

REPRESENTATION OF MEDIA NEWS INSTAGRAM ACCOUNT IDENTITY AGAINST HOAX NEWS

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DOI: <http://dx.doi.org/10.37500/IJESSR.2021.4115>

ABSTRACT

This article presents the results of research on the theme of social media and hoaxes. The purpose of this research is to describe the identity representation of users of the news media Instagram account, especially in the city of Solo, in fighting hoax news. Hoax is news that is not true or has invalid sources that disturbs and disturbs the distribution of information in the community. Instagram is one of the media for spreading hoaxes. This social media with minimal filtering, personal, easy, fast and free information mechanisms becomes an easy arena for hoax news to spread. In addition, Instagram users can freely represent themselves according to what they want to show and even become a completely different identity. Hoaxes on Instagram are mostly spread by Instagram news media accounts that focus on sharing the latest news. The theory used for analysis is the theory of representation by Stuart Hall and Manuell Castells' theory of identity. The research method uses qualitative methods with a case study approach. Data collection techniques are carried out through observation and interviews, and documentation. The research location is in the city of Solo within the scope of Instagram news media users and followers. The results of this study indicate that the Instagram news media account under study consists of a solo solo info agenda, solo discounts and solo roaming. The identity of news media accounts is distinguished by the type of information presented, including information content, news, culinary, tourist locations, entertainment and discounts. Representation according to Stuart Hall is reached through the process of forming mental systems and language systems. Mental systems are concerned with the process of building concepts and language systems related to the use of signs and symbols to represent a meaning. The representation at the mental system stages is related to knowledge of the Instagram algorithm, the process of interaction and information content, the mental system allows accounts to recognize hoaxes, namely information or news with unclear sources and provocative tendencies. Representation of identity in the language stage is carried out by presenting signs, symbols, colors to represent meaning, so that it can display information according to categories and is credible. Efforts to represent identity in propagating hoaxes are carried out in several ways including validating information through the Guyub Admin community, waiting for press releases from the mass media, validating original sources, and working with followers to verify. Through the representation of the news media account's identity in fighting hoaxes, the existence of their account will get a positive response from followers and increase interaction traffic.

KEYWORDS: hoax, instagram, identity, news media, representation

1. INTRODUCTION

Hoax news is a real threat in the current information age. Hoaxes spread on many digital platforms, one of which is social media. The increasing number of hoax spread is directly proportional to the increase in social media users in Indonesia. Based on data from the Wear social survey, internet users in Indonesia in January 2020 had reached 175.4 million users. Meanwhile, social media users reach 160 million users. On the other hand, Kominfo has identified the number of hoax news in a month period August 2018 to November 2019 as many as 3,901 hoax news. The hoaxes consisted of 975 news hoaxes on political themes, as many as 743 hoax news on government themes, as many as 401 hoax news on health themes, and as many as 307 hoaxes from other categories.

The number of hoax news, especially hoaxes about politics, increased sharply ahead of the 2019 Presidential Election. One of the things that was horrendous was the hoax news about the persecution of artist and activist Ratna Sarumpaet by a group of unknown people. The fact that was revealed after being investigated by the police turned out that the news was not true. The real incident in this hoax case was that Ratna Sarumpaet had just done facial plastic surgery, so her face was bruised like someone who was being persecuted (news.detik.com). In addition, hoaxes have also increased sharply during the Covid 19 pandemic until now. One of the hoax news that is circulating a lot is how to kill the virus by using hot water. Kominfo noted that there were 1,197 hoax issues circulating on social media spread across 4 social media platforms during 2020 (news.detik.com)

According to a survey from the Masyarakat Telematika Indonesia (Mastel) regarding the national hoax epidemic in 2017, it was found that the spread of hoaxes was made deliberately as a tool to influence the public and the biggest stimulant factor, namely the socio-political theme and SARA. The results of other research conducted by the tirta.id research team, showing the spread of hoaxes in February 2019 found that a person's age affects the intensity level of hoax news spread. Ages ranging from 36 years and over tend to spread hoax news more with a percentage of 45%. Meanwhile, people under 35 years of age spread hoaxes with a percentage of 30%. The theme of hoax news or information disseminated is dominated by information on buying and selling transactions, health, politics, traffic information and other info (tirta.id)

