



## Intensification of New Media Against the Spread of Fake News in the Post Truth Era

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### ABSTRACT

Digital developments through new media trace progress in the transformation of knowledge in digital format. The transformation of media into public consumption is a catalyst for many changes in the digital world, besides that, social media innovation has also become fertile ground for the spread of fake news throughout the world, thereby catalyzing the formation of the post truth era. The aim of the research is to determine the impact of the intensification of social media on the spread of fake news in the post truth era. This research uses a qualitative method with a literature review approach where the data source is adopted from several data that have been verified and have continuity with the research object. Based on the analysis results, there are 35 articles with related objects, the data is transferred to the Ms file. Excel and the main aspects lie in authorship patterns, contribution distribution by country, author ranking, affiliate contributions and country distribution. The results of the analysis of 35 articles from 2017 to 2020 revealed that there were 44 authors using journals with related topics. The most widely used research method in this topic is quantitative. The keywords used by the author are "New media", "Fake news", and "Post truth". The contribution of this journal identification can help researchers and people around the world to be more careful in consuming information.

**Keywords:** New media; Fake news; Post truth' Social media; Journalist

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## INTRODUCTION

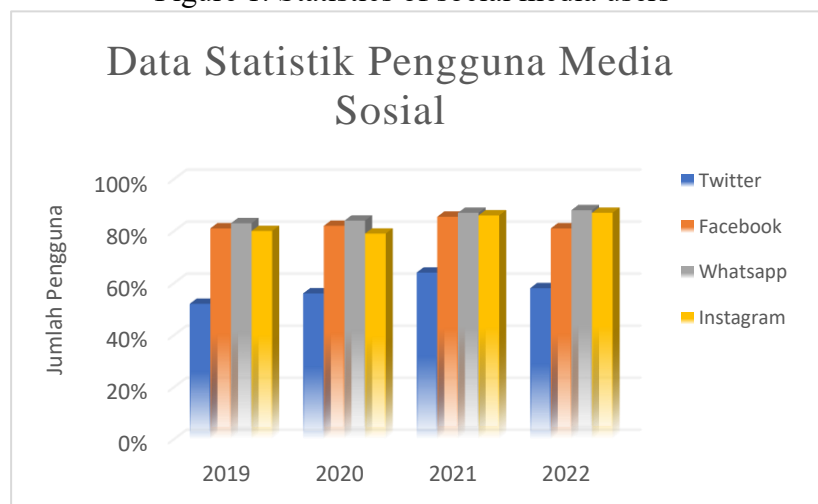
Digital developments through new media trace progress in the transformation of knowledge in digital format (Ar Razy & Zakaria, 2021). It was found that users search for information, regardless of place, time, and convenience leading to digital transformation through mobile-first strategies. Technology has developed in an exponential graph as innovation occurs almost every day. The transformation of the Internet into public consumption

is a catalyst for many changes in the world. In the beginning, the internet was used as an intelligence medium which became a tool in the cold war. However, as time goes by, people can enjoy this technology. The result is a world that is connected across the globe without geographic barriers. The existence of the Internet has become the starting point for the digitalization of society.

The first step in the digitalization process of society is marked by the internet transformation process. New media has become the main tool for people to obtain information and communicate. The extent of its spread cannot be underestimated so that everyone becomes a consumer and producer of fake news. Fake news has been a long-standing phenomenon. However, in the digital era, its existence has become very important and disturbing. The development of technology, the Internet and social media has accelerated the process of spreading fake news with a wider scope.

Over the last five years, the number of active social media users has continued to increase. Data from We Are Social bears out that argument: 3.196 billion in 2018; 3.48 billion in 2019; 3.8 billion in 2020; 4.20 billion in 2021; and 4.62 billion in 2022 (Muqsith & Pratomo, 2021). Apart from that, based on Figure 1. obtained through a survey conducted by We Are Social, it was found that the number of users of the Twitter, Facebook, WhatsApp and Instagram platforms in Indonesia has increased significantly over the last 4 years (We are social, 2018 - 2022).

