

Navigating Digital Deception: Unmasking Propaganda and Disinformation in the 2024 Elections

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Abstrak: Penelitian ini ingin mengetahui dinamika disinformasi dan propaganda digital dalam Pemilu Indonesia 2024. Disinformasi, sering dalam bentuk hoax atau berita palsu, menjadi perhatian utama, menyebar luas melalui media sosial, mengancam integritas proses pemilu dan menargetkan individu atau institusi tertentu dengan propaganda atau ujaran kebencian. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Hasil dari penelitian ini menunjukkan penyebaran hoax ini diperparah oleh ketidakpercayaan pada media mainstream, afinitas terhadap berita yang mendukung pandangan pribadi, dan rendahnya literasi digital dan media. Inisiatif seperti Turnbackhoax.id telah berperan penting dalam membantu masyarakat mengidentifikasi dan memverifikasi berita palsu. Dalam menghadapi Pemilu 2024, tantangan signifikan antara lain dominasi pemilih pertama kali yang mungkin kurang literat digital. Oleh karena itu, perlu adanya upaya pendidikan literasi digital yang lebih kuat dan kolaborasi antara berbagai pihak untuk memerangi disinformasi dan mendukung proses pemilihan yang adil dan transparan. Penelitian ini menyoroti peran krusial Turnbackhoax.id dan inisiatif serupa dalam menghadapi tantangan disinformasi menjelang Pemilu 2024.

Kata kunci; disinformation; digital propaganda; indonesian elections 2024; digital literacy; turnbackhoax.id

Abstract: This research aims to understand the dynamics of disinformation and digital propaganda in the 2024 Indonesian Elections. Disinformation, often appearing as hoaxes or fake news, has emerged as a primary concern, widely disseminating through social media, threatening the integrity of the election process, and targeting specific individuals or institutions with propaganda or hate speech. The research utilizes a qualitative descriptive method. The findings from this study show that the spread of these hoaxes is exacerbated by distrust towards mainstream media, affinity towards news supporting personal views, and low levels of digital and media literacy. Initiatives like Turnbackhoax.id have played a pivotal role in assisting the community in identifying and verifying fake news. In facing the 2024 Elections, significant challenges include the dominance of first-time voters who may have low digital literacy. Consequently, there is a necessity for enhanced efforts in digital literacy education and collaboration between various parties to fight disinformation and support a fair and transparent election process. This research highlights the crucial role of Turnbackhoax.id and similar initiatives in confronting disinformation challenges leading up to the 2024 Elections.

Keywords: disinformation; digital propaganda; indonesian elections 2024; digital literacy; turnbackhoax.id

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INTRODUCTION

The advancement of internet technology in Indonesia has experienced remarkable growth. This is indicated by two main indicators: 1) a significant surge in the number of internet users (Diniyanto & Sutrisno, 2022; Irawanto, 2019), and 2) progress in the Information and Communication Technology (ICT) infrastructure that is increasingly sophisticated and widespread (Silalahi et al., 2015). Looking at historical data, in 2012, Indonesia had approximately 63 million internet users. This number increased dramatically to 82 million in 2013, then jumped again to 107 million in 2014, and



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by 2015, it was estimated to have reached 139 million users. Interestingly, out of all the internet users, approximately 87% are active on social media. The activity of the Indonesian community on social media has achieved its own milestone on the international stage. With 60 million users, Indonesia ranks fifth in the world for the number of Twitter users. As for Facebook, with 65 million users, Indonesia is fourth globally. This data demonstrates the significant role of the Indonesian community in cyberspace, especially in interacting and communicating through social media. The presence and activity of Indonesians in the digital world affirm that the internet has become an integral part of daily life, with great potential in shaping opinions and trends in various sectors.

The development of internet technology in Indonesia is not only limited to user growth but also involves the evolution of supporting ICT infrastructure. In the 2000s, internet technology underwent various transformation phases. Initially dominated by passive and less interactive web 1.0-based software, it has now shifted to a more dynamic and interactive web 2.0 era. Web 2.0 offers a more participative platform, allowing users to collaborate and interact, often seen as a medium that can promote the democratization of information and communication (Mahpudin, 2019).

From the hardware perspective, this era also witnessed the emergence of various technological innovations, like increasingly lightweight and sophisticated smartphones and laptops, facilitating easier and ubiquitous internet access for individuals. This is supported by Citizen data, stating that smartphone usage penetration in Indonesia reached 67.7% in 2013, placing it fourth highest globally in smartphone usage. Additional data from APJII in 2012 shows that out of 41 million smartphones used by Indonesians, 24 million were used in urban areas, while the rest, approximately 17 million, were used in rural areas.

