

PUBLIC RELATIONS AUTHORITY OF BALI REGIONAL POLICE IN PREVENTING THE SPREAD OF HOAX NEWS THROUGH SOCIAL MEDIA

I Wayan Arsa¹

Program Studi Ilmu Hukum, Fakultas Hukum, Universitas Mahendradatta Denpasar

Ni Ketut Wiratny²

Program Studi Ilmu Hukum, Fakultas Hukum, Universitas Mahendradatta Denpasar

Kadek Dedy Surayana³

Program Studi Ilmu Hukum, Fakultas Hukum, Universitas Mahendradatta Denpasar

Correspondence : I Wayan Arsa (arsawayan0@gmail.com)

Abstract

Hoax reporting itself is fake news in an attempt to deceive or outsmart the reader/hearer to believe something even though the fake news maker knows that the news is fake. Hoax outbreaks have become a national problem, including division, political instability and security disturbances that have the potential to hinder national development. Based on this, the authors raise two problem formulations, namely how is the effectiveness of public relations (PR) in optimizing news through social media for the spread of hoax news in the jurisdiction of the Bali Regional Police and how are public relations efforts (PR) optimizing reporting through social media regarding clarification of the spread hoax news in the jurisdiction of the Bali Regional Police. The type of research in this study uses the Empirical Legal research method where the nature of this research is descriptive using primary and secondary data and data sources where the data is obtained by observation data collection techniques, interviews and documentation then the data obtained will be processed and analyzed using a qualitative descriptive method. The conclusion of this research is that the effectiveness of public relations (PR) in optimizing news coverage through social media on the spread of hoax news in the legal area of the Bali regional police is not yet effective, because there is still spreading hoax news that occurs in the legal area of the Bali regional police, given the role of police public relations. The Bali area has a pre-emptive and preventive role in the form of outreach through social media and directly as a form of bridging information that is appropriate to the community, as well as clarifying fake news circulating. Public Relations (PR) efforts in optimizing news through social media related to clarification of the spread of hoax news in the jurisdiction of the Bali Regional Police are Pre-emptive Efforts, by conducting outreach through social media, Preventive Efforts, by forming a Cyber Patrol Task Force (Satgas CyberPatrol) in cyberspace, to carry out monitoring, surveillance of accounts, sites, blogs, social media that broadcast fake news and carry out counters, take persuasive steps, block them by coordinating with other authorities and rectify by providing true information to calm the public of the fake news and Repressive Efforts by carrying out investigations, and investigations of the perpetrators to be processed through the Criminal Justice system.

Keywords: Hoax, Bali Police Public Relations, Prevention

Introduction

Indonesia is the third largest democracy in the world after India and America which is experiencing serious problems with the spread of fake news (Fake News/Hoax). As a form of government assertiveness in combating the spread of fake news, the Indonesian National Police has issued a threat to prosecute parties who spread fake news. However, this policy has been

criticized as a threat to freedom of speech. Regarding Hoax in Indonesia, Musa Darwin Pane said:

The hoax phenomenon which grows and is nurtured in media hyperreality has been a fairly complicated issue in Indonesia. This is because via social media on the Internet, the hoax phenomenon becomes completely confusing. I assume that the condition of this hyperreality makes the recent modern society exaggerating their consumption of something whose essence is unclear. Most of this community consumes not because of their economic need, but rather due to the influence of models of simulation which leads to the different people's lifestyle. They become more concerned with the lifestyle and values they uphold.

Hoax news itself is fake news in an attempt to deceive or trick readers/listeners into believing something even though the creator of the fake news knows that the news is fake, the spread of news itself is one way to convey information both through print media and electronic media, in the digital era and globalization like this social media is the easiest means of accessing news, with freedom of internet access the spread of news tends to be unlimited but also cannot be filtered for its truth.

Fake news is processed in such a way as to attract readers' interest. Netizens participate in the comments column to discuss news with the assumption that they can straighten out the news through their opinions. In fact, it is not certain that what they convey can be understood by others, so that more and more people participate in commenting on the news itself and other people's arguments. Therefore, Hoax news is much more popular so that it covers the existence of the original news. The hoax epidemic has become a national problem including division, political instability and security disturbances that have the potential to hinder national development. The Indonesian Telematics Society has conducted a survey on the forms of Hoax that occur in Indonesia, namely:

Basically, criminal law does focus on regulating criminal problems that occur in society, criminal law becomes a guard or protector so that society is protected from crime. Criminal law is present in society as a means for society to eradicate crime. Therefore, the regulation of criminal law revolves around what actions are prohibited or required for citizens related to criminal acts. Related to the existence of criminal law, the laws and regulations in Indonesia have regulated several actions that can be associated with Hoax.

