

ABSTRAK

ANALISIS RESPON JURNALIS PENGGUNA MEDIA SOSIAL TERHADAP BERITA HOAKS TENTANG COVID-19 DI KOTA BANDAR LAMPUNG

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Tingginya akses pengguna internet melalui *smartphone* sangat berdampak terhadap mudahnya penyebaran berita hoaks di masyarakat. Jurnalis sebagai pengguna internet untuk pencarian berita peliputan dan pelaporan harus menyampaikan informasi yang objektif. Ketepatan peliputan dan pelaporan berita, adalah pedoman dasar bagi jurnalis untuk menekan berita hoaks Covid-19. Penelitian ini bertujuan untuk, (1) mengetahui respon jurnalis terhadap berita hoaks, (2) mengetahui faktor penyebab jurnalis aktif dalam merespon berita hoaks dan (3) mengetahui usaha jurnalis dalam mengkonfirmasi berita Hoaks. Masalah penelitian ini: (1) Bagaimana respon jurnalis terhadap berita hoaks di media sosial?; (2) Faktor apa saja yang mempengaruhi jurnalis dalam merespon berita hoaks?; (3) Apa saja usaha jurnalis dalam mengkonfirmasi berita hoaks? Penelitian ini menggunakan metode penelitian deskriptif untuk memotret objek yang diteliti. Teknik survei dipilih untuk mendeskripsikan respon jurnalis pengguna media sosial terhadap berita hoaks COVID-19. Populasi penelitian adalah 433 jurnalis pengguna media sosial, yakni 281 jurnalis media *online*, 96 jurnalis media cetak, 48 jurnalis televisi dan 8 jurnalis radio. Pengambilan sampel dengan teknik sampel proporsional dan diperoleh sebanyak 238 jurnalis. Instrumen penelitian menggunakan kuesioner melalui aplikasi *google form*. Kesimpulan penelitian: (1) Jurnalis mengutamakan pengecekan terhadap kebenaran sumber berita dan informasi yang didapat sebesar 99% untuk mencegah berita hoaks. Selain itu para jurnalis mengutamakan kepentingan masyarakat luas terkait berita hoaks; (2) Faktor-faktor yang mempengaruhi jurnalis merespon berita hoaks, yakni viral tidaknya berita atau informasi sebesar 42,2%, ada tidaknya kelompok yang diuntungkan melebihi kepentingan masyarakat sebanyak 88,1%, ada tidaknya berita yang bertentangan dengan kebijakan pemerintah sebesar 84%; (3) Para jurnalis berupaya mengkonfirmasi berita atau informasi hoaks kepada subjek atau objek berita sebesar 96,3% sama dengan mengkonfirmasinya secara personal ke atasan, selanjutnya konfirmasi kepada rekan sejawat sebanyak 94% dan mengecek berita hoaks ke situs cek fakta sebesar 80,7%.

Kata kunci: Respon Jurnalis, Pengguna Media Sosial, Berita Hoaks, *COVID-19*

ABSTRACT

ANALYSIS OF SOCIAL MEDIA USERS JOURNALIST RESPONSES TO HOAX NEWS ABOUT COVID-19 IN BANDAR LAMPUNG CITY

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The high access of internet users through smartphones has an impact on the ease of spreading hoax news in the community. Journalists as internet users to search for news coverage and reporting must convey objective information. The accuracy of news coverage and reporting is a basic guideline for journalists to suppress Covid-19 hoax news. This study aims to, (1) determine the response of journalists to hoax news, (2) find out the factors that cause journalists to be active in responding to hoax news and (3) find out the efforts of journalists in confirming hoax news. The problems of this research: (1) How do journalists respond to hoax news on social media?; (2) What factors influence journalists in responding to hoax news?; (3) What are the efforts of journalists to confirm hoax news? This study uses descriptive research methods to photograph the object under study. The survey technique was chosen to describe the response of journalists using social media to COVID-19 hoax news. The research population is 433 journalists using social media, namely 281 online media journalists, 96 print media journalists, 48 television journalists and 8 radio journalists. Sampling with proportional sampling technique and obtained as many as 238 journalists. The research instrument used a questionnaire through the google form application. Research conclusions: (1) Journalists prioritize checking the truth of news sources and information obtained by 99% to prevent hoax news. In addition, journalists prioritize the interests of the wider community regarding hoax news; (2) The factors that influence journalists to respond to hoax news, namely whether news or information is viral by 42.2%, whether or not there are groups that benefit more than the public interest as much as 88.1%, whether there is news that is contrary to government policies by 84% ; (3) Journalists try to confirm hoax news or information to the subject or object of news by 96.3% the same as confirming it personally to superiors, then confirming to colleagues as much as 94% and checking hoax news to fact check sites by 80.7% .

Keywords: Journalist Response, Social Media Users, Hoax News, COVID-19