Comparison of Fact Checking Principles of Misinformation and Disinformation in Social Media in Indonesia

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Abstract

In the era of information abundance, especially after the advent of social media, it is more difficult toselect and sort accurate and credible information. For this reason, guidelines are needed that can guidesocial media consumers which information is accurate and which information is false. For this reason, it is necessary to fact-check the information circulating on social media. The existence of communities and fact-checker organizations is a necessity nowadays. However, how communities and fact-checking organization scarry out their standard procedures should be of particular concern. What are the principles, procedures, and mechanisms for checking facts between communities and fact-checking organizations, the focus of this research. The results of the study show that there are similarities and atthe same time differences in terms of fact checking carried out by three fact-checking entities, namely the Ministry of Communication and Informatics, Mafindo, and Jabar Saber Hoaks. The similarity ofprinciples, procedures, mechanisms and methods of checking facts indicates that there is an effort touphold the discipline of fact verification. In addition, there are similarities in terms of verification and fact-checking results due to the similarity of procedure references. However, in terms of differences, itcan be seen in the way of labeling or flagging which can have an impact on public confusion inunderstanding the results of fact-checking hoaxes on social media. The results of fact checking carriedout by the three fact-checking entities in Indonesia reflect a constructive effort to educate the public about the importance of recognizing the characteristics and types of hoaxes that often circulate on social media.
Keywords: Disinformation, Fact Checking Prinsciples, Misinformation, Social Media

Abstrak

Di era informasi yang berlimpah, terutama setelah munculnya media sosial, semakin sulit untuk memilih dan memilah informasi yang akurat dan kredibel. Untuk itu diperlukan pedoman yang dapat memandu konsumen media sosial mana informasi yang akurat dan mana informasi yang salah. Untuk itu, perlu dilakukan pengecekan fakta terhadap informasi yang beredar di media sosial. Keberadaan komunitas dan organisasi pemeriksa fakta menjadi sebuah kebutuhan saat ini. Namun, cara masyarakat dan organisasi pemeriksa fakta menjalankan prosedur standarnya harus menjadi perhatian khusus. Apa prinsip, prosedur, dan mekanisme pengecekan fakta antara masyarakat dan organisasi pengecekan fakta yang menjadi fokus penelitian ini. Hasil kajian menunjukkan terdapat persamaan sekaligus perbedaan dalam hal pengecekan fakta yang dilakukan oleh tiga entitas pengecekan fakta yaitu Kementerian Komunikasi dan Informatika, Mafindo, dan Jabar Saber Hoaks. Kesamaan prinsip, prosedur, mekanisme dan metode pemeriksaan fakta menunjukkan adanya upaya untuk menegakkan disiplin verifikasi fakta. Selain itu, terdapat kesamaan hasil verifikasi dan pengecekan fakta karena kesamaan acuan prosedur. Namun dari segi perbedaannya terlihat pada cara labeling atau penandaannya yang dapat berdampak pada kebingungan masyarakat dalam memahami hasil pengecekan fakta hoaks di media sosial. Hasil pengecekan fakta yang dilakukan ketiga entitas pengecekan fakta di Indonesia ini merupakan upaya konstruktif untuk mengedukasi masyarakat akan pentingnya mengenali ciri-ciri dan jenis hoaks yang sering beredar di media sosial.
Kata Kunci*: Disinformasi, Media Sosial, Misinformasi, Prinsip Pengecekan Fakta*

INTRODUCTION

The term fact-checking – which traditionally originated in newsrooms to correct and verify factual claims made by journalists in stories and articles – can mean two different things in journalism. Traditionally, fact-checkers were employed by newsrooms to correct and verify the factual claims made by journalists in their articles. This type of fact checking is performed to evaluate the solidity ofreporting, check facts and figures, and serve as quality control for news content prior to publication.The beginnings of fact-checking practice in modern journalism – in Western countries at least – are associated with the major U.S. weekly magazines. Like Time in the 1920s (Scriberin Unesco,2018).

On the other hand, the presence of online or online media (in networks) currently allows the public (netizens or netizens) to access information through various platforms and applications on the internet. However, this phenomenon tends to make netizens experience a phenomenon called "information overload" or a flood of information. How could it not be, borrowing the terms of Eric Schmidt and Jared Cohen in the book Digital New Age (the translated version of the book The New Digital Age) the internet is mankind's biggest experiment involving anarchy. Hundreds of millions and even billions of people create and absorb countless digital content, in an online world that is not bound by the laws of the Earth (Schmidt & Cohen, 2014).