The term hoax does not come from legal language. In Law Number 11 of 2008 concerning Information and Electronic Transactions and Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions, there is no definition of hoax. Hoax is information or news that contains things that are uncertain or that

are not really facts that have occurred. Hoax is defined as a form of fraud that aims to create humor or bring danger. Hoax in Indonesian means fake news, false information, or false news. According to the English dictionary, hoax means mockery, false story, and deceiving or cheating. That Hoax is a trending phenomenon in the use of information technology in Indonesia. Based on the background above, the author raises two problem formulations: How is the effectiveness of public relations (PR) in optimizing news through social media against the spread of Hoax news in the jurisdiction of the Bali Regional Police? How are public relations (PR) efforts in optimizing news through social media related to clarification of the spread of Hoax news in the jurisdiction of the Bali Regional Police?.

Methods

The type of research taken in this study is a qualitative research type with an empirical legal approach. Empirical legal research is a scientific research that explains the legal phenomenon of the gap between norms and community behavior (the gap between *das sollen* and *das sein*). Empirical legal research is not only aimed at the community but also at law enforcers and the facilities that are expected to support the implementation of these regulations, it is seen that the more fake news spreads, the more it requires handling. In this case, it is the task of the Regional Police Public Relations. So that later in this study it can explain whether there is a gap between the applicable regulations and their implementation in the Community.

Results and Discussion

Authority of Bali Police Public Relations in Preventing the Spread of Hoax News Through Social Media

The legal authority put forward by Anthoni Allot as follows "The law will be effective if the purpose of its existence and application can prevent unwanted actions and eliminate chaos. Effective law in general can make what is designed can be realized. If there is darkness, then there is a possibility of easy correction if there is a need to implement or apply the law in a new, different atmosphere, the law will be able to resolve it.

The police have the authority to handle the spread of hoaxes, this is expressly regulated in article 5 of Law No. 2 of 2002 concerning the Republic of Indonesia National Police that the police as a state apparatus play a role in maintaining public security and order, enforcing the law, and providing protection, shelter, and service to the community in order to maintain domestic security. In addition, one of the main tasks of the Police is stated in Law No. 2 of 2002 concerning the Republic of Indonesia Police, Article 14 paragraph (1) letter g, namely

"conducting investigations and inquiries into all criminal acts in accordance with criminal procedure law and other laws and regulations.

The act of broadcasting false news (Hoax) is regulated in several Criminal regulations, Article 390 of the Criminal Code (KUHP) Concerning the act of broadcasting false news that causes prices to rise with a maximum prison sentence of 2 years and 8 months, Article 27 paragraphs 1 and 3 of Law No. 11 of 2008 concerning Information and Electronic Transactions concerning the act of spreading information that contains morality, insults and defamation, Article 28 paragraphs 1 and 2 of Law No. 11 of 2008 concerning Information and Electronic Transactions, namely spreading false news that is detrimental to consumers and news that causes hatred and hostility.

Bali Police Public Relations in Preventing the Spread of Hoax News Through Social Media in the Bali Police Jurisdiction has been effective by implementing several efforts including:

1) Public Communication Services:

The Bali Police Public Relations Division is responsible for building and maintaining effective communication between the Bali Police and the public. This includes conveying relevant information regarding police activities, security campaigns, warnings, or other programs carried out by the Bali Police.

2) Conducting Media Relations

The Bali Police Public Relations Division establishes relationships with the mass media, including journalists and media organizations, to ensure that accurate and timely information can be conveyed to the public. This involves providing press releases, press conferences, and collaborating with the media in covering police activities.

3) Conducting Social Media Management

In the digital era and the development of information technology, the Bali Police Public Relations Division is also responsible for managing and utilizing social media as a communication channel with the public. They can use social media platforms to convey information, answer public questions, and build interaction and engagement with the public.

4) Responsive and Responsive Handling during Crisis and Emergency Events

The Bali Police Public Relations Division also has an important role in handling crises and emergency events. They are tasked with delivering accurate and up-to-date information to the public in emergency situations such as natural disasters, major accidents, or threatening security incidents.

5) Conducting Advocacy and Education Activities

The Bali Police Public Relations Division can also conduct advocacy and education activities related to security and order to the public. They can hold social campaigns, seminars, or other activities aimed at increasing public awareness and knowledge in terms of personal security, crime prevention, or legal regulations.

Obstacles Experienced in the Process of Optimizing News Reporting Through Social Media Related to Clarification of the Spread of Hoax News in the Jurisdiction of the Bali Regional Police

Obstacles or Inhibiting Factors for the Police in Eradicating the Criminal Act of Spreading Fake News (Hoax) is something that always becomes an obstacle for the police in eradicating it, considering that eradication of it is still difficult to do due to limitations from various aspects.

Based on an interview conducted with Mr. I Wayan Pasek Suartika as PS. PENSAT SUBBID PENMAS said that there are factors that hinder the Police in eradicating the Criminal Act of Spreading Fake News (Hoax), the factor is the factor of the lack of interest in reading in the community so that it causes them to just spread information which results in wrong information then being spread just like that. And in addition to the results of the interview above, several factors that can hinder the police in overcoming the problem of hoaxes include:

1. Technological Advancement Factor

The advancement of information technology is currently increasingly sophisticated and has penetrated various fields and this development has brought many positive impacts on human life. The development of information technology also affects social relations in society, both in terms of communication and in everyday life, but the development of information technology is inseparable from various new issues related to ethics, one of which is Hoax news. This can affect the perception of society and the culture that exists in social life. In addition, the culture of sharing information in society makes the spread of information increasingly widespread and difficult to contain, so that the spread of Hoax is increasingly rampant in the wider community.

