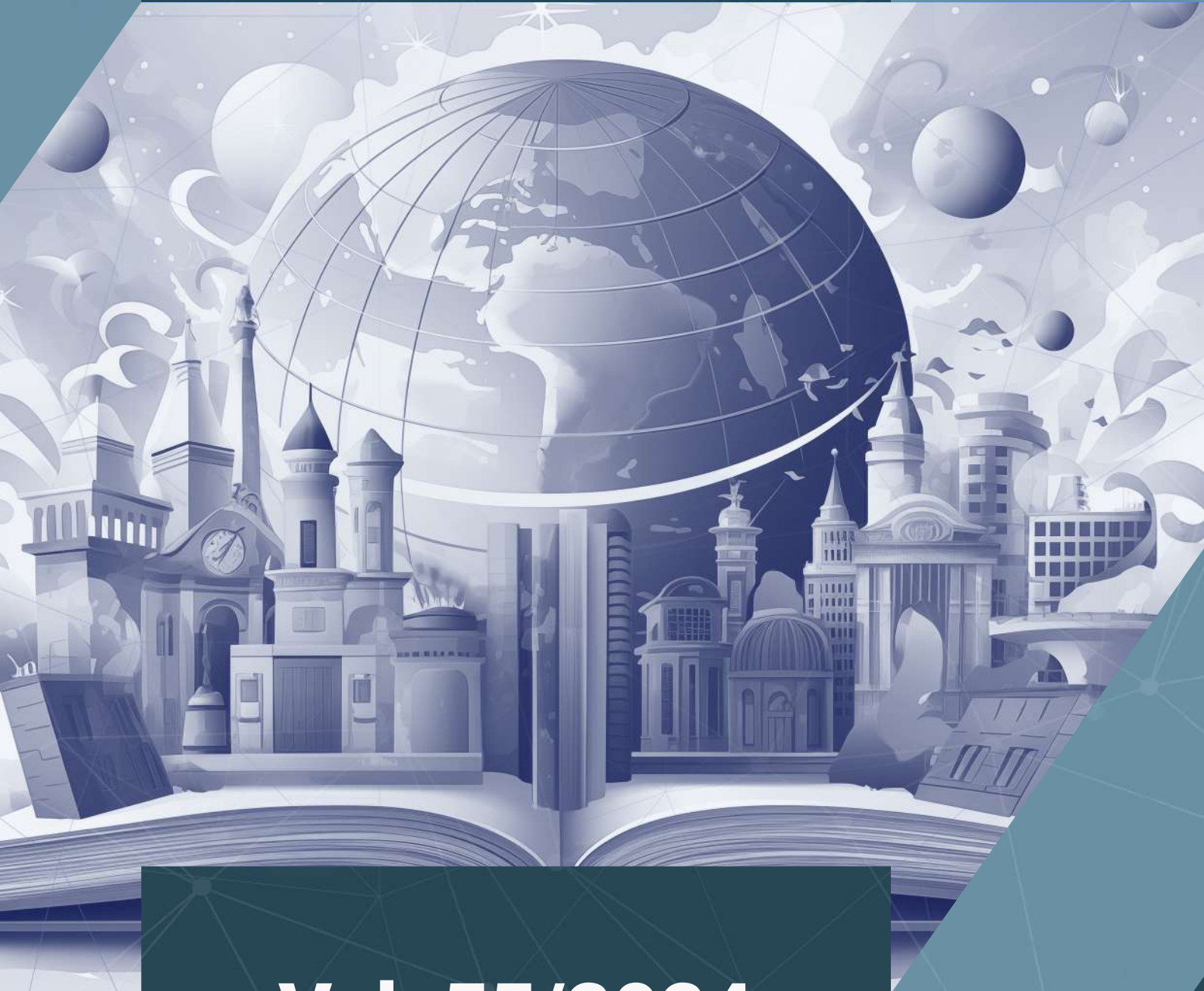




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Public communication for handling Hoax about Covid-16 vaccine: A content analysis on official social media of Ministry of Communications and Informatics, Indonesia

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Abstract. There have been many victims of the circulation of hoaxes about the Covid-19 vaccine, especially for people with low literacy capacity. The impact is the community's non-compliance to carry out vaccinations. Thus, this research was carried out with the aim of knowing how the role and process of managing Twitter social media belonging to the Ministry of Communications and Informatics are through published content in order to stem hoaxes about the Covid-19 vaccine. This research was carried out using a qualitative descriptive method with the help of the Nvivo 12 Plus software application and utilizing the Ncapture feature, which is considered effective in helping qualitative research efficiently. This study reveals that the Indonesian government actively uses Twitter as a means of communication to control the spread of hoaxes about the Covid-19 vaccine, which is indicated by the high intensity of postings, actor involvement and relations, narratives, and education related to information and disinformation about the Covid-19 vaccine. This research contributes to the hoax handling strategy through social media that can be implemented through government policies and programs. In addition, this study also illustrates that the study of communication about hoaxes on social media can be carried out systematically through the use of social media data with analysis using content analysis applications such as NVivo 12 Plus.

Keywords. Covid-19, Vaccination, Hoax; Communication, Information, Disinformation, Policy, Community

Introduction

Vaccination is imperative to control the spread of disease, but more and more people are distrusting vaccines and are choosing not to (completely) vaccinate themselves and their children. This mistrust is the anti-vaccination misinformation available on the internet, where people search and discuss health information freely. The language people use in these discussions can provide insight into views on vaccination. Anti-vaccine commentary is characterized by greater analytical thinking as well as lower authenticity (Faasse et al., 2016). Vaccines are undoubtedly one of the most successful and cost-effective health interventions, both at the individual and community level. Regardless of its effectiveness, vaccine hesitation,

“reluctance or refusal to vaccinate despite vaccination services available”, has the potential to have the power to reverse the advantages of vaccination (Cossard et al., 2020).

A major milestone in the fight against this pandemic is the rapid and successful development of various vaccines against COVID-19. Successful vaccination against COVID-19 can not only reduce the burden of disease but also help us to return to the pre-COVID world without restrictions on movement and socialization. However, the vaccination campaign against COVID-19 is threatened by “Infodemic”, “misinformation,” and “disinformation”. The global vaccination campaign against COVID-19 is an unprecedented operation that has also been met with a strong response from the anti-vaccine community, which is currently using all available channels to manipulate public opinion (Farooq & Rathore, 2021).

