Ekspresi dan Persepsi: Jurnal Ilmu Komunikasi
Vol. 8, No. 2, May 2025, pp. 209-222
https://doi.org/10.33822/jep.v8i2.10163

Disinformation on TikTok: Analyzing Hoaxes Surrounding the 2024 Indonesian Election

Charisma Dina Wulandari[1], Munadhil Abdul Muqsith[2], Radita Gora Tayibnapis[1], Valerii L. Muzykant[3]

[1]Department of Postgraduate Communication, Universitas Pembangunan Nasional Veteran Jakarta
[2]National Research and Innovation Agency (BRIN), Indonesia
[3]Department of Mass Communication, RUDN University, Moscow, Russia Federation

e-mail: 2210422002@upnvj.ac.id[1*]; muna009@brin.go.id[2]; raditagora@upnvj.ac.id[1]; vmouzyka@mail.ru[3]
*Corresponding author

ABSTRACT

This research investigates the dissemination of hoax content related to the 2024 Indonesian General Election (#Pemilu2024) on TikTok, highlighting the platform's role in the spread of disinformation. A mixed-methods approach was employed, combining a literature review with primary data collected from TikTok via web scraping and secondary data sourced from Turnbackhoaks.id and media reports. Content and message analysis, along with Naïve Bayes classification, were employed to investigate the types of hoaxes, their dissemination patterns, and audience responses. Data triangulation ensured validity and reliability. Findings revealed a concerning prevalence of political hoaxes, including black campaigns and attempts to manipulate public opinion, rapidly spread by TikTok's short-form video format. The Naïve Bayes method classified comments on #Pemilu2024 TikTok videos with an accuracy rate of 87.37%. After preprocessing, 414 comments were analyzed, comprising 127 negative, 237 positive, and 50 neutral comments. The Naïve Bayes method effectively predicts sentiment in TikTok comments related to #Pemilu2024. The analysis reveals that social media videos can easily influence the Indonesian people without verifying information on official websites.

ARTICLE HISTORY
Submitted: 23 December 2024
Revised: 28 April 2025
Accepted: 31 May 2025

KEYWORDS
2024 elections, disinformation, hoaxes, message analysis, politics, social media, tiktok

INTRODUCTION

Social media has become an undeniable force in modern life, offering unparalleled convenience for information gathering, communication, entertainment, and commerce (Hsiao et al., 2016). Platforms like Facebook, Instagram, and TikTok have profoundly impacted individual utilities and societal structures (Muqsith, 2019; Kim & Kim, 2023; Aliifa et al., 2025).

E-ISSN: 2656-050X, Website: https://ejournal.upnvj.ac.id/JEP

While Facebook and Instagram have seen a plateau or even a decline in user numbers in recent years, TikTok has experienced explosive growth, capturing the attention of billions worldwide with its short-form video format and powerful algorithm (Masciantonio et al, 2021). This surge in popularity, particularly among younger demographics, has transformed TikTok into a significant arena for information dissemination and social interaction. Recent studies have underscored the double-edged nature of this phenomenon. León et al. (2022) found that video-based platforms, such as TikTok, facilitate the rapid spread of disinformation, particularly around sensitive topics like health and politics. Similarly, Nguyen and Diederich (2023) highlighted how TikTok's format fosters informal learning but also leaves users vulnerable to misinformation due to the lack of contextual depth in short videos.

Table 1 Comparison of Social Media Users in the World

NO	Years	Facebook	Instagram	TikTok
1.	2018	1 billion	800 million	150 million
2.	2019	1.2 billion	1.1 billion	400 million
3.	2020	1.3 billion	1.2 billion	700 million
4.	2021	1.3 billion	1.1 billion	1.3 billion
5.	2022	1.2 billion	1 billion	1.65 billion

Source: Various News on wearesocial.com 2018-2022

Based on Table 1, a significant shift in the global social media user landscape is evident between 2018 and 2022. The more established platforms, Facebook and Instagram, showed a trend of slowing growth and even a slight decline towards the end of the period. Facebook peaked at 1.3 billion users in 2020-2021 before declining to 1.2 billion in 2022, while Instagram saw a decrease from its peak of 1.2 billion to 1 billion users. In stark contrast, TikTok demonstrated phenomenal and explosive growth, increasing more than tenfold from 150 million users in 2018 to 1.65 billion in 2022. This trend indicates that while the dominance of older platforms has started to stagnate, TikTok has successfully acquired a massive user base, surpassing its competitors in a short period. However, this rapid growth and widespread engagement come with a significant caveat: the increased risk of misinformation and disinformation, commonly known as hoaxes (Kaye et al., 2021). The ease with which information can be created and shared on TikTok, combined with the platform's algorithm that favors engagement over accuracy, creates fertile ground for the spread of false or misleading content (León et al., 2022; Nguyen & Diederich, 2023).

