

CHAPTER II

LITERATURE REVIEW

This chapter will discuss the theoretical fundamental to support the research material of Speech Act Analysis of Hoax on Turnbackhoax.id. The theoretical fundamental consists of: linguistics, semantics; denotative and connotative meaning. Pragmatics; speech act. Hoax; type of hoax, combating hoax through fact-checking. Social media; social media as a medium of hoax dissemination, turnbackhoax.id, and previous study.

2.1 Linguistics

Linguistics is the study of language. Gorys Keraf in Oviogun & Veerdee (2020, p.2) defined language as a means of communication between members of society in a form of sound symbols produced by human speech tools and a communication system that uses arbitrary vowel symbols or speech sounds. Chomsky and Zadeh (1966 & 1971, Oviogun & Veerdee, 2020, p.3) introduced the characteristics of language. The characteristics was divided into 6 statements: (1) every human must have language, (2) all language changes, (3) there is no primitive language, every language has its own degree of complexity, (4) all languages have vowels and consonants, (5) all languages have a set of sounds that can be combined into meaningful elements, and (6) in every language, the number of nasal vowels is always lower than the number of vowels without a nasal.

Language is the most complete and effective communication to deliver ideas, messages, intentions, feelings, and opinion to others (Knott & Sanders, 1998, as cited in Oviogun & Veerdee, 2020, p.3). The similar definition also expressed previously by Chaika (1974, as cited in Oviogun & Veerdee, 2020, p.3) who stated that language is a system of meaningful and articulating sound symbols (produced by speech tools) that s arbitrary and conventional, which is used as a means of communication by a group of people to produce feelings and thoughts. Narrog (2005, as cited in Oviogun & Veerdee, 2020, p.3) defined language as a possible set

of sentences, and the grammar of a language is the rules that distinguish between sentences and those that are not sentences. While Isphoring & Otten (2014, as cited in Oviogun & Veerdee, 2020, p.3) divide language meaning into two: a tool used to shape thoughts and feelings, desires and actions, and tools to influence and be influenced, as well as a clear sign of good and bad personalities, a clear sign of family, and nation, a clear sign of human dignity.

Linguistics originally comes from the word 'lingua' in Latin which means language. Linguistics divided into two main branches, micro-linguistics and macro-linguistics. Micro-linguistics studies the internal structure of language such as phonology (characteristics of the language sound), morphology (structure of words and how they formed), syntax (units of words and units above words), semantics (meaning of language in lexical, grammatical, and contextual), and lexicology (vocabulary of a language from various aspects). While macro-linguistics studies language in outside factors, such as sociolinguistic (studies linguistic and sociology), psycholinguistic (studies linguistic and psychology, between human behavior and their reason), anthropolinguistic (studies linguistic and anthropology), stylistics (studies linguistic and literature), and philology (studies language, culture, institutions, and history) (Oviogun & Veerdee, 2020, p.5).

Language is complex, but it is a very systematic tool for communication. The scientific study of language, or familiarly known as linguistics give a wide range of perspective through it branches. Fundamental understanding of language provides a knowledge to analyze how language can shape an intention and act in specific content. Therefore, it is necessary for this research to understand that hoaxes are formed through linguistics, particularly in a specific branch.

2.2 Semantics

Meaning is a study that discussed in semantics field of study. Semantics itself is a branch of linguistic that focuses in studying meaning of words in language. Understanding meaning in conversations or one context is important since language is the significant tool of communication in this world. Meaning can be delivered into several ways, such as images, utterance, signals, and many more. Semantics is

simply defined as extension, which the thing in the world that the word/phrase refers to, and defined as intension, which the concepts/mental images that the word/phrase evokes (Betti & Igaab, 2021, p. 15)

Semantics is one of the branches of linguistics that studies about meaning, and is considered to be the main branch in linguistics that aims to study a meaning in language. the study of meaning traits is an important part of semantics, but it is only partial. Even more important is the study of the way words and sentences convey meaning in everyday situations of speaking and writing (Crystal, 1991, p.100, as cited in Yunira et. al, 2019, p. 105). According to John Lyons (1991, p.1, as cited in Yunira et. al, 2019, p.105), semantics is a study that discusses meaning. While semantics based on Leech's perspective is the study of meaning in language that is used to express meanings that can be understood by other through forms of spoken and written language. According to Leech (1981, p. 8, as cited in Yunira et. Al, 2019, p.106), meaning can be learned as a linguistic phenomenon itself, not as something outside of language and it has seven types of meaning.

