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Policy Analysis Of Handling Hoax News In Online Media At The Barru
Regency Communication, Information, Statistics And Encoding Service
(Diskominfo-SP)

Andi Muhammad Ishak Ismail^{1✉}, Mukmin Muhammad², Ananda Nurul Tasya³

Program Studi Administrasi Publik, STIA Al Gazali Barru

Email: anchaliccha19@gmail.com^{1✉}

Abstract

This study aims to determine the Policy for Handling Hoax News in Online Media at the Department of Communication, Information, Statistics and Encoding (Diskominfo-SP) of Barru Regency. In addition, this study aims to determine the factors that influence the implementation of the Policy for Handling Hoax News in Online Media at the Department of Communication, Information, Statistics and Encoding (Diskominfo-SP) of Barru Regency. The type of research used is descriptive qualitative. Sources of data obtained primary and secondary data, data collection techniques through interviews, observations, and documentation. Data analysis techniques are data collection, data reduction, data presentation, and drawing conclusions. The results of this study indicate that the policy for handling hoax news in online media at the Department of Communication, Information, Statistics and Encryption (Diskominfo-SP) of Barru Regency, has been running quite well. This conclusion is based on the results of data analysis carried out in the field where from 4 indicators that are used as interview subjects, namely Issue Classification, Information Review, Delivery Target, and Delivery Strategy. These four indicators have been successfully met, while the factors that hinder the Diskominfo-SP are the low level of public literacy in digesting news and the time limit of the Office of Communication, Information, Statistics and Encryption (Diskominfo-SP) in handling hoax news.

Keywords : *Analisis, Policy, Hoax News, Online Media*

Abstrak

Penelitian ini bertujuan untuk mengetahui Kebijakan Penanganan Berita Hoax di Media Online pada Dinas Komunikasi, Informasi, Statistik dan Encoding (Diskominfo-SP) Kabupaten Barru. Selain itu, penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi implementasi Kebijakan Penanganan Berita Hoax di Media Online di Dinas Komunikasi, Informasi, Statistik dan Pengkodean (Diskominfo-SP) Kabupaten Barru. Jenis penelitian yang digunakan adalah deskriptif kualitatif. Sumber data diperoleh data primer dan sekunder, teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Teknik analisis data adalah pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa kebijakan penanganan berita hoax di media online pada Dinas Komunikasi, Informatika, Statistik dan Enkripsi (Diskominfo-SP) Kabupaten Barru, sudah berjalan cukup baik. Kesimpulan ini berdasarkan hasil analisis data yang dilakukan di lapangan dimana dari 4 indikator yang dijadikan subyek wawancara yaitu Klasifikasi Masalah, Kajian Informasi, Sasaran Penyampaian, dan Strategi Penyampaian. Keempat indikator tersebut telah berhasil dipenuhi, sedangkan faktor yang menghambat Diskominfo-SP adalah rendahnya tingkat literasi masyarakat dalam mencerna berita dan keterbatasan waktu Dinas Komunikasi, Informasi, Statistik dan Enkripsi (Diskominfo-SP) dalam menangani hoaks. berita.

Kata Kunci : *Analisis, Kebijakan, Berita Hoax, Media Online*

INTRODUCTION

Since birth humans live in a certain environment which is the container of their lives, they need the help of other people around them who indirectly communicate. It can be interpreted that humans naturally need to communicate from infancy to the end of their lives, as social beings humans will always want to talk, send and receive information, exchange ideas and even experiences.

Communication is an activity that is often carried out by humans when interacting with other humans, so that in the communication process humans really expect smooth communication and contain messages so that there are no misunderstandings with each other. In the current era of globalization, it is known that with the rapid development of technological knowledge and information, everything can be obtained instantly. Advances in information technology today cannot be separated from technological developments, especially the internet, but the ease of access to information in this digitalization era is often misused by certain parties, such as in spreading hoaxes (fake news). There are many goals for hoax makers, one of which is to lead public opinion and then form a wrong perception of actual information.

At least the process of selecting news information that spreads through online media from the authorities provides flexibility for hoax creators in carrying out their work. Hoax is news that

is spread by someone who contains news that is not true or news that is not in accordance with the facts that occur with certain aims and objectives. Hoaxes were created deliberately as a tool to influence people's minds and became widespread because of their biggest generator factors, namely politics and religion.