The information obtained by netizens via the internet is very diverse, starting from content in text, image, sound, and video formats. The abundance of information that appears every second on the internet through various media, both mainstream online, portals and social media, makes the public have the luxury of information as well as confusion in choosing information (Ginting, Zaini & Agustina, 2019). The phenomenon that later accompanies the presence of social media is the spread of information that is not based on facts or factual information but is irrelevant which isoften called hoax (absorbed from the English word, hoax), fake news (a free translation for the term fake news), or in terminology that more academically known as misinformation and disinformation.

On the other hand, the existence of social media as a channel for distributing information hasbecome a platform that is also used for spreading misinformation and disinformation in cyberspace, because the ecosystem is very conducive. According to Allcott and Gentzkow (2017), there are at least threereasons why social media is an "ideal" platform for the spread of disinformation. First, social media isthe most cost-efficient platform for spreading misinformation and disinformation. Second, the formatof social media – when viewed on a cell phone or news feed windows – can make it difficult to judgethe veracity of information. Third, referring to Messing and Adamic (2015), friendship networks insocial media are ideologically separated so that people are far more likely to think about and share information that is aligned with their ideological position. This shows that people who get news from social media are less likely to receive evidence about the true state of an information that is actually wrong.

One of the most interesting and at the same time concerning issues is the emergence of "fakenews", misinformation, rumours or hoaxes, especially because of their negative impact on society. Likewise, the emergence of the clickbait phenomenon in the world of journalism which often makes it difficult for media outlet consumers to choose accurate information (Kertanegara,2018).Its spreadhas become uncontrollable with the presence of social media channels such as Twitter, Facebook,Youtube, as well as instant messenger platforms or also known as dark social such as Whatsapp,Telegram and Line. Since then many information technology companies (such as Google, Facebook, Twitter) and government agencies have started to pay attention to solving "fake news."

Referring to the problems described above, the focus of this research is on efforts to check facts against misinformation and disinformation on social media on the one hand, and the

complexity of applying fact verification methods. Looking at the context in Indonesia, efforts to check facts are carried out by various parties. Starting from special agencies established by the central government (for example through the Ministry of Communication and Informatics/ Kemenkominfo), or special agencies at the provincial level (such as Jabar Saber Hoaks/JSH), mainstream mass media communities that have been certified and affiliated with the International Fact Checking Network (IFCN), as well as digital literacy activist civil society organizations such as the Indonesian Anti Defamation Society (Mafindo). Civil society organizations such as Mafindo, which already has seven teen regional coordinators in Indonesia, have a mission to actively build media literacy and tackle the spread of misinformation and disinformation.

However, the problem of tackling misinformation and disinformation through fact checking is not assimple as it seems. Especially when disinformation and misinformation can affect a person's memory, reasoning, and decision making, even after receiving a credible correction of the misinformation. Someone can be influenced by misinformation (disinformation) even when someone understand scor rections to facts, believes corrections to facts, and then remembers corrections to facts (Ecker,2017:1).

Given the importance of the position, stages and process of fact-checking in an effort to tackle the spread of misinformation and disinformation, as well as a basis for efforts to counter-narrate misinformation and disinfor-mation and all its complexities, the authors will conduct a study entitled: "Comparison of Fact Checking Principles of Misinformation and Disinformation in Social Media in Indonesia." These are there search questions of this research:

(1) How does the fact-checking mechanism by the anti-hoax community in Indonesia compare to overcoming hoaxes on social media?

(2) How does the fact-checking procedure carried out by the anti-hoax community in Indonesia compare to verifying hoaxes on social media?

(3) How does the counter-hoax mechanism compare to social media that has been verified by the anti-hoax community in Indonesia?

LITERATURE REVIEW

The results of this study are expected to broaden understanding of the concept of fact checking carried out by anti-hoax communities/organizations, both anti-hoax community organizations, mass media, and collaborations of digital literacy activists on the phenomenon of misinformation and disinformationon social media.

It is also hoped that this research will provide a more complete and in-depth picture of the application of various theories about new media, particularly theories under the umbrella of Computer Mediated Communication and Innoculation Theory. Through these two theories, it is hoped that theywill be able to provide an understanding of the phenomenon of the spread of misinformation and disinformation on social media.

In addition, it is also hoped that the results of this study will trigger the emergence of studies thatraise the issue of fact-checking as an effort to overcome misinformation and disinformation on social media.