Over the past few years, the existence of online disinformation and the malicious agents acting as sources of such disinformation have been acknowledged. The creation, dissemination, and consumption of disinformation and false content on social media is a growing concern, especially with the ease of access to these sources, and the lack of awareness of the existence of such false information. Disinformation is false information that is spread intentionally with the intent to mislead and/or deceive. Many researchers also use the term “hoax” (derived from hocus, which means to deceive or deceive), to refer to intentionally false information. Hoaxes are messages that are created with the aim of spreading to large numbers of people, to “persuade or manipulate others to perform or prevent predetermined actions, mostly by means of threats or deception” (Shu et al., 2020).

Rumors and conspiracy theories thrive in an environment of low self-confidence and low trust. Consequently, it is not surprising that those associated with the COVID-19 pandemic are proliferating given the lack of scientific consensus on the spread and containment of the virus, or on the long-term social and economic consequences of the pandemic (Shahsavari et al., 2020). Belief in COVID-19 conspiracy theories positively exerts the direct negative effect of COVID-19 conspiracy beliefs on adherence to Covid-19 preventive measures. Conspiracy beliefs are indirectly related to compliance through trust in government officials (Pavela Banai et al., 2021).

Social media for news consumption is a double-edged sword. With the increasing popularity of social media, more and more people are consuming news from social media than traditional news media. However, social media has also been used to spread fake news, which has a strong negative impact on individual users and society at large. On the one hand, the low cost, easy access, and rapid dissemination of information make people search for and consume news from social media. On the other hand, it allows the spread of “fake news”, i.e. low-quality news with intentionally false information. Fake news is intentionally written to mislead readers into believing false information. The wide spread of fake news has the potential to have a very negative impact on individuals and society (Shu et al., 2016).

Social media has played an essential role in polarizing views on politics, climate change, and more recently, the Covid-19 pandemic. On the other hand, social media is full of possible false and misleading content, such as the Covid-19 variant and its cure and the role of vaccination in fighting Covid-19, as well as cyber risks. Recently, people posted content related to Covid-19 and the impact of vaccinations which has impacted people to avoid using the vaccine, which led to fear of other variants of Covid-19 and resulted in the slow progress of immunization or vaccination. Lockdowns or lockdowns at national and regional levels during the Covid-19 pandemic have led people to spend more time on social media discussing their views on the virus and vaccines (Modgil et al., 2021). As the global COVID-19 pandemic continues to challenge communities worldwide, and as access to accurate information about the

virus itself and what is in our communities continues to be limited, rumors and conspiracy theories will continue to thrive (Shahsavari et al., 2020).

Social media plays a vital role in the dissemination and consumption of information during a pandemic, even more so with increasing social distancing and increasing reliance on online communication (Sharma et al., 2020). False claims about a COVID-19 vaccine could undermine public confidence in the ongoing vaccination campaign, thus posing a threat to global public health. Misinformation from multiple sources has spread online since the start of the COVID-19 pandemic (Muric et al., 2021).

Infodemics, which often contain rumors, stigma, and conspiracy theories, have become commonplace during the COVID-19 pandemic. Monitoring social media data has been identified as the best method for tracking rumors in real-time and as a possible way to eliminate misinformation and reduce stigma. Misinformation fueled by rumors, stigma, and conspiracy theories can have potentially serious implications for individuals and communities if prioritized over evidence-based guidelines. Health agencies should track misinformation related to COVID-19 in real-time, and engage local communities and government stakeholders to debunk misinformation (Islam et al., 2020).

The global COVID-19 pandemic is a challenge in itself, especially for the Indonesian government. One of them is in the delivery of information related to COVID-19. The existence of this great pandemic also produces a variety of information that can cause tension for the community. Therefore, effective and appropriate government communication is needed to the community regarding this pandemic. In today's digital era, social media can be an ideal means and source of information to find out public opinion. So that social media provides the right and comfortable space to create social interaction between the government and the community. But on the other hand, this digital communication transformation also has an impact on the spread of illegal information, where individuals can create information that will have an impact on other social media users. Hence, the government's role is needed to control the flow of information on social media so that the information is right on target and follows whether or not hoax news is true (Putri Pratiwi et al., 2021).

Governments should make effective use of social media while taking into account the significant diversity of characteristics and inherent risks of social media, as well as contemplating its potential practical use as a channel for government service delivery and communications. Social media is expected to produce a direct service effect through increasing the effectiveness of communication using direct relationships and communication between citizens and their government. In addition, government social media has the benefits of deep and broad communication and is able to create, maintain, and strengthen relationships with citizens in a more straightforward, economical, and effective way when compared to existing communication channels (Park et al., 2016).

Literature Review

Previous research on Covid-19 vaccination

Facebook, as the world's most popular social media platform, has played various important roles during the COVID-19 pandemic, enabling users to generate and share health-related information that makes and complicates public health communications. Al-Zaman's study, (2021) analyzed the 10,000 most popular Facebook posts with the highest interactions on vaccine issues. The results show that Facebook users prioritize vaccine-related news links (71.22%) over other content. The decline in interactions on this issue suggests that the growth of interactions is primarily dependent on positive news about vaccines. In the end, user reactions

to vaccine issues are predominantly positive, although they may exhibit a very negative attitude towards vaccine misinformation. In recent years, vaccine resistance has surged, increasing polio cases. Fear of American and Jewish conspiracies is a major cause of vaccine rejection. Militant groups such as the Tehrek-i-Taliban Pakistan take advantage of this fear, via social media. They are suspicious of the investment and mass mobilization behind the polio campaign. Concerns about side effects, behavioral barriers to health care providers, unmet basic needs and the alleged illicit composition of vaccines are some of the reasons for refusing vaccines (Khan et al., 2020).

Previous research on the stigma of Covid-19 vaccination

Baines, Ittefaq and Abwao (2021) reveal the five main themes of discussion by netizens on the Parler platform covering topics such as reasons for refusing the COVID-19 vaccine (40%), side effects of the COVID-19 vaccine (28%), population control through the COVID vaccine. -19 (23%), vaccinated children without vaccine. parental consent (5%), and comparisons of other health issues with COVID-19 (2%). Historically, discussions on the topic of vaccines have resulted in false and misleading claims, false content, and conspiracy theories around the world. Misinformation and conspiracy theories can spread faster on social media than mainstream media and these conspiracy theories have influenced the way people think about vaccinations, leading people to question the need for immunizations. Exposure to online information discussing vaccinations critically leads to stronger anti-vaccine beliefs, because individuals do not consider the credibility of the content. These findings have implications for public health communications in an attempt to correct false narratives on social media platforms.

