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## THE ROLE OF LPPL RADIO SWARA PERINTIS SUKABUMI IN TACKLING THE SPREAD HOAX THROUGH EFFORTS TO IMPROVE COMMUNITY LITERACY

Oleh

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### Abstrak

Efforts to increase literacy are needed to combat hoaxes, one of which is by providing education to prevent hoaxes through radio media. LPPL Radio Swara Perintis Sukabumi is a broadcasting institution under the auspices of Dinas Komunikasi dan Informatika (Diskominfo) Kota Sukabumi. The purpose of this study is to understand the efforts of Diskominfo Kota Sukabumi in tackling hoaxes through LPPL, to understand how the role of LPPL in meeting information needs and increasing public literacy power as an effort to overcome the spread of hoaxes in Sukabumi City, and to find out the community's evaluation of the role of LPPL. This study uses qualitative methods, with data collection methods through field observations, interviews, and documentation. The results of the study illustrate that Diskominfo Kota Sukabumi and LPPL cooperate in dealing with hoaxes through various joint programs. In meeting the information needs in Sukabumi City as an effort to overcome hoaxes, LPPL comes with a variety of informative and educational broadcast programs and pays attention to the planning process to broadcasting that focuses on truth and accuracy. LPPL Radio Swara Perintis Sukabumi is also considered to have carried out its role in improving community media literacy well.

**Keywords:** LPPL Radio Swara Perintis Sukabumi, Prevention of Hoax Spreading, Media Literacy

### INTRODUCTION

As social beings, an important element that must be done by humans to interact and adapt to their environment is communication. In the communication process, humans convey messages or intentions to other people and the public to form an understanding. The message conveyed can be in the form of information content or ideas that are intended so that the results of exchanging information can provide new and accurate information. Information has a role in helping humans to be able to add insight or understanding about something. Information can help humans to make the right decisions. In other words, receiving information that is by the needs can provide benefits (Hakim, 2019). Therefore, each individual is expected to be able to manage the information they receive to benefit from the information. Following the situation and trends that occur, people's information needs are always diverse. In delivering this

information need, some people are starting to be open to accepting innovations from information technology.

Technological developments make it easier for people to find and obtain information. However, these technological developments have also led to an abundance of information received by the public (Tempo, 2017). In addition, the various conveniences provided by today's information technology also create new problems, namely the proliferation of hoax news that is easily spread. This is because today's media channels of information allow the public (in this case media users) to provide feedback more easily. This phenomenon is often found in online media information channels.

Hoax is information that has been misled but is presented as the truth (Silverman, 2015). The phenomenon of the rise of hoax news today is certainly not without reason. The cause of the rise of hoaxes in recent years is



that the rapid flow of information obtained by individuals through online media is not followed by qualified literacy power (Tempo, 2017). As for media literacy, according to the Center for Media Literacy, is the ability to communicate competently through all media, both electronic and print. It is also believed that the ability and expertise of media users are very important in the mass communication process. In other words, media literacy is the ability to effectively and efficiently understand and use various forms of media communication (LPMP Lampung, 2020). The ease of accessing the internet causes users of these media to give, receive, and disseminate information that is not necessarily true. In addition to the abundant information received by individuals, it is not followed by an increase in critical power, the public has a crisis of trust in the press which is considered not independent. This is one of the factors that influence the spread of hoaxes.

Hoax news circulating in the community can have a negative impact and can be dangerous. In the spread of hoax news, there must be a group of people that are harmed (Juditha, 2018). This is because the creation and dissemination of hoax news itself require the subject to be harmed. On the other hand, hoax news can lead people to suspicion and even invite hatred towards certain groups. Another impact of hoaxes can also be troublesome, allowing chaos and even hurting other people who are not physically or mentally innocent and making wrong decisions as a result of receiving the hoax (Imelda Ginting, 2020). The purpose of spreading hoax news is to create chaos, anxiety, hatred, and also fear for the recipients. In connection with this subjective, the impact of the spread of hoax news would be dangerous. In general, the impacts can be in the form of social, economic, political, security impacts and threaten the unity of the country. With this possible impact, many efforts have been made to prevent the spread of hoax news. One of the efforts made by the government is the enforcement of Law No. 11 of 2008 concerning Information and

Electronic Transactions (ITE), Law No. 40 of 2008 concerning the Elimination of Racial and Ethnic Discrimination, as well as actions when hate speech has caused the occurrence of social conflict (Diandra, 2017).