Figure 1. Statistics of social media users



This figure illustration shows that there is increasing intensification in new media, so that more and more people want to be part of the borderless digital space. Besides that, apart from the benefits and convenience generated by social media, it has also become fertile ground for the Post Truth truth phenomenon. This is characterized by a condition in which society tends to ignore facts compared to the objective evidence that emerges. Other research also revealed that as much as 92.40% of information indicated as hoaxes in Indonesia was spread via Facebook, Twitter and Instagram applications. Meanwhile, 62.80% of hoaxes are spread through chat applications such as WhatsApp (Fahmi, 2017; Gumilar et al., 2017; Hartono, 2018). The spread of fake news throughout the world will encourage the process of catalyzing the formation of a post truth era (Hendricks & Vestergaard, 2019). Nowadays, everyone has the potential to be exposed to hoaxes, information or news that is considered true may not necessarily be trustworthy. The reason is, the Mastel Survey (2017) revealed that of the 1,146 respondents obtained, 44.3% of them accessed hoax news every day and 17.2% received it more than once per day. The mainstream media, which is generally able to be relied upon as

trusted media, often becomes contaminated in the spread of hoaxes (Juditha, 2018; Suharyanto, 2019).

Hoaxes are a strategy for certain political interests. This was proven by the initial emergence of post truth in 2016, where the election of Donald Trump as US president used strategies of penetration, intimidation, and indoctrination of the public through social media. The application of this method almost spread across all social media platforms (Arifin & Fuad, 2020). The post truth concept is considered very important in exploring and transforming change by considering psychological, social, technological and context prerequisites (Jatmiko, 2019). The era of transformation of traditional media into digital has a vital position in society. Social media has a dominant role when all elements of social life resonate with the new media environment. Therefore, it is not something new that the intensification of various social media users has a major influence on the increasingly intensive spread of fake news (Bhaskaran, et al., 2017).

The characteristics of the Post Truth community are that they are easily provoked by the information they consume with the aim of provoking the audience's emotions and leading to truth in conveying information (Zainul A & Badrul, 2020). The post truth phenomenon initially started from the popularity of social media used by the public which made it easier for them to access various types of information (Miroschnichenko, 2017). Therefore, this article discusses the influence of the intensification of new media on the spread of post truth in this era.

Fake news itself has a place in academic scholarship, dating back to 2016. However, "fake news" is more than just an old deception strategy retooled for the digital age. Fake news is also not a new phenomenon, but a practice that has existed for a long time. The difference lies in the media and the ease of disseminating information to the wider public. When a writer admits that fake news can create chaos, the writer must articulate the motives behind fake news, because there are many reasons for this to happen (Rugenhausen et al., 2020; Singh et al., 2022).

The World Health Organization said that the world is not only facing a pandemic but also an infodemic. During this pandemic, fake news is also rampant. There are several examples of fake news circulating on social media. Not only that, one of the fake news about the COVID-19 drug claimed lives. In Iran, more than 700 people died from consuming methanol, thinking it could cure COVID-19. Islam et al. (2020) studied the infodemic phenomenon in 87 countries and 25 different languages. They identified 2,311 infodemics related to COVID-19. As a result, 2,049 (89%) reports were indicated as rumors, 182 (7.8%) were conspiracy theories, and 82 (3.5%) experienced stigmatization. It can be seen from Figure 2 that there are 2,276 reports whose text ratings are available, 1,856 claims are false (82%), 204 are true (9%), 176 are misleading (8%) and 31 are not proven (Islam et al., 2020).

This data shows that the infodemic is a real threat in society. In addition, the community is in one large digital network. When individuals search for information sources through Google, they provide data for Google's algorithms to analyze. Thus, with habits like this, the algorithm can predict people's preferences according to the data that has been obtained. This is what makes the spread of fake news very easy to access. Fake news involving propaganda and misinformation, social media has always enabled the connectivity of misinformation to circulate at high speed, expanded by distribution channels that favor algorithm-based populism over traditionally trusted sources (Singh et al., 2017).

Objective facts have been replaced by news that can trigger people's emotions. As a result, the world is now familiar with the term post-truth. Many definitions have been expressed by experts and link it to fake news (Suharyanto, 2019). Normatively, post-truth is an expression of concern by those who care about the concept of truth and feel it is under attack.