2. Legal Substance Factors

Unlawful acts in cyberspace are a very worrying phenomenon, considering that carding, hacking, fraud, terrorism and the spread of destructive information have become part of the activities of criminals in cyberspace. This reality is very contrasting with the absence of regulations governing the use of information and communication technology in the various sectors in question. Therefore, to ensure legal certainty, the government is obliged to regulate various activities related to the use of information and communication technology.

3. Law Enforcement Factors

The key to law enforcement in Indonesia is currently having difficulty in dealing with the spread of Cyber Crime. This is due to the fact that there are still few law enforcement officers who understand the ins and outs of information technology (Internet), limited facilities and infrastructure, and the lack of public legal awareness in efforts to combat information technology crimes, one of which is the spread of fake news. In addition, law enforcement officers in the regions are not ready to anticipate the rampant crime because there are still many law enforcement officers who are technologically illiterate (gaptek), this is caused by the fact that there are still many law enforcement institutions in the regions that are not yet supported by an internet network.

4. Facilities and Infrastructure

Factors Handling Cyber Crime cases, especially Hoax Crimes, requires different equipment and methods from conventional investigation methods, namely using digital forensics methods. Digital forensics is an activity related to the maintenance, identification, retrieval or filtering, and documentation of digital evidence in computer crimes. In uncovering Cyber Crime cases, especially Hoax Crimes, facilities are needed that can support the performance of the police. The facility is a Computer Forensic Laboratory which is used to uncover digital data and record and store evidence in the form of Soft Copy (Images, Programs, HTML, Sound, and so on). Computer forensics is a branch of forensic science that deals with legal evidence found in computers or digital storage media. Computer forensics is known as Digital Forensics. The goal is to secure and analyze digital evidence, and obtain various objective facts from an incident or security breach of an information system..

5. Community Factors

Social media is a channel or means of online social interaction in cyberspace. Indonesia is a country with high social media consumption. The social media used by the community is very diverse, including Facebook, Twitter, Path, Line, Instagram and so on. Social media that circulates throughout the world has positive and negative influences. The positive influence is that users can communicate in an educational way where users can provide opinions and exchange information with other users, thus providing knowledge. However, on the other hand, there are many negative influences. The use of social media has resulted in changes in the communication style and characteristics of society, such as excessive self-pride for what they have by uploading photos of themselves in a strange style, and village behavior. Another negative influence is that social media as a place to interact with friends has the influence of a dividing line between the upper social class and the lower middle social class.

6. Cultural Factors

Along with the rapid flow of media information, society is confused and unable to sort, select, and utilize the information they have obtained. Changes in cultural and communication patterns that occur in today's society in Cyberspace do have an impact on the behavior of modern society. The presence of Cyber media is a new form of communication. If so far established communication consists of a pattern from one source to many viewers (such as books, radio and television), and a pattern of one source to one viewer or (such as telephone and letters), then the communication pattern of Cyber society uses a combination of patterns of many sources to many viewers. A society that is less wise in responding to technological developments due to the rapid flow of information that is currently being broadcast. Then authority or authority is a term commonly used in the field of public law, but there is a difference between the two. Authority is formal power, power that comes from or is granted by law, namely legislative power and executive or administrative power. Authority is the power to carry out a public legal action. According to S. F. Marbun in Sadjijono, authority is the ability to carry out an action or legally is the ability to act that is granted by applicable law to carry out legal relations

Conclusion

1. The authority of the Bali Police Public Relations in Preventing the Spread of Hoax News Through Social Media lies in regulating and preventing the spread of hoax news through a strong legal basis. Through an active role in public communication, public education, and collaboration with other agencies, the Bali Police Public Relations strives to create a healthier and more informative digital space based on the legal rules contained in several regulations, namely, the Criminal Code (KUHP) in Article 390 of the Criminal Code regulates the spread of fake news Articles 310, 311, and 378 also relate to criminal acts of defamation and fraud that can be related to hoax news. Then in Law Number 19 of 2016 concerning Information and Electronic Transactions and Circular Letter of the Chief of Police Number: SE/2/11/2021
2. Obstacles of Bali Police Public Relations in Carrying Out Duties in Preventing the Spread of Hoax News Through Social Media related to clarification of the spread of Hoax news in the jurisdiction of the Bali Police is based on several factors, the main factor is the level of rapid technological progress but is not accompanied by human ability to control the technology, the spread of information is increasingly widespread and difficult to contain, so that the spread of Hoax is increasingly rampant in the wider community. In addition, there are still few law enforcement officers (especially

members of the Police) who understand the ins and outs of information technology (Internet), limited facilities and infrastructure, and the lack of public legal awareness in efforts to overcome criminal acts of information technology are not ready to anticipate the rampant crime because there are still many law enforcement officers who are technologically illiterate (gaptek) this is due to the large number of law enforcement institutions in the regions that are not yet supported by internet networks.

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