Research by Jamison et al., (2020) using 1.8 million vaccine-related tweets compiled from 2014 to 2017, found that 22% of the dataset was anti-vaccine, with security concerns and conspiracies being the most common themes. 17% of the content identified as pro-vaccine, with roughly the same proportion of vaccine promotion, criticizing anti-vaccine beliefs, as well as vaccine safety and effectiveness. With this information, communication efforts can be developed to better promote vaccines and avoid amplifying anti-vaccine rhetoric on Twitter. It is also important to communicate with Twitter users wishing to defend vaccines that the humor used to criticize anti-vaccine tweets and anti-science tweets can inadvertently mislead and provoke further research. Future research efforts should explore specific communication strategies and extend similar approaches to mapping vaccine discourse and related misinformation on additional platforms.

Previous research on health and covid-19 information hoaxes on social media

The COVID-19 pandemic is a global health crisis, making compliance with government policies and public health advice critical in reducing transmission rates. At the same time, we are faced with the rapid spread of COVID-19 conspiracy theories. The importance of communicating government information about COVID-19 to combat is not only on the spread of the corona virus but also the spread of misinformation. The current pandemic represents a situation where it is imperative to follow the recommendations of reliable scientific sources. At the same time, conspiracy theories are on the rise during social crisis situations such as the current pandemic. Not only are they on the rise, but they are very easy to spread through social media platforms. In fact, studies have shown a positive relationship between COVID-19 conspiracy beliefs and the use of social media as a source of information about the pandemic. The findings also point to some practical implications for policy makers and government

communications aimed at reducing the spread of infection. Direct communication to this population group (adolescents and men) may be beneficial for infection control (Banai et al., 2020).

About 50% of the sample population showed little evidence of conspiracy thinking, 25% indicated a level of support, 15% showed a consistent pattern of support, and 10% had a very high level of support. Higher levels of corona virus conspiracy thinking are associated with a lack of compliance with all government guidelines and a lack of willingness to carry out diagnostic or antibody tests or to be vaccinated. Such ideas are also associated with paranoia, general vaccination conspiracy beliefs, climate change conspiracy beliefs, conspiracy mentality, and distrust of institutions and the profession (Freeman et al., 2020). Anti-Vaccine messages mostly use Anecdotal stories, Humor/Sarcasm, and Celebrity Figures as persuasion techniques, while Pro-Vaccine messages mainly use Information, Celebrity Figures, and Participation. Results also show Anti-Vaccine messages mainly focus on values related to the categories Security, Political/Conspiracy Theory, and Choice. The results reveal that Anti-Vaccine messages mainly use Perceived Severity and Perceived Susceptibility, which are elements of fear appeal (Scannell et al., 2021).

Vaccine hesitancy and misinformation on social media have raised concerns about the use of the COVID-19 vaccine needed to achieve herd immunity and contain the pandemic. However, anti-science and political misinformation and conspiracies have run rampant during the pandemic. Especially on social media, one of which is the spread of misinformation or conspiracy on Twitter. Diffusion on the Twitter social network occurs when an account retweets (RT) or re-shares tweets from other accounts. Since RT is considered a form of content endorsement (assuming retweets without comments, i.e., we do not include tweets cited as retweets), RT charts are often used to group accounts with similar opinions (Sharma et al., 2021).

Previous research on handling hoaxes on social media by the government

The participation of followers of government social media accounts influences their information security behavior through perceived severity, perceived vulnerability, self-efficacy, and response efficacy. Government social media accounts (GSM) are online profiles created and maintained by government agencies on social media. Government agencies use GSM to provide better information and services and help build closer relationships with citizens. Exposure to Government Social Media resulting in posts about COVID-19 fraud increases individual protection motivation and then positively contributes to preventive action. We find that Government Social Media participation positively influences threat assessment and countermeasures. In particular, threat assessment and countermeasures are partly developed through Government Social Media participation. Government Social Media also provides information to followers about the potential countermeasures against COVID-19 fraud that foster their perceptions of self-efficacy and responses (Tang et al., 2021).

This shows that online news commentary is a place to understand people's reactions to public health issues. Today, the biggest challenge to eradicate polio in Pakistan is misinformation on the internet. The main challenge facing Pakistan today is how the government can combat the spread of misinformation on the internet. In 2019, the Pakistani government urged Facebook and YouTube to remove harmful and false information related to polio vaccination. The Pakistani government needs a multi-systematic and comprehensive plan to counter misinformation from online platforms. The Pakistani government is gradually trying to implement concrete and effective plans to tackle this new emerging problem. For example,

several attempts have been made through Facebook and Google to fight misinformation on the internet. In addition, digital literacy campaigns need to ensure outreach among Pakistan's rural and tribal communities on polio (Ittefaq et al., 2021).

The current situation shows that police and public security agencies around the world (in collaboration with Think Tank institutions and academic working groups, as well as Non-Governmental Organizations) are aware of this threat. Both EUROPOL and Interpol have employed a comprehensive communications strategy involving information campaigns directed at both the professional community and the general public aimed at mitigating the consequences of the misuse of information and telecommunications technologies (Grado, 2020).

Indeed, misinformation was the main culprit even before this incident, but the Pakistani government has diverted its attention and resources to fighting this problem. For example, Pakistan has launched its Perception Management Initiative (PMI) and blocked more than 700 social media pages related to anti-vaccination propaganda. The main challenge facing Pakistan today is how the government can combat the spread of misinformation on the internet. In 2019, the Pakistani government urged Facebook and YouTube to remove harmful and false information related to polio vaccination. Recently, misinformation emerged as a significant problem in Pakistan regarding polio and polio vaccines which is also reflected in our findings from online comments. Social networking sites spread rumors and misinformation about the effects of the polio vaccine. The Pakistani government is gradually trying to implement concrete and effective plans to tackle this new emerging problem. For example, several attempts have been made through Facebook and Google to combat misinformation on the internet (Ittefaq et al., 2021).

