Exploring Digital Fake News Phenomenon in Indonesia
Riri Kusumarani, HangJung Zo

Prepared By:
Riri Kusumarani

Department Business & Technology Management
KAIST, South Korea
Overview

Digital Fake News in Indonesia

1995: Internet Entry
2002: Social Media Booms
2004: 1st Direct Presidential Election
2012: Jakarta Governor Election
2014: Presidential Election
2018: Trump to CNN: “You are Fake News!”
2019: Survey Results from APJII

Presidential Election
The Trend: Digital Fake News

✓ **Intentional** disinformation (invention or falsification of facts) for political and or commercial purposes, presented as real news (McNair, 2017)

✓ False news stories that are **intentionally** packaged and published as if they were **genuine** (Allcott & Gentzkow, 2017; DiFranzo & Gloria-Garcia, 2017)
130 millions Facebook subscribers; annual growth of 23% *

Survey done by MASTEL(2017)**

- 61.5% said they encountered a minimum of 1 fake news / day.
- > 50% can spot hoax based on clarification
- < 14.40% understands what actually happens

* Source: wearesocial.com; report on Digital ...
** Source: Mastel.or.id.
Overview | Research Questions & Objectives

1st
What

Types & Channels of Digital Fake News are Commonly Found in Indonesia?
Explore

2nd
How

Digital Fake News Spread in Indonesia
Explore Existing Situation lead to the Spread
Research Methodology

- 518 Fake news that are acquired from MAFINDO*
- July 2015 ~ April 2018
- Classification of Fake News

- MCIT
- MASTEL (Telecommunication Society)
- Indonesian Internet Service Providers Association

* MAFINDO: Independent organization aims to fight hoax and fake news
7 Types of Mis- and Disinformation

- **Satire or Parody**: No intention to cause harm but has potential to fool.
- **Misleading Content**: Misleading use of information to frame an issue or individual.
- **Imposter Content**: When genuine sources are impersonated.
- **Fabricated Content**: New content is 100% false, designed to deceive and do harm.
- **False Connection**: When headlines, visuals or captions don’t support the content.
- **False Context**: When genuine content is shared with false contextual information.
- **Manipulated Content**: When genuine information or imagery is manipulated to deceive.

Findings & Analysis

Findings

**FAKE NEWS BY TOPIC**

- **POL** (34%)
- **LING** (8%)
- **KRIM** (4%)
- **KES** (3%)
- **TEK** (2%)
- **SOSBUD** (17%)
- **SARA** (17%)
- **INTL** (3%)
- **EKON** (3%)

**Most Encountered Topic(s)**

- **POL** 91.80%
- **KESEHATAN** 88.60%
- **MAKANAN MINUMAN** 41.20%
- **PENIPUAN KEJANGAN** 32.60%
- **IPTEK** 24.50%
- **BERTA DUKA** 23.70%
- **CANDAAN BENCANA ALAM** 18.80%
- **ALAU LINTAS** 17.60%
- **LING** 10.30%
- **EKON** 4%

- **Pol**: Politics
- **SARA**: Ethnic, Religion, Race
- **Sosbud**: SocioCultural
- **Tek**: Technology
- **Kes**: Health
- **Krim**: Crime
- **Ling**: Environment
- **Ekon**: Economy
Findings & Analysis

FAKE NEWS BY TYPE*

- Fabricated Content 27%
- Manipulated Content 14%
- Imposter 12%
- False Content 24%
- Misleading Content 19%
- Connection 2%
- Satire 1%
- NA 1%

Findings

Type & Channel of Fake News

- Most Common
  - Writing 62.10%
  - Picture 37.50%
  - Video 0.40%

- Channels
  - Radio 1.20%
  - Email 3.10%
  - Printed Media 5%
  - TV 8.70%
  - Web 34.90%
  - Social Media (Facebook, Twitter, Instagram) 62.80%
  - Chatting Application (WhatsApp, Line, Telegram) 92.40%

Source: Mastel.or.id

* Classification is based on Wardle (2017)
The Presence of Mixed Topic

✓ We found evidence of multiple topics in one fake news
✓ The most common combination: Politics - SocioCultural

The Usage of Multi Channels

✓ Fake news that are spread in social media can be found in chatting application (messages), and vice versa.
What is Actually Happening There?
Since 2004, Indonesian people are more engaged in politics, one of them is due to direct voting mechanism (Tolbert, McNeal et al. 2003).

2012 marked as a turning point in Indonesians' political sphere (Lake, 2014).

Rise of The Buzzer Team

“When everyone is talking about the same thing you might think that maybe it’s true, maybe there is some merit to it. That is where the impact lies.”, Said Rasidi, Transparency International in Indonesia’s researcher.
Source: UNESCO, WorldBank, APJII, Internet User 2017
Online Censorship: An internet based crawling system supported by AI to fight negative contents in Indonesia starts to operate in 2018 (derived from EIT Law).

Not automatically censored.
✓ Country’s Criminal Code
  ✓ slander and insults, to filing a false written or oral report to authorities that could harm the reputation of others*

✓ The Electronic Information and Transactions (ITE)
  ✓ target critics of the government*, Defamation
  ✓ Anti-corruption activists, whistleblower, journalists(Safenet)

✓ Establishment of Cyber Agency (2017)

By 2022, most people in mature economies will consume more false information than true information. "Fake news" has become a major worldwide political and media theme for 2017. While fake news is currently in the public consciousness, it is important to realize the extent of digitally created content that is not a factual or authentic representation of information goes well beyond the news aspect. For enterprises, this acceleration of content in a social media-dominated discourse presents a real problem. Enterprises need to not only monitor closely what is being said about their brands directly, but also in what contexts, to ensure they are not associated with content that is detrimental to their brand value.
Conclusion

#1 Political related fake news are the most common topic in Indonesia’s Fake News Situation

The number is expected to rise toward next presidential election (TheJakartaPost)

#2 The role of Buzzer Team is clear in the spread of fake news

The law enforcement might have arrested people related with this issue, but many are questioning the effectiveness of the act (Vice.com).

#3 Fabricated & False Contents are The most common Categories

These categories might be difficult to distinguish between the truth.
Policy Recommendations

#1 Integration of Independent Hoax Self-Reporting & Mitigation System

Existing socio-technical movements are available. These social movements look like *independent* from one another.

#2 Focus on Fake News

But the takedown of Saracen doesn't mean the end of hoaxes. The Ministry of Communications and Information found some *800,000 websites* spreading hoaxes and hate speech last year. The majority of those have not been reported to the ministry. Instead, the central government seems *more concerned with* blocking pornographic and gambling sites—as well as websites like Reddit and Vimeo. The ministry blocked as many as *773,000 websites* in 2016 alone. Ninety percent were porn or gambling sites.

Source: Vice.com
#3 Digital Literacy Integration in School Curriculum

65% of 130 millions of Indonesia’s Internet users trust the news without doing fact-checking (MCIT).

“The government’s [current] approach is short-term as it does not engage directly with the anti-hoax movement.”, Sasmito, Co-founder of MAFINDO

“Solutions are found through improving Indonesia’s mainstream media credibility, internet access and digital literacy,” Tapsell* says. “The rise of ‘hoax news’ is thus a reflection of longer-term failures in these areas, rather than something that can be fixed immediately or easily.”

*Ross Tapsell, an expert in Indonesian media at the Australian National University


Thank You