

STRATEGI MENANGKAL DISINFORMASI DI ERA DIGITAL: ANALISIS UPAYA KOMDIGI (DAHULU KOMINFO) DALAM MENANGANI PERSEBARAN HOAKS PADA PEMILU PRESIDEN 2024

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ABSTRAK

Perkembangan teknologi digital telah mengubah pola penyebaran informasi, termasuk pada Pemilu Presiden 2024 yang diwarnai maraknya hoaks dan disinformasi di ruang digital. Kondisi ini mendorong Kementerian Komunikasi dan Digital Republik Indonesia (Komdigi) untuk memperkuat strategi pengawasan dalam menangani persebaran hoaks. Penelitian ini bertujuan untuk menganalisis strategi Komdigi dalam menangani persebaran hoaks pada Pemilu Presiden 2024, mengidentifikasi tantangan dalam pelaksanaan pengawasan digital, serta menganalisis implikasinya terhadap ruang publik dan demokrasi. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara mendalam, dokumentasi, dan studi pustaka. Analisis penelitian menggunakan Teori *Institutional Surveillance* yang dikemukakan oleh Christopher Dandeker. Hasil penelitian menunjukkan bahwa Komdigi menerapkan strategi pengawasan melalui pemanfaatan *Artificial Intelligence System* (AIS), patroli siber, verifikasi dan klarifikasi informasi, penindakan konten hoaks, koordinasi lintas lembaga, serta literasi digital. Strategi tersebut mencerminkan proses pengumpulan data, analisis informasi, supervisi, dan tindakan korektif dalam pengawasan institusional. Penelitian ini juga menemukan bahwa pengawasan digital cukup efektif dalam menekan penyebaran hoaks, namun masih menghadapi tantangan berupa perkembangan teknologi AI dan *deepfake*, keterbatasan regulasi, serta luasnya ruang digital yang harus diawasi. Oleh karena itu, penanganan hoaks perlu diperkuat melalui pendekatan preventif, penguatan literasi digital, dan kolaborasi yang lebih optimal antara pemerintah, platform digital, dan masyarakat.

Kata Kunci: Hoaks, Penanganan dan Pengawasan Digital di Ruang Digital, Pemilu Presiden 2024, Strategi Komdigi, Teori Pengawasan Institusional.

***STRATEGIES TO COUNTER DISINFORMATION IN THE DIGITAL ERA: AN
ANALYSIS OF KOMDIGI'S (FORMERLY KOMINFO) EFFORTS IN HANDLING THE
SPREAD OF HOAXES IN THE 2024 PRESIDENTIAL ELECTION***

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ABSTRACT

The rapid development of digital technology has transformed the dissemination of information, including during Indonesia's 2024 Presidential Election, where the spread of hoaxes and disinformation became increasingly prevalent in the digital space. This condition encouraged the Ministry of Communication and Digital Affairs (Komdigi) to strengthen its digital surveillance strategies in addressing online misinformation. This study aims to analyse Komdigi's strategies in tackling the spread of hoaxes during the 2024 Presidential Election, identify the challenges of digital surveillance, and examine its implications for the public sphere and democracy. This research employed a qualitative descriptive approach. Data were collected through in-depth interviews, documentation, and literature review. The analysis was based on Christopher Dandeker's Institutional Surveillance theory. The findings reveal that Komdigi implemented digital surveillance through the use of the Artificial Intelligence System (AIS), cyber patrols, information verification and clarification, hoax content removal, inter-agency coordination, and digital literacy programmes. These strategies reflect the institutional surveillance processes of data collection, information analysis, supervision, and corrective action. The study also finds that digital surveillance has been relatively effective in reducing the spread of hoaxes, although it continues to face challenges related to AI and deepfake technologies, regulatory limitations, and the vast scope of digital spaces requiring supervision. Therefore, future efforts should prioritise preventive approaches, strengthen digital literacy, and enhance collaboration among the government, digital platforms, and the public.

Keywords: Hoaxes, Digital Handling and Surveillance in the Digital Space, 2024 Presidential Election, Komdigi Strategy, Institutional Surveillance Theory.