Previous research on social media as a strategy to prevent hoaxes

To maintain the consistency and commitment of Muhammadiyah people, MCCC always strives to continuously share all kinds of information related to the Covid-19 protocol. The communication channels or media used are quite diverse, including through television broadcasts, radio broadcasts, webinars, press conferences, press releases, covid 19 call center services, social media and direct coordination with related parties. The agenda shows that the MCCC from the beginning, has carried out various socialization and socialization activities related to the Covid-19 prevention protocol in various sectors. Starting from the 4M movement (wearing masks, keeping distance, washing hands and doing activities at home) as well as several other educational programs (Suherman et al., 2021).

The Government's Polio Eradication Initiative needs to revise its misleading nomenclature and initiate open discussions to dispel the myths of infertility, vulgarity and gender ratios associated with vaccines. Simultaneously, the Pakistani government must stop disinformation on social media and rebrand polio vaccination with popular initiatives such as government-sponsored health insurance schemes. The Government's Polio Eradication Initiative Institute and the Immunization Expansion Program and its partners must make maximum use of social media to disseminate accurate information to the public. Propaganda against vaccination on social media must be controlled. Anti-terrorism and cybercrime laws should be implemented to confront militant groups, who use social media to promote resistance, based on false religious ideas (Khan et al., 2020).

Government communications usually have high credibility and a broad base of support. The official message had a positive influence on the competition for spreading true and false rumors. The spread of official messages affects the process of spreading rumors and influencing public opinion, so it can be seen as an effective measure to positively influence

behavior in an emergency to dispel suspicion and reduce irrational behavior. In summary, it can be interpreted that the effective dissemination of official messages can eliminate false rumors and verify true rumors to break the impact of spreading competitive rumors (Xu et al., 2016). Effective public communication has been proposed as a remedy for citizens' distrust of government. Public communication is expected to increase public trust in information issued by the government (Alon-Barkat, 2020).

Twitter can provide an excellent opportunity to understand public opinion regarding the COVID-19 vaccine. Twitter can provide advice on sentiment and semantic trends in COVID-19 vaccines, although limitations mean that they should be interpreted with caution. Twitter is the only practical source of large-scale content from the public for developing this type of study. In theory, it is possible to apply similar large-scale analysis to data from social media platform sources, such as Facebook. The findings show that negative sentiment regarding the COVID-19 vaccine experienced a downward trend between November 2020 and February 2021. (Karami et al., 2021).

Method

This study uses a qualitative research approach. A qualitative research method is one of the research procedures that construct descriptive data in the form of speech or writing and the behavior of the people being observed, while qualitative descriptive research is aimed at describing and describing existing phenomena, both natural and human-engineered, which pay more attention to characteristics, quality, interrelationships between activities. This research uses qualitative descriptive analysis by analyzing the communication activities of the Ministry of Communication and Informatics of the Republic of Indonesia through social media Twitter, so that it can add in-depth information for readers. Data collection was through @kemkominfo as a government agency account from the Ministry of Communication and Informatics of the Republic of Indonesia as one of the people in charge of handling related to the provision of COVID-19 information and stemming the flow of hoax information related to COVID-19 vaccination in Indonesia. The selection of this account is part of seeing government communication activities and government interactions through the Twitter account @kemkominfo. This article can analyze the communication activities carried out by the government through the RI Ministry of Communication and Informatics in stemming the flow of hoax information related to the COVID-19 Vaccination. The analysis in this study uses the Nvivo 12 Plus software on the NCapture feature. NVivo software is one of the qualitative data analysis tools used by many qualitative researchers around the world. This feature is able to pull data from Twitter social media systematically and deeply.

Results

Kurniawan et al., (2021) stated that social media is considered to have high effectiveness in conveying information to the public. The advent of social media has changed the communications landscape of organizations, enabling organizations to build symmetrical two-way communication programs. Therefore, it is hoped that organizations will use social media to effectively communicate their efforts and, thereby, build public trust, and that social media can offer new opportunities for transparency and interactivity with stakeholders, which in turn can trigger positive evaluations of the image and organizational reputation, which generates public trust in both the short and long term (Kollat and Farache, 2017).

The Ministry of Communication and Informatics of the Republic of Indonesia (Kemkominfo RI) has a Twitter social media account with the username @kemkominfo which

is then the main point in this research. The account belonging to the Indonesian Ministry of Communication and Informatics, @kemkominfo has joined Twitter since August 2010, so it has been more than 11 years since the @kemkominfo twitter account has become part of Twitter users. The presence of the @kemkominfo account is an effort by the government to make it easier for the public to obtain various kinds of information and make it easier for the government to communicate with the public.

Social media accounts belonging to the Ministry of Communication and Informatics of the Republic of Indonesia have an essential role to always be regular and intense in conveying various information, education, and easy access for the public. The more often the account is active on social media, primarily to provide education to the public, the communication strategy related to education and important information from the Indonesian Ministry of Communication and Informatics to the community is considered successful. This success is also supported by the high involvement of the public in responding to any information or Twitter activity of the @kemkominfo account through feedback or responses to particular messages or content being shared. Thus, it is important to know how often the @kemkominfo account is active and able to seize the attention of its followers or other users.

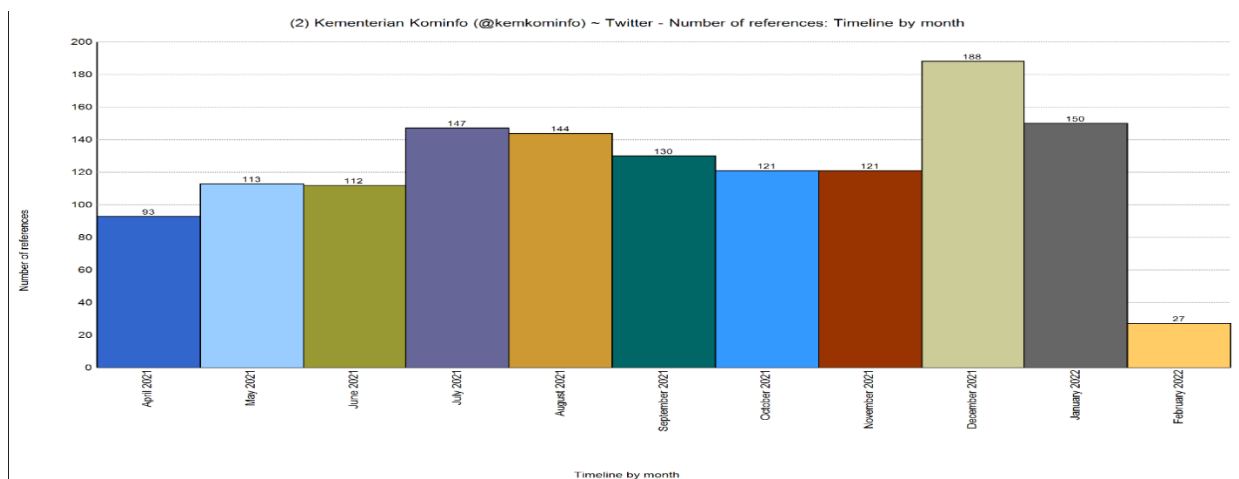


Figure 1. The intensity of the Ministry of Communication and Informatics' posts about Covid-19 news and False Information on Twitter Social Media.