Social media Instagram is one of the media for spreading hoaxes, although on the other hand there are elements of creativity and innovation that are beneficial to its users. Hartawan's research results (2017) found that the use of Instagram by teenagers has the main purpose of maintaining existence. The identity constructs he found were fashionist, exhibist and exopsis identity constructions. The results of another study by Putri (2016) regarding self-portraits, identity representations and the viewing community on Instagram social media, found that Instagram with its all-visual nature is used as a 'virtual stage' to create visual reality for its users. On the other hand, according to Laurensia (2019) 's research results, it was found that excessive identity construction on Instagram social media would actually lead to hoax news.

Social media Instagram provides features and services for its users to construct an identity as creatively as possible. On the other hand, the exaggerated identity construction characterized by identity representation has led to the spread of hoaxes. However, social media Instagram is also an information portal that is accessed by many people, because the packaging of news or information that accentuates visualizations such as photos and videos is an attraction. The newsmedia Instagram account is one of the most followed accounts to find news and information quickly and up to date. Many of these types of accounts are created by official news media as well as communities and individuals. The theme of the information shared varies according to the purpose for which it was made. The way of delivering the news is made light, concise, concise and interesting.

The existence of this newsmedia Instagram account faces challenges with the spread of hoax news. Not a few of the information shared comes from sources that are not valid. Often the news that is shared is confusing and becomes a debate among followers. Therefore, the efforts of this newsmedia account in sharing information to fulfill the desires of its followers in the midst of its efforts to fight hoax news are the focus of researchers who will be presented in this article. The purpose of the research conducted is to describe the identity representation of users of the Instagram newsmedia account, especially in the city of Solo, in fighting hoax news. In this study, using several concepts as a limitation for data search and analysis of results. The first concepts representation, representation according to Hall (1997) is the process of producing meaning from concepts in the mind and manifested through a language system. Second, identity (Castell, 2010), a collection of meanings and experiences of individuals as well as a group of actors that are plural. Third, news media is elements of the mass media that focus on delivering news to the general public or the target community. Fourth, social media is a website and computer program that allows people to communicate and share information on the internet using a computer or mobile phone. And last, hoax (Lion Gu, Kropotov & Yarockin, 2017) is a promotion and dissemination of news through social media which is designed to appear real with the aim of influencing or manipulating the opinions of social media users on certain topics for specific interests.

2. MATERIALS & METHODOLOGY

The type of research in this article is qualitative research using a case study approach. The location of this research is in the city of Solo within the scope of followers of the newsmedia Instagram account. Primary data was obtained from the interview process with the admin and followers of the newsmedia account. Secondary data is in the form of documentation of posts in informants' Instagram accounts and articles in journals related to identity representation and analysis of hoaxes on social media. This research uses purposive sampling to find the right informants or sources to be the source of research data. The data collection technique was carried out using observation, in-depth interviews and documentation. The validity of the data used is internal validity and credibility techniques. The data analysis technique used in this study was carried out through the stages of selecting information, categorizing data, tabulating data and presenting data.

3. RESULTS

The city of Surakarta or as known as the city of Solo is one of the cities with Javanese cultural heritage that is still being preserved. Various material cultures that still exist are a tourist attraction for local and foreign tourists. With all this potential, it inspires Instagram social media users to create a newsmedia account that elevates Solo. Then came Instagram accounts such as Agenda Solo which shared information on events and tours, Solo Info which shared all information about the city of Solo, Diskon Solo which shared information on discount prices for goods and Jelajah Solo which shared information on new and unique places in the city of Solo. But in its development until now they have shared a lot of information such as information about events, disasters, accidents, culinary spots, hangout places, historical tourist spots, events to the outpouring of followers' hearts. All of these accounts have thousands of followers. Instagram for its users becomes a public space as well as a place to find the latest information. The development of information on Instagram is even faster than television and print media. This is what causes many followers to follow the newsmedia Instagram account.