Zhou et al., (2019) conducted research on hoax detection as an interdisciplinary study, involving experts in the fields of computers and information, political science, journalism, social sciences,psychology, and economics. Such a comprehensive approach to understanding and detecting fake news is necessary to attract and bring together researchers in related fields to conduct research on fake news. Through his research, Zhou et al., presenting fake news detection from multiple perspectives, involving news content and information on social networks, and widely adopting techniques in data mining, machine learning, natural language processing, information search,and social search.

Hassan et al., (2017) researched a fact-checking application called Claim Buster, which has been in development since late 2014. Claim Buster is a system that checks facts from end to endusing machine learning, natural language

processing, and data base query techniques to assist in the fact-checking process. The app monitors live discourse (such as interviews, speeches and debates), social media, and news to identify factual claims, detects political contestations (such as presidential elections) with acurated repository of fact checks from professionals, and sends results directly to audiences (e.g. by displays a pop-up warning if any presidential candidate makes false claims during alive debate).

Another research on hoax detection was conducted by Money (2018) who looked at hoaxes and their implications for teaching information literacy, especially the relevance of critical theories toachieving the democratic goals of education and librarianship. His research shows how sociological perspectives and social problem perspectives can inform the inclusion of critical content in understanding hoax phenomena as well as concepts and skills for detecting hoaxes.

Yang et al. (2019), in his research revealed the other side of social media as a means of spreading hoaxes which have a negative impact on individuals and society. Yang et al., (2019)'s research attempted to investigate whether it was possible to detect fake news in an unsupervised way. The research team treated news truthfulness and user credibility as latent random variables, and exploited user engagement on social media to identify their opinion of news authenticity. The research team utilized the Bayesian network model to capture the conditional dependencies between news truthfulness, user opinion, and user credibility.

In their research, Dubois and Blank (2018) explain the tendency of individuals tochoose media and content that reinforces their beliefs leading to separation based on interests andalignments. This can lead to a partisan echo chamber among those who are politically interested andcan contribute to a growing gap in knowledge between those who are politically interested and thosewho are not. The results showed that those who are interested in politics and those who have a multi-media diet tend to avoid echo chambers. This research suggests that single media studies and studies that use narrow definitions and measures are in a flawed echo chamber, because they do not test theory in the realistic context of multiple media environments.

Ullrich K. H. Eckerd and three colleagues from the School of Psychological Science, Universityof Western Australia, Perth, say that fact checking has become an important feature of the modernmedia landscape. In their research they tested whether simple removal of 'false alerts' was ineffectiveor harmful; and a short format disclaimer (140 characters) is more effective than a simple retraction. On the other hand this study discusses simple retractions in reducing the belief in false claims, and short format rebuttals were found to be more effective than simple retractions after a one week delay but not a one day delay.

Vo and Lee (2018) collaborated to conduct research on efforts to detect fake news and build an online fact-checking system to debunk hoaxes as soon as possible in one, but at almost the same time hoaxes are still being shared wildly by social media users. This suggests that the system may not be fully utilized. Vo and Lee questioned how to increase the utilization of this fact-checking system. The research findings show that fact checkers usually take less than one day to check facts, and it takes another day to disseminate verified information to online media users.

Lowrey (2015) conducted research on the emergence and development of news fact-checking sites through the institutional perspective of population ecology and institutional logic. The population ecology approach suggests that like other forms of new media, fact-checking sites will imitate one another in order to gain legitimacy, and this will promote the formation of media "populations", and tendencies to protect and stabilize the external environment. The findings point tothe need to understand that media entities are constituted by exogenous environments and endogenous "populations", a collection of like entities.

Ozbay and Alatas (2020) conducted a study to determine the difference between factual and fake news, by proposing at wo-step method to identify fake news on social media. In the first step of the method, some pre-processing is applied to the data set to transform the un-structured data set into a structured data set.

The study conducted by Shin et al., (2018) examined the dynamic communication process of misinformation on social media focusing on three components: temporal patterns, content mutations,and sources of misinformation. Shin and colleagues traced the life cycle of 17 popular political rumors that circulated on Twitter over 13 months during the US presidential election in 2012, using text analysis based on misinforma-tion that tended to return several times after the initial publication. The study observed that misinformation was resurfaced by partisan news websites repackaging old misinformation into news and, gaining visibility by influential Twitter users who introduced the misinformation in to the Twitter sphere.