The low level of literacy in Indonesia makes it difficult for people to choose and sort positive content among the hundreds or even thousands of content in online media, this is a warning that freedom if it is not based on ethics and culture will bring online media users to justice. , so in using online media must be careful. Hoaxes also usually contain hate speech, in this case hate speech is verbal and non-verbal words or expressions that are used to suppress, demean or promote violence against someone on the basis of their membership in a social group or tradition, acts of communication carried out by individuals or groups in the form of incitement, provocation or insult to individuals or groups, in general, hate speech contains matters related to race, skin color, gender, disability, sexual orientation, nationality, religion, and so on. Hoax is a form of crime that looks simple, easy to do but has a huge impact on political, social and community life. Hoax is also information that is falsified to cover up real information, in other words, hoax can also be interpreted as an attempt to twist facts using convincing but unverifiable information. According to the Big Indonesian Dictionary (KBBI) hoax is false information.

The definition of hoax news is fake news made with a specific purpose. Hoaxes are usually distributed via WhatsApp messages or status hoaxes on social media which have a high chance of being shared with more people. The word Hoax comes from the English language, namely hoax, which means deception, deception, fake news, fake news or rumors spread by someone. So it can be said that hoax is a word that means untruth of information. Hoax is not an abbreviation but a word in English which has its own meaning. While the definition of hoax according to Wikipedia is: "A fake report is an attempt to outsmart or trick the reader/listener into believing something, even though the creator of the fake news knows that the news is fake and not true". In this era of globalization and the rise of the internet, people are free to express their opinions or opinions, both through speech, print media, and electronic/online media (General Health, 2021). Pellegrini in J. Simarmata, et al (2019: 3) develops the definition of hoax from MacDougall and explains it as a lie that is made up in such a way by someone to cover up or distract from the truth, which is used for personal gain, both intrinsically and extrinsically. Characteristics of Hoaxes According to the Press Council in J. Simarmata, et al (2019: 4), the characteristics of hoaxes are as follows: a. Resulting in anxiety, hatred, and hostility. b. The

source of the news is not clear. Hoaxes on social media are usually media reports that are unverified, unbalanced, and tend to corner ce that's it. c. Filled with fanaticism in the name of ideology, the title and introduction are provocative, punishing and hiding facts and data. Another characteristic of hoaxes is the presence of capital letters, bold letters, lots of exclamation marks, and without mentioning the source of information. use this opportunity to utilize social media in a negative context. This is getting worse during the election season, regional elections, social media becomes a place for positive campaigns, and for negative campaigns. However, this negative campaign is legal because it is useful to help voters make their decisions.

Online media is a means or place for a person or various parties to convey their opinions and thoughts, actually if online media is used to convey positive things then it will not be a problem but what often happens today is online media is often a place for conveying things negatively by a person or certain parties for various interests, both personal and other interests. The government is currently trying to deal with various ways of tackling hoaxes (fake news) through the Indonesian Broadcasting Commission (KPI) through this institution, radio television broadcasts and so on can be handled directly by the relevant agencies such as the police and especially the Office of Communications, Informatics , statistics, and coding, the government also issues policies through laws which are essentially one of the forms of realizing government policies.

The government issued Law number 19 of 2016 concerning Information and Electronic Transactions (ITE), but some people consider this to be a threat to one's freedom of expression. Seeing the latest developments, the government has seen unrest in society due to the development of hoax news. In eradicating and reducing hoax news, conventional media or mainstream media, in this case print media, can also be carried out by the online media itself and have spread throughout Indonesia. Online media itself is a means or place of communication that is presented online on internet websites, online media as well as journalistic writings such as news, articles and online features such as Facebook, Twitter, Instagram to WhatsApp groups. The Government Office of Communication, Informatics, Statistics and Encryption is trying to reduce the spread of hoaxes by educating the public to increase digital literacy or learning through online media. However, the spread of hoax news can be anywhere, be it a City/Regency or a Village as long as there is an internet and digital network connection, one of which is in Barru Regency there are still many problems with hoax news that have not been resolved. Seeing so much news circulating, the researchers focused on the news

circulating in Barru District only. Based on the initial survey, hoax news was spreading rapidly in the community, therefore the Office of Communication, Informatics, Statistics and Encryption (Diskominfo-SP) was tasked with overseeing broadcasting, especially those spread in online media.