When the development of information technology is not followed by an increase in the quality of individuals in terms of literacy, the outbreak of the spread of hoaxes and their impact which will be directly felt by a group of people concerned will be a risk. Misguided information circulating can certainly invite unrest raise suspicion, hatred, and confuse the public. Therefore, there is a need for awareness together in tackling the circulation of hoax news (Dina, 2017). To support these prevention efforts, the government is present and acts as the controller for the local apparatus in the community in managing and publishing information in the community. One such device is the Local Public Broadcasting Institution (LPPL). Sukabumi City has one LPPL Radio which has been established in 2019, which is called LPPL Radio Swara Perintis Sukabumi.

LPPL Radio Swara Perintis Sukabumi as one of the media LPPL radio certainly has the same task, namely as the frontline provider of information for the people of the city of Sukabumi. Considering that LPPL radio is also a choice for the public to obtain information and entertainment from a national to regional scale in their area. LPPL Radio Swara Perintis Sukabumi also disseminates city development programs and provides useful and educational broadcast content to carry out this function. So based on this background, the thing that needs to be studied more deeply is how the LPPL Radio Swara Perintis Sukabumi carries out its role as a provider of information needs for the people of Sukabumi City by constantly providing education to prevent the spread of hoax news through efforts to increase public media literacy. So based on this background, the thing that needs to be studied more deeply is how the LPPL Radio Swara Perintis Sukabumi carries out its role as a provider of information needs for the people of Sukabumi City by constantly providing education to

prevent the spread of hoax news through efforts to increase public media literacy. Therefore, this research takes the title “Role of LPPL Radio Swara Perintis Sukabumi in Overcoming the Spread of Hoax Through Efforts to Improve Media Literacy”.

## RESEARCH METHODS

This research was conducted with a qualitative approach. This means that it is intended to examine natural objective conditions (Prof. Dr. Suryana, 2012). The data collected and generated from this research are in the form of words that contain meaning. After the data is obtained by the researcher, then the data is categorized according to the purpose of this study through analysis and interpretation through clarification of the relevant theoretical framework, so that a conclusion is obtained.

The method that the researcher uses focuses on several instruments. Among them, the author acts as a key instrument (Prof. Dr. Suryana, 2012). Researchers need to understand the phenomenon of the spread of hoaxes, increase literacy, and the role of LPPL in society. This understanding is needed so that the research objectives are achieved. The purpose of this research is to get a factual and accurate picture of how the role of LPPL Radio Swara Perintis Sukabumi in providing education about dealing with hoaxes through efforts to increase literacy for the people of Sukabumi City.

Sources of data used in this study consisted of primary data and secondary data. To obtain these data, literature studies and field observations were carried out, which consisted of observations, interviews, and documentation. The interview process was carried out to 5 informants, consisting of 2 key informants, 1 expert informant, and 2 supporting informants. The data analysis technique used is data reduction, and checking the validity of the data is done by extending observations, increasing persistence, and triangulation.

## RESULTS AND DISCUSSION

Local Public Broadcasting Institution (LPPL) Radio Swara Perintis Sukabumi is an institution engaged in broadcasting. This institution is under the auspices of the Sukabumi City Communication and Information Office. Since it was inaugurated on February 11, 2019, this institution has also taken on the role of a means of fulfilling information for the people of Sukabumi City. Not only as a mouthpiece for the government, but LPPL Radio Swara Perintis Sukabumi also acts as a mouthpiece for the community. Therefore, this institution also contributes to increasing the literacy power of its people, so as not to be carried away by the flow of false information (hoax).