This issue is particularly concerning in the context of elections, where hoaxes can manipulate public opinion, incite social unrest, and undermine democratic processes (Tchakounté et al., 2022; Samodro et al., 2023). Ruffo et al. (2023) emphasized that the dissemination of fake news, combined with algorithmic personalization, can deepen political polarization, creating echo chambers that reinforce existing biases. Indonesia, with its vibrant political landscape and the upcoming 2024 elections, is particularly vulnerable to the spread of

election-related hoaxes on TikTok (Talwar et al., 2019; Bondielli & Marcelloni, 2019; Moreno-Castro et al., 2022; Savic, 2021; Aang et al., 2023; Ruffo et al., 2023).

The 2024 Indonesian elections are already generating significant buzz on TikTok, with the hashtag #Pemilu2024 trending and attracting millions of views. While this presents an opportunity for candidates to connect with voters and disseminate information, it also raises concerns about the spread of misinformation and the potential for manipulation by politically motivated actors (Pratiwi, 2018; Zhang et al., 2019). The short-form video format, while engaging, often lacks the context necessary for critical evaluation, making users more susceptible to misleading narratives and emotional appeals (Muqsith & Muzykant, 2019; Ceron et al., 2021). Yadav et al. (2024) noted that misinformation typically leverages emotional triggers to enhance virality, a tactic frequently exploited in political hoaxes. Additionally, the rise of "buzzers" or paid influencers further exacerbates the problem, as they often prioritize promoting their clients' agendas over factual accuracy (Wulandari et al., 2023).

The Indonesian government has recognized the threat posed by online hoaxes, particularly in the lead-up to the elections (Ruz et al., 2020; Muzykant et al., 2021). The Ministry of Communication and Information (Kominfo) has reported a significant increase in election-related hoaxes in 2023, highlighting the urgent need to address this issue. The potential for hoaxes to incite conflict, polarize communities, and erode trust in democratic institutions cannot be overstated (Neha et al., 2015; Bhumika et al., 2017; Andrew et al., 2022; Wulandari, 2023). Therefore, understanding the dynamics of hoax dissemination on TikTok and developing effective strategies to combat it are crucial for ensuring free, fair, and informed elections in Indonesia (Yadav et al., 2024; Muqsith et al., 2024).

This research aims to contribute to this effort by analyzing hoax content messages associated with the #Pemilu2024 hashtag on TikTok. By employing content analysis and Naïve Bayes classification, this study seeks to identify patterns in hoax messages, assess public sentiment towards them, and provide insights into the potential impact of these hoaxes on the 2024 elections. This research builds upon previous studies on misinformation, sentiment analysis, and political hoaxes, with a specific focus on the unique characteristics of TikTok and its role in Indonesia's political landscape. The findings of this study will be valuable for policymakers, researchers, and civil society organizations working to combat misinformation and promote digital literacy in Indonesia.

RESEARCH METHOD

This research employs a mixed-methods approach to data collection, combining literature review with primary and secondary data sources. The literature review involved gathering information from journals, papers, books, and internet sites regarding the analysis of hoax content messages and the Naïve Bayes method. This provided a theoretical foundation for understanding the research topic. Primary data was collected directly from TikTok using web scraping techniques with the keyword "#pemilu2024". This allowed for the retrieval of unfiltered, real-time data related to the 2024 Indonesian elections. Word embedding was utilized to ensure comprehensive data collection. The collected data then underwent preprocessing, including

cleaning, case transformation, tokenization, tagging, filtering, and text processing to prepare it for analysis.

Secondary data was obtained from two main sources. First, data on verified hoaxes was gathered from Turnbackhoaks.id, a website managed by the Indonesian anti-hoax organization MAFINDO. This website provided a reliable source of information on misleading content related to the elections. Second, relevant journals, books, and media reports were consulted to provide context and support the analysis. Data from these sources was collected through library research, documentation, and note-taking. Finally, data triangulation was used to improve the validity and reliability of the findings. This involved comparing and contrasting information from different sources, including primary data from TikTok, verified hoaxes from Turnbackhoaks.id, and secondary data from academic and media sources. This approach ensured a comprehensive and nuanced understanding of the research topic

RESULTS AND DISCUSSION

The training data used during data testing was taken from a review of data testing conducted using comments in the #pemilu2024 video on the application. The data set consists of 624 training data points, with each data point representing both positive and negative examples. The data is then used for dataset training to achieve accuracy. The following will provide a more detailed explanation of the research results obtained.