Researchers only focused on hoax news circulating in Barru Regency only through online media. such as Facebook, Instagram, and WhatsApp so that they are easily accessible and not too widespread and regarding hoax news in Barru Regency, including: for example the case of child kidnapping, which occurred in Barru Regency to be precise in Mallusetasi District which has recently been hotly discussed by local residents it turned out that after being confirmed by the local police he was not a child kidnapper but a man suspected of having a psychiatric disorder.

Therefore, the people of Mallusetasi Subdistrict are advised not to share or disseminate events that are not necessarily true on social media (Kapolsek Mallusetasi), and the case of a man marrying 2 women at the same time which occurred in Mallusetasi Subdistrict, also in Cilellang Village. The photo of two women and one man in a wedding ceremony was a scene, but after being confirmed by Irfan, one of the residents of Cilellang said that the photo circulating was not a photo of the bride and groom, but of the completion of the Qur'an and the three of them were siblings. Based on the background above, the author takes the title "Policy Analysis of Handling Hoax News in Online Media at the Office of Communication, Informatics, Statistics and Coding (Diskominfo-SP) of Barru Regency".

RESEARCH METHOD

In this study, researchers used qualitative research to explain facts by using information data in accordance with what happened at the research site. Pen Elite analysis is a process of carrying out logical steps in obtaining valid data that results in appropriate and correct conclusions. According to Sugiyono (2013: 9) qualitative research is a research method based on the philosophy of postivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined). The author uses this type of qualitative research because the writer wants to describe or describe clearly how the Office of Communication, Informatics, Statistics and Coding takes action to handle hoax news on online media in Barru Regency.

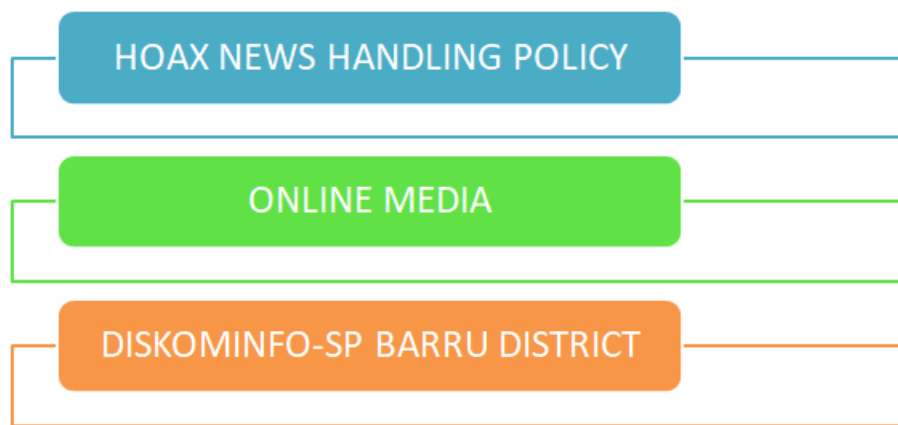


Figure 1 Research Flowchart

RESEARCH RESULTS

Research Results In this section the importance of public awareness about the circulation of hoax news through online media in Barru Regency, from the results of the author's research obtained in the field, it is necessary to conduct an interview process regarding several indicators, namely: 1. Policy of the Office of Communication, Informatics, Statistics and Coding (Diskominfo-SP) in handling hoax news in online media in Barru District a. Classification of Issues That is classifying news by determining the type of news received, both written and oral news, which have an influence on public reactions. In this case, the researcher conducted interviews with the aim of obtaining data about the policies for handling the Office of Communication, Informatics, Statistics and Coding (Diskominfo-SP) in hoax news in online media in the form of classification of issues with sources, namely: Mr. Ardi Susanto, S.H as Head of Public Relations, Information and Public Communication (Diskominfo-SP) said that: "Regarding the classification of issues, it is very necessary and has been carried out with descriptions of hoax news circulating in Barru Regency, whether the news is the authority of the Barru Regency government or not. If the news falls under the authority of the Barru Regency government, it is our obligation as the Barru Regency Information and Documentation Management Officer (PPID) to respond. If it turns out that it is not the authority of the Barru Regency government, then it will be drawn again into several groups including the Central Government, Provincial Government and Village Government, each of which has the authority to answer. To determine the classification of this issue, namely by dissecting the affairs of authority.

