PESAN KAMPANYE ANTI-HOAX POLDA METRO JAYA DI INSTAGRAM DENGAN SIKAP BELA NEGARA

(Survei Terhadap *Followers* Akun Instagram @humas.pmj)

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Abstrak

Hoax yang disebar setiap bulan meningkat. Selama periode Juli-September 2018 terdapat 230 *hoax* yang terklarifikasi sebagai disinformasi. Rinciannya, *hoax* pada bulan Juli 2018 sebanyak 65 konten, kemudian 79 konten pada Agustus 2018, dan meningkat menjadi 107 konten pada September 2018. *Hoax* dapat menyebabkan dekonstruksi konsep kebhinekaan sehingga dapat menimbulkan perpecahan bangsa. Penelitian ini bertujuan untuk mengukur hubungan pesan kampanye anti-hoax Polda Metro Jaya di instagram dengan sikap bela negara yang menguji model kampanye Oostergard berdasarkan indikator materi pendukung, visualisasi pesan, isi negatif/positif pesan, pendekatan emosional, pendekatan rasa takut, kreativitas dan humor, pendekatan kelompok rujukan, sisi pesan, susunan penyajian dan pernyataan kesimpulan serta sikap bela negara yang diukur berdasarkan teori sikap dengan indikator kognitif, afektif dan konatif. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif. Survei terhadap 100 orang *followers* dengan teknik *accidental sampling*. Hasil uji korelasi menggunakan *rho spearman* memperoleh nilai sebesar 0,751 menunjukkan bahwa terdapat hubungan antara pesan kampanye anti-*hoax* Polda Metro Jaya di Instagram dengan sikap bela negara.

Kata Kunci: Kampanye Anti-hoax, Sikap Bela Negara, Model Ostergaard.

Anti Hoax Campaign Message By Polda Metro Jaya On Instagram With State Defense Attitude
(A Survey on @humas.pmj Instagram Account *Followers*)

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Abstract

Hoax are spread increasing every month. During the period July-September 2018 there were 230 hoax that were clarified as disinformation. The details are hoax in July 2018 were 65 content, then 79 content in August 2018, and increased to 107 content in September 2018. Hoax can cause the deconstruction of the concept of diversity so that it can cause national disunity. The purpose of this research was to measure the relationship between the messages of the Polda Metro Jaya anti-hoax campaign on instagram with State Defense Attitude that tests the Oostergard campaign model based on indicators namely supporting material, message visualization, negative / positive message content, emotional approach, fear, creativity and humor approaches. referral group approach, message sideness, order of presentasion and drawing conclusion, state defense attitudes measured based on attitude theory with cognitive, affective and conative indicators. The approach used in this research is quantitative. Survey of 100 followers with accidental sampling technique. The results of the correlation test using Spearman Rho obtained a value of 0.751 indicating that there was a relationship between the message of the Polda Metro Jaya anti-hoax campaign on Instagram with state defense attitude.