Hoaxes, Fake News and Information Chaos

One of the steps that must be taken to research the hoax phenomenon is to first understand someof the terms associated with it. There are many terms related to hoaxes, for example fake news, disinformation, misinformation, and mal-information. Apart from these terms, hoaxis often accompanied by several other terms such as propaganda, rumors, hyperpartisan content, or manipulative media (falsehoods or manipu-lated media).

Hoaxes are a communication phenomenon that has existed for a long time, at least when humansstarted communicating orally around 6.000 years ago. Hoaxes are growing and ex-panding along withthe emergence of written communication media, then electronic media (radio, television) and film. Atits peak, hoaxes became an increasingly worrying phenomenon when Internet media began to displace con-ventional mainstream media, and began to be replaced by the use of social media as a medium for exchanging information. Meanwhile, accor-

ding to the First Draft and UNESCO, fake news is a problematic term considering that there is a news vocabulary in it. The word news or news is very associated with journalism, considering that news is a journalistic product that has a very different meaning from the phrase fake news.

In the book "Understanding Information Disorder" compiled by First Draft, it is em-phasized that in afake news or "fake news" most of this content is not even fake; often genuine, used out of context and used by people who know that falsehoods based on a grain of truth are more likely to be believed and propagated. On the other hand, as a journalistic product, news contains the main principles of news value and objectivity (at least it contains elements of factuality and impartiality) which have been verified by the media crew before being dis-tributed to the public.

Departing from the problem of chaotic ter-minology, the First Draft offers the use of the terms misinformation, disinformation and mal-information. The three terms above imply a phenomenon that is gradually oriented towards conditions associated with falseness and a ten-dency to harm, harmand intent. These three terms are then referred to as information dis-order or chaos (information disorder), because of the overlap between facts, lies and threats and fear in information. From the aspect of definition, misinformation is information that is not true but the person who disseminates it believes that the information is true without intending to harm others (for example, wrong information about health and child abduction. Meanwhile, disinformation is information that is not true and the person spreading it is also know if it's not true. This information is a lie that is deliberately spread to deceive, threaten, even harm other parties. Types of content in dis-information consist of false content, artificial content, manipulated content, and fake content.

Fact-Checking

Fact checking has become a mandatory proce-dure in journalistic practice, especially in main-stream mass media such as newspapers, ma-

gazines, radio and television. The term "fact checking" can mean two different things in journalism. Traditionally, fact checkers were carried out by editorial staff tocorrect and verify the factual claims made by journalists in their articles. This fact-checking genreevaluates the solidity of reporting, double-checks facts and figures, and serves as an overall qualitycontrol round for news outlet content prior to publication. Quoting the book Journalism, Fake News, Disinformation (Unesco, 2018:81), the dawn of fact-checking practices in modern journalism — at least in Western countries — began in weekly magazines such as Time in the 1920s. The practice of fact checking then develops and adapts to each media genre, with its own characteristics.

Referring to one of the fact-checking methods carried out by the fact-checking community in Norway, Faktisk, the selection of which claims are examined follows traditional news criteria such asmateriality, closeness, timeliness and sensation. Following are some of the criteria used by Faktisk (https://www.faktisk.no/methode) in checking facts:

(1) Claims must be based on verifiable information.
(2) It shouldn't be normative, like "Party politics leads to a cooler society."
(3) It shouldn't be a prediction of the future.
(4) Statements must have a certain distribution or be repeated frequently in word change.
(5) Claims must be controversial: Some question the truth. Whether political opponents, professionals, tipsters or us.
(6) Claims must be relevant. It has to make a difference whether it's true or not.
(7) Claims must especially matter for the Norwegian conditions.
(8) Claims are important or interesting to most people.

This fact-checking procedure has become one of the hearts of the digital and information literacymovement that is spreading all over the world. The fact-checking method which was originally only used in the mainstream media environment, then developed in the scope of government, organizations, institutions and the digital literacy community, whose number is currently growing. Digital literacy organizations, institutions and communities then develop their own principles of fact checking. One of the methods developed by First Draft, has become a reference in fact-checking procedures by many digital literacy organizations and communities around the world.

The method developed by First Draft (2019) uses five stages in fact checking known as the five Pillars of Verification or the five pillars of verification or checking which consist of provenance (did we see the account, article or original content?), source (who made created an account or article, or was the original content captioned?), date (when was the content created?), location (where was the account, website or content created?), and motivation (why wasthe account created, the website created, or part of the retrieved content?). The basic principle applied through the five pillars of verification is that themore we know about each pillar, the stronger our verification will be. On the contrary, if the fewer elements of verification that can be applied, the weaker the verification results will be.