Seeing the important role of LPPL Radio Swara Perintis Sukabumi in supporting public awareness to manage information independently, it is necessary to further investigate how the LPPL is present and provides benefits to the people of Sukabumi City, especially to increase their media literacy power. LPPL Radio Swara Perintis Sukabumi City is an institution that cares about hoax issues that are rife at this time and moves as one of the front lines in alleviating and overcoming hoaxes in Sukabumi City. Of course, to get an idea of the role of LPPL Radio Swara Perintis Sukabumi in tackling the spread of hoaxes through increasing public literacy, the researchers decided to use qualitative research methods. This is intended so that the results obtained are more in-depth and represent the role of LPPL Radio Swara Perintis Sukabumi for the people of Sukabumi City.

The data collection process has been carried out by researchers, both for primary data and secondary data. From the data collection process, the researchers have obtained a more in-depth picture of the role of LPPL Radio Swara Perintis Sukabumi, which is described in the following points.

1. Efforts of the Sukabumi City Communications and Information Office in Overcoming Spreading Hoaxes Through Local Public Broadcasting Institutions (LPPL).



The function of the Sukabumi City Communication and Information Office is relevant to this research. Therefore, in this study, there is one expert informant who has a role in supervision and control in the field of public information and communication. TS is the Head of Public Information and

Communication (IKP). The field he leads is the field that oversees the LPPL Radio Swara Perintis Sukabumi. As for the implementation of the program at the LPPL Radio Swara Perintis Sukabumi, he explained that every party involved in broadcasting activities was in synergy with the Sukabumi City Communication and Information Office.

LPPL Radio Swara Perintis Sukabumi as one of the media that has an educational function, of course, must convey true and accurate information. Considering that audio media, such as radio, are also seen as effective in conveying educational information to the public (Ratminingsih, 2016).

“We always include programs for hoaxes in radio programs. Even then, it is connected to the Diskominfo media. So they complement each other, the important thing is that all information is conveyed.” (TS, Interview, July 30, 2021)

Therefore, TS said that the information published by both Diskominfo and LPPL also came from credible sources. The Diskominfo of Sukabumi City also maximizes the role of LPPL as a means of information for the people of Sukabumi City. Given, one of the functions of the media itself is to inform (Rakhmat, 2007). Even now, the handling of hoaxes by the Sukabumi City Communication and Information Office is very intensively carried out. TS thinks that when his party finds out that there is a hoax spread in the community, it will counteract the hoax.

“The information was disseminated through Diskominfo media, radio, pamphlets, and others. Currently, the handling of hoaxes at the Communications and Information Technology is very bombastic. We find the hoax, we will prevent the hoax and we must work together to prevent this problem.” (TS, Interview, July 30, 2021)

One of the infographics uploaded by Diskominfo Sukabumi City in their Instagram account, @diskominfo\_sukabumikota describes the efforts to tackle hoaxes by the Sukabumi City Communication and Information Office together with LPPL Radio Swara Perintis Sukabumi City can be seen in the following image.