In other words, post-truth is a self-conscious big term for the epochal shift (trading heavily on assumptions about the 'era of truth' we once enjoyed). Post-truth is more about realizing that

the definition or concept of truth is questionable. Post-truth is more about sensitivity to changing times (Romano, 2017). However, the truth in question has a drive or—phenomenon that is why it is called that. Post-truth is often associated with political phenomena, especially elections. Therefore, not infrequently, the way he does this is by spreading fake news (Douai, 2019). The post-truth phenomenon occurs because technological changes resulting in the widespread use of social media and consequent significant changes in the media environment, exacerbated by public distrust of political elites and traditional media and expert knowledge, have shaped the conditions of possibility for political emergence. post-truth (Harjuniemi, 2022).

From this fact, there are two things that characterize the post-truth era. The first is that the public's distrust of traditional elites is reduced so that leaders emerge who are pro-people or in other words populist. The second thing that must be paid attention to is that technological developments have triggered the emergence of fake news or fake news (Jaques et al., 2019). The emergence of social media has become an effective message that resonates with society regardless of right or wrong. The spread of messages via social media is not judged by the accuracy of the facts but by their novelty or how many new things can be displayed (Rosulek, 2019).

## RESEARCH METHODOLOGY

This article uses a qualitative research approach. The author emphasizes literature study as a research method. Literature studies are useful for providing an overview of an issue or the latest research, and typically, literature studies are used to evaluate the state of knowledge on a particular topic (Snyder, 2019). By conducting research literature, you can understand research in terms of detail, depth and breadth of topics to find developments in conducting further research.

## RESULT AND DISCUSSION

### 1. Author distribution patterns

The authorship pattern can be seen through the types of contributions in Table 2 showing the number of authors who wrote articles, it was found that 69 authors contributed to journal writing on this theme. 44 of the article writers used journal type article writing

Jenis	2017	2018	2019	2020	2021	2022	Total
Review	0	0	2	5	5	4	16
Prosiding	0	3	0	0	6	0	9
Jurnal	5	9	15	6	5	4	44

From the table representation above, it can be concluded that most of the authors of articles on this theme use journal article types. A total of 44 authors discussed journals related to themes regarding the new media phenomenon (Singh et al., 2022), the impact resulting from the spread of fake news on social media (Douai, 2019; Harjuniemi, 2022; Yerlikaya & Aslan, 2020), the development of the phenomenon post truth (Ar Razy & Zakaria, 2021; Mudawamah, 2018; Rianto, 2020), what are the implications of the post truth concept in the current digital era (Harjuniemi, 2022; Krasni, 2020; Mróz, 2017; Mudawamah, 2018; Rianto, 2020; Romano, 2017; Salman et al., 2019), to what attitude needs to be taken in dealing with the spread of post truth (Moravec et al., 2019; Rodríguez-Pérez et al., 2021).

Apart from that, there were 16 authors found with articles that used the concept of literature review, 16 of them reviewed the background themes of the post truth phenomenon, the role of the media in the midst of the spread of post truth, the integrity of truth in the post truth era and reviewed the development of fake news. in the post truth era (Ar Razy & Zakaria, 2021; Cibaroglu, 2019; Futuhal & Fuad, 2020; Muqsith & Pratomo, 2021; Rügenhagen et al., 2020; Suharyanto, 2019; Yujie et al., 2022).

Then, as many as 9 authors contributed to writing proceedings-type articles, the themes of the articles discussed included the post truth phenomenon, the impact of the emergence of fake news, as well as analysis of the role of social media in the spread of fake news (Aldwairi & Alwahedi, 2018; Anisa et al., 2021; Cheng et al., 2021; Hartono, 2018).

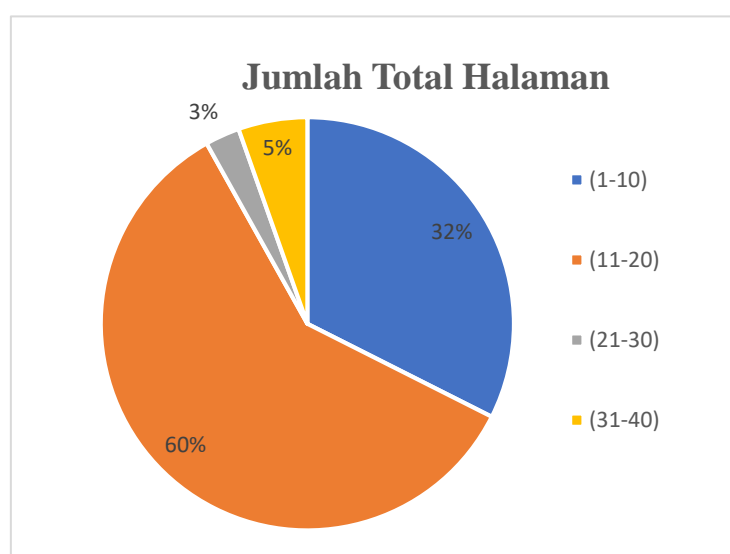
### **Total number of pages**

Apart from that, the pattern for the total pages in each article can be seen in Table 3 and Figure 3. It shows that almost the majority of articles have a total of 11 - 20 pages.