Regarding the history of checking or checking facts, citing the writings of Monggilo (2019), especially those implemented and developed by the mainstream media in Indonesia have developed from time to time, in line with the history of mass media in Indonesia. Like wise, the fact-checking mechanism which was later developed within digital literacy organizations and communities in Indonesia can be identified from three important periods, namely the 2014 period with the establishment of the Anti-Defamation, Incitement and Hoax Forum (FAFHH), the 2015 period through the Mafindo declaration, and the 2018 period which marked by the acquisition of IFCN certification for five fact-checking agencies in Indonesia (Tirto, Liputan6, Tempo, Mafindo, and Kompas) as well as collaborativ efact-checking projects such as Third-Party Fact-Checking and Cek Jadi.com (Wendratama, 2019).

Social Media

The following are two definitions of social media according to experts. According to Van Dijk (2013), social media is a media platform that focuses on the existence of users that facilitates their activities and collaborations. Where as Meike and Young (2012) define the word social media as a convergence between personal communication in the sense of sharing between individuals (to be share done-to-one) and public media to share with anyone without any individual specificity (Nasrullah, 2016).

Social media is a platform that is categorized as cybermedia. Social media has special characteristics that are different from other media. The following describes the characteristics of social media according to Rulli Nasrullah as follows: (1) Inter-user Network; (2) Information; Information becomes an important entity of social media.

Because unlike other media on the internet, social media users create representations of their identities, produce content, and interact based on information.

a) Archives
b) Interactivity
c) Social Simulation (Simulation of social)
d) Content by Users (User-generated Content)
e) Dissemination (Share/Sharing)

METHOD

The paradigm that researchers use in this study is constructivism, which assumes that the universe is epistemologically the result of social constructivism. Human knowledge is a construction that is built from cognitive processes with their interactions with the world of material objects. From the perspective of constructivism, the universe is a construction, meaning that the universe is not understood as an autonomous universe, but socially constructed, because it is plural. Consequently, in the constructivist view there is no independent meaning, no purely objective description. Constructivists can not transparently see "what is there" or "what is

here" without being mediated by socially agreed theory, conceptual framework, or language (Ardianto & Q-Anees, 2009).

This study uses a method or casestudy approach (casestudy). Quoting Yin's explanation, the case study approach includes a study of a case in the setting or context of contemporary life. Meanwhile, according to Stake, case study research is not a methodology but a choice about what should be studied or researched. Considering that the case under study is something that is bound by a certain system, time and place. In other words, the case study approach is a research strategy, a methodology, or a comprehensive research strategy (Creswell, 2013).

According to Merriam (Wimmer & Dominick, 2011) there are four characteristics of case study research, namely: (1) Particularistic, or focusing on special situations, events, programs, or phenomena; (2) Descriptive, namely the output of case study research is a detailed description of a topic; (3) Heuristics, when case studies can help us understand what is being researched with new interpretations, new perspectives, new meanings, and new knowledge; (4) Inductive, because most case studies rely on inductive reasoning, when principles and generalizations emerge from an explanation of the data.

A case study approach was used in this research because the object under study, which is a comparison of fact checking on misinformation and disinformation, has the four characteristics mentioned above. Fact checking is a special phenomenon that requires a detailed description, besides helping to understand the research object with new interpretations, new perspectives, new meanings, and new knowledge. In the end, through inductive reasoning, this research will be able to produce principles and generalizations from an explanation of the data.

In this case study approach the author chose an instrumental case study, because the focus of this research is on the issue of strategies and methods of fact checking on misinformation and disinformation carried out by the anti-hoax

community, as a bounded case to then make a detailed, in-depth and comprehensive description through five stages research, starting from research design, pilot study, data collection, data analysis, to writing research results.