Having this classification of issues makes it easier for us to respond efficiently with an effective narrative" (Interview 18 July 2022). The same thing was conveyed by Mrs. Marjani Zainal Abidin, S.H as the Head of the Management and Provision of Information Section regarding the classification of Issues, she said that: "Classification of issues is a form of effort by the Public Relations Division, in detecting fake news circulating in the people of Barru Regency and of course to determine the news, an analysis of authority affairs is carried out whether it belongs to the authority of the Central Government, Provincial Government, Village Government and Regency Government itself. This also makes it easier for us, as the PR department, to make more directed and organized decisions" (Interview 18 July 2022).

Regarding the classification of issues, the opinion expressed by youth, namely Asrar Muchtar, S.H. said that: "Classification of issues is really needed for Diskominfo-SP, by making observations both directly and indirectly, to determine the form of classification of news circulating and to find out for themselves the truth and clarity of the news, they are required to carry out direct observations to determine the classification of related news. This also has a huge impact on us as youth who really need the truth, one of which is the classification of this issue" (Interview 23 July 2022).

Regarding the classification of issues, the opinion expressed by Ahmad Irsyadul Ibad, S.T as a youth is: "When viewed from the policies issued by the Office of Communication, Informatics, Statistics and Coding, in my opinion, the classification of issues is necessary, because the news is not necessarily true or the issue could from anywhere it can be obtained from online or non-online media, therefore the classification is online and non-online media. Of all the news that I get, most of it comes from online media such as WhatsApp, Facebook and Instagram. This is also useful as a reference for the communications, informatics, statistics and encryption services to share methods for handling news that enters or is spread in society" (Interview 23 July 2022).

The opinion expressed by a community leader in Lipukasi Village, Mr. Muh. Kasim regarding the classification of issues said that: "Issues or news among rural communities are considered taboo because there are still many people who have a level of understanding that is quite vulnerable to news or issues that are sufficiently ups are widely spread around both from online media and issues that are spread conventionally without knowing the truth, therefore a classification of issues is really needed. I, as a community shop, want the welfare of the community, especially for ordinary people, our role is to provide answers when asked for information from the community itself. this also helps in providing explanations to the public in

differentiating issues or news circulating” (Interview 23 July 2022). b. Information Review The process of drawing conclusions determines the ideal form of delivery or method of determining the appropriate form of communication based on the type or classification of news and issues.

In this case, the researcher conducted interviews with the aim of obtaining data regarding the policies for handling the Office of Communication, Informatics, Statistics and Coding (Diskominfo-SP) in hoax news in online media in the form of Information Review, with sources namely: Mr. Ardi Susanto, S.H As Head of Public Relations , Information and Public Communication (Diskominfo-SP) said that: "Information review is really needed by carrying out two or three document clarifications, or clarifications to parties who have authority, taking into account the authority of technical officials and supporting evidence, once we get clarification or clarity regarding this news hoax or real as soon as possible we will confirm it to the public.

And for the time itself we must finish as quickly as possible if it is necessary to resolve ourselves getting the news. It is easy to solve or solutions to problems can be obtained more quickly” (Interview 18 July 2022).

A similar opinion was conveyed directly by Mrs. Marjani Zainal Abidin, S.H as the Head of the Information Management and Provision Section regarding Information Review, she said that: "Information analysis is an important aspect so that it is very necessary in determining the conclusion of a news whether it is hoax or genuine.

So we do clarifications to government agencies or devices that have authority and are supported by existing evidence such as administration or documentation. With this we can quickly obtain clarifications that must be completed in one day” (Interview 18 July 2022). The Information Review included in the Diskominfo-SP policy in Handling Hoax News received a response from Asrar Muchtar, S.H as a youth, who said that: "It is really necessary to get conclusions or information about related news, taking into account transparency or being open to the public. Maybe the Diskominfo-SP needs to involve youth for direct observation in providing conclusions, this includes a social approach and social interaction.

An absolute absolute thought where a news or issue studied must be completed in time and as soon as that day. Therefore, the impact that can be obtained is to open insights, train the mind to be more critical of related news” (Interview 23 July 2022). As for the opinion given by Ahmad Irsyadul Ibad, S.T as a youth regarding Information Review as one of the Diskominfo-SP policies in handling hoax news, namely: "In terms of information analysis, it is very necessary because information must have the core of the problem, so from there we there must be something called information review because from the core of the problem the

communication, informatics, statistics and encryption service can draw conclusions from it and it depends on the communication, informatics, statistics and encryption service how long it is set in reviewing the news so the news should not be allowed more than 1 day" Regarding the Information Review as a form of Diskominfo-SP policy in handling hoax news in Barru Regency, a community figure, Mr. Muh. Kasim commented that: "Raising a story to become a subject of discussion is a habit of the people, so reviewing the information carried out by the Diskominfo-SP is important and necessary.