2.2.1 Denotative and Connotative Meaning

Denotative means literal meaning of what it said, while connotative means another meaning hid in the utterance, hidden or implied message contains in the sentence when people say something. Denotation is the standard definition of a word (Betti & Igaab, 2021, p. 9). According to Isfandiyari in Setiani Rulik (2020, p. 89), denotation is the basic meaning of visual signs, since it is commonly defined as literal meaning or a word which has only one specific meaning. Denotative meaning has explicitly meaning and according to what it is (Arifin and Tasai as cited in Setiani, 2020, p. 89).

Elnaili (2013, in Zuhdah & Alfain, 2020, p. 105) stated that connotation has wide collection of positive and negative associations that most words carry with them. It is considered one of the ways of describing the meanings of words that represents different social overtones, cultural implications, and emotional meanings associated with the sign (word) (Elnaili, 2013, in Zuhdah & Alfain, 2020, p. 105). For example, the word "*home*" connotatively means security, love, comfort, and

family. According to Leech (1981, as cited in Zdravkovic, 2018, p, 6), connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. Therefore, knowing the meaning of connotation is surely important in order to know what kind of meaning and intention conveyed behind the hoax content.

2.3 Pragmatics

Pragmatics commonly known as the study of language use and its relation to language structure and context of utterance (Akmajian et al., 1995, as cited in Mahmood, 2017, p. 127). Pragmatics discuss on how meaning from language is produced and understood between speakers in social contexts. Aitchison through Mahmood (2017, p.127) defined pragmatics as a deal with leftovers of semantics. The study of meaning categorized from two senses: narrow, covering the study of meaning arrived at the addresser and the addressee, and broadest, covering the general principles that people follow in their interaction. Lyons (1981, as cited in Mahmood, 2017, p.127) stated the role of pragmatics is to investigate utterance meaning contrasted with sentence meaning.

Pragmatics based on production of meaning divided into two theories, speech act and politeness. Speech act tells about the locutionary meaning and perlocutionary force of the utterance. It explained through John Austin and John Searle's theory. While politeness theory emphasize ceremonies, manifestations of the etiquette, and all forms of behavior which the speaker expresses to the addressee, and impoliteness includes all forms of behavior which the speaker manages to offend the addressee. Politeness is interpreted as a phenomenon through which offense can be mitigated (Brown & Levinson, 1987, as cited in Taguchi & Kadar, 2023, p.4).

In real-life communication, meaning of words cannot simply understood by only a word, but also by context and intention. This means pragmatics plays a significant role in understanding how language is used. Hoaxes often rely on implied meanings, misleading language, or manipulative intentions. Therefore, it is

essential for this research to use pragmatics as one of linguistics branches to understand the meaning and intention convey in a hoax.

2.3.1 Speech Act

Speech act is one of the fundamental factors in pragmatic studies, covering the interaction between speaker and hearer, or writer and reader, along with the context of communication. Leech (1983, p.6) stated that pragmatics is the study of meaning that related to the speech situations. Pragmatics should consider aspects of context, like who, when, where, and under what kind of circumstances the utterance happened (Yule, 1996, as cited in Hidayat, 2016, p.2). Based on the explanation, speech acts are briefly a study of how the speakers and hearers use language.

John L. Austin stated that speech acts are acts that refer to the action performed by produced utterances (in Tsui, 1994, p.4; in Hidayat, 2016, p.9). Austin, in his theory of speech acts, emphasized that utterance classified into two kinds: Constative and Performative. Constative covers true or false in linguistic expressions, but also describes facts. For instance, someone says “it is raining outside” when the fact is it is not, then the constative utterance is true, if it otherwise, then it is false. Performative utterance is linguistic expressions that are used to perform an act by saying something. Austin stated the success or failure of using performative utterance indicates by “happy” or “unhappy” expressions. For instance, someone making a promise by saying “I promise I’ll go to your birthday party” yet there is no sincerity in saying it and the speaker do not feel having the obligation to come to the birthday party. It means if there is no act performed by the speaker, the performative is unhappy and being failure. Nevertheless, if it happens otherwise, then the performative is successfully done (Mabaquiao, 2018, p.4-5).

J.L Austin (1971, as cited in Mabaquiao, 2018, p.6) also discovers one important thing in performative utterance which the three conditions in making a performative unsuccessfully done. The first one is appropriateness and the circumstances. The second is the insincerity. The last one is a breach of commitment. Apart from just discover conditions of fail performative, the structure of performatives also found by divide it into two significant realizations

(Mabaquiao, 2018, p.8); First, performatives can be explicit and implicit. Second, the three components act in the following:

1. Locutionary Act

Locutionary is what is said. It is roughly equivalent to uttering certain utterance with certain sense and references, and to meaning in traditional sense (Austin, 1962, p. 108, as cited in Hidayat, 2016, p.3).