The selection of sources for this study was carried out using a purposive sampling technique, namely sources who are truly competent in their fields and relevant, so as to be able to provide data and information related to the fact-checking process of misinformation and disinformation on social media. The informants selected by the authors in this study were digital literacy activists, anti-hoax volunteers, fact-checkers, observers, and experts who understood the concept of fact-checking. The informants who will be used as sources of data and information are those who will represent the fact-checking community/organization from Mafindo, the Ministry of Communication and Information, and West Java Saber Hoaks using the snowball sampling technique.
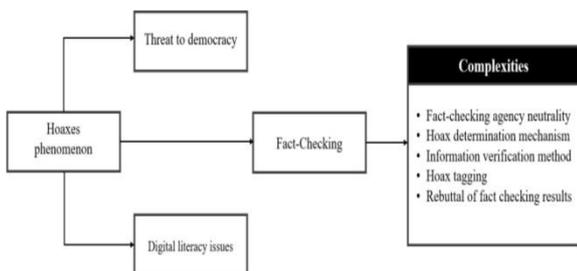

Figure 1. Problem Modeling
Source: processed research data

The data used as material for this study came from interviews, observations, and other relevant documents. Meanwhile, data analysis techniques are in line with Creswell (2013:199). The data validation technique for the type of qualitative research use distriangulation. Triangulation is essentiallya multi-method approach used by researchers when collecting and analyzing data. Triangulation is an attempt to check the correctness of data or information obtained by researchers from different points of view by reducing as much as possible what occurs during data collection and analysis. According to

Moleong (2010:332) triangulation means the best way to eliminate differences — differences in the construction of reality that exist in the context of a study when collecting data on various events and relationships from various views.

RESULTS AND DISCUSSION

(a) Comparison of Fact Checking Mechanisms by the Anti Hoax Community in Indonesia to Overcome Hoaxes on Social Media
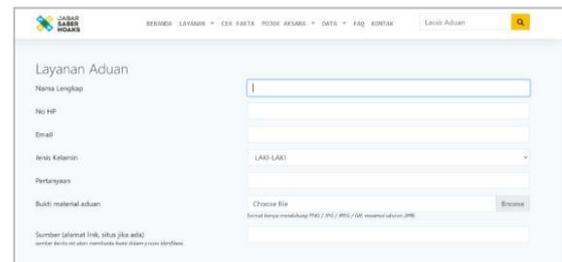

Figure 2. Screenshot of the Complaint Service menu on the JSH website
Source:
https://saberhoaks.jabarprov.go.id/v2/layanandinding

From observations of Kominfo fact-checking websites, Jabar Saber Hoaks (JSH), and Mafindo, as well as interviews with informants representing the three fact-checking entities, the following research results were obtained. First, news, information and/or issues that are indicated as hoaxes (mis/disinformation) are obtained from two sources, namely based on complaints from the public and those obtained directly by the fact-checking team. News, information, and issues can come from various social media channels and platforms such as Twitter, Facebook, Youtube, and Instagram. Beyond that, hoaxes can come from chat platforms such as Whatsapp, Wechat, or Telegram. Fact-checking entities provide menus or features that enable the public to report, both through the website and various platforms and applications. Forexample, JSH through their website (https://saberhoaks.jabarprov.go.id/) provides a Service menu which contains two options, namely Track Complaints and Complaint Services. For the Complaint Services submenu, there is a digital form that can be

filled in by the complainant, such as name, telephone number, email, gender, question, and attaching material evidence of the complaint.

Meanwhile, the fact-checking entity Mafindo provides hoax reporting services from the public through quite a variety of channels, platforms and applications. Hoax reports can be sent via email (lapor@turnbackhoax.id), SMS or WhatsApp Hotline (to contact number 0896-8006-0088) and the Kalimasada service (at contact number 0859-21-600-500). Apart from that, there is still a digital formon the website (https://turnbackhoax.id/). Apart from that, Mafindo also provides a channel for public complaints through an application called Hoax Buster Tools (HBT) which can be downloaded via the Playstore or Appstore. Through this free application, besides being able to submit complaints regarding hoaxes, user scan also check hoaxes independently.
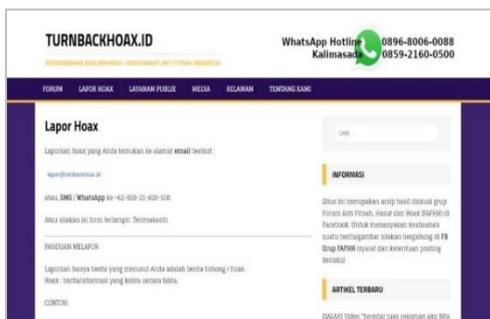

Figure 3. Screen shot of the Report Hoax menu on the Mafindo website
Source:https://turnbackhoax.id/lapor-hoax/

