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PUBLIC RELATIONS STRATEGY IN RESPONDING TO HOAX (Case Study of Public Relations Strategy of the Ministry of Communication and Information Technology in Responding to the Islamic Defenders Front Hoax Photo (FPI) in 2018 Online Media)

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ABSTRACT: The spread of hoax lately is increasingly unstoppable, along with the rapid growth of information and communication technology. Almost all aspects of life have sprung up hoaxes. Communication and information public relations must take action to resolve the issue. This study analyzes how communication and information public relations strategies in responding to the FPI photo hoax on Social Media in 2018 using the case study method. The results showed that in responding to the FPI photo hoax in 2018, public relations communication and information had made a preventive effort long before in the form of action and proactive communication. When the photo hoax appeared, public relations communication and information adopted a reactive strategy to respond to the turmoil in the midst of the public through statements of attitude and information dissemination on an ongoing basis. In carrying out the hoax response strategy, public relations communication and information rely more on online media communication than conventional and direct mass media (face to face).

Keywords: hoax; social media; proactive; reactive

I. INTRODUCTION

Hoax or fake news circulating increasingly widespread in the life of modern society today. The rapid development of information and communication technology, causes the speed of information circulation becomes increasingly difficult to be stopped. In particular the circulation of information in the realm of new internet-based media, such as websites, sites, and social media. Almost every day we find news or articles whose source accuracy cannot be validated. Generally the narrative is provocative, has a hate speech or is blasphemous and is freely spread through social media applications and chat applications such as Facebook, Twitter, Instagram, Whatsapp, Line, Telegram and others. The emergence of hoaxes is very unsettling for the public, and also poses a serious threat to actors in politics, business and industry, including actors in the field of public relations or public relations. News hoaxes have the potential to divide the public and cause confusion of information. If this false information keeps rolling and is left alone, public opinion will be formed which leads to information uncertainty, creates mass fear, and causes information disasters.

Hoax is not only targeted at individuals, but also at companies or institutions, both government or private. One example is the hoax that hit the well-known soft drink companies that were targeted by hoaxes that their products could be used to clean toilets, blurrators and rust. In addition, false news also emerged that harmed TNI institutions and damaged the good name of the TNI Commander, such as the issue of treason carried out by retired TNI aired on Dragon TV which was illustrated as the 1930 G30 S / PKI Rebellion (Budiman, 2017). This example clearly causes unrest in society and disadvantages both institutions. This situation can affect the company's overall performance, both material and non-material.

The emergence of a hoax that seems convincing, making people confused about the information it receives. This condition if it lasts a long time, can reduce public confidence in the company or institution reported. Trust is the basic value that is fostered by a public relation to build the company's image. For companies, hoax news involving their names in it is certainly very detrimental because it will threaten their credibility, image and

reputation so far. For this reason, the PR Officer of a company which is hit by hoax news must immediately take strategic steps in dealing with and responding to the adverse news. As President Spokesperson Johan Budi said, quoted from the official website for communication and information, that lies must be resisted. "The function of public relations is to respond to accusations or false accusations," he said. Johan also advised that communication be done precisely and clearly. Hoax news can arise from improper communication and can make people's perceptions worse (Brilio, 2017).

For example, a mineral water company does not remain silent when its organization becomes a victim of hoax news. They make intensive communication efforts to the public. This Aqua mineral water company provides clarification on the issue of fluoride substances contained in its products. In its publication on the company's website, Aqua mentioned the benefits of flour for the human body according to BPOM threshold (Aqua, 2017). Through online media, Aqua feels that the information will spread quickly to its consumers so that it can immediately neutralize public opinion as before.

Provetic Co-Founder, Shafiq Pontoh, emphasized one example of a hoax that often befalls the energy industry, for example a job hoax. Because vacancies in the energy sector are still excellent (Republika, 2017). Hoax news about a hoax photo of an Islamic defender front. One of them is the Ministry of Communication and Information Technology Republic of Indonesia also experienced the impact of the hoax. As monitored on the social media account of the Ministry of Communication and Information which received many questions from active internet users about the truth of the hoax information of victims of the earthquake in Palu they received. The researchers also received a response form from the Ministry of Communication and Information in the form of an announcement about clarification of the truth of the photo and a vigilant call to the public for the presence of the hoax photos. The announcement was posted directly on the website of the Indonesian Ministry of Communication and Information.