1. Business Understanding

   The purpose of this research is to classify comments on the #Pemilu2024 video in the TikTok application. At this stage, an understanding of the research object is established. Researchers conduct understanding by exploring data and information through comments on the TikTok application. At this stage, researchers collected comment data from videos in #Pemilu2024 on TikTok. At the business understanding stage, an understanding of the model is also carried out during the data processing process using the best categorization model approach. This approach involves naïve Bayes quantitative analysis and qualitative sentiment analysis, connected to network society theory.

2. Data Understanding

   At the data understanding stage, the process involves preparing data to obtain clean data that is ready to be used as material for study, so that it can be carried out to the next stage, namely Text Preprocessing. This stage involves retrieving raw data according to the required attributes. The data was obtained from the #pemilu2024 comments on the TikTok application, totaling 516. The following are the steps taken.

In table 2 Shows some positive and negative reviews of TikTok application users in the #Pemilu2024 video. The dataset used is data taken from the TikTok application comments. The data obtained is based on comments in Indonesian. The next process is a cleansing process on the data to eliminate duplicate data.

Table 2 #Pemilu2024 Tik-Tok Video Comments

Comments	Polarity
Most reasonable pak prabowo anyway visionary forward by improving the field of food security rather than subsidies that are less profitable in nature	Positive
No one has created a program to minimize early marriages	Negative
Maternity benefits don't seem to fit indo if Japan or countries with low birth rates might be suitable.	Positive
As a cafeteria mom, I was worried about Prabowo's vision and mission.	Negative
If it is observed that only the salary of civil servants is increased, what about the laborers, farmers, traders?	Positif
Muhaimin is very socialist but I have to increase taxes so that I don't waste the budget.	Negative
Don't just pay asn aja sir, we honorary teachers also beg to be considered	Positive

3. Data Preparation

At this stage is a stage with a data preparation process that aims to get clean data and is ready to be used in research. The initial data obtained is then subjected to a cleansing process to eliminate duplicate words and eliminate irrelevant data. After that, the data obtained is then made into a dataset with dataset attributes in the form of text and labels. Text contains comments from TikTok application users on #Election 2024 and labels contain categories of comments in the form of positive and negative. The following are the stages carried out in text preprocessing.

The Naive Bayes algorithm above, with the process stages of applying the algorithm using the python programming language. The python library is a collection of modules containing a collection of codes that can be used repeatedly in different programs, thus making python programming simpler (Algorithm, 2022). The next stage is data scrapping.

	user	comment
0	ferdyputra10	kayaknya cuma janji Prabowo yg masih masuk diakal
1	Rebahansuka	gaji guru 10-30 jt kok terdengar tidaaak mungk...
2	shine.coconut	prabowo plg msk akal , poin pertama 😂😂😂
3	blackmarch8	paling masuk akal pak Prabowo sih. visioner ke...
4	mandalovest0eat	gada yg bikin program untuk minimalisir pernik...
...	...	...
429	powterheadd	ganjar lawak mau gaji guru 10-30 juta, coba de...
430	svgnab	Dr semua janji jadi all in pak prabowo, yg pal...
431	pengenhealingaja	untuk slide ke 2, ada beberapa yg mnrt saya ku...
432	Womanarchive	Pak prabowo kalo bisa ada wajib militer pak 🗿
433	1415040908weremine	janji terkait kenaikan gaji ASN/guru rasanya b...

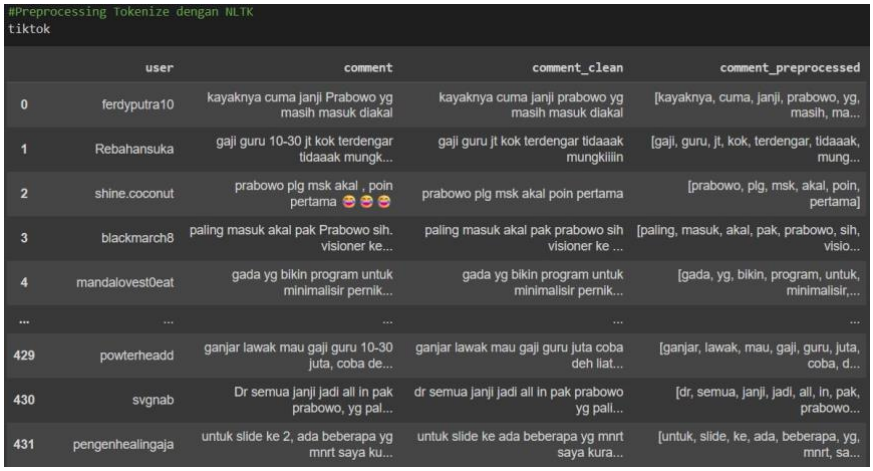
434 rows × 2 columns

Figure 1 Sampling of TikTok Comment Data Scrapping #Pemilu2024

In Figure 1 scrapping was carried out on TikTok video comments with #Pemilu2024 to collect data to be processed. Data scrapping aims to convert structured data in web format into

a more structured and easier-to-use format, such as a spreadsheet or database. The next stage is clean text.