**Table 3. Total Number of Pages**

Total Halaman	2017	2018	2019	2020	2021	2022	Total
1 – 10	0	2	3	2	2	1	10
11 – 20	3	3	6	5	4	1	22
21 – 30	0	0	1	0	0	0	1
31 – 40	0	1	0	1	0	0	2
Total	3	6	10	8	6	2	

**Figure 3. Total Number of Pages**



Based on the identification in Table 3 and Figure 3, it can be concluded that of the 35 articles examined, 22 articles were found to have a total number of pages from 11 to 20 pages (Bhaskaran et al., 2017; Hartono, 2018; Dönmez et al., 2018 ; Jaques et al., 2019; Medyada & Ötesİ, 2019; Romano, 2017; Ulya, 2018). In addition, 10 articles were found with a total of 1 to 10 pages (Aldwairi & Alwahedi, 2018; Douai, 2019; Krasni, 2020; Mudawamah, 2018; Rianto, 2020; Rosulek, 2019; Salman et al., 2019). Then, we found 2 articles with a total of 31 – 40 pages (Moravec et al., 2019; Wera, 2020). And after that, 1 article was found with a total number of pages of 21 – 30 (Träsel et al., 2019).

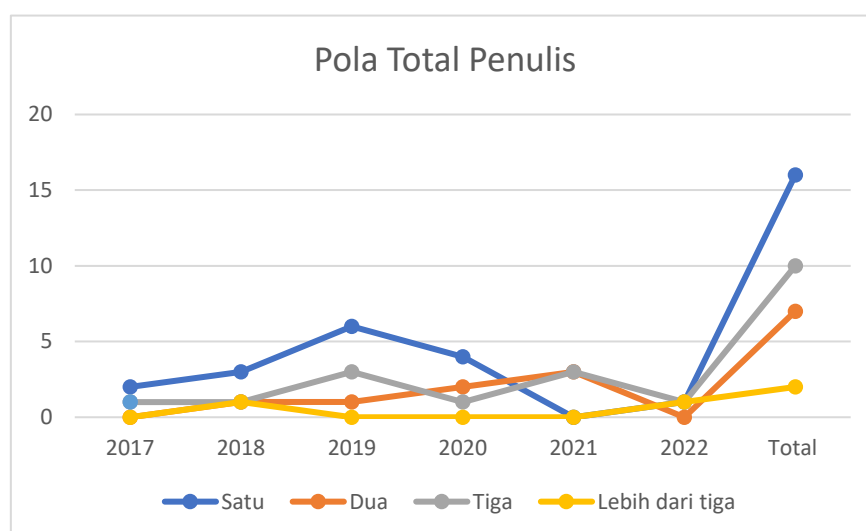
### **Author's total pattern**

Apart from that, the pattern for the total authors in each article can be seen in Table 4 and Figure 4. From the presentation of this data, it shows that articles in this theme are dominated by articles with 1 author.

**Table 4. Total pattern of authors**

Authorship patterns	2017	2018	2019	2020	2021	2022	Total
Satu	2	3	6	4	0	1	16
Dua	0	1	1	2	3	0	7
Tiga	1	1	3	1	3	1	10
Lebih dari tiga	0	1	0	0	0	1	2
<b>Total</b>	<b>3</b>	<b>6</b>	<b>10</b>	<b>7</b>	<b>6</b>	<b>3</b>	<b>35</b>