In the situation of being a victim of a hoax attack, the Indonesian Ministry of Communication and Information is seen taking steps to clarify the news of the hoax, so as not to have a detrimental impact on the community. The Republic of Indonesia's official Ministry of Communication and Information social media accounts, namely Twitter, Facebook and Instagram, were filled with comments from net residents regarding the issue. Here it appears that the Ministry of Communication and Information Technology's efforts to respond to all attacks addressed to it. As stated Rhenald Kasali (2003) said that there are still many public relations practitioners who are not aware of it. So the researchers considered that the condition had the potential to damage the image of the institution if it was not seriously managed. Based on the explanation above, the author considers that research needs to be carried out by raising a problem statement as follows: "What is the public relations strategy of the Ministry of Communication and Information in responding to the Islamic Defenders Front (FPI) hoax in online media in 2018?" Through this research, the author wants to get a picture of the public relations strategy of the Ministry of Communication and Information in responding to the photo of the Islamic Defenders' hoax front in online media 2018 and at the same time be able to analyze the strategy.

II. RESEARCH METHOD

The study uses the basic concept of public relations Theaker (2004: 4), that public relations (public relations) is a planned and ongoing effort to build and maintain goodwill and understanding between the organization and its public. This definition emphasizes the concepts of "planned" (planned) and "sustained" (sustainability), which shows that building and maintaining relationships with the public cannot be done without carefully planned and sustainable efforts. According to Bertrand R. Canfield in Effendy (1992: 35), community relations has three main functions; namely serving the public interest; maintain good communication; focusing on morals and good behavior. Communication becomes one of the basic elements or main functions that are important in every community relations activity. Therefore, community relations must always build and maintain communication between the company and its public. So, to create and maintain these relationships, public relations need to determine the right media to reach its diverse public.

Nowadays the practice of media relations is not only done in traditional ways. Since the internet penetration, Holtz (2002: 158) argues that the internet has reduced audience dependence on traditional media, but its influence continues to be significant. Therefore, it is not appropriate for public relations practitioners to rely solely on the internet to influence the public while ignoring the role of the press. So, the best way is to combine media relations efforts that have been used with online efforts. The intended online efforts include building a media relations website, customized information delivery, and positive e-mail relationships (Holtz, 2002: 161).

Public relations practitioners in realizing and developing a profitable corporate image, need to prepare a strategy of community relations activities that lead to the processing of stakeholder perceptions. If the strategy is successful, it will form the attitudes and actions of support from stakeholders, so that opinions and images will be created that benefit the company. Likewise, in order to overcome the hoax that circulates in the community,

public relations practitioners need to develop management strategies so as not to trigger greater losses for the company.

Ronald D. Smith (2005; 67) defines strategy as the overall plan of the organization. According to Smith, the strategy has two focuses, namely focus on organizational action (consisting of proactive and responsive strategies) and focus on the contents of the message (including themes, sources, contents, tones). In strategic communication planning, there are many choices of actions that can be done or said to a problem, namely actions that are proactive or reactive. A proactive strategy is an approach that allows an organization to launch a communication program under certain conditions and based on a work plan. While the reactive strategy is how to measure the response of influences and opportunities that arise from the organizational environment (Smith, 2005: 82).

Proactive strategies consist of action strategies and communication strategies. Action strategies include all forms of organizational performance improvement, audience participation, special events, the development of alliances and coalitions, sponsorships, and some forms of activism. While the communication strategy includes publicity, the presentation of information that has news value / newsworthy and the development of a transparent communication process. Reactive strategies are the need to respond to pressures from the organizational environment and public expectations, that is when there are accusations or criticisms directed at the organization. Organizations can use various verbal and behavioral reactions in managing their responses to opposition and the process of restoring conditions from criticism. Reactive strategies consist of various types, which are used in this study are pre -- emptive action strategies, namely strategies taken before opponents launch attacks on organizations; and defensive response strategies, ie organizations take less aggressive actions in responding to criticism, such as denial, excuse, and justification.