Countries that were early adopters of internet technology have utilized it in democratic processes, including general elections. The 2014 presidential election was a crucial element in the democratic process that employed social media, like Twitter, in shaping public opinion. Twitter is seen as a tool that facilitates the formation of public spaces for civilians to communicate with various actors in the democratic system, such as governments, interest groups, and political communities. The impact of social media usage has altered previous cultural patterns, where public spaces were typically channeled through traditional media like the press.

The expectation that what occurred in the 2014 presidential election will recur in subsequent general elections is an intriguing aspect to observe. This raises questions about the potential positive or negative impacts arising from internet presence in Indonesia's democratization process. Before delving further into this matter, it is crucial to observe developments in the political democracy processes in other countries that adopted this new technology earlier. It's important to remember that each country has unique democracy dynamics, and the influence of internet technology can vary. Therefore, observing the experiences of other countries can provide valuable insights into understanding how Indonesia can leverage the positive potential of internet technology in the context of democracy while also being aware of the potential negative impacts that may arise. Thus, this study will provide a strong foundation for reflecting more deeply on the development of democracy in Indonesia.

This article thereby serves as a critical lens, allowing readers to navigate through the complex narrative of digital deception, while unmasking the layers of propaganda and disinformation anticipated in the 2024 elections. Through this exploration, the study not only contributes to the broader discourse but also provides a robust foundation for reflecting on Indonesia's democratic development in the digital age. The nuanced understanding derived from this inquiry is crucial, illuminating the path for leveraging the internet's positive potential whilst mitigating the risks and navigating the challenges inherent in the digital democratization process in Indonesia.

RESEARCH METHODS

This study employs a qualitative descriptive approach to explore and interpret the phenomena of digital propaganda and disinformation proliferating in the 2024 Elections. Primary data is garnered through in-depth interviews with experts in political communication, media observers, and



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information technology practitioners. These respondents are selected based on their expertise and experience in the field of digital propaganda and disinformation during the election period. The interviews aim to explore and understand the methods, tactics, and strategies of disinformation, as well as to identify the forms and characteristics of digital propaganda emerging in the context of Indonesia's 2024 Elections.

Additionally, this research utilizes secondary data comprising scientific publications, research reports, news articles, and other digital materials relevant to the topic of propaganda and disinformation in elections. This secondary data is analyzed to support and validate findings from the primary data while providing detailed context and background regarding the phenomena under investigation. Subsequently, a qualitative thematic analysis is conducted on the collected data to identify, analyze, and report patterns (themes) found within the data. This analysis aids in developing a richer and deeper understanding of the dynamics, challenges, and implications of digital propaganda and disinformation in the 2024 Elections in Indonesia. Data and method triangulation are implemented to enhance the reliability and validity of the research findings (Miles et al., 2018).

RESULTS AND DISCUSSION

Disinformation Strategies and Their Impact on Elections

Currently, the issue of hoaxes has become a hot topic across various media outlets, from mass media to social media, eliciting significant public concern due to the dissemination of unverified information. The term "hoax" refers to information intentionally crafted as deceitful or disguised to appear truthful. In contrast, hoax news pertains to news publications mimicking factual reports but, in reality, are laden with false information, slander, and lack easily identifiable patterns (Ireton & Posetti, 2018; Ong et al., 2019). Generally, hoax news is generated with the intent to propagate defamatory propaganda or hate speech against specific individuals or institutions (Bennett & Livingston, 2018). What is striking is the popularity that hoax news enjoys among the public. Hoax news often garners more favor than factual reports issued by prestigious media outlets like the New York Times, The Washington Post, CNN, or BuzzFeed.com (Merloe, 2015). This frenzy is evident in the ease with which hoax news spreads through various social media platforms like Instagram, LINE, WhatsApp, Facebook, and others (Morgan, 2018).

A possible reason for the popularity of hoax news among the public is the perception that mainstream media no longer serves public interests objectively. Sometimes, mainstream media is deemed insensitive to capturing the wider aspirations of the community and tends to act as a propaganda tool for media owners (Sabiruddin, 2019). In this situation, the public seeks alternative media sources that can fulfill their information needs, inadvertently leading them to sites containing hoax news.

