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Social Media, Hoax, and Threats against Diversity in Indonesia

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The issues of social media spreading hoax news are increasingly worrisome in the diverse society life in Indonesia. It is obvious that various conflicts have been triggered by hoax news filled with prejudice, hatred and negative information. Besides, the prevalence of hoaxes has increased simultaneously with political democracy in Indonesia. For the reason of freedom of communication as being the right of the people, messages are often interpreted unilaterally to serve a given interest. This research aims to obtain an overview of the hoax which threatens diversity as well as the effective strategy and communication pattern to counter it. To gain a holistic view of hoaxes on social media, this research employed a qualitative research method. This research found that hoaxes dominate the social media information traffic and threaten national diversity, which is perceived differently by social media users and society. Another finding is that there is a need for a strategy and communication pattern to counter hoaxes which threaten the nation unity.

Key words: Hoax, freedom to communicate; social media, effective communication, plural society.