This study also adds elements of online media characteristics defined by McQuail (2008; 38) into several categories, namely: interconnectedness, accessibility, interactivity, multiplicity of use and open- ended characters (various uses) and open characters), and ubiquity (ubiquitous). So the above frame of mind is simplified in the concept frame in Figure 1.1.

The author uses the case study analysis method, a single case study type, in researching this study. The case study method is considered appropriate for investigating contemporary phenomena that occur in real life. As Yin (2014) defines that case studies are empirical inquiry that can investigate contemporary phenomena in real life contexts, if the boundaries between phenomena and contexts are not clearly visible and where multiple sources of evidence are utilized. The uniqueness of this case lies in the existence of the Ministry of Communication and Information of the Republic of Indonesia as a state institution that has an important role in handling this hoax problem. Thus, all information about the hoax photo will bring high response from the public.

Error! Filename not specified.Figure 1.1. Research Conceptual Framework

Data collection techniques are done through direct observation, interviews, and documentation. The subjects interviewed were informants who were structurally responsible and authorized to decide on the hoax response strategy, as well as the staff involved in carrying out the strategy.

III. RESEARCH RESULT

Chronology of the Emergence of Hoax in 2018

The 2018 FPI hoax photo is actually not the first case to attack an institution. Especially if it has to do with politics, economics and security. that the pattern of the appearance of the FPI hoax photo was during the earthquake natural disaster in Palu and Donggala, Central Sulawesi. One photo of a hoax circulating on social media Facebook account "Abdul Jalil" "on October 2, 2018 with the title" fast moving FPI evacuation of victims of the Palu's earthquake 7.7 ". The news was reported by detik.com (<https://news.detik.com/berita/d-4238835/kominfo-rilis-foto-relawan-di-palu-hoax-ini-tanggapan-fpi>) and others as it is. This link also circulates through social networking applications such as Twitter, Facebook and Whatsapp.

As a result of the spread of the hoax, communication and information can not be separated from accusations and oblique comments. Communication and information are the target of public anger due to news that deceives the community. As a result, there is concern that if this news is

left, it can damage public confidence in companies, thereby threatening the reputation and image of the institution. Plus, the number of public complaints to public relations Communication and information about this hoax is quite high. Communication Department staff Moehammad Taufik said that during the hoax in 2018, Public Relations received approximately 25 complaint emails. Based on the report, Public Relations Communication and information take a number of response actions to rectify the confusion of information that is already widespread in the community, as well as to minimize the potential losses arising from the circulation of hoaxes for both parties.

Public Relations Ministry of Communication and Information Responds to Hoax Photos

Public Relations Communication and information implement a response strategy as an effort to handle the existence of hoaxes for employee recruitment advertisements in 2017. The series of hoax response strategies is the overall effort made by Pusri Community Relations in managing hoax responses through various corporate communication channels, such as conventional mass media, online media, and social media. The hoax response strategy is grouped into two major parts, namely the proactive strategy and the reactive strategy. Both are very dependent on the situation and influence that surrounds the organization at that time. The proactive strategy is mostly carried out when the organization is in a normal situation, whereas the reactive strategy will emerge after the organization is under pressure from outside which causes instability conditions.

In the context of combating photo hoaxes, proactive strategies are interpreted as plans that are initiated by Public Relations communication and information to deliver vigilant photo alert messages to the public. The message aims to increase public awareness of the dangers of hoaxes that can arise at any time. This strategy is an anticipatory step that is practiced Public relations communication and information before photo hoaxes surface. While the reactive strategy is a form of reaction Public relations communication and information on photos of hoaxes from earthquake victims that appear in public spaces. This strategy is carried out by distributing clarification information as widely as possible to the public through mass communication channels and online, with the aim of raising public awareness so as to generate trust and support.

In practice, this photo hoax response strategy is divided into two time periods, first, before the photo hoax appears; second, during and after the emergence of photo hoaxes in 2018. Strategies that are implemented Public relations communication and information at the time before the appearance of photo hoaxes is a proactive strategy. While the strategy applied when a hoax photo is circulating in the midst of the public and afterwards, is to use a reactive strategy.