Indonesia Ministry of Communication and Informatics (Kemkominfo) as a government body has two mechanisms to check facts, the first is based on content complaints via the website. Second, the Ministry of Communication and Information has a crawling machine called AIS (operating since December 2017). This was done by the Ministry of Communication and Information as an effort to ward off various negative content on the internet, both in the form of hoax and pornographic content. In general, the mechanism carried out by the three fact-checking entities (Kemkomin-fo, Mafindo, and JSH) can be seen in Figure 4. below
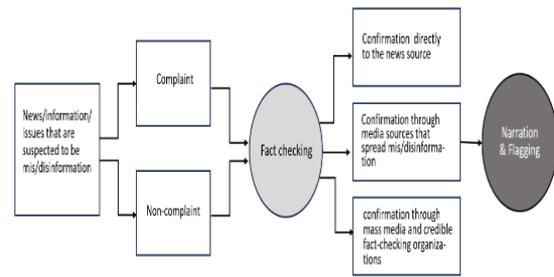

Figure 4. Mechanism of fact checking carried out by Kominfo, JSH, and Mafind of act checkers
Source: processed research data

(b) Comparison of Fact Checking Procedures by the Anti Hoax Community in Indonesia to Overcome Hoaxes on SocialMedia

The fact-checking entities Kemkominfo, Mafindo, and JSH have their own fact-checking procedures. From observations of Kominfo fact-checking websites, Jabar Saber Hoaks, and Mafindo,as well as interviews with informants representing the three fact-checking entities, the following research results were obtained.

Mafindo uses a relatively layered fact-checking procedure to verify news, information or issuescirculating on social media as facts or hoaxes. First, at the very top is displayed a hoax title with the label False in fron to fit. Then a screen shot of information that is suspected of being a hoax is displayed with the flagging "False" in the middle. Then there is a short narrative disproving the information, followed by a lengthy explanation quoting from at least two reliable sources (usually from mainstream media verified by the International Fact Check Network/IFCN). Apart from listing the original sources of information circulating on social media, Mafindo also includes references or sources of verification that will corroborate whether the debunked information is fact or hoax. In fact checking, Mafindo also always displays the hoax category in accordance with the seven mis/disinformation classifications made by the First Draft.

Figure 5. Screenshot of the fact checking page on the Mafindo website
Source: https://turnbackhoax.id/2022/08/11/salah-kronologis-events-hasil-klarifikasi-dengan- ketiga-guru-bk-di-sman-1-banguntapan-oleh-lbh-muhammadiyyah/

The JSH fact-checking team has a fact-checking procedure similar to that carried out by Mafindo. In addition to displaying hoax titles circulating on social media with a hoax label at the top of thescreenshot. The difference is that the JSH fact-checking team made clarification of information data intabular form by describing the type of clarification, location of the information, type of information,complaint channels, evidence of complaints, fact-checking officers, and data on the amount of content seen by netizens. JSH's fact-checker debunking narrative sequence begins with a summary of thecirculation of information that is suspected of being a hoax on social media, then followed by fact-checking accompanied by verification sources and ends with a brief conclusion. In addition, it also displays the types of categories according to the seven classifications of Mis/Disinformation First Draft. As a verification booster, references that can be accessed directly are attached.

Figure 6. Screenshot of the fact checking page on the JSH website
Source:https://saberhoaks.jabarprov.go.id/v2/klarifikasi/detail/PTN002084/

The Kemkominfo fact-checking team has a more concise and simple fact-checking procedure. After displaying the title of the hoax, it is followed by the category of hoax, then displays a screen shot of the hoax circulating on social media with the Disinformation "stamp" at the top, then followed by an explanation in the form of a short narrative of 3-4 short paragraphs. After that, it is followed by acategory description of the information (using the term disinformation) and ends with a counter link containing verified media and other sites that reinforce the debunk of the information.

The Ministry of Communication and Informatics (Kominfo)	Mafindo	JSH
The title cites the original source	The title cites the original source	The title cites the original source
Flagging in the middle of the screenshot	Flagging in the middle of the screenshot	It doesn't show flagging in the middle of the screenshot, but rather at the top
There is a category of information (hoax) without specifically mentioning the type of mis/disinformation according to the First Draft classification, but only writing "Disinformation."	There is a category of information (hoax) by mentioning one of the seven types of mis/disinformation according to the First Draft	There is a category of information (hoax) by mentioning one of the seven types of mis/disinformation according to the First Draft
Displays screenshots of hoaxes circulating on social media	Shows screenshots of hoaxes circulating on social media twice	Displays screenshots of hoaxes circulating on social media
Explanation in the form of a short narrative of the verification results	An explanation in the form of a long and detailed narrative of the results of the verification	Explanation in the form of a short narrative of the verification results
"Link counter" as a verification reference by including the website link	"Reference" sources verify the facts by displaying a website link	"Referral" as a verification reference source in bit.ly link format (example, https://bit.ly/3dwyR7y)
Displays the name of the fact checker	Displays the name of the fact checker	Displays the name of the fact checker