The identity of the Instagram Newsmedia account can be seen from the account name, account logo or profile photo, the type of post shared, to the language of the caption or description of the photos being shared. These various symbols represent the meaning and elements of identity conveyed to netizens, with the aim of providing differences and markers of Instagram account identity. Based on the results of data collection, several Instagram newsmedia account names can be categorized into seven, namely the theme of events and news, information about events, culinary information, place history, discount information, information on entertainment and tourist venues, and job vacancies information. The selected informants are the admin as the manager of the Instagram newsmedia account and the followers of each account. The criteria for the Instagram newsmedia account that are used as the object of research studies are accounts that have shared information more than 1000 times. Solo. The researcher presents the identity of the newsmedia Instagram account in the following table:

Table 1. Instagram Newsmedia Account Identity Matrix

Account name	Account Identity		
	Account Type	Information shared	Account Characteristics
Agenda Solo	agenda information and news accounts	news, events, travel, culinary, events, advertisements	tend to post a lot of information that followers like and post more paid promote information
Solo Info	media accounts and information	news, events, travel, culinary, events, advertisements	always interact with followers through posts and DMs
Diskon Solo	account information on discounts and price promos	discounts, lifestyle, travel, culinary, advertising	many post information on discounts on women's consumer goods
Jelajah Solo	account information and news	news, events, travel, culinary, events, advertisements	frequently posting incident information and posting other accounts

Source: results of research data processing, 2019

The representation in Hall's explanation is a system mechanism that describes the representation of a reality, namely the mental system and the language system. In this study, the information shared by the newsmedia Instagram account represents their respective followers. From the results of data collection found some information that explains the identity of Instagram users in fighting hoaxes. This identity is represented by a mental system and a language system that appears in the elements of their identity in the form of activities on Instagram. The mental system is a concept map for Instagram account users to realize its meaning through language so that identity representation occurs. The concept map includes Instagram knowledge and hoaxes. Identity is understood by users as a medium for sharing information in the form of images and videos, socializing, influencing people and the media for business marketing or marketing products. While hoaxes are understood as news that is not known with certainty the truth of the original source of the news, invalid or not in accordance with actual facts and has a dangerous impact on every Instagram user. Hoaxes are also deliberately disseminated for a specific purpose.

The second process of representation is the language system. This process is the stage of conveying meaning through the "language" of a set of signs, symbols, colors, writing that represent these meanings. The representation in this study is the identity of the Instagram account represented through their activities on Instagram in the form of profile photos, account descriptions, spoken language in captions, posting photos and videos. Briefly, the representation of the Instagram Newsmedia account identity is presented in the following matrix,

Table 2. Matrix Representation of Instagram Newsmedia Account Identity

Account name	Identity Representation			Number of followers
	Profile picture	The language used	Post	
Agenda Solo	using a logo with a solo agenda account name	a mixture of Indonesian and Javanese, but predominantly Indonesian	Dominated by event information, new places and the latest news	440,000
Solo Info	using a logo with the name solo info account	mix Indonesian and Javanese, but predominantly uses the Javanese language typical of the city of Solo	It is dominated by incident information, news, unique things, followers' stories	339,000
Diskon Solo	using the logo with the name of the solo discount account	a mixture of Indonesian and Javanese, but predominantly uses the Javanese language typical of the city of Solo	The dominance is information on item discounts and incident information	226,000
Jelajah Solo	using a logo with the name of a solo roaming account	a mixture of Indonesian and Javanese, but predominantly uses the Javanese language typical of the city of Solo	Dominated by information about new events and places	346,000

Source: results of research data processing, 2019

4. DISCUSSION

According to Stuart Hall, representation is a cultural process in society that continuously produces meanings to be communicated to one another. Representation means a system with language that works by using signs and symbols to show or represent ideas, thoughts, feelings, expressions and emotions. The context of representation in this study is the process of producing the meaning of an Instagram account identity in fighting hoaxes on social media. Instagram account representation produces meaning represented through signs and symbols in the form of posts, logos, language used, sources of information and filtering of information. The identity represented by this newsmedia Instagram account is more representative of its followers. The followers of each account have a different identity. According to Castells,