2. Illocutionary Act

Illocutionary is an act performed by the communicative force of an utterance, such as promising, apologizing, and offering (Yule, 1996, p.48, as cited in Hidayat, 2016, p.4).

3. Perlocutionary Act

Perlocutionary refers to the act that is carried out by a speaker when making an utterance causes in certain effect on the hearer and others (Hufford and Heasley, 1983:250, as cited in Hidayat, 2016, p.4).

While these three components acts is embarked by Austin as the fundamental framework of speech acts, John Searle (1999, as cited in Mabaquiao, 2018, p.13-15), giving an addition and refined the second point of the framework; illocutionary act. Not only that, Searle also provides a deeper understanding of the three varieties of direction of fit in illocutionary act, which it refers to the direction for the match between the speech act and the states of affairs in establishing the success of it. The varieties cover *word-to-world direction*, *world-to-word direction*, and *null direction of it*. The illocutionary act according to Searle is classified into five categories in the following:

1. Assertives.

This contains such as descriptions, statements, or simply can be characterized as true or false (Searle, 1979, p.13). However, Bach & Harnish (1983, p.41) named it assertives as constatives, which means it express the speaker's belief and his intention or desire that the hearer have or form a like belief. While Leech (1983, in Angel & García, 1990, p.16), called

assertives as collaboratives, which refers to asserting, reporting, announcing, and instructing.

Example: "It is raining outside."

2. Directives.

According to Searle (1999, p.13-14), this includes orders, requests, commands, which made the hearer attempts to do something said by the speaker. According to Bach & Harnish (1983, p. 41), directives express the speaker's attitude toward some prospective action by the hearer and his intention that his utterance, or the attitude it expresses, be taken as a reason for the hearer's action. Directives known as competitive to Geoffrey Leech (1983, p.15), which refers to ordering, asking, demanding, and begging. as well as conflictive (threatening, cursing) yet it depends on tone.

Example: "Don't touch that!"

3. Commissives.

This means to commit the speaker to some future course of action (Searle, 1999, p.14). It express the speaker's intention and belief that his utterance obligates him to do something under certain condition (Bach & Harnish, 1983, p.41). According to Leech (1983, p.15), commissives are similar to convivial which refers to offering, inviting, greeting.

Example: "I promise, I will call you on Thursday."

4. Expressives.

This means to express the psychological state specified in the sincerity condition about a state of affairs specified in the propositional content (Searle, 1999, p.15). But based on Bach & Harnish (1983, p.41) perspective, expressive act known as acknowledgments, which express feelings regarding the hearer or, in cases where the utterance is clearly perfunctory or formal, the speaker's intention that his utterance satisfy a social expectation to express certain feelings and his belief that it does. Leech (1983, p.15) also stated that expressives in Searle's and Bach & Harnish's can be known as convivial, which refers to thanking and congratulating.

Example: "Congratulations on your graduation!"

5. Declaratives

Its successful performance guarantees that the propositional content corresponds to the world (Searle, 1999, p.17). It can make a request in indirect speech act and it can change a status or condition of individuals or situation by the utterance (Yule, 2010, p.134).

Example: "I now pronounce you husband and wife."

Speech act provides a strong framework to understand that language is not just conveying information, but also performing actions. Through the classification of speech act proposed by Austin and Searle, supported by other experts such as Bach & Harnish, Geoffrey Leech, and George Yule speech act has become an important role in constructing and interpreting meaning in analyzing the intentions of an utterance. This research will apply speech act theory specifically from John Searle in analyzing several selected hoaxes. This research will analyze on how hoax content on Turnbackhoax.id communicates its information.

2.4 Hoax

In life, many chaos or conflict often occur because of misconception or news that contains false information, it created to trick or deceive people through many form such as jokes, messages, story, or even critical affairs. This thing is known as fake news or more familiar with the word "hoax". Historically, hoax as a deceptive information that aims to create chaos in society has existed since the year 1709 when astrologer John Partridge covered his death with a fake calendar (Judith, 2018, as cited in Hasanah et al., 2021, p. 4). The term hoax was also mentioned in Hoaxes book written by MacDougall in 1958 where he stated that hoaxes are not a new practice born in the digital age (Utami, 2019, as cited in Hasanah et al., 2021, p.4). According to Santoso et al (2020, as cited in Hasanah et al., 2021, p. 4) the case of hoaxes is not only marked by memes, but also by the spread of threats and fraud on social media and websites. However, it can also be hidden in casuistry, like euphemisms which a manipulative and persuasive statement contains denotative and connotative meaning (Iswara et al., 2020, as cited in Hasanah et al., 2021, p.4).