Based on the data from the image above, it can be seen that the results of the calculation of the number of activities carried out by the @kemkominfo account on Twitter. The time frame taken is from April 2021 to February 2022. The choice of this month to review and analyze @kemkominfo tweet activity is because these months are a period when the vaccination agenda is being promoted by the government following the high rate of increase in Covid-19 patients. The data displayed shows a fluctuating trend, where the number of tweet activities carried out does not experience a periodic increase or decrease. Tweet activity shows a different amount every month, in a few months it increases, and vice versa. This number also shows how the management of the @kemkominfo account does not experience a consistent trend or pattern.

The next analysis is related to the trend of using hashtags by the @kemkominfo account, which is closely related to covid-19 information and covid-19 vaccinations. The use of hashtags is done as an indication of the intent of writing information in each tweet that includes the hashtag. The use of hashtags can be used as a tool to show the enthusiasm of Twitter users towards an agenda that is being discussed. The use of hashtags is an activity that should not be

missed. Hashtags can be used on Twitter to attach tweets to broader discussions and allow other Twitter users to follow specific topics and related hashtags. Twitter allows to respond to or invite certain other users by adding an @ marker before the username of the targeted user, to retweet messages created by other Twitter users, and to tag messages using hashtags (with a # sign) and share links to websites. Hashtags have been used to select data sets for analysis, and to identify ad-hoc publics on Twitter (Hellsten and Leydesdorff, 2020).

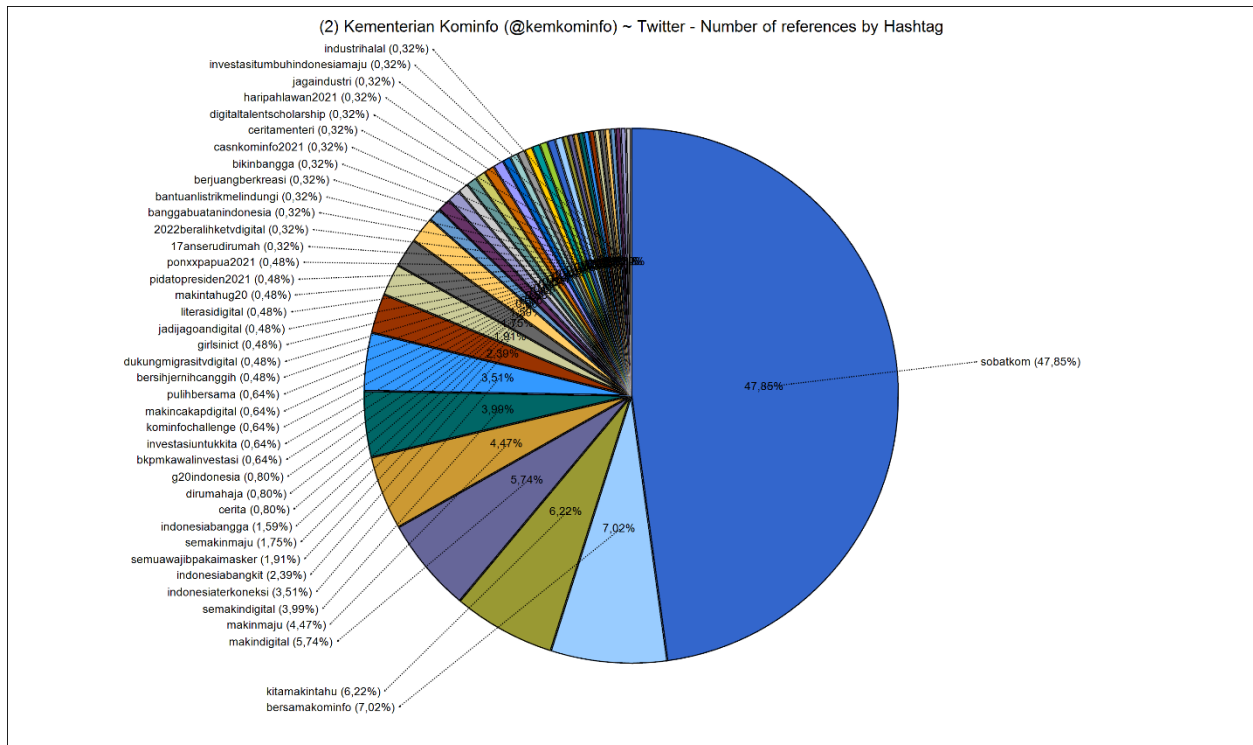


Figure 2. The use of hashtags by the Ministry of Communication and Informatics for handling hoaxes about Covid-19 and Vaccinations.

The data from the image above is based on processing the mention of hashtags in every tweet activity carried out by the @kemkominfo account. The use of the hashtag #sobatkom is the mention that dominates all tweet activities carried out so that it reaches 47 percent, followed by the hashtags #bersamakominfo and the hashtags #kitamakintahu. It should be noted that as an official social media belonging to a state institution, it is important to include all information on program activities in its official social media. Information on the program of activities is intended as an institutional effort to maintain the quality and level of transparency of the institution to the public.

The next study is about the relationship or communication relationships that are netted with the accounts of other Twitter users. This relationship or relationship is formed from the results of the activity of mentioning (mentioning), replying (replying), and re-tweeting. These features are utilized by including the mention of usernames from other Twitter accounts in their tweet activity. Thus, these activities need to be studied and analyzed in an effort to find out which users are actively involved in social media activities with the @kemkominfo account and can show how active the @kemkominfo account is in communicating with followers or other users. Relationships with other actors can illustrate how ICW establishes communication with

the principles of openness and freedom in receiving responses and responses from users or other actors who share the same views with @kemkominfo.