Especially at this time with the dissemination of information that has been through online media, the steps that must be taken are conveying or involving the community in thinking about responding to related news and also with available evidence. So with this, the community can also be trained in analyzing information and sharing opinions" (Interview 23 July 2022). c. Delivery Target Determine the media of communication with the public who have received the information.

This interview aims to obtain data regarding delivery targets with informants: Regarding Submission Targets in the Diskominfo-SP policy as a form of handling hoax news, Mr. Ardi Susanto. S.H. As Head of Public Relations, Information and Public Communication (Diskominfo-SP) of Barru Regency he said that: "To take a communication approach to the public in our opinion, we must divide community groups based on online media in the form of Facebook, Instagram, Twitter, Whatsapp, & Youtube. From these online media groups, media realists, flyers, and videos are carried out along with narration or supporting evidence. The benefits are also very influential and make it easier for us to determine appropriate communication with the public" (Interview 18 July 2022).

Likewise, what was conveyed by Mrs. Marjani Zainal Abidin, S.H., as the Head of the Information Management and Provision Section, gave a response regarding Submission Targets as a form of Diskominfo-SP policy in dealing with hoax news, namely: "A suitable approach is to find out which online media is the most popular, whether it be Facebook, Instagram, Twitter, Whatsapp, and Youtube each have different forms of interaction, so with this media we can disseminate information through Release media, flyers and videos. This will be useful in determining the form of our communication with the public later" (Interview 18 July 2022). As for the opinion of youth Asrar Muchtar, S.H regarding Submission Targets, namely: "Regarding whether it is necessary or not, of course it is said that the Diskominfo-SP is necessary, especially in online media so the Diskominfo-SP needs to find out which online media sources are most frequently used, let alone several groups Communities have different levels of knowledge in

managing online media, so we will take the outline and then execute it on the platform. (Interview July 23, 2022).

Regarding the delivery target in the Diskominfo policy for handling hoax news, Ahmad Irsyadul Ibad, S.T as a youth commented: "For the delivery target itself, the delivery target is an important matter not to be ignored by the communications, informatics, statistics and encryption services because for take an intense approach to the community first, first know the sources of online media that are often used by most people and then focus on communication to online media." (Interview July 23, 2022).

Community leader, Mr. Muh. Kasim gave his opinion regarding the delivery target saying that: "Diskominfo-SP needs to carry out the delivery target because the community has different knowledge so that any approach is very influential. For us community leaders, most of the information we got was from online media, most of all from WhatsApp media and then directly talking about it. The benefit is that we can assess people more deeply as a reference for conveying information" (Interview 23 July 2022). d. Submission Strategy Determine direct action in conveying information regarding the handling of hoax news. This interview aims to obtain data regarding delivery targets as a form of Diskominfo-SP policy in handling hoax news with an informant: Mr. Ardi Susanto. S.,. As Head of Public Relations, Information and Public Communication of Diskominfo-SP Barru Regency.

Regarding the delivery strategy he said that: "A delivery strategy is really needed, because in conveying information we need an information strategy, in this case we classify it from the type of news, officials or government, discussions of young people and activists or journalists from these four then we use the strategy method communication in this case the determination of the audience after that the media model then the target continues to be evaluated.

The strategy has also been running and in the context it can be said to be successful and makes the main tasks and functions of PPID fulfilled as well as building the people of Barru Regency in line with the local government's vision and mission" (Interview 18 July 2022). This was reinforced by the response made by Mrs. Marjani Zainal Abidin, S.H as the Head of the Information Management and Provision Section.

Regarding the Diskominfo-SP Submission Strategy in dealing with hoax news. He said: "This delivery strategy in the sense of implementing policies in dealing with hoax news from classifying types of people, officials or government, youth discussions, and journalists, this affects the time of execution so what we want to convey is distributed evenly to all segments of society through online media, of course this implementation is already underway and has had

an impact on the fulfillment of the main tasks of the Public Relations sector, Diskominfo-SP Barru Regency" (Interview 18 July 2022).