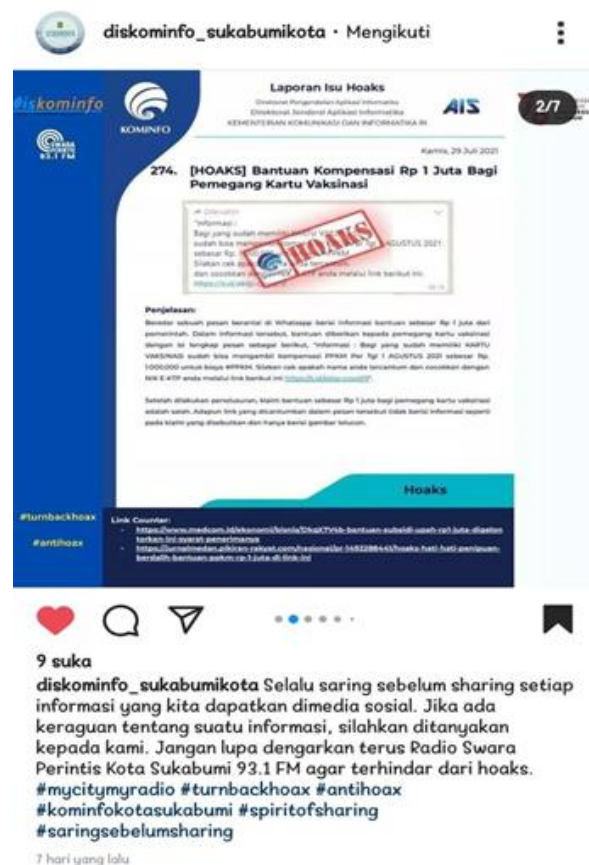


Figure 1. Hoax Handling by the Sukabumi City Communication and Information Agency with LPPL Radio Swara Perintis Sukabumi

Source: Instagram

@diskominfo\_sukabumikota (2021)

## 2. The Role of LPPL Radio Swara Perintis Sukabumi in Improving Literacy Power Society as an Effort to Combat Hoax

To find out the role of LPPL Radio Swara Perintis Sukabumi, the researchers selected 2 key informants who are currently working as LPPL crews. The first key informant, namely MCS, is a 27 years old woman who is currently working as a broadcaster at LPPL. The second key informant is RS, a 38 years old man who works

as a broadcaster for LPPL and also serves as Head of the Information Presentation and Management Section. Firstly, RS said that the prepared information was information appropriate to the demands and which must be known by the public.

"So the information that we have prepared is of course by the demands and indeed what the public must know. That used to be the basics. The strategy is that every day in the editors we always look for what needs to be broadcast, yes and that's usually if not, first, we look at the agenda of the local government, what's wrong. But if it's the second, we also see what is trending nationally." (RS, interview, July 28, 2021)

Complementing the answer given by RS, the second key informant, MCS, explained that the broadcasting strategy at LPPL begins with verification. He added that verification is an important thing to do to prevent hoaxes. This is in line with the opinion of Yunita in 2017, who conveyed that one way to overcome hoax news was to verify or re-check the facts. "Verify first, because in reporting or delivering information, verification is a very important thing to do as an effort to prevent hoaxes." (MCS, interview, July 27, 2021)

To expand the range of information provided by the LPPL Radio Swara Perintis Sukabumi, RS conveyed in an interview on July 28, 2021, that LPPL uses supporting media, namely social media and the official website of the Sukabumi City Government. It can be said that the information submitted by LPPL on broadcasting activities is also conveyed through these supporting media. The following is an image showing an infographic for dealing with hoaxes by Diskominfo Sukabumi City and LPPL, which was uploaded on the official website of the Sukabumi City Government.



**Figure 2. Infographics of the Sukabumi City of Communication and Informatics and LPPL Radio Swara Perintis on the Official Website of the Sukabumi City Government.**

Source: Website of the Sukabumi City Government (2021)

In addition, the second key informant, MCS in an interview on 27 July 2021, said that online media or the internet is one of the media used during the broadcast process. The media is used to make it easier for broadcasters to find various broadcast materials. On the other hand, it also makes it easier to communicate with listeners, for example, to request songs, express opinions, and others. The online media in question include Instagram, Whatsapp, Facebook, Twitter, and others. The selection of supporting media is based on the trend of media use which shows the high number of active users on these media at this time (Yudo Dahono, 2021).

