CHAPTER I

INTRODUCTION

This chapter discusses about research background, identification of the problem, limitations of the problem, research questions, objectives of the study, and significance of the study

1.1 Research Background

In the current digital era, the widespread dissemination of information can occur more rapidly through various platforms, particularly social media. According to the "Digital Indonesia 2024" report by We Are Social and Hootsuite, Indonesia ranks at the top in social media usage, with more than 212 million active users. Some social media that often be used by people nowadays are Whatsapp with 90,9% of Indonesia population, Instagram with 85,3% of the population, Facebook with 81,6% of the population, and Tiktok with 73,5% of the population.

However, this development is accompanied by the spread of fake news or hoaxes, which often disturb the public. Social media frequently becomes a breeding ground for the spread of unverified news by irresponsible individuals. Many people are still easily deceived by fake news on social media without verifying their authenticity beforehand. The Ministry of Information and Communication in Indonesia in period of August 2018 to December 2023, had handled 12.547 hoax content issues. The most hoax content on the period was health issues with 2.357 content and the least was education issue with 68 hoax content.

These hoaxes often create riots among society. Therefore, many fact-checking platfroms had been created in order to debunk hoaxes by verivying and clarifying them. Many organizations in he world started to build their own independent fact-checking companies, for instance, in America, there are FactCheck.org built in 2003, Politifact established in 2007. While in Indonesia, various fact-checking

organizations also had been created such as Turnbackhoax.id found in 2016 and CekFakta set up in 2018.

In constructing and delivering hoaxes, language becomes an important tool. These hoaxes often contain persuasive, deceptive, or emotionally charged language within the messages to influence the beliefs, attitudes, and behaviors of people who read or hear the hoax. This makes hoaxes not only a matter of factual inaccuracy, but also a form of communicative action which attempt people to do something with words, such as to warn, frighten, mislead, or convince. Fundamentally in Indonesia, such acts are prohibited under Article 28 paragraph (3) of Law No. 1/2024, which states, "Any person who deliberately disseminates Electronic Information and/or Electronic Documents containing false information that causes public unrest shall be penalized."

This research apply a qualitative-desriptive design and phenomenology method since hoaxes have become a social issue in daily life. This research also implements a pragmatic theory, specifically focusing on Speech Act Theory as introduced J.L. Austin and emphasized by John Searle, in order to discuss how manipulation act constructed through language. Austin introduced the idea that language performs actions, not just delivers meaning. The three levels of speech acts introduced by Austin: the locutionary act (the actual words spoken), the illocutionary act (the intended function of the utterance), and the perlocutionary act (the effect the utterance has on the listener). However, this study focuses on John Searle's theory to classify the speech act. Searle categorized illocutionary acts into five types: assertive, directive, commissive, expressive, and declarative. Austin's perlocutionary act is used only in order to know the intention behind the hoax content and focuses analyzing speech act by. Apart of that, supporting theory also used from Claire Wardle's seven typology of hoax theory and Geoffrey Leech's semantic theory, focusing on connotative meaning conveys in the hoax content.

Therefore, by combining the frameworks of those theories, this research can analyze the linguistic strategies used in hoax texts as well as the meaning behind the written hoax. The data from this research is the hoaxes that are found on any

platforms of social media and then got clarified and posted on Turnbackhoax.id. In consequence, this research is not only written to uncover how speech acts are used to construct and spread hoax in Indonesia, but also to find out how hoaxes are classified into different categories. This research choose to analyze the hoax from Turnbackhoax.id because it is the most popular fact-checking platform in Indonesia and the hoax will be chosen by posting year, which during the years 2024–2025.

1.2 Identification of the Problem

The phenomenon of fake news dissemination becomes a significant issue and a serious threat by influence people through manipulative language, including various types of speech acts used in creating hoaxes. Therefore, this research investigates about categories of speech acts and the meanings contained in hoaxes on Turnbackhoax.id. Furthermore, it finds out the types of hoaxes portrayed on Turnbackhoax.id in the year of 2024-2025.

1.3 Limitations of Problem

This research focuses analyzing hoax articles using Speech Act Theory by John Searle and comparing the type of hoax found using Typology of Hoax by Claire Wardle. This research also finds out the meaning of the hoax constructed by language using J.L Austin's Speech Act focusing on only perlocutionary act, and Geoffrey Leech's Semantic Theory. The study is limited to examining 15 fact-checking articles collected from Turnbackhoax.id in the years 2024-2025. The original data are written in Indonesia; thus, the text will be translated into English for analysis, which may affect the original meaning. Furthermore, the interpretation of the data will be subjective since this research uses a qualitative approach.

1.4 Research Questions

Based on the focus and limitations mentioned previously, the research questions are formulated as follows:

1. What are the characteristics and classification of hoax found on Turnbackhoax.id?

2. What categories of speech act and meanings are contained within the hoax posted on Turnbackhoax.id?

1.5 Objective of the Study

The objectives of the study are following:

1. To identify the characteristics and classification of hoax found in the hoax on Turnbackhoax.id.
2. To analyze the speech act categories and meanings contained in hoax on Turnbackhoax.id.

1.6 Significances of the Study

The significances of the study are following:

1. Theoretically: This study is expected to contribute to the field of linguistics, particularly in the application speech act analysis in hoax discourse. It also expands the understanding of how language functions in manipulative or deceiptive contexts.
2. Practically: This research is expected to contribute to media literacy efforts in Indonesia by providing an understanding to recognize manipulative language patterns in hoax. It also supports educators and fact-checkers in promoting critical reading skills.