From a psychological perspective, there are two factors explaining why people are easily swayed by hoax news. First, individuals are more likely to believe hoax news if it aligns with their existing opinions or attitudes. For instance, someone harboring negative views towards a certain group, product, or policy will readily believe news supporting their stance, thereby reducing the incentive to verify information authenticity. Second, the tendency to believe hoax news stems from a lack of knowledge or literacy in interpreting online news. Many lack prior knowledge about the information they receive, rendering them more susceptible to hoaxes (Kompas.com, January 23, 2017). This aligns with studies indicating that literacy rates among Indonesians rank 60th compared to other countries (Miller, 2016). In daily life, hoax news poses a relentless threat as it is hard to avoid. Anyone, including President Joko Widodo, can fall victim to misinformation in hoax news. Hence, President Joko Widodo has called for mainstream media and all community components to unite in combating the widespread dissemination of hoax news (Assiroj et al., 2018; Kholisoh et al., 2019).

The escalating volume of hoax news in Indonesia, as reported by the Indonesian Anti-Hoax Community, presents a seemingly uncontrollable issue. Every day, approximately 30 hoax news pieces are circulated, with the most common categories involving political, health, and financial issues (Kompas, December 1, 2016). In December 2016, the Ministry of Communication and Informatics (Kominfo) released data showing around 800,000 websites in Indonesia were utilized for



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producing hoax news and hate speech, amplifying the impact and exposure of hoax news in public spaces, making it increasingly alarming.

Research results from the Telematics Community (Mastel) in 2016 revealed that the majority of hoax news circulated pertains to politics. In this study, 91.8 percent of respondents admitted to often receiving hoax content related to socio-political issues, such as regional head elections and governance. Ethnic, Religious, Racial, and Inter-group issues (SARA) also ranked high at 88.6 percent. The most common form of hoax content received by respondents was text, at 62.1 percent, while hoax news in image form reached 37.5 percent, and videos were only 0.4 percent. Regarding the media or tools used to disseminate hoax news, 62.8 percent of respondents stated that they received false news through messaging apps, 34.9 percent through websites, and 8.7 percent through television.

Based on the aforementioned research data, it is understandable that political hoax news dominates in its dissemination to the public, which can be explained by three main reasons. First, hoax news has proven to be an effective tool in attacking and undermining political opponents. Second, perpetrators or uploaders of hoax news tend to be difficult to identify and trace since they operate in virtual spaces, complicating law enforcement efforts. Third, hoax news can spread quickly and go viral with little cost and time, following the trend of news distribution in the current digital era.

From the perspective of Indonesian positive law, spreading hoax news, even merely forwarding it, can lead to a prison sentence of up to six years and a fine of up to 1 billion rupiahs, in accordance with Article 28 paragraph (1) of the Information and Electronic Transactions Law. Although there are serious penalties, it seems to have no significant impact on reducing the spread of political hoax news. Various factors can explain this, such as the lack of effective law enforcement against hoax news perpetrators and challenges in identifying and acting against those operating in virtual environments. In addition, there are still social and psychological factors making people inclined to spread or believe in hoax news, despite the threat of punishment. Therefore, the issue of political hoax news in Indonesia might require a more holistic approach, not limited to legal aspects, but also involving public education, increased awareness of digital literacy, and efforts to promote a more critical and responsible news culture.

Techniques for Detecting and Preventing Disinformation

The existence of fake news, or commonly known as hoaxes, is not a new phenomenon in the world of journalism. The early history of fake news can be traced back to before the 17th century (Nadzir et al., 2019). According to Sosiawan & Wibowo (2020), the term "hoax" emerged alongside the development of journalism itself, referring to false or incorrect information disseminated in the form of news. Initially, hoaxes often appeared as speculation, with readers or listeners tasked with assessing the information's validity. Back then, hoaxes frequently claimed that a particular object or substance could cure deadly diseases of the time, like rabies or cancer. To counter these hoaxes, clarification practices have been long-established, often in the form of letters published in newspapers to clarify or refute the false news. Beyond health issues, hoaxes have appeared in various forms and topics, even those not deemed hazardous. For instance, author Jonathan Swift used hoaxes in 1726 to publish a book titled "Travels Into Several Remote Nations of the World." This demonstrates that since their inception, hoaxes have been utilized for various purposes and interests by their creators.