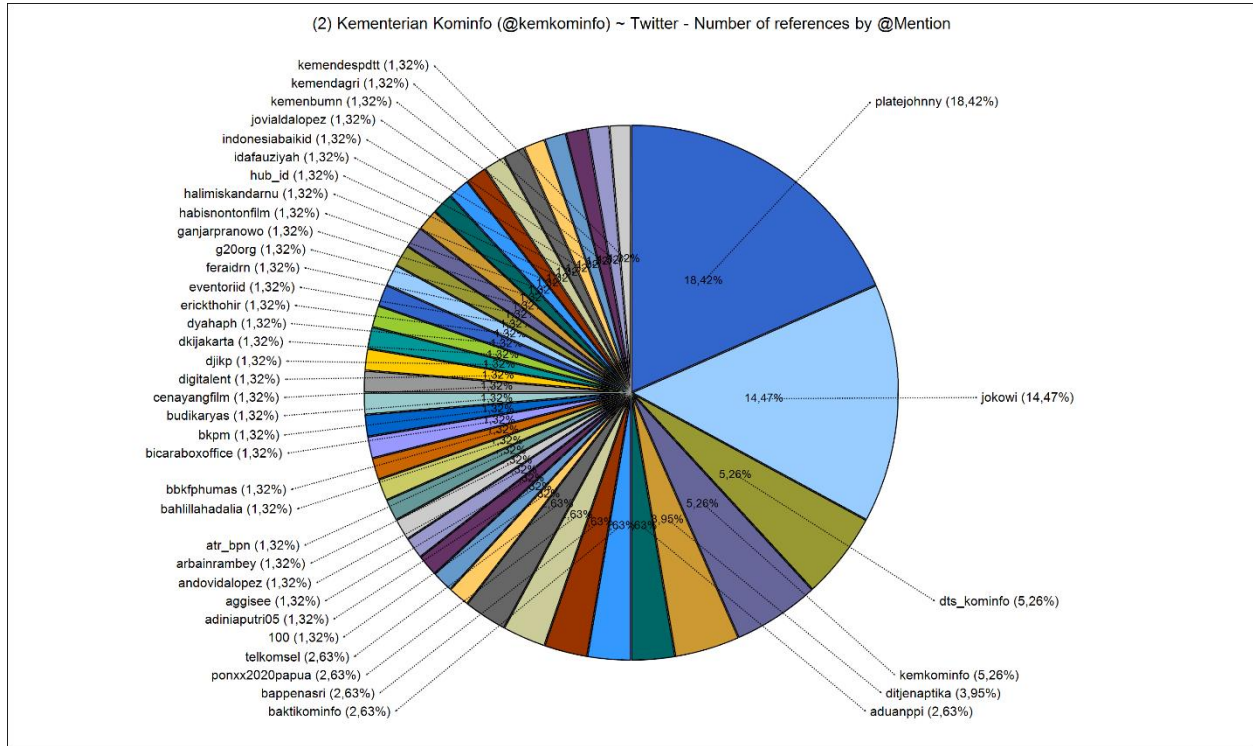


Figure 3. The relationship between the Ministry of Ministry of Communication and Informatics with other actors in handling Hoaxes about Covid-19 and Vaccination on Twitter social media.

The picture above shows some of the names of actors who interacted with the @kemkominfo account in the last few months. It shows the analysis of the relationship or interaction of the @kemkominfo account with other actors based on some tweet activity. From the results of the data above, it appears that the @kemkominfo account actively interacts with several actors who have the same opinion and purpose of each tweet activity carried out by each actor. One of the actors who has the highest number of mentions with the @kemkominfo account is the account belonging to the Minister of Communication and Informatics, Johnny G. Plate with the user account name being @platejohnny.