Robert Nares (1822, as cited in Amandya et al., 2023, p. 472) claimed on his book “*A Glossary: Or, Collection of Words, Phrases, Names dan Allusions to Customs*” that hoax came from the word “hocus” in “hocus pocus”, which a spell spoken by witches. The word hocus pocus taken from one of the famous Italian witches, Ochus Bochus, which used now by magicians for a trick in their show. He also stated that the spell is where the word “hoax” came from. According to Robert in his book, hoax is a fake news that created as a joke, at first it created purposely to entertain by making the society perplexed..

It is no longer an uncommon thing that hoaxes are considered as never-ending cases around the world. In Indonesia, hoax news frequently happens every day in any platforms of social media or websites. 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, then followed by fraud and goverment issue with 2.210 content, politics issue with 1.628 content, others 1.030 content, internation issue with 713 content, crime issue with 640 content, disaster issue with 554 content, defamation issue with 489 content, religion issue wiith 348 content, myth issue with 229 content, commerce issue with 71 content, and the least was education issue with 68 hoax content.

These huge numbers of hoax content in the digital world can inflict serious affairs. Many people have been easily deceived by the spread of false information. It obviously causes several disadvantages to people. It is essential in this research to understand the way hoax and its various types can cause matters and chaos through language, specifically in speech act.

2.4.1 Type of Hoax

Hoax is generally known as fake news or information disorder. Claire Wardle (2018, p. 20) in his book *Information Disorder: Toward an Interdisciplinary Framework for Research and Policy Making*, emphasized the three types of information disorder: (1) dis-information, refers to an information that is false and deliberately created to harm a person, social group, organizatio or country, (2) mis-

information, refers to an information that is false, but not created with the intention of causing harm, and last is (3) mal-information, refers to an information that is based on reality, used to inflict harm on a person, organization or country. According to Wardle (2018, p.17), there are seven categories of information disorder, those are in the following:

1. Satire or Parody, a form of information disorder that has no intention to cause harm but has potential to fool (Wardle, 2018, p.17).

Example: A post claimed “*The national anthem will be replaced with a K-Pop song by the government*”, which actually comes from a meme account and is written with the aim of joke.

2. Misleading Content, made on purpose to frame an issue or individual (Wardle, 2018, p. 17).

Example: An article claimed “*A famous celebrity involved in drugs case!*” but after reading the article fully, the famous celebrity only happened to be in the exact same place as the suspect with no evidence of direct involvement.

3. Imposter Content, occurs when genuine sources are impersonated (Wardle, 2018, p.17).

Example: A fake Facebook account using the logo and famous name of “Indofood” spread a false job vacancy.

4. Fabricated Content, when new content is 100% false and designed to deceive and do harm (Wardle, 2018, p. 17).

Example: An article spreads on social media “*The Ministry of Health announced that drink pure coconut water can cure Covid-19. It has been proven in 300 cases in Jakarta.* ” But in reality, there is no any official statements from the ministry about that and the data is made up.

5. False Connection, occurs when headlines, visuals or captions do not support the content (Wardle, 2018, p.17).

Example: An article with title “*Prabowo officially resigns as president*”, but the article actually discussed about cabinet reshuffle.

6. False Context, when genuine content is shared with false contextual information (Wardle, 2018, p.17).

Example: An old video of huge flood abroad is republished with the caption *“This is what’s happening in Jakarta now!”*

7. Manipulated Content, when genuine information or imagery is manipulated to deceive (Wardle, 2018, p.17).

Example: An edited photo shows a politician holding a large amount of money, while the original picture shows the politician holding documents.

Although a few of types above are unintentionally harm, hoax still intends to deceive although at first it is only created for jokes or pranks. It is significant for people to learn and know what kind of hoax appear in the digital age once they found it. Therefore, this research is written to understand and classify what categories of hoax most appear in the latest dissemination of false informations.

2.4.2 Combating Hoax through Fact-Checking

Fact-checking in journalism traditionally refers to the internal process of verifying information before publication. Katie Palmer, a science journalist, emphasizes “Fact-checking is more than checking facts: it’s also about checking assumptions. Whether you’re examining your own work or someone else’s, the hardest part is identifying and interrogating the implicit ideas that tie a story together.” (Borel, 2023, p. 152).