The newsmedia instagram account is run by a private person or team who is an operator anonymously or invisible and is usually referred to as an admin. While followers are other users, usually personal accounts who follow the newsmedia account. The photo used shows the account identity but does not represent a person or team member who is the admin. The name used as an account name does not indicate or represent an admin's personality. From the results of data collection, it shows that all accounts that are the source of the research have the same identity. They both raised the name of the city of Surakarta, namely by using the name of the city of Solo as the second word in their account

names. Account names Agenda Solo, Solo Info, Solo Event, Discount Solo and Solo Explore both use the word "Solo" with the intention of being a sign that this account is affiliated with the city of Solo, which shares information about the city of Solo and all its details. Meanwhile, the first word used is a representation of the identity information shared by these accounts.

The word "agenda" in the Agenda Solo account signifies that the information shared on the Solo Agenda account is information on the agenda for organizing activities, events, seminars, music concerts, festivals in Solo. Then the word "info" on the Solo Info account signifies that the posts shared are all popular information about the city of Solo such as news, events, culinary, tourism, unique things to life styles. The word "event" in the Solo Event account signifies that the information shared is info on activities, events, concerts, seminars, workshops, festivals in Solo and its surroundings. Then the word "discount" in the Solo Discount account indicates that the main information shared is information on price discounts and price promos.

Jenkins argues that identity is concerned with understanding who we are and who other people are and, reciprocally, understanding others about themselves and others. This means that in running the newsmidia account, these admins confirm who they are and how followers will recognize them as what kind of Instagram account. The existence of this affirmation also shows their difference with other accounts. The use of signs apart from being a differentiator is also a symbol of source authenticity, in the context of Instagram a sign is also called a watermark. Watermark is used to show ownership of news, for example posts from solo Agenda, so the watermark "solo agenda" will be included on posts, both photos and videos.

The formation of Instagram account identity is based on a visible representation of posts, captions, the language used at least represents or represents the interests of its followers. According to Manuel Castells' identity theory, identity formation is divided into three forms, namely legitimized identity, resistance identity and project identity. Legitimized identity in the form of an identity constructed by certain parties (an authority or a dominating system), is forcing and without any consideration of the values of that identity. In this case, the government identity is constructed to be represented on Instagram accounts by posting hoax-free information and posting important information or government policy programs. This is consciously done by the account manager admin to keep running his Instagram account by supporting government policies. Resistance identity is the identity of a group that feels pressured to construct its identity according to the subordinate system. The personal identity of the admin as an account manager is pressured by government regulations that try to pressure Instagram users not to spread hoax news. So that the resistance action that emerges is to represent an identity other than that constructed by the state. Through a project identity which is an identity that arises from self-identification based on a project of certain interests. Various posts were shared trying to show their alignments with followers' requests.

5. CONCLUSION

Based on the results of the research that has been done, several things can be concluded and answered the research objectives that were formulated at the beginning of the preparation, as follows:

- a. The identity of the Instagram Newsmedia user account is a media account for information, news, advertisements and entertainment. An identity formed with the aim of maintaining the existence of an Instagram account that can still survive distributing information. The implication of this process is the economic motive of the account users.
- b. Identity contains the characteristics of similarities and differences. The similarity in their identity is as a media account that raises all issues about the city of Solo, which is indicated by the use of the account name with the word "solo" as a marker of equality. Then the use of account names that lead to the type of information shared, such as agenda, info, discounts, roaming and events as a distinguishing marker in their identity.
- c. The identity representation of the Instagram account is shown through signs and symbols in the form of profile photos, types of information, images, language, news sources and captions used. This representation goes through a process in the mental system and language system that each user has. The mental system is related to knowledge of the concept of Instagram as a social media for interacting and sharing information with images and photos, the media used as a business tool and the media to influence followers. Then the knowledge of the concept of hoaxes as a threat that is often encountered on Instagram includes news that has no clear source and is deliberately distributed for certain purposes.
- d. Representations are initially made to show the identity of the account that the admin wants. However, in its development the newsmedia Instagram account is more representative of the collective identity of its followers. This is indicated by the information that is shared more closely with the tastes and needs of followers.

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