"The media used are Instagram, Whatsapp, Facebook, and Twitter." (MCS, interview, July 27, 2021)

The production process taken by LPPL Radio Swara Perintis Sukabumi includes several stages. It begins with knowing the needs of the public for coverage until the news is published. This is the information given by RS. Furthermore, MCS added a statement

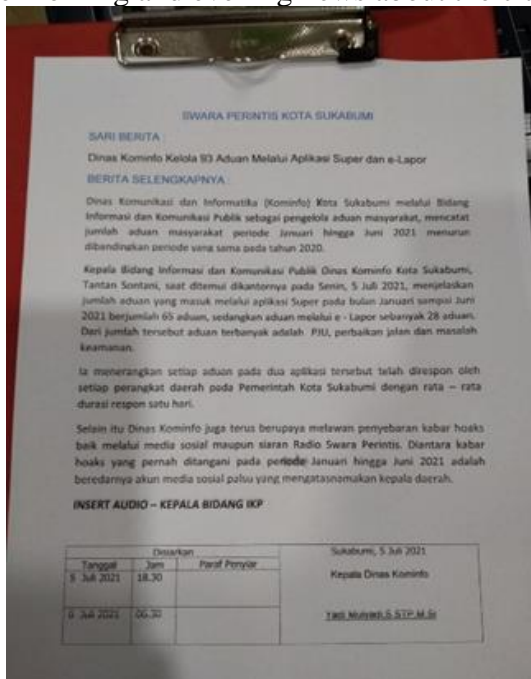
from RS that the production process taken started from planning. Of course, the process is intended so that the information broadcast can be accepted by the public.

"The production process taken is by planning so that the information broadcast can be accepted by the public." (MCS, interview, July 27, 2021)

RS during the interview process provided information that when the government made an announcement and it had to be published, LPPL would present the information in the form of a narration broadcast on the radio.

"Because now we have convenience because there are social media so we also often use social media. When the government makes an announcement and we feel that now the meaning of the information broadcast by the service must be echoed, we turn it into a narrative form to be broadcast on the radio." (RS, interview, July 28, 2021)

The following is a news script taken by the researcher as an example of news production in the form of narration and audio, which is broadcast or read by the announcer on the morning and evening news about the city.



**Figure 3. Photo Narrative of LPPL News Radio Swara Perintis Sukabumi Related to Hoax Prevention Efforts**  
Source: Observation

Meanwhile, MCS thinks that the sources of information commonly used are information from reporting activities, interviews with credible sources, field reports, and collaboration with agencies and related agencies to obtain information.

"The sources of information commonly used are the reporting method, going directly to the field and conducting interviews by asking questions to credible sources. In addition, field reports also collaborate with related agencies to obtain one piece of information" (MCS, interview, July 27, 2021)

In line with the information provided by MCS through an interview on 27 July 2021, a broadcast program that attracts agencies in Sukabumi City was carried out in the form of a talk show. The following is a picture of the documentation of the Sampurasun Sukabumi talk show activity with dr. Lulis Delawati, Head of the P2P Division of the Sukabumi City Health Office.



**Figure 4. Talkshow with the Sukabumi City Health Office**  
Source: Observation

To enrich the information presented to LPPL, LPPL always invites all parties including the community to maximize the role of LPPL as a means of sharing information. Here, the researchers include documentation of the results of the talk show activities with students from the IPB Sukabumi Vocational School



**Figure 5. Talkshow with IPB Sukabumi Vocational Students**

Source: Observation

RS said LPPL also presented various kinds of information for the public. It is hoped that the more varied the information conveyed, the more public trust will be to listen to LPPL Radio Swara Perintis Sukabumi. LPPL also opens space for everyone who wants to learn. This is also one of the strategies to increase the reach of LPPL Swara Perintis. Meanwhile, according to MCS, to increase public trust in LPPL, it always updates the latest broadcast formats and improves the professionalism of human resources.