The opinion expressed by youth Asrar Muchtar, S.H regarding the delivery strategy as one of Diskominfo-SP's policies in dealing with hoax news, namely: "As for strategy matters, it can be said that now Diskominfo-SP has implemented it quite well. with online media being the main container so the target of communication is through online media whether it's Whatsapp, Instagram, Facebook, Twitter and Youtube, all of that is a form of i deal with communicating to the general public, I think this strategy is already working, and is very useful for us youth, especially in terms of sharing insights." (Interview 23 July 2022)

The opinion above was reinforced by what was conveyed by Ahmad Irsyadul Ibad as a young man regarding the delivery strategy in the Diskominfo-SP policy for handling hoax news, namely: "The strategy is necessary and implemented also based on the media that has been determined and convey it through the possibilities through videos or statuses on the WhatsApp group or pages on Facebook for things that are implemented or not, maybe it has worked for us as youth who represent the community. (interview 23 July 2022)

Regarding the strategy for submitting Diskominfo-SP in dealing with hoax news, the response from a community figure, Mr. Muh. Kasim said: "For us, people with a low level of knowledge about technology, we are not saying we don't know, but because there is online media, we can immediately understand how to respond to news because we are connected directly to the Diskominfo-SP regarding news circulating" (Interview 23 July 2022).

Discussion

After the research results have been described as referred to above, a discussion of the research results will be presented, which will be prepared according to the research indicators, namely as follows:

1. Policies of the Office of Communication, Informatics, Statistics and Encryption (Diskominfo-SP) in handling hoax news in online media in Barru District

Issue classification is one of the stages that plays an important role in dealing with hoax news, this issue classification is a policy implemented by the Diskominfo-SP to make it easier to detect the truth of the news. Regarding the classification of issues in handling hoax news at the Barru Regency Communication, Information, Statistics and Encryption Service, it was obtained from the explanation of the Head of Public Relations, Information and Public Communication, Mr. Ardi Susanto, S.H. dissecting matters of authority that all news does not necessarily fall under the authority of the Barru Diskominfo-SP. If the news is not included in

the authority of Barru Regency, in this case the groups that are not included in the authority of the Barru Regency government are the Central or state government, the Provincial Government and the Regional or Village Government. Then the same thing was obtained from an interview with the Head of Information Management and Provision Section, Mrs. Marjani Zainal Abidin, S.H. regarding the classification of issues, it needs to be implemented because the news that is spread has a different scope based on the government that oversees related news, be it the central government, provincial government, and regional or village government, this makes it easy for Diskominfo-SP to make directed and organized decisions.

The classification of issues also received responses from youth Asrar Muchtar, S.H who said that the classification of issues was needed by the Diskominfo-SP, but the suggested method was direct observation or visiting the authorities directly to determine the truth and type of information related. Classification of issues also received responses from youth Ahmad. Irsyadul Ibad, S.T , who said that judging from the policies issued, classification of issues is necessary because issues or news can be obtained from anywhere. It can be obtained from online and non-online media, on average, hoax news is obtained through online media, therefore the classification must be from online media such as WhatsApp, Facebook, Instagram, etc. Regarding the Classification of Issues according to a community leader, Mr. Muh. Kasim is of the opinion that the classification of issues is quite taboo for villagers with a minimal level of knowledge of technology so that the classification of issues itself is only carried out by personnel who know exactly how to process information and then convey it to the relevant community.

From the statements of the 5 informants above, it can be seen that the classification of issues is dissecting news circulating in online media with the aim of knowing whether the news falls within the authority of the central government, the authority of the provincial government, or the authority of the Barru Regency government itself. If it falls under the authority of the Barru Regency Government, it will be confirmed directly by the Diskominfo-SP Barru, if it is not within the authority of the Diskominfo-SP Barru then the Diskominfo-SP must confirm the news to the party that has the authority. Prior to that, direct observation was carried out in determining the classification of each news obtained through the media on line.

CONCLUSION

After completing the research through the interview process as a data collection method based on the Qualitative method, researchers can draw the following conclusions:

Conclusion

1. The policy of the Barru Regency Communication, Informatics, Statistics and Coding Service (Diskominfo-SP) has been going quite well illustrated by the fulfillment of several research indicators such as Issue Classification, Information Review, Delivery Targets and Delivery Strategy.
2. The factors that become obstacles in handling hoax news are the Communication, Informatics, Statistics and Encryption Service (Diskominfo-SP), namely the low literacy of the public in digesting news circulating in online media, and the time limit that the Office of Communication, Information, Statistics and Coding (Diskominfo-SP) in managing information.

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