In the digital age, the rise of the internet and social media made an easier for hoax or fake news to spread rapidly. Organizations began to establish independent fact-checking initiatives, such as FactCheck.org in 2003 and PolitiFact in 2007 (Merrill Fabry, 2018, p.1). In Indonesia, various organizations have also created fact-checking portals such as Turnbackhoax.id in 2016 and CekFakta in 2018.

Based on the article "Purposes, Principles, and Difficulties of Fact-checking in Ibero-America: Journalists’ Perceptions" in Journalism Practice by Rodriguez-Perez et al. (2022, p. 2161), International Fact-Checking Network have its Code of Principles in fact-checking legitimation which contains five principles: (1)

commitment (non-partisanship) and fairness, (2) commitment to transparency of news sources, (3) commitment to funding transparency and organizational model, (4) commitment to the standards of transparency of the methodological process, and (5) commitment to an open and honest correcting error policy. Fact-checking plays a significant role in the process of verifying the accuracy and truthfulness of information in various platforms of media (Adebayo, 2020, as cited in Asemah E.S., 2024, p. 262).

Those principles in fact-checking must be carried out correctly in order to reveal the truth behind the spread of false informations. Before debunking a hoax organization or community that create the fact-checking platforms must first know how to apply the principles of fact-checking. These principles not only useful in checking facts, but also in correcting assumptions created by the false information in people's mind. This research investigates deeper about the possible effect on people who has formed assumptions after encountering a hoax.

2.5 Social Media

In this current era, social media has been significantly growing among people in the entire world. Started from the late 1900s, Wellman (1996, p. 218) denominated social media as Computer-Supported Social Networks (CSSNs), which social networks that occurred when computer network links people as well as machines. Furthermore, the name of social media previously called as Virtual Communities after CSSNs. Virtual communities are groups of people who communicate with each other via electronic media and are a relatively new phenomenon (Romm et al., 1997, p. 218). Hagel (1999, p. 218) in *Journal of Interactive Marketing* narrowed down the definition of virtual communities as a thing to collect people with a common set of needs or interests and it could be organized around an area of interest, a demographic segment, or a geographic region.

Started in 2005, virtual communities changed into social network/networking site. Social network sites are web-based services that allows individuals to (a) construct a public or semi-public profile within a bounded system, (b) articulate a

list of other users with whom they share a connection, and (c) view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2007, p. 218). Fundamentally, Acquisti and Gross (2006, p. 218) explained that online social network is an internet community where individuals interact, often through profiles that represent their public persona (and their networks of connection) to others. It also can be defined as virtual collections of user profiles that can be shared with others (Hughes et al., 2010, p. 219). The term social network site subsequently changed into a more familiar term in this era, which is “social media”. Social media is a group of internet-based applications that builds on the ideological and technological foundations of Web 2.0 and that allows the creation and exchange of user-generated content (Kaplan and Haelein, 2010, p. 219). According to Kietzmann et al. (2011, p. 219), social media is a honeycomb of seven functional building blocks: identity, conversations, sharing, presence, relationships, reputation, and groups. Social media through Carr and Hayes’ (2015, p. 219) perspective are internet-based, disentrained, and persistent channels of masspersonal communication facilitating perceptions of interactions among users, deriving value primarily from user-generated content. Social media is the colonization of the space between traditional broadcast and private dyadic communication, providing people with a scale of group size and degrees of privacy that we have termed “scalable sociality” (Miller et al., 2016, p. 219). Lastly, social media is made up of various user-driven platforms that facilitate diffusion of compelling content, dialogue, creation, and communication to a broader audience. It is essentially a digital space created by the people and for the people, and it provides an environment that is conducive for interactions and networking to occur at different levels; personal, professional, business, marketing, political, and societal (Kapoor et al., 2018, p. 219).

Social media has become major needs for people in their daily life, especially when it comes to building and reinforce relationship. People often using social media to share about their life (hobbies, events, etc.) through uploading status, photos, videos, etc. Social media particularly has become a very important tool for communication as it has been proven by Sponcil and Gitimu (2013, p. 216) that

91% percent of students using social media for communication with their peers and family. Furthermore, communication occurs between students and their family or peers every day reach to 50% while another 40% occurs just few days a week. Other than communicate with friends or family, social media has also become a place to start romantic relationship, for instance online dating from dating applications, and many more. People can earn money or apply jobs through social media, such as doing online business, increase sales by learning digital marketing, looking for jobs by applying it or even doing interview online, business meeting. Social media has expanded far beyond simple interaction and it has become a very powerful device in this era.

