

ABSTRAK

Dzharsyah Al Fajar, Strategi Komunikasi Dinas Informasi dan Komunikasi Kabupaten Bone Dalam Pencegahan Penyebaran Informasi Hoax Di Media Sosial, di bimbing oleh Dr. Syukri, S.Sos., M.Si dan Arni, S.Kom., M.I.Kom.

Penelitian ini bertujuan untuk mengetahui strategi komunikasi Dinas Informasi dan Komunikasi (Diskominfo) Kabupaten Bone dalam mencegah penyebaran informasi hoaks di media sosial. Maraknya hoaks di era digital menimbulkan keresahan sosial serta berpotensi menurunkan kepercayaan publik terhadap informasi pemerintah. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif studi kasus, melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan dengan reduksi, penyajian, triangulasi, serta verifikasi, dengan landasan teori Barda Nawawi Arif yang menekankan 3 aspek kebutuhan audiens: sosialisasi, kerjasama dan pengawasan.

Hasil penelitian menunjukkan bahwa strategi komunikasi Dinas Informasi dan Komunikasi Kabupaten Bone meliputi sosialisasi literasi digital, pembuatan konten edukatif, serta klarifikasi cepat untuk memenuhi kebutuhan kognitif masyarakat. Strategi afektif diwujudkan melalui penggunaan bahasa santai, visual kreatif, dan pesan menenangkan; sedangkan strategi integratif personal dan sosial dilakukan dengan melibatkan masyarakat, komunitas, dan influencer lokal. Selain itu, konten ringan seperti meme dan video pendek digunakan untuk memenuhi kebutuhan pelepasan ketegangan agar pesan anti-hoaks lebih mudah diterima. Secara keseluruhan, strategi tersebut dinilai efektif dalam meningkatkan kesadaran masyarakat sekaligus mencegah penyebaran hoaks di media sosial.

Kata Kunci : Strategi Komunikasi, Berita Hoaks, Media Sosial, Literasi Digital, Diskominfo Bone

ABSTRACT

Dziharsyah Al Fajar, Communication Strategy of the Bone Regency Information and Communication Service in Preventing the Spread of Hoax Information on Social Media, Supervised by Dr. Syukri, S.Sos., M.Si dan Arni, S.Kom., M.I.Kom.

This study aims to identify the communication strategies of the Department of Information and Communication (Diskominfo) of Bone Regency in preventing the spread of hoax information on social media. The rise of hoaxes in the digital era has caused social unrest and potentially reduced public trust in government information. This research employed a qualitative method with a descriptive case study approach, using interviews, observations, and documentation. Data analysis was carried out through reduction, presentation, triangulation, and verification, based on the Uses and Gratification theory, which emphasizes three aspects of audience needs: socialization, cooperation and supervision.

The findings show that Diskominfo Bone's communication strategies include digital literacy campaigns, the creation of educational content, and rapid clarification to meet the community's cognitive needs. Affective strategies were implemented through the use of casual language, creative visuals, and reassuring messages; while integrative personal and social strategies were carried out by involving the community, local figures, and influencers. In addition, light content such as memes and short videos was used to fulfill the need for tension release, making anti-hoax messages more easily accepted. Overall, these strategies were considered effective in raising public awareness and preventing the spread of hoaxes on social media.

Keywords : Communication Strategy, Hoax News, Social Media, Digital Literacy, Bone Communication and Information Service