The term "hoax" or fake news has evolved over time. The advancement of internet technology and social media, often unaccompanied by adequate digital literacy, has facilitated the rapid and widespread dissemination of hoaxes. This phenomenon is further exacerbated by disinformation spread by parties with specific interests. According to the online KBBI (Kamus Besar Bahasa Indonesia or Great Dictionary of the Indonesian Language), disinformation refers to the intentional spread of false information designed to confuse or mislead others. The proliferation of this disinformation has rendered hoax content exceedingly dangerous.

This situation has also significantly impacted Indonesia, where disinformation and fake news pose serious threats to the public, the government, and the business world alike. During the Covid-19



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pandemic in 2020, both the public and the government were concerned about the spread of various coronavirus-related hoaxes. These hoaxes might relate to allegations of political manipulation, economic interests, and other issues. Disinformation spread through social networks like WhatsApp groups and social media platforms like Twitter, Facebook, and Instagram is increasingly difficult to control, with influencers playing a significant role in disseminating these fake news. All these factors, combined with high smartphone usage, have made the spread of fake news uncontrollable and difficult to stop. The impacts of these hoaxes can be very damaging, especially in the context of public health and safety. Therefore, enhancing digital literacy and education about understanding news is crucial to combat the hoax phenomenon.

Apart from the spread of hoaxes during the pandemic, disinformation also poses a serious problem in Indonesian society concerning elections. Data from the Ministry of Communication and Informatics (Kominfo) shows that during the 2019 elections, as many as 3,356 hoaxes were recorded. This number represents the highest amount of spread hoaxes in the history of elections in Indonesia documented from August 2018 to September 30, 2019. Kominfo's Artificial Intelligence for Society (AIS) team categorized various hoaxes into several categories, including politics, government, health, crime, religion, and so forth. Among these, political issues had the highest number of hoaxes, with 916 false news stories. News related to presidential and legislative elections was commonly found on social media, especially through the use of hashtags.

Although clarifications from relevant parties can be used to refute false news, dealing with hoaxes remains a serious challenge for Indonesian society. One major obstacle is the low level of digital literacy among the public, particularly in understanding information and news found on digital media. Internet users often focus on news headlines or short content, including images and short texts known as memes. Disinformation spreaders exploit this condition to disseminate hoaxes quickly and in an organized manner. Content-sharing features, like those on messaging apps, allow people to spread messages without verifying their truthfulness. Therefore, combating disinformation requires an approach involving appropriate media and, importantly, enhancing public digital literacy to critically process information encountered in the digital world.

The issue of low literacy among the Indonesian public is not new. Public literacy regarding messages circulating on social media is still very lacking, and people often struggle to differentiate between true and false information. When faced with provocative (albeit false) news headlines, people often respond very credulously and spread them to peers, family, or social media platforms. This dynamic makes fake news go viral very quickly. Once false news has widespread and is accepted as legitimate, clarification efforts become more challenging. This is exacerbated by the fact that regulations related to hoaxes are not fully comprehensive and capable of addressing the issue.

When fake news is related to negative issues about the government, clarification efforts from the government are often seen as defensive and ineffective. Similarly, when fake news is related to political issues, clarifications made by political parties or relevant figures tend to be perceived as subjective and unreliable by the public. Therefore, the challenge in tackling disinformation and fake news lies not only in regulations but also in enhancing public digital literacy so that they can be more critical in processing information they find on social media and other digital platforms.

As the 2024 elections approach, there is a significant potential for the resurgence and even wider spread of hoaxes and disinformation. From 2019 to the present in 2023, we have seen the development of social media that facilitates the dissemination, editing, or modification of various content and information according to user creativity. This will pose significant challenges for the government and relevant parties in facing the upcoming election campaign period. However, as technology that facilitates the spread of hoaxes advances, it also provides us with tools to fight or stop the flow of disinformation. One helpful effort is through portals like Turnbackhoax.id. This portal is a community initiative aimed at assisting the public in verifying news truthfulness. Although it has existed since 2017, the portal has become more recognized and socialized to the public, especially during the Covid-19 pandemic when the flow of hoaxes expanded.



Through Turnbackhoax.id, the public can not only check the truthfulness of news but also obtain correct and trustworthy information as the provided clarifications are backed by concrete evidence. This helps the public to trust the provided information more. Additionally, the portal operates independently, eliminating any subjective elements that could cause public distrust. Turnbackhoax.id focuses not only on political issues but also accommodates various issues that are viral in society and social media. Thus, the public can more easily verify the truthfulness of the information they seek, especially during critical times like election campaign periods. Based on the function of turnbackhoax.id, which is an archive of discussion results from the Indonesian Anti-Defamation Community Forum (Mafindo), researchers recorded politically and governmentally related hoax news circulating in June 2023. This research aims to evaluate the role of turnbackhoax.id as a tool in combating the spread of disinformation in society, especially related to hoax content appearing in the run-up to the 2024 elections.