Apart from just discussing its multifunctional tool, it is essential to look back at the social media evolution. According to *A History of Social Media* (Kozinets, 2019, p. 36-37), the age of social media began around the year 2000. Many popular applications created in the early 21st century, such as Friendster and LinkedIn in 2002, followed by 4chan, MySpace, and Second Life in 2003. However, people nowadays started to use new social media release and leave the old applications behind. Facebook created in 2004, followed in the following years by Youtube (2005), Twitter or X (2006), Instagram (2010), Pinterest (2010), Snapchat (2011), Tinder (2012), then Tiktok (2016).

Social media is expected to be a room for everyone to interact easily around the world. However, it can be a danger when people start to misuse the function of social media itself. A lot of misunderstandings and conflicts might occur in digital world just because someone intentionally spread something false. It means, social media can also be a medium for the spread of false news.

2.5.1 Social Media as a Medium for Hoax Dissemination

Most people spend their time on social media approximately an average of 2 hours per day. Based on the data researched by Data Reportal, from Digital 2025: Top Social Platforms in 2025, Youtube placed number one as the most used social media platform in the start of 2025, followed by WhatsApp, Facebook, Instagram, and Tiktok as the last in top five most used applications. Nevertheless, according to

Data Reportal survey, Instagram came out as number one people's favorite social media platform with 16,6%, followed by WhatsApp in the second place with 16%, then Facebook with 13,1%, Tiktok with 8,1%, and X (previously as Twitter) with 3,2%. Still, social media preferences can be different based on the age and gender. Build upon the worldwide data, women aged 16 to 44 prefer Instagram, while women over the age o 45 prefer WhatsApp. These two platforms also become the top application to used by men, even though starting from age 35, they prefer to use WhatsApp as their top social media. Different from Tiktok which in the second place for women aged 16 to 24, but not for age above 35. Same thing happened to men considering Tiktok as their favorite social media platform, but by the time they reach 25, men prefer Facebook over Tiktok.

In Indonesia, 80% or more than 200 million people of the population use the internet. According to We Are Social, up to February 2025, there are 143 million active social media users with an average time spent on social media of around 3 hours per day. The most popular social media platforms used in Indonesia are WhatsApp with 91.7% users, followed by Instagram with 84.6% users, Facebook with 83.0% users, Tiktok with 77.4% users, and X (previously Twitter) with 50.3% users. WhatsApp platform also becomes the first rank in favorite social media platforms in Indonesia with 35.5% votes, followed by Tiktok in 19.9%, Instagram in 18.8%, Facebook in 12.7%, and X (previously Twitter) in 5.1%.

The high amount of user of social media from year to year and accompanied by the continuous advancement of technology surely has many impacts that are not only positive, but also negative. One of the most frequently seen negative impacts in the realm of social media is the spread of hoaxes or fake news. According to GoodStats, during the year 2024, The Ministry of Digital and Communication has identified nd clarified 1.923 hoax contents with the most hoax or fake news found are 890 cases for fraud, followed by politics with 237 cases, government with 214 cases, health with 163 cases, disaster with 145 cases, defamation and international with 50 cases, trading with 35 cases, crime with 33 cases, education with 8 cases, and last is myth with 6 cases.

Social media has a significant role and responsibility in sharing information. However, social media also often become number one source in hoax dissemination. According Babelprov (2024), Ipsos and UNESCO stated in the survey most of hoax dissemination or 68% of hoax are found in social media, such as Facebook, Youtube, X or Twitter, Instagram, Tiktok, and others. Online group messages such as WhatsApp and Telegram also contribute in 38% hoax dissemination. Another 20% of hoax dissemination spread on website, followed by 19% in television, 11% in direct discussion, 10% in newspaper or magazine, and 4% in radio. In Indonesia, based on the data in Katadata Insight Center (KIC) and according to the hoax report in The Ministry of Information and Communication, Facebook was in the top rank of hoax dissemination with 55,9% in the year of 2022. Hoax findings in online news also reported with 16%, followed by WhatsApp with 13.9%, Instagram with 7.4%, Twitter with 2%, newspaper or magazine with 1.4%, Line with 0.5%, and the last was radio with 0.3%.

This hoax or fake news often giving confusion and incline misunderstanding between people. As it can be seen above, there is a quite big numbers of users of social media as well as the hoax reports in social media result. A tool for verifying and clarifying hoax or fake news such as fact-checking platform need to be created in order to debunk the dissemination of hoax in social media. Based on that, this research uses social media as the tool to find hoaxes dissemination.