“Always updating the latest broadcast formats including entertainment, information, guest stars in talk shows, and others. Improving the professionalism of human resources, namely broadcasters, in presenting information during broadcasts, always interacting with listeners in providing feedback in the form of suggestions, requests, telephone calls, or other social media.” (MCS, interview, July 27, 2021)

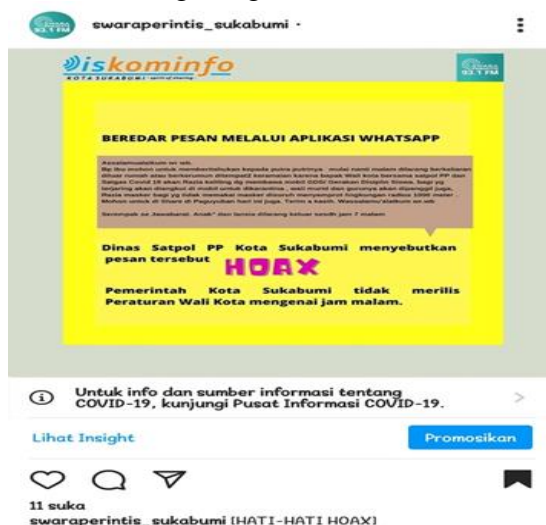
MCS also said that in meeting information needs, LPPL opens interaction with the community. Mainly in conveying aspirations, responses, or an event through Whatsapp radio. Improving the content of broadcast material by creating news and educational content as an effort to meet the information needs of the community.

“Opening interaction with the community in conveying aspirations, responses, or an event through Whatsapp radio.” (MCS, interview, July 27, 2021)

LPPL Radio Swara Perintis provides information management education independently for the people of Sukabumi City through broadcast activities. RS said that if news verification is carried out on ambiguous or hoax information, LPPL always informs the verification results through broadcast activities. In addition, RS and his party always maximize other supporting media so that the information is conveyed to the wider community.

“Through broadcast activities, usually if there is news verification, yes. Suppose there is one news, then the Communication and Information Technology verifies, “Oh, it turns out that this is the news hoax”, it can be broadcast too. It needs to be conveyed in programs and social media.” (RS, interview, July 28, 2021)

In line with the quote from RS’s interview above, LPPL always tries to tackle hoaxes, especially hoaxes circulating in Sukabumi City. These efforts are not limited to broadcasting activities, but through various supporting media that allow the information to be received by the public evenly. For example, efforts to counter hoax news carried out by LPPL through their Instagram at @swaraperintis\_sukabumi, which can be seen in the following image.



**Figure 6. Verification of Hoax News on Instagram Social Media LPPL Radio Swara Perintis Sukabumi**

Source: Instagram @swaraperintis\_sukabumi (2021)



The obstacle in increasing public literacy is the unequal distribution of educational information itself. This is because people are faced with many choices of media. RS said that the presence of social media contributed to making it difficult for people to manage information. This is not without reason, the flood of information circulating on social media sometimes makes it difficult, especially if you look at it someone in distinguishing true news and hoax news current trend, online media is still a reference because of the speed in getting information for everyone can be different. Therefore, the government must also strive to distribute educative content for the community evenly, both from LPPL and other media.

"The resistance is the same, speed also turns a person into fast. Then also from the government side, the education provided may be uneven. Moreover, social media has an algorithm, someone regulates it. In essence, the obstacles are so many choices, more variety, and it is difficult to find the truth from the information." (RS, interview, July 27, 2021)

### **3. Community Evaluation of the Role of the LPPL Radio Swara Perintis**

The supporting informant chosen by the researcher is a listener of LPPL Radio Swara Perintis Sukabumor who is called Observer. The other criteria set to become a supporting informant is the intensity of listening to the radio by the observers themselves. In this study, researchers choose 2 observers to fill the role of supporting informants. Therefore, the supporting informants will provide a review of their opinions regarding the role of LPPL Radio Swara Perintis Sukabumi as evaluation material for the implementation of this role.

The first supporting informant, DH, is a student. When the researcher asked about the role of LPPL Radio Swara Perintis Sukabumi in meeting the information needs of the people of Sukabumi City, DH replied that the information broadcast was by the needs of the community. This is because LPPL always provides up-to-date information. Therefore, DH did not hesitate to recommend LPPL

Radio Swara Perintis Sukabumi as a means of information needs.