Mitigasi Disinformasi Turnbackhoax.id

As it is widely recognized, the internet has unfolded as an exceedingly efficient channel for the dissemination of hoaxes, leading to the imperative for countering disinformation within society, which also needs to leverage the internet as a form of new media. The theory of media ecology underscores that new media has significantly transformed the patterns of activities and cultural hubs within communities, positioning technology as a pivotal element (Khalyubi & Perdana, 2021; Sabiruddin, 2019). Studies, like those conducted by Subkhi (2020), have indicated that one of the most prevalent channels utilized by individuals for exchanging information—whether it be with family members, friends, or neighbors—is social media. This prevalence is attributed to social media's capability to swiftly and directly disseminate information to targeted audiences.

However, the functions of social media are unfortunately often exploited by certain entities. In numerous instances, social media platforms have been manipulated as venues for circulating false information and expressions of hate, with the principal objective of provoking and misleading others. Consequently, the disinformation circulating on social media, particularly those pertaining to governance, social issues, and politics, poses potential threats to the unity and integrity of the nation.

Before appropriate measures can be adopted to preemptively halt the spread of hoaxes, it is crucial to comprehend the means of detecting movements of hoax-driven disinformation. Technologies associated with new media have been utilized by experts to craft tools capable of identifying false news. These tools possess the ability to filter data, including exaggerated numbers and words, thereby enabling the halting of the dissemination of false information (Assiroj et al., 2018; Firmansyah, 2017; Hui, 2020). In Indonesia, there are various internet-based platforms specifically designed to detect hoax content. Some of these platforms include the turnbackhoax.id portal, the LINE Today feature within the LINE application, the Hoax Analyzer software developed by the Bandung Institute of Technology (ITB), and the AppsMu application managed by Muhammadiyah. Each of these platforms adopts different approaches in detecting and preventing potentially disinformation-laden content, as outlined in the table below.

Table 1: Anti-Hoax Initiatives in Indonesia and Their Forms of Activity

Gerakan	Bentuk Gerakan
Indonesian Anti-Hoax Society	Collaboration with Kominfo by managing turnbackhoax.id
Line Today	News selection in Line Today
Cimol Team of ITB	Hoax Analyzer in collaboration with Microsoft
Muhammadiyah	AppsMu application

Among the four platforms that have been developed, currently, turnbackhoax.id is the one still active and easily accessible by the general public. The feature that previously existed in LINE Today has been removed by LINE Indonesia. Turnbackhoax.id is a platform engineered to cater to the



public's need for news verification. The turnbackhoax.id portal is managed by the Indonesian Anti-Hoax Society and was officially launched on November 19, 2017. The content available on this portal originates from discussions within the Anti-Defamation, Incitement, and Hoax Forum (FAFHH). Contributors on this platform are tasked with conducting online confirmations to verify the truthfulness of news (Irawanto, 2019; Park & Rim, 2020).

The verification process on this portal begins with various news, information, or hoax "memes" circulating on social media or chat groups. The public can provide explanations and evidence demonstrating that the report in question is indeed a hoax. Subsequently, this verification information becomes accessible to the general public through turnbackhoax.id. All information is published chronologically, according to the most recent dates. As elucidated in Press Release No. 2/HM/KOMINDO/2017, this portal, originating from the Indonesian Anti-Hoax Movement, aims to assist the public in obtaining clearer and accurate information regarding circulating news.

Challenges in the 2024 Elections

As the 2024 General Election in Indonesia is on the horizon, there is a significant anticipation of challenges that lie ahead. One of the noteworthy aspects of this upcoming political event is the predominance of first-time voters, who are expected to constitute approximately 60-70% of the entire voting populace, as noted by kumparan.com. With both the pivotal general elections, entailing the election of the president and vice president, and the regional head elections or 'pilkada' slated to be conducted concurrently within the same year, the 2024 election undeniably presents a crucial political juncture for the nation. The aforementioned general election is scheduled for February 14, 2024, whereas the pilkada will unfold later in the year on November 27, 2024. This simultaneous occurrence of major electoral processes is not without its challenges, necessitating careful attention and proactive engagement from various stakeholders, as highlighted by (Diniyanto & Sutrisno, 2022; Samosir & Novitasari, 2022).