Before the Appearance of Hoax Photo in 2018

Proactive strategies pursued Communication and information public relations consists of action- based and communication-based strategies. The action strategy is carried out through the following efforts, namely 1) audience participation; 2) activities related to special events; and 3) joint efforts of third parties

or alliances. Audience participations conducted Public relations communication and information is to focus on activities that embrace the main public, such as holding regular meetings with community leaders. The opportunity to meet with the main public was used to educate and distribute anticipatory messages about photo hoaxes. The form of audience participations that are carried out Public relations communication and information is running a survey. Communication and information public relations, Moehammad Taufiq said that the vigilant call for photo hoaxes, both in print, electronic, and online media that used the photo hoax. He asked the public to immediately contact communications and information in order to confirm the truth of the information he obtained.

Last proactive action taken Public relations communication and information in collaboration with related institutions. This was done as a concrete manifestation of maintaining objectivity, independence and professionalism. Taufiq said that in this crosscheck process, communication and information parties always work together with independent institutions that are experienced in dealing with problems such as this photo hoax.

Proactive communication strategies are realized through various publications (publicity) messages about photo hoax vigilance, and also produce narratives that have news value (newsworthy information), and adhere to the principle of transparent communication (transparent communication), and nothing is closed-- - cover up. A form of proactive communication strategy carried out by public relations in communication and information is by publishing a news article titled "Minister of Communication and Information: The Photo Hoax, Not FPI Volunteer Activity in Palu" on kominfo.go.id on October 4, 2018. This article says that the news in the media also did not call the activity as hoaxes, but the photos that were scattered were hoaxes.

The newsworthy information element in the communication strategy is realized by carefully preparing news editors to be published through the mass media. Communication and information public relations pay attention to the narrative in accordance with the needs and perspectives of the media concerned. While the transparent communication element is carried out by enforcing open communication with the public in accordance with the facts that occur in the field. Thus arises public trust in the company and at the same time maintain the good image that has been formed. Overall proactive strategy pursued Public relations communication and information is a manifestation of pre-emptive action strategy, which is a pre-emptive action strategy that seeks to first instill the message of alert hoax photos into the public mind, before the threat of hoaxes really appears and attacks the target audience.

During and After the Appearance of Hoax Photo in 2018

Steps taken Public relations communication and information when a hoax photo surfaces is implementing a reactive response strategy. Reactive strategies applied The communication and information public relations lead to a defensive response strategy. Defensive response strategy itself is a defensive response strategy by showing a less aggressive reaction to the existence of the threat of photo hoaxes. Defensive response conducted Public relations communication and information are denial or rejection. This rejection is shown by issuing an official statement that shows the government's attitude towards fake photos related to natural disasters in Palu. The statement was packaged in the form of a press release with the title "Hoax Identification related to Central Sulawesi Earthquake, Communication and Information Not for Public Spread". The statement was also uploaded on online media (websites) and social media (Twitter, Facebook and Instagram). This reactive step was also carried out by providing answers to the emails that came to the humas@mail.kominform.go.id address, especially questions about the FPI hoax photo.

Another reactive effort is to disseminate information on continuous hoax photos on social media. Dissemination of information here is devoted to various types of public. They called it an effort to increase awareness and public awareness of the existence of the hoax photo. So as to prevent other public affected by the lure of a photo hoax. Announcement of the clarification and alert appeal of hoax photos distributed through the Whatsapp application. Communication and information public relations in carrying out the two hoax response strategies above, has never been separated from the use of internet-based communication. Therefore, public relations communication and information appear to rely more on online communication than direct communication and conventional mass media communication. The choice of using online communication software is based on the service characteristics inherent in each application. Like the Whatsapp application, it is widely used when public relations communication and information want to spread a message alert photo hoaxes to the public who are in the immediate environment of each public relations personnel. Then, the social media applications Twitter, Facebook, and Instagram, are the media that are relied upon by public relations communication and information to disseminate information to the internet public quickly, precisely, and economically.

No doubt, online communication media play a major role in the sustainability of FPI's photo hoax response strategy in 2018. Both reactive and proactive strategies, both can take advantage of the special characteristics offered by this internet-based media. One of its superior characteristics is interconnectedness or interconnection (McQuail, 2008: 38). With the characteristics of interconnectedness, online media users are able to reach the public they are aiming for, even though they are far away in the world, as long as they are connected to the internet. Through these characteristics, public relations communication and information manages and makes it the latest communication channel to reach its heterogeneous and broad public.