"I recommend Swara Perintis to the surrounding area for a means of information needs because the information broadcast is very and in accordance wide community." (DH, interview, July 28, 2021)

DH realizes that education about hoaxes is very important to convey to the public. Primarily, this education is needed to understand information management in the digital media era. Considering this time, the trend of spreading hoax news has not decreased. This is one of the factors in the spread of hoaxes, namely the rush of information received through the mass media is not followed by a qualified literacy power.

"In my opinion, educative information, especially about hoaxes, is very good because there is currently a lot of hoax news that may be rife in the community which is also detrimental to the community. Currently, in the world of digital media, there are many cases, so there must be a lot of education about this." (DH, interview, July 28, 2021)

The other supporting informant, namely ESR, is a village apparatus that always chooses LPPL Radio Swara Perintis Sukabumi as a source of daily information. He thinks that the LPPL Radio Swara Perintis Sukabumi fulfills his information needs. Not only from broadcast programs, news, and talk shows with inspiring people but also with religious content and fresh songs that are played. Thus, ESR also always recommends LPPL as a means of information needs of the people of Sukabumi City.

"In my opinion, Swara Perintis Radio Sukabumi meets because as a listener are presented with informative programs from the news, talk shows with very inspiring people, religious events, and don't forget the music entertainment that updates." (ESR, interview, July 30, 2021)

LPPL has also made adjustments to maintain the current existence of radio, one of which is by opening a streaming link for the public to access radio online. This radio streaming facility can be accessed at:



swaraperintis.radiostream321.com. The streaming link for the LPPL Swara Perintis Radio Sukabumi streaming link can be seen in the following image.



**Figure 12. Radio Streaming LPPL Swara Radio Perintis Sukabumi**

Source: Website Streaming LPPL Radio Swara Perintis Sukabumi (2021)

However, it turned out that ESR found obstacles in obtaining information from the LPPL Radio Swara Perintis Sukabumi. Because ESR is an observer who listens to radio via internet streaming, an unstable network makes the information he receives is not optimal.

“The obstacle I experienced, most often the connection was dropped because I listened to the radio via internet streaming. So it makes the information I receive is not optimal.” (ESR, interview, July 30, 2021)

Apart from these obstacles, he also believes that the role of LPPL Radio Swara Perintis Sukabumi in improving media skills is very good. This is because LPPL consistently provides educative information to its listeners. “In my opinion, the role of LPPL Swara Perintis Sukabumi in helping to improve media skills is very good. Because LPPL Swara Perintis often provide useful educational information.” (ESR, interview, July 30, 2021)

Based on the results of interviews conducted with the two supporting informants, it is illustrated that the LPPL Radio Swara Perintis Sukabumi has carried out its role well. The two supporting informants stated that their information needs could be met by listening to LPPL Radio Swara Perintis Sukabumi.

## CONCLUSION

Based on the description that has been conveyed previously, it can be concluded that Sukabumi City Communications and Information Office as a government agency in charge of the LPPL Radio Swara Perintis has various collaborative programs for hoax prevention actions in Sukabumi City. For example, by presenting sustainable media with LPPL, credible sources of information used for broadcasting activities, and other programs. For an observer who listens to radio via internet streaming, an unstable network makes the information he receives is not optimal. In meeting the information needs of the people of Sukabumi City as an effort to overcome hoaxes, LPPL Radio Swara Perintis Sukabumi comes with various informative and educational broadcast programs. On the other hand, the stages of broadcasting carried out also pay attention to the truth and accuracy of information so that the public does not confused always trust the LPPL Radio Swara Perintis Sukabumi. Considering that this is the era of digital media, LPPL Radio maintains its existence by making adjustments. Like creating a streaming link at swaraperintis.radiostream321.com and opening line interactives on various social media. The community views that the role of LPPL Radio Swara Perintis in meeting information needs and increasing public literacy as an effort to overcome the spread of hoaxes in Sukabumi City is quite good. This is because the LPPL Radio Swara Perintis Sukabumi City always provides useful and educative information. On the other hand, the delivery is interesting so that the observer can remember the information conveyed.

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