from the word net to describe network and etiquette, which means; Ethics in using the Internet, or values that apply in the cyber world (Nasrullah, 2018, p. 182). There are several reasons why social media requires etiquette, namely:

- a) Heterogeneous and different backgrounds and environments of social media users (Kholil, 2007, p. 183). Social media users are different individuals who have their own stories in their lives. However, they must be able and willing to merge with the rules or ethics agreed together.
- b) Communication that occurs on social media tends to be more dominated by media texts (Kholil, 2007, p. 183). Referring to the first point, if it is related to the semiotic communication of Roland Barthes, the text becomes an entity that is free from interpretation, and the author of the text does not have power over the text that has been created. This cyber social reality requires mutual agreement between the personal accounts of social media users.
- c) Social media is not necessarily considered a media that is different from the real world (Kholil, 2007, p. 183). This point emphasizes that every individual has the same rights and obligations in the digital world as in the real world.
- d) Social media is a medium that runs to facilitate users and as a business institution (Kholil, 2007, p. 183). Likewise, in the real world, business institutions also need stability in the digital world so that businesses can be developed.

The rules or ethics that bind social media users wherever they aim to provide a sense of comfort for social media residents in carrying out their interactions. Some of the general rules on this netiquette are (Nurhadi, 2020):

- a) Secure yourself first; the meaning is to secure all property, perhaps from securing your computer, by installing anti-virus or personal firewall.
- b) Do not trust the Internet too quickly, so you can easily upload personal data.
- c) With respect for other users on the Internet, the method is simple, namely: *first*, avoid using information carelessly, for example, plagiarism; *second*, avoid taking illegal profits from the Internet, committing the crime of theft of credit card numbers; *third*, avoiding disturbing the privacy of others, by trying to steal information that is limited, *fourth*, avoid using too many capital letters because it resembles screaming activity in real communities.

In general, the rules above can cover the rules in using social media, but in detail, there are still empty gaps that social media users can exploit to do destructively. Bloggers on their platform try to cover this gap by applying more detailed rules; the goal is that users still feel comfortable when interacting and at the same time avoid hoax information and communication. The Blogger Community itself has an organization, namely the OnLine New Association (Baran & Davis, 2014, p. 155). The main aim is to make the practices of their members more professional to increase their self-confidence and influence public discourse. The OnLine New Association maintains a web page with the address cyberjournalist.net. If seen from the name, it shows that most members of this group are journalists. Therefore, this group created the blogger's code of ethics, which imitating the code of ethics of the professional journalist society.

In its opening, the code of Ethics states, "responsible bloggers must realize that they broadcast their writing to the public so that they have certain obligations to their readers, the people they write about and society in general, integrity is the foundation of credibility." Bloggers who apply this code of Ethics and standards of behavior not only practice ethical journalism and public responsibility, but more than that, bloggers also keep their media users safe in their interactions. The following are the rules that bind blogger users that the platform has established (<http://cyberjournalist.net>, 2020):

a) Honest and Fair

Bloggers must be honest and fair in collecting, reporting, and interpreting information. Ethics that must be fulfilled in using blogger are; Do not plagiarize, identify and link to sources whenever possible. The public deserves as much information as possible about the source's reliability; Make sure the entries, quotes, headlines, photos, and all other weblog content are not wrong. They must not oversimplify or highlight incidents out of context; Never distort photo content without revealing what has been changed. Image enhancement is only acceptable for technical clarity. Photomontage labels and illustrations; Never publish information they know to be inaccurate - and if publishing questionable information, make it clear that it is questionable; Distinguish between advocacy, commentary, and factual information. Even advocacy writing and commentary should not misrepresent facts or context; Distinguish factual information and commentary from advertisements and avoid the hybrid that blurs the lines between them.

b) Minimize Danger

Ethical bloggers treat sources and subjects as human beings who deserve respect. Provided: Show affection for those whom the weblog content may negatively impact. Use exceptional sensitivity when dealing with children and inexperienced sources or subjects; Be sensitive when looking for or using interviews or photos of people affected by tragedy or grief; Be aware that gathering and reporting information can cause harm or inconvenience. The pursuit of information is not a license for arrogance; Recognizing that private persons have a more extensive right to control information about themselves than public officials and others who are seeking power, influence, or attention. Only primary public needs can allow intrusion into anyone's privacy; Show good taste. Avoid becoming an accomplice due to curiosity. Exercise caution in identifying juvenile suspects, victims of sex crimes, and criminal suspects before making formal charges.

c) Responsible

Blogger has a responsibility to; admit mistakes and correct them immediately; Explain the mission of each weblog and invite dialogue with the public about its content and the blogger's behavior; Disclose conflicts of interest, affiliations, activities, and personal agendas; Resist preferential treatment for advertisers and special interests, and resist their pressure to influence content. When there are exceptions, disclose them fully to the reader; Be wary of sources that offer information for help. When receiving such information, express assistance; Exposing the unethical practices of other bloggers; Abiding by the same high standards that others have.

Apart from bloggers, other social media such as Google, Twitter, Facebook, and Instagram, based on the writers' observations, have also applied ethical rules in using their platforms as a form of social responsibility. If the public understands and can apply the rules that have been set as above, then fake news or hoaxes can be quickly reduced.

Various guidelines for behavior in cyberspace are not only in the form of netiquette, but the government has also regulated the same thing in a broader form, namely the Law on Information and Electronic Transactions (ITE) No.11 of 2008. However, it still needs improvement and has not yet covered all aspects clearly, but these efforts are a constructive first step in protecting the rights of social media users.

In social media, society is normatively regulated either by the platform itself, Islamic communication ethics or network ethics called antique, and binding laws and regulations. However, based on a survey that Mastel also conducted in 2019, it was stated that the people themselves were most responsible for tackling the spread of the hoaxes, followed by fairer and more assertive law enforcement to the perpetrators of hoax spread, the government, and owners of social media platforms. The most effective anticipation of hoaxes is through education/outreach, legal action, account reports/posts proven to spread hoaxes. With the cooperation of all elements of society with the awareness of hoaxes, dangers, and anticipation, hoaxes can be suppressed so that social life will feel more comfortable.

## 5. Conclusion

Filtering before sharing in receiving a message on social media during the Covid-19 pandemic is a must; this effort needs to be done to reduce stress due to public panic during uncertain situations. It is unethical, in the midst of the Covid-19 pandemic emergency, the fingers are even more nimble in spreading terror of fear by spreading fake news to mislead public opinion. What is needed now is the awareness of everyone to take care of themselves, to strengthen and remind each other.

The important thing to tackle hoaxes is to raise awareness that hoaxes can disrupt the harmony and comfort of social life, so anticipating hoaxes is a personal, community, and government responsibility. Personal responsibility can be realized through strengthening literacy, finding out facts before judging a story, and rigorously filtering a story before sharing it; community responsibility can be carried out by continuously reminding about the dangers of hoaxes through the anti hoax community or similar community, reporting on accounts if proven to spread hoaxes, and actively working together with the government in education and socialization; and government responsibility through fairer and more assertive law enforcement to the perpetrators of hoax spreading, the government and owners of social media platforms, strengthening laws that can provide a sense of security for social media users, and provide public access to get the authenticity of information with hoax checker facilities facilitated by the government.

### Acknowledgments

We would like to express our deepest gratitude to fellow students of the Doctoral Program of Communication and Islamic Broadcasting, State Islamic University of North Sumatra (UIN-SU) Medan, who have provided constructive suggestions and input as well as corrections for the perfection of this paper. Likewise, for our sister Nurul Khansa Fauziyah, a great translator who has helped us put this paper into English.

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