In preparation for the 2024 electoral events, there is a discernible need for heightened efforts and commitment, not to mention the expected increase in workload spanning time duration and state budget allocation. Furthermore, the impending election provides a fertile ground for the propagation of hoaxes related to the electoral process, posing additional challenges. According to the Bawaslu of the Republic of Indonesia, there's an observable potential increase in the distribution of hoax content pertaining to the 2024 Election, a situation exacerbated by the susceptibility of the dominant first-time voters.

Addressing this concern, Lolly Suhenti articulated, in a report by Kompas.com, the imperative need for implementing appropriate measures aimed at effectively mitigating the escalating threat looming over the election due to the proliferation of hoaxes. With the hoax news experiencing a surge, the values of independence, neutrality, and integrity stand paramount and are deemed indispensable in the collective endeavor to counteract the spread of hoaxes. Given the context where the literacy rate is not at its optimum and there's a prevailing tendency among the Indonesian populace to inadvertently disseminate hoaxes through online platforms, the scenario spells potential detrimental impacts on the outcome of the 2024 Election. It is imperative for the public to adopt a proactive stance against the onslaught of digital hoaxes by enhancing their literacy levels, adopting a critical approach to information consumption, and exercising caution not to be impulsively swayed by contentious or emotionally charged online content.

The focal point of this study is the role played by turnbackhoax.id in navigating through the challenges posed by the rampant misinformation in the digital realm, with a special emphasis on political issues surfacing in the run-up to the 2024 General Election. Engaging in an analysis of ten hoax news pieces sourced from diverse digital platforms, including Facebook and YouTube, the study endeavors to glean insights into how turnbackhoax.id is contributing to the battle against misinformation, particularly in issues pertinent to the 2024 Election. In the timeframe between June 8 and 13, 2023, the study identified ten pieces of political news whose validity was scrutinized and clarified by turnbackhoax.id. These news pieces revolved around themes like party coalitions



supporting various presidential and vice-presidential candidates for the imminent election, along with issues pertaining to fuel involving governmental entities. The surfacing of such news stories underscores that topics associated with the 2024 Election are increasingly falling prey to acts of falsification, manipulation, and misleading representations online.

The study thus concludes underscoring the significant role that turnbackhoax.id is poised to play in buttressing the efforts of both the public and government in combating the spread of misinformation as the 2024 Election approaches. With a collaborative spirit, individuals from diverse backgrounds, professional fields, and areas of expertise can join hands to gather valid evidence and elucidate the categories of hoax content for the general public. Turnbackhoax.id acts as a pivotal platform offering comprehensive clarifications on viral news, thereby facilitating the public in verifying the authenticity of news while aiding the dissemination of available clarifications. Achieving this objective, however, is contingent on the inception of robust digital literacy education initiatives. These initiatives need to be championed by civil society organizations hailing from various strata of the community and necessitate the backing of the Ministry of Communication and Information Technology of the Republic of Indonesia. Through fostering collaboration among diverse entities, there's a collective hope and expectation to curtail the spread of hoaxes and misinformation, especially in the milieu of the 2024 Election.

CONCLUSION

Disinformation has become a pervasive issue in media, garnering public attention due to the widespread transmission of unverified and deceitful information. Hoax news, intentionally crafted falsehoods mimicking genuine news reports, often garner popularity, sometimes more than credible reports from reputable media sources, spreading rapidly across various social media platforms. These hoaxes, often defamatory propaganda or hate speech, target specific individuals or institutions, with political, health, and financial issues being the most common categories of hoaxes.

In the context of elections, like the upcoming 2024 General Election in Indonesia, the spread of hoaxes and misinformation is a significant concern. With first-time voters making up a substantial percentage of the electorate, the potential impact of election-related hoaxes is alarming. The Election Supervisory Agency has noted a potential increase in hoax content related to the election, necessitating concerted efforts from various stakeholders to mitigate the risks of misinformation affecting the electoral outcomes. Addressing the challenges posed by disinformation, especially in the crucial times of elections, requires a multi-faceted approach, combining legal, educational, and technological strategies, with platforms like turnbackhoax.id playing a vital role in these efforts. These initiatives need to work in tandem to effectively mitigate the risks and impacts of misinformation on society and the electoral process, fostering a more informed and discerning public.

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