2.5.2 Turnbackhoax.id

Turnbackhoax.id is one of Indonesia's leading fact-checking platforms, dedicated to identifying and clarifying hoaxes. The platform was launched in 2016 by the Indonesian Anti-Slander Society (Masyarakat Anti Fitnah Indonesia, or Mafindo) as a response to the rampant spread of misinformation in the digital age. Established amidst the growing use of social media as a primary source of information, TurnBackHoax.id aims to help the public distinguish between facts and hoaxes through evidence-based verification. The vision of TurnBackHoax.id is to create an Indonesian society that is discerning in processing information and resistant to misinformation. Its mission includes enhancing digital literacy,

promoting awareness of the negative impacts of hoaxes, and providing reliable information through transparent and accountable fact-checking processes.

Turnbackhoax.id employs a systematic approach to identifying and clarifying hoaxes. The process begins with active monitoring of various social media platforms, news sites, and reports from the public. Users can report questionable information via a form available on the TurnBackHoax.id website. Upon receiving a report, the fact-checking team verifies the information using a triangulation method, comparing the information with trusted sources such as mainstream media, academic journals, or official statements. Each claim undergoes a thorough analysis to determine its accuracy and validity. The results of this verification are then published in detailed reports, which include context, supporting evidence, and explanations for why the information is classified as either a hoax or factual.

Turnbackhoax.id places special emphasis on several categories of hoaxes that often have significant societal impacts. These categories include:

1. Health Hoaxes: False information related to health, such as claims about miracle herbal remedies or vaccination misinformation.
2. Political Hoaxes: Disinformation aimed at influencing public opinion or defaming political figures.
3. Social and Cultural Hoaxes: Issues that exploit religious, ethnic, or cultural sentiments to divide communities.
4. Technology Hoaxes: False information related to software, emerging technologies, or digital security.

Turnbackhoax.id is one of the popular fact-checking portals in Indonesia. This portal contributes to mitigating the harmful effects of hoaxes, improving information literacy, and building public trust in fact-based media. The platform not only serves as a tool for combating hoaxes but also plays a significant role in public education efforts in Indonesia. Therefore, this research utilizes Turnbackhoax.id as a fact-checking portal for the main subject of the study.

2.6 Previous Study

There are several previous studies that are related to speech act, particularly in Searle and Austin Speech Act theory. Each of previous studies are using different subjects. Nevertheless, they conducted the same Austin and Searle speech act theory. The first research is On Speech Act by I Dewa Putu Wijana (2021). The research is intended to give insights to the readers about the development of speech act theories which include categories, characteristics, validities, and strategies. The research begins with the classification of speech acts done by some experts and continues with the description of characteristics and validities carried out especially by Austin and Searle, and ends with speech act strategies developed by Parker and Riley, using examples taken from Indonesian, Javanese, Balinese, and English, four languages that the writer masters relatively well. Most Indonesian, Balinese, and Javanese data together with their context are created intuitively as a native or nearly-native speaker while some English utterances are created and the others extracted from pragmatic textbooks used as references in this study. Research findings show that there are various types of speech acts, and each speech act has its own validity conditions. Among them, illocutionary acts constitute the focal point of pragmatics' studies. The description shows that every expert of pragmatics uses different categories in classifying illocutionary acts, and the kinds of strategies used to express them.

The second research conducted by Kodirova Holida Khayriddin Kizi (2022) with the title Speech Act Analysis Of Telegram Messages On Coronavirus: Social Media And Fake News In Uzbekistan. The research discusses the digital communication across the world that has been accumulated by the development of social media, including Uzbekistan. Since the confirmation of the first case of the COVID-19 in Uzbekistan, a large number of the unconfirmed news on the subject had gone viral on social media which are largely considered by the WHO (World Health Organization) to be false. The aim of this study is to analyze some of those messages on Telegram messenger were circulated across the Uzbekistan. Several messages collected between MarchNovember, 2020 were analyzed using the

framework of Austin Speech Act with insights from the Conversational Maxims of Grice's Cooperative Principles.

The third research focuses on Searle Speech Act theory conducted by Devian Try Gustary (2022) with the title Speech Act Analysis in Zootopia Movie. This research aims to investigate the use of speech act and its possible purpose performed by two main characters, Judy Hopps and Nick Wilde in the Zootopia movie. Qualitative method was utilized to explain the function of speech act performed by the characters. Searle's theory is used as the main theory to answer the two problems formulation regarding speech act classifications and their purposes of using speech act. The research result showed that all of the speech acts was used by Hopps. On the other hand, Wilde used just half of the speech act classification, namely directive, expressive, and commissive. Meanwhile, her purposes of using speech acts are to tell what she believed (assertives), to ask someone to do (directives), to express the feeling (expressive), to promise (commissives), and to bring a change (declarations).