In addition, accessibility (McQuail, 2008: 38) is the advantage of communicating through online media. The community quickly and easily access information from various communication devices, such as smartphones, tablets and laptops. Therefore, distributing organizational messages through digital media is very appropriate. Plus this internet-based communication enables cost-effective communication. This shows the character as a media that is easily accessible to many people. As expressed by Wright and Hinson, quoted by Wigley and Zhang (2011: 1), social media is different from traditional media because it is cheaper and more accessible. So this is a great opportunity for public relations professionals to implement more effective and more balanced communication with the diverse public they face (Pavlik, 2008). Communication via the web that is free or affordable is considered quite effective when compared to the purchase of traditional advertising space that tends to be costly (Scott, 2008).

One of the advantages of digital media is its interactive nature (reciprocal communication), so users can get feedback directly from their communication opponents. McQuail said in Kurnia (2005:

294) that most new media allow interactive two-way communication, which allows the collection and transmission of information. Thus, a photo hoax response strategy Public relations communication and information using online media and social media is appropriate, because companies can send clarifications as well as solicit public feedback as input for evaluation needs.

Utilization of online media by public relations communication and information, actually due to the characteristics of a new media called ubiquity (McQuail, 2008: 38). Ubuitas refers to the presence of widespread media. The ubiquity or ubiquitous characteristics show that online media are already in the middle of the majority of the community. In the sense of online communication devices such as mobile phones, tablets, laptops, or personal computers, have been integrated in people's daily lives. Therefore, utilizing online and social media in spreading hoax alert messages is the right step. This is practiced Public relations communication and information by spreading the message of a hoax alert to the public that is far from reach, via Whatsapp.

Social media is considered to be able to accommodate communication at the level of group communication based on professionalism and more personal interpersonal communication. Even with the same information content, vigilance of FPI's photo hoax in 2018. This condition is recognized that public relations in communication and information greatly facilitates their work. Because with one media, can interact with a variety of public at once.

The advantage referred to is the characteristics of new media called multiplicity of use (McQuail, 2008: 38). Even this ability can be used for purposes outside of corporate communication, but can increase the company's sales channels digitally.

Analysis of Hoax Response Strategies

Based on the results of the study, it was found that reactive strategies always occur at the level of media communication, namely using online media communication / social media and mass media. Whereas the proactive strategy is carried out at the level of media communication and direct or face- to-face communication. The interesting thing about implementing this strategy is that every photo hoax report that goes into public relations communication and information, mostly comes from online media. Among the questions sent via email or uploaded on Twitter, Facebook or Instagram accounts. Followed by complaints entered by telephone, which claimed about Public Relations communication and information about 20 telephone connections during 2018. While reports in the form of direct complaints (face to face) and through physical mail, did not occur throughout 2018. The data showed a significant gap in preference to the use of communication media by the public. In terms of raising

complaints and questions, public communication and information choose to use new media facilities rather than traditional mass media and direct (personal) communication. Because new media provides a public opportunity to participate in communication with companies, where internet empowerment has increased the intensity of opinion, and made everyone able to transmit feelings through content- based sharing channels such as Twitter, Facebook, YouTube, and others (Bivins, 2014: 268). This is very realistic considering, the first hoax photo circulated in online media. So that the public can directly channel their opinions or complaints about the hoax photo to public relations communication and information for clarification purposes.

Likewise in providing clarification or rebuttal of a hoax photo by uploading a vigilant call for FPI hoax photos on online and social media. Then the response to questions or complaints that enter the email and Twitter accounts, Facebook, and Instagram @kemenkominfo, then replied via the media. Veil, Sellnow, and Petrun (2012: 338) said that responding to a hoax photo through the same media where the hoax was distributed is very important if the company wants to directly fight or refute the hoax photo message to the same audience. So it is appropriate if the response Public relations communications and information are placed in the same media as the place where the report or public comment comes.