**Figure 4.. Total pattern of authors**



A total of 16 articles were written by just one author, these articles discuss the analysis of the post truth phenomenon in general and the role of social media in the spread of fake news in the digital era (Douai, 2019; Hartono, 2018; Mróz, 2017; Mudawamah, 2018; Suharyanto, 2019; Ulya, 2018). Apart from that, researchers also found 10 articles with 3 authors. These articles discussed the analysis of the post truth phenomenon and the spread of fake news through social media in depth and detail. Therefore, the total number of contributing authors is needed, more in articles with this theme (Ar Razy & Zakaria, 2021; Bhaskaran et al., 2017; Cheng et al., 2021; Jaques et al., 2019; Rodríguez-Pérez et al., 2021; Rügenhagen et al., 2020; Salman et al., 2019). Then, it was found that only 2 articles were written with more than 3 authors. Contribution patterns with more than three authors are rarely found in post truth article topics (Moravec et al., 2019; Wera, 2020),

### Methodology Patterns

Based on Table 5 and Figure 5, it can be concluded that the majority of article authors adopted qualitative research methodology, there were 24 papers found that used this methodology.



**Table 5. Methodology Pattern**

Metodelogi	2017	2018	2019	2020	2021	2022	Total
Kualitatif	3	5	8	4	2	2	24
Kuantitatif	0	1	0	0	0	0	1
Mix Methods	0	1	0	0	1	0	2
Literatur Review	0	0	2	2	2	1	7
Total	3	7	10	6	5	4	35

Based on the presentation of the data above, from a total of 35 articles identified, it is known that 24 articles were found using qualitative methodology. This methodology was carried out using a descriptive analysis approach, documentation analysis, and so on (Bhaskaran et al., 2017; Chair & Adzfar, 2021; MacKenzie & Bhatt, 2020; Romano, 2017; Rosulek, 2019; Yerlikaya & Aslan, 2020). This was followed by 7 literature review articles (Ar Razy & Zakaria, 2021; Muqsith & Pratomo, 2021; Rügenhagen et al., 2020; Suharyanto, 2019; Yujie et al., 2022). And there are only 2 articles that use mixed methodology (Cheng et al., 2021; Moravec et al., 2019).

#### **Author rating**

The author ranking is obtained from how many times the article has been cited by other authors. Based on Table 7, it can be concluded that the author's ranking in first position is Aldwairi, M.

No	Penulis	Rank
1	Aldwairi, M.	1
2	Moravec, P. L.	2
3	Nair, P.	3
4	Rianto, P.	4
5	Jaques, C.	5
6	MacKenzie, A	6
7	Yerlikaya, T.	7

Based on Table 7, it can be seen that the first rank in contribution to article publication is Aldwairi, M. with a total of 219 citations. Next in second place is Moravec, P. L. with 154 citations.

#### **Country distribution**

The distribution of country contributions can be seen in Table 8, which describes the distribution pattern of author contributions in each country. Of the 17 countries identified, Indonesia occupies a superior position with a frequency of 15.

No	Negara	Frekuensi	Peringkat
1	Indonesia	15	1
2	Turki	8	2
3	India	7	3
4	Jerman	5	4

5	USA	5	4
6	Malaysia	4	5
7	Sweden	3	6
8	Brazil	3	6
9	Colombia	3	6
10	UK	2	7

Based on Table 8, it is found that the data provided from 17 different countries have contributed to journals on post truth topics during the period 2017 to 2022. Indonesia is the country with a total of 15 article contributions (Anisa et al., 2021; Futuhal & Fuad, 2020; Mudawamah, 2018; Rianto, 2020; Salman et al., 2019; Suharyanto, 2019; Yusup et al., 2020). Followed by Turkey which contributed 8 articles (Dönmez et al., 2018; Medyada & Ötesİ, 2019; Rügenhagen et al., 2020; Yerlikaya & Aslan, 2020).

## CONCLUSION

The current digital transformation is characterized by the increasing intensification of new media users, thus encouraging people to produce and contribute directly to the dissemination of information. Social media has an important role in forming public opinion in the post truth era, because the information and news consumed by society today does not necessarily correspond to the facts. Based on the results of the analysis of 35 articles from 2017 to 2020, it was revealed that there were 44 authors using journal type articles with related topics. The most widely used research method in this topic is qualitative. The keywords used by the author in analyzing this theme are "new media", "fake news", and "post truth". The distribution of countries that occupy the highest position is Indonesia with a total frequency of 15. It is hoped that this journal's identification contribution can help researchers and society globally to be more careful in consuming information and minimize the phenomenon of post truth.

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