The forth research is The Speech Act Analysis of Cyberbullying on Instagram by Munawati Dewi and Fenny Yutika Seli (2023) which also set focus on Searle's theory. This study aimed to address two research questions concerning the frequency of illocution-related speech acts in connection with cyberbullying on Instagram. Data were collected from 100 comments on four Instagram accounts, and the analysis was done using the speech acts approach. The findings revealed that the speech act most frequently used in connection with cyberbullying on Instagram is the declarative type. Declarative speech acts are employed to create new names and terms, make official announcements, and follow ceremonial events. However, when used in the context of cyberbullying, these speech acts can have a detrimental impact on the victims. The study highlights the growing prevalence of cyberbullying on social media platforms like Instagram and its negative effects on victims. It also emphasizes the importance of understanding speech acts in the context of cyberbullying to improve communication and create a safer online environment.

The last research is conducted by Sri Rahayu and Yusni Khairul Amri (2023) with the title Analysis of Illocutionary Speech Acts on 'Whatsapp' Social Media. This study discusses how speech act can occur on most used social media for daily life such as Whatsapp. Whatsapp is an internet-based application that has the potential to be used as a medium of This research is motivated by the use of social media among the community which is expanding. One of the most popular messaging media today is WhatsApp. The author analyzes illocutionary speech acts in private WhatsApp conversations. The formulation of the problem in this research is (1) What are the forms of illocutionary speech acts that exist in Private WhatsApp conversations. (2) What is the meaning of the illocutionary speech acts found in conversations on the WhatsApp application? This study follows a pragmatic approach, the object of research is Sri Rahayu's personal WhatsApp conversations with 15 screenshots and 134 utterances. Special pragmatics in the study of speech in the form of illocutionary proposed by Searle (1969) classifies speech acts into five types, namely (1) representative speech acts, (2) directive, (3) expressive, (4) commissive, and (5) declarative . Based on the results of data analysis, it can be concluded that the form of WhasApp speech consists of: (1) The existing forms of illocutionary speech acts, namely 6 utterances of assertive speech acts, 16 directive speech acts, 4 commissive speech acts, 7 expressive speech acts utterances, and declarative speech acts as many as 2 utterances. (2) The meaning of Illocutionary Acts, which means complaining, asking, asking, proposing, warning, inviting, offering, canceling, surrendering and expressing willingness.

These previous studies discussed in this chapter has provided valuable insights into speech act theory implementation in various contexts. Wijana (2021) offers strong foundation of a theoretical overview of speech act. Khayriddin Kizi (2022) provides a close example to this research by analyzing fake news on social media Telegram during Covid-19 pandemics. Gustary (2022) serves a research on how speech act implemented in movie dialogue, which very helpful in identifying illocutionary force in constructed messages. Dewi and Seli (2023) discuss speech acts in cyberbullying case which revealing the use of illocutionary force in hamrful way. Rahayu and Amri (2023) analyze various speech acts in daily digital

communication, precisely in Whatsapp. Even though all of these studies do not specifically discuss the analyzis of hoax content on Turnbackhoax.id, they still provide useful theoritical and anaytical guidance that support this research in analyzing hoax through speech act theory.

Table 2.5.1

No.	Researcher	Year	Method	Result
1.	I Dewa Putu Wijana	2021	Descriptive	The study provided a comprehensive overview of various speech act classifications, showing that different types of speech acts can have different meanings depending on context, with <i>illocutionary acts</i> being the most central to pragmatic analysis
2.	Kodirova Holida Khayriddin Kizi	2022	Qualitative	The research showed that many fake news messages during the pandemic were directive in nature and often violated Grice's maxims, particularly the maxim of quality, to incite fear or influence public behavior
3.	Devian Try Gustary	2022	Qualitative	The study revealed that the character Judy Hopps used all five types of Searle's speech acts, while Nick Wilde used only directive, expressive, and commissive acts. The purpose

				behind their speech acts included expressing beliefs, feelings, requests, promises, and making declarations
4.	Munawati Dewi & Fenny Yutika Seli	2023	Qualitative	The study found that <i>declarative</i> speech acts were most commonly used in cyberbullying on Instagram, often to create harmful judgments or labels about victims. Harassment was the most prevalent form of cyberbullying identified in the comments analyzed
5.	Sri Rahayu & Yusni Khairul Amri	2023	Qualitative	The study found that Illocutionary Speech Acts in Rahayu's personal conversations on WhatsApp social media from 15 screenshots and 134 utterances were found in the form: 6 assertive, 16 directive, 7 expressive, 4 commissive, and declarative speech acts found only 2 data. These speech acts mean complaining, recommending, asking, and offering, canceling and giving up.