Table 1. Comparison of the Fact Checking Procedures of the Ministry of Communicationand Informatics, Mafindo and JSH
Source: processed research data

(c) Comparison of Rebuttal Mechanisms for Hoaxes on Social Media That Have Been Verified by the Anti Hoax Community in Indonesia

The fact-checking entities Kemkominfo, Mafindo, and JSH have relatively different mechanisms for refuting hoaxes. From observations of the Kominfo fact-checking website, Jabar Saber Hoaks, and Mafindo, as well as interviews with informants representing the three fact-checking entities, the following research

results were obtained.

Mafindo uses a fact-rebuttal mechanism by using the false flag that is placed above screen shots of text, photos or videos circulating on social media. Where as JSH uses flagging in the form of HOAKS at the top of the fact verification infographic, not above the screen shot. Almost the same as Mafindo's denial mechanism, as well as that used by the Kemkominfo fact checkers who use the "Disinformation" flaggingon screenshots of text, photos,videos circulating on social media.

Figure 7. Screenshot of the results of fact checking conducted by Kominfo, JSH, andMafindo
Source:https://www.kominfo.go.id/content/all/laporan_isu_hoaks ; https://saberhoaks.jabarprov.go.id/v2/home; https://turnbackhoax.id/

From the results of previous research, the procedures, procedures, and fact-checking mechanisms as part of the hoax debunking process are efforts made by fact checkers (whether carried out by mass media entities, civil society organizations, or government institutions) to Verify information whether fact or hoax. It is interesting to listen to the results of this research that each fact-checking entity has relatively different methods, procedures and mechanisms in verifying facts to flagging the results off act-checking.

It should be noted that this difference has both positive and negative sides. From a positive standpoint, fact-checking processes and procedures are dynamic and evolve, as technology changes and the production and distribution of hoaxes changes. This means that each fact-checking entity has its own reasons and considerations for disclosing information as factor hoax. Insofar as fact-checking still refers to efforts to separate facts

from hoaxes, the methods, procedures and mechanisms for checking facts still have legitimacy.

However, from the negative side, for ordinary people the results of checking the different facts will actually be confusing. Instead of showing the results of fact-checking based on the principles of verification discipline that are able to sort out what is factual and hoax, ordinary people are confused about the procedure for labeling the results of fact-verification. For this reason, it is better to make an agreement among fact-checking entities to make labeling easier to understand, even without having to make it uniform.

CONCLUSIONS

Referring to the results of the assessment and analysis of the research, it can be concluded in general that the fact-checking entities understudy have carried out verification procedures for information based on universal principles, namely confirming it from comparative sources originating from the mainstream media or other trusted sources. In this case, there are variations in the process, mechanism and fact-checking procedures carried out by the three fact-checking entities as shown by the Ministry of Communication and Information, Mafindo, and Jabar Saber Hoaks (JSH).

Both the similarities and differences in fact-checking principles of the three fact-checking entitiesthat have been examined, so what needs to be considered is expanding the similarities in fact-checking principles, procedures and mechanisms on the one hand, and narrowing differences on the other. Each fact-checking entity has something in common in terms of using sources of verification using the mainstream mass media and other credible sources. In addition, each fact-checking entity builds logical and critical narratives to verify facts after having a foothold from reliable sources.

Most importantly of all, the debunking process of the fact-checking entity must be

able to educate the public so they don't easily believe any information circulating on social media is a verified fact. Inaddition, the results of fact checking can educate the mass media users to understand the principles offact checking and be able to be critical of any information received or disseminated on social media. Also, through the results off act check-ing on various information whose factuality is doubtful, the public is also educated to recognize types of mis/disinformation as a form of information disorder.

In general, the results of the research described earlier show that the process of checking facts as a relatively new thing in Indonesia still needs to be improved, both in terms of methods, principles, procedures and mechanisms. One of the homework that still needs to be agreed upon is the creation offlagging or labeling of the results of fact checking, so that people are no longer confused by different terms which can actually have an impact on misunderstanding or even distrust of the ethics of factchecking. For this reason, parties who are concerned with checking facts must sit together to discuss several crucial matters related to procedures, mechanisms or even methods in checking facts.

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