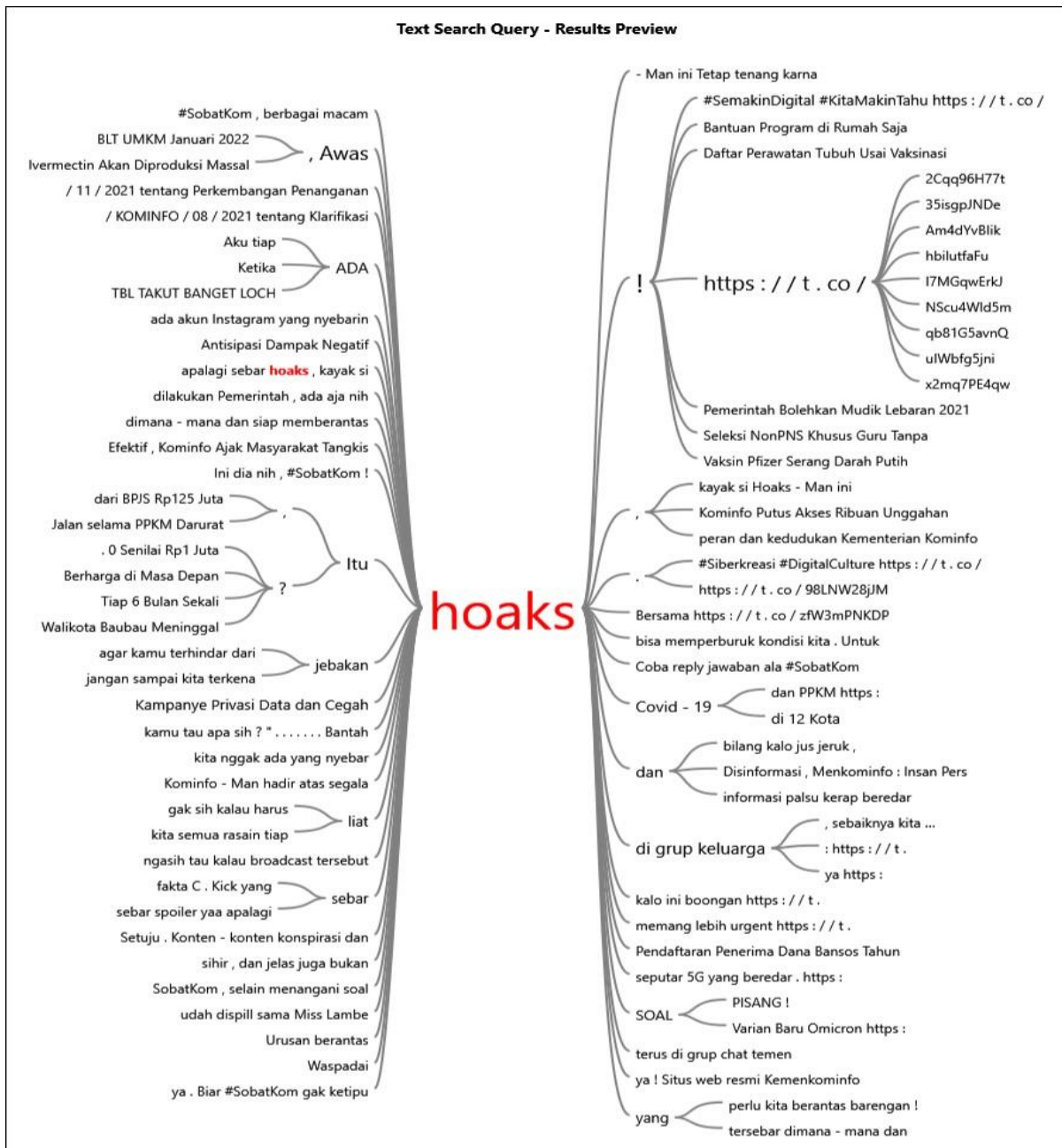


Figure 4. The Narrative of the Ministry of Information about hoaxes related to issues surrounding Covid-19 on Twitter social media.

Based on the picture above, most of the narratives related to the word “hoax” are attempts by the @kemkominfo account to clarify various false information that roam any social media. Of course, the topics of the false information are narratives related to Covid-19 news and vaccinations. Some of the narratives that are most often discussed by the @kemkominfo account are efforts to clarify hoaxes on tips to avoid the transmission of the Covid-19 virus with recommendations to consume concoctions or concoctions from ingredients that are not necessarily tested for their efficacy. In addition, other fake news narratives that are spread are conspiracies stating that the vaccination agenda is a political activity and so on. In addition,

several hoax narratives circulating also discussed false information regarding the receipt and distribution of social assistance for those affected.

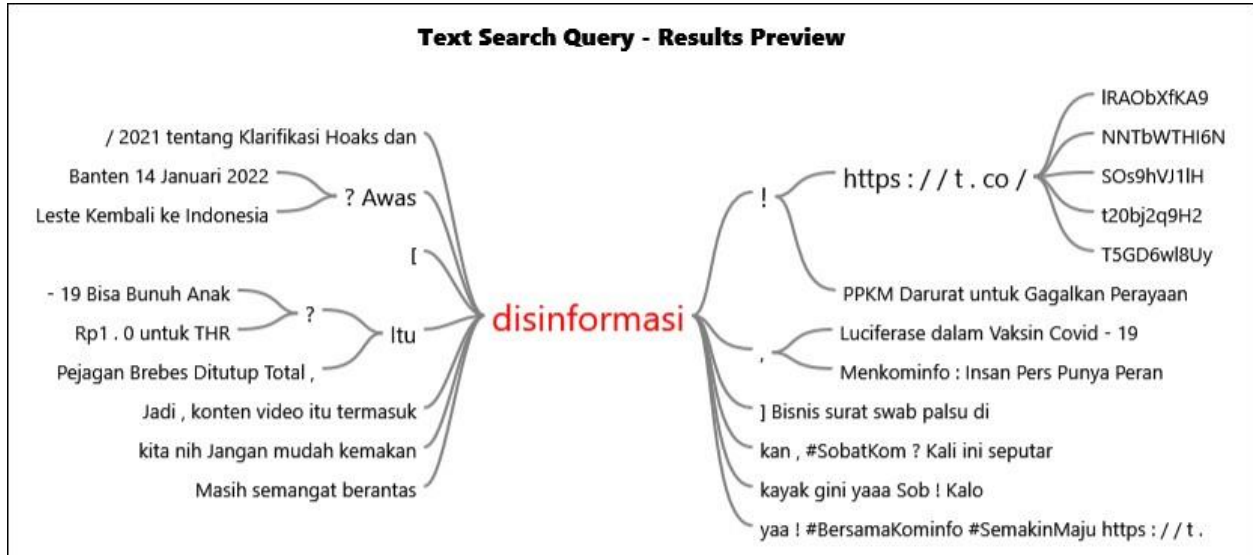


Figure 5. Keminfo's narrative on disinformation related to issues surrounding Covid-19 on Twitter social media.



Based on the picture above, the data seems to show that the narrative related to the keyword disinformation mostly refers to the discussion or discussion about the impact of vaccination that can scare the public, such as disinformation about the impact of vaccination which is considered to be lethal and the political aspect of the Swab-PCR before traveling and PPKM (Restrictions On Community Activities). In addition to narratives about efforts to clarify disinformation roaming any social media, @kemkominfo's tweet activity also reports efforts or formal legal guidelines for handling the spread of disinformation on social media, especially Twitter through Press Release No. 285/HM/KOMINFO/08/2021 concerning Clarification of Hoax and Disinformation.



Figure 6. The use of the word "Palsu/False" related to issues surrounding Covid-19 by the Ministry of Ministry of Communication and Informatics on Twitter social media.

Based on the picture above, it appears that some of the narratives are related to fake keywords. This fake keyword refers to the number of narratives circulating and is not based on information that is not authentic. From the data above, it can be seen that false information related to Covid-19 and vaccinations is still circulating. One of the fake news and false information that had shocked the public was the existence of the carelindungia.com site, which is a fake site and is not a site used by the government to carry out the Covid-19 handling agenda. It should be noted that the pedulilindungi.id site is an important site created by the government in its efforts to deal with the Covid-19 pandemic, which means that there is some personal

information on the site that other parties do not have the right to know. Thus, if the fake site is increasingly widespread, it will endanger the privacy of every individual who accesses it.