Communication and information public relations in executing the hoax response strategy, prioritizes responses through new media rather than in the mass media. This can be seen from the denial response statement "Minister of Communication and Information: The Photo Hoax, Not FPI Volunteer Activity in Palu" which first appeared on social media than in newspapers. Online media (website, email) and social media (Twitter, Facebook, Instagram) are the mainstay of public relations communication and information in responding to their public needs quickly. One of the great advantages of using new media in the practice of community relations is that it provides quick and direct access to desired public targets, without the need to pass through the role of journalists and traditional news media (Broom, 2009: 267). Because social media does not go through a certain gatekeeping process, so the process of releasing information is getting shorter and faster. As said by Bivins (2014: 92) the digital revolutions have removed many of the barriers that once stood between public relations writers and their publics. This opportunity is utilized by public relations communication and information, so that the clarification of photo hoax responses is more focused on reaching the internet publics first than any other public.

Although the new media has brought many changes in the practice of community relations, the speed of change is not accompanied by a capable ability to manage operational work in the field. Referring to the Twitter @kemkominfo Management Implementation Guideline number: 159 / A000.OT / 2016 which is a reference for working on public relations on social media Twitter. In Article III point 6, it reads "Questions that enter through Twitter @kemkominfo must receive a response at the first opportunity in the form of a reply." The clause is not supplemented with specific explanatory derivatives, especially in the phrase "first chance". So that admin Public relations communication and information interpret the sound of the article freely, without accurate indicators. As a result, the response given to the public can vary. Such conditions indicate the ability of management to adopt new media technology is not yet perfect. Prastya explained (2013: 2) that one of the managerial roles of a public relations practitioner at this time was his involvement in the preparation of social media regulations for internal government circles. Breakenridge in Prastya (2013: 13) said that practitioners of public relations have a role in policy making, internal collaborators in the use of social media, role in testing public relations technologies, and organizing communication with social media. Thus, communication and information public relations have not yet optimized their managerial role related to the drafting of regulations on social media in the internal environment.

IV. CONCLUSION

FPI's photo hoax response strategy for 2018 is carried out Public relations communication and information in two forms, namely the proactive strategy and the reactive strategy. Proactive strategies are divided into action strategies and communication strategies. The action strategy is carried out by involving community participation and cooperation with other parties (alliances). The practice of communication is a form of direct or face-to-face communication in the context of group communication. The message of the vigilance photo call appeal was conveyed directly through the method of sharing and dialogue.

A communication-based proactive strategy is carried out by maximizing publicity through mass media and online media. To support maximum publicity, it is important to establish close relations through a media relations approach in the form of media gathering activities and / or special activities to appreciate journalistic works. Other communication strategies are realized in the form of a commitment to present newsworthy information and come from facts to represent open communication in the company.

Hoax response reactive strategy is done Public relations communication and information in the form of defensive response strategy. Defensive response is demonstrated through statements of denial and rebuttal about FPI's photo hoaxes by publishing clarification statements in print, online and social media. In particular, this reaction is a form of denial response, which is very important claimed as a clarity of the company's attitude because it is not involved in errors or issues that occur.

Public relations communication and information to the maximum rely on new media, in carrying out a photo hoax response strategy. New media such as websites, e-mails, Twitter, Facebook, Instagram and Whatsapp are perceived as media that facilitate the task of communication and information public relations in disseminating information and facilitating direct interaction with the public. Coupled with the public character of job seekers who are closely attached to technology- savvy millennials, Pusri's community relations are more intense in communicating through online media.

Dependence Communication and information public relations to online media are inseparable from the five distinctive characteristics possessed by the new media. Namely, the ability of online media that can connect agencies with the public anytime and anywhere; easily accessible to the public, and relatively inexpensive; can produce feedback directly; enables communication with a variety of publics with only one medium; and can reach wider publics because the existence of digital communication devices has spread everywhere. Thus, the message of clarifying the response of a hoax photo can be spread more widely and can reach the corporate public that is not touched by traditional communication media.

Suggestions that can be done by the next researcher is to raise the topic of the effectiveness of the photo hoax response strategy that has been carried out. Public relations communication and information, because this study was conducted to provide an overview of the photo hoax response strategy in 2018. The author provides input for the practice of communication and communication community relations information in order to develop a response strategy management system in the face of attacks from outsiders, such as rumors and negative issues, which can lead public opinion to adverse conclusions. The system can be realized in a Standard Operational Procedure (SOP) for Issue Management. Also do not miss to pay attention to internal regulations such as Twitter Management Manual and Website Management SOP that need to be elaborated in more detail.

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