	
<p>Figure 7. Example of Keminfo's post on twitter social media about disinformation about swabs.</p>	<p>Figure 8. Example of posting a news link by the Ministry of Information about vaccine hoaxes on Twitter social media.</p>

Based on the picture above, the findings describe the efforts of the Ministry of Communication and Informatics to clarify various hoaxes circulating in the community. The first image shows the infographic presented by the @kemkominfo account which contains information on circulating hoaxes and their clarifications. Then the second image was obtained from tweet activity that included information on hoax clarification from the official website of the Ministry of Communication and Informatics, or it can be said as a forwarded message from the Ministry of Communications and Informatics website which was shared on Twitter social media. The two examples above should provide high involvement or engagement from the community or followers of the @kemkominfo Twitter account. However, unfortunately, the findings show that the response or engagement of the two tweets above is still relatively low when compared to the number of followers from the @kemkominfo account. The low engagement from tweet activity shows how the strategy carried out by the Ministry of Communication and Informatics is still not optimal.



Figure 9. The attention of the Ministry of Information regarding hoax and disinformation about Covid-19 on Twitter social media.

Based on the picture above, it appears that the word "hoax" dominates the attention of Kominfo, among other keywords. The keyword hoax is the main topic among other topics which illustrates that hoaxes are still circulating and increasingly endanger the quality of public knowledge, which can lead to hampering the goals of an important agenda in order to deal with Covid-19. In addition to the topic of hoaxes, other topics that are also the most dominant topics for discussion are vaccines, covid, and disinformation.

Discussion

The analysis of the first study is the trend of the number of publications or tweet activities carried out by the @kemkominfo account in carrying out its role as the mainstream of information media for the public. The results of the analysis from the previous discussion show that the data displayed illustrates how the Twitter social media management belonging to the Ministry of Communications and Informatics does not have a fixed pattern, in the sense that the pattern is increasing or increasing. The trend of this pattern also illustrates how the management of the @kemkominfo Twitter account does not have a regular increase target. The search results also show that although the @kemkominfo account has many followers, the intensity of the tweet activity that has been carried out has still not attracted many responses for the followers of the @kemkominfo account.

The analysis of the second image reveals some of the hashtags that had the most mentions. In this study, it is necessary to know what hashtags are related to posting tweets related to hoaxes, Covid-19 and vaccinations. The search results show several related hashtags among all the hashtags in Figure 2. Some of these hashtags are #SobatKom, #BersamaKominfo, #KitaMakinTahu, #IndonesiaBangkit, #AllWajibPakaiMasker, #diRumahAja, #PulihBersama, and #17anSerudiRumah. Of the total percentages generated, the total percentage of hashtag use related to hoaxes, Covid-19, and vaccination is 67.15%. This number shows how the management of the @kemkominfo account is quite intense in posting all information related to hoaxes, Covid-19, and vaccinations.

The subsequent discussion is related to how trend relations between actors play a role in handling various important information related to handling Covid-19. The first actor who has the highest relationship is the actor with the username @platejohnny, who is the Minister of Communication and Information. Most of the narratives used in interactions with the actor @platejohnny are the use of the “mention” feature, where the @kemkominfo account mentions the account name @platejohnny as a form of providing information regarding activities, agendas, and statements made by Minister Johnny G. Plate. This step is also carried out by the interaction between @kemkominfo and the actor who has the highest percentage of subsequent interactions, namely the actor with the username @jokowi. The username @jokowi is the only official account belonging to the President of Indonesia, namely President Joko Widodo.

The next analysis is a study of mapping the use of keywords and the narratives formed from these keywords. The keywords that become the main topic in writing this research are hoaxes, disinformation, and falsehood. The data graph above also illustrates how the official account of Ministry of Communication and Informatics of Republic of Indonesia is one of the caretakers as one of the main channels for the right to information disclosure and the termination of hoax information channels related to Covid-19 information and the implementation of vaccinations. The data capture above also illustrates how the Ministry of Communication and Informatics is trying to clarify any false information, hoaxes, and other confusing news using various methods, such as in the form of infographics, posters, to forwarded messages from the official website of the Ministry of Communications and Informatics. As we know, the disclosure of public information is very important and is the key to good governance.

The next discussion is a study of examples of posts that are part of the @kemkominfo account activity on Twitter, as well as the primary media to stop the flow of hoaxes circulating among the public. The form of tweet activity in clarifying the disinformation is divided into three parts. Firstly, the origin of the information and an explanation related to the circulating information. From the picture above and the search results show that the uploaded disinformation news turned out to be from the upload of website articles that did not have credibility as the main news source. Secondly, the evidence shows where the findings are disinformation that is widely circulated among the public. Disinformation circulating comes from one of the social media with the most users in Indonesia, namely Facebook. Third, there is the clarification of facts from the party in charge at the scene. The @kemkominfo account confirmed the findings of the disinformation to the Lampung Police Chief and the West Sumatra Police Head of Public Relations as the parties responsible for monitoring the situation on the ground.

Finally, the keywords are the most mentioned keywords in @kemkominfo's tweet activity, and keywords that are related to hoax and vaccination narratives in accordance with the general theme of writing this research paper. Based on the picture above, it shows that the keywords hoax, vaccine, covid, and disinformation have visualizations that show that some of these keywords have quite a number of mentions. Not only that, several other keywords have become the core topic of hoaxes circulating among the public, including the types of vaccines which are often added with information that is not valid on the origin or source. Oftentimes, such hoax information is easily disseminated among large family chat groups in the form of content in the form of videos, photos, and long messages.

Conclusions

The role of government-owned social media has an important role as the main stream of news in the community, especially social media belonging to the Ministry of Communication

and Informatics. The Ministry of Communication and Informatics, as part of the Indonesian press, has an important role in reporting all information related to the Covid-19 pandemic among Indonesian people. Not only in disseminating the latest information regarding the handling of the pandemic, the Ministry of Communication and Informatics must also be able to become a reference for the community in clarifying hoaxes and disinformation that is spread in the digital space, one of which is social media Twitter. Based on the research findings using qualitative descriptive methods and social media analysis, it shows that the Twitter account belonging to the Ministry of Communications and Information Technology is responsible for the circulation of hoaxes, disinformation, and fake news related to Covid-19 and vaccinations among the public. This form of responsibility is carried out by carrying out clarifying tweet activities. The high use of social media Twitter among the public requires the government to be involved in efforts to reduce hoaxes that are scattered on Twitter. Our findings also show that an important aspect that needs to be explored and studied further is the number of engagements or responses obtained from the @kemkominfo account for its tweet activity. This is considered important as an effort to continue to develop the quality and quantity of posts in the future.

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