Before Clean Text Stage: Mr. Prabowo makes the most sense, visionary. After Clean Text Stage: most sensible pak Prabowo visionary. This stage aims to produce 'clean text' that can be analyzed by machines without errors by using python code to normalize the text, remove Unicode characters, remove unnecessary words and perform stemming and lemmatization.

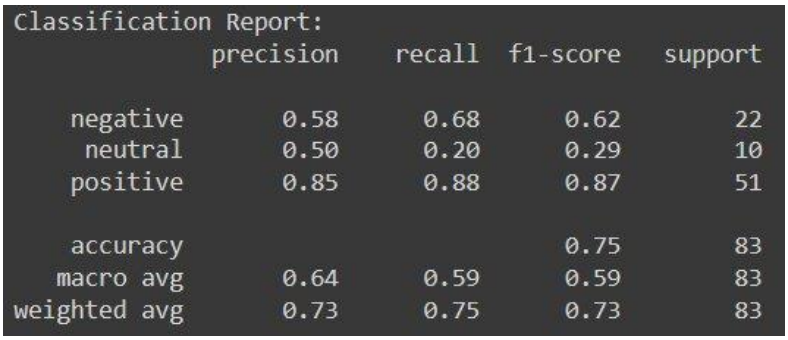


#Preprocessing Tokenize dengan NLTK
tiktok

	user	comment	comment_clean	comment_preprocessed
0	ferdyputra10	kayaknya cuma janji Prabowo yg masih masuk diakal	kayaknya cuma janji prabowo yg masih masuk diakal	[kayaknya, cuma, janji, prabowo, yg, masih, ma...
1	Rebahansuka	gaji guru 10-30 jt kok terdengar tidaaak mungk...	gaji guru jt kok terdengar tidaaak mungkiiiin	[gaji, guru, jt, kok, terdengar, tidaaak, mung...
2	shine.coconut	prabowo plg msk akal , poin pertama 😂😂😂	prabowo plg msk akal poin pertama	[prabowo, plg, msk, akal, poin, pertama]
3	blackmarch8	paling masuk akal pak Prabowo sih. visioner ke...	paling masuk akal pak prabowo sih visioner ke ...	[paling, masuk, akal, pak, prabowo, sih, visio...
4	mandalovest0eat	gada yg bikin program untuk minimalisir pernik...	gada yg bikin program untuk minimalisir pernik...	[gada, yg, bikin, program, untuk, minimalisir,...
...	...	...	...	...
429	powterheadd	ganjar lawak mau gaji guru 10-30 juta, coba de...	ganjar lawak mau gaji guru juta coba deh liat...	[ganjar, lawak, mau, gaji, guru, juta, coba, d...
430	svgnab	Dr semua janji jadi all in pak prabowo, yg pal...	dr semua janji jadi all in pak prabowo yg pali...	[dr, semua, janji, jadi, all, in, pak, prabowo...
431	pengenhealingaja	untuk slide ke 2, ada beberapa yg mnrt saya ku...	untuk slide ke ada beberapa yg mnrt saya kura...	[untuk, slide, ke, ada, beberapa, yg, mnrt, sa...

Figure 2 NLTK Tokenizing

In Figure 2 before Tokenizing Stage NLTK: most reasonable Pak Prabowo visionary. After NLTK Tokenizing Stage, Filtering Stopward Removal, Stemming, Classified from Comment Polarization and then we can get Sentiment Analysis from Comment on TikTok.



Classification Report:

	precision	recall	f1-score	support
negative	0.58	0.68	0.62	22
neutral	0.50	0.20	0.29	10
positive	0.85	0.88	0.87	51
accuracy			0.75	83
macro avg	0.64	0.59	0.59	83
weighted avg	0.73	0.75	0.73	83

Figure 3 Classification Report Result by Naïve Bayes

In Figure 3 the macro average F1 score (or macro F1 score) is calculated using the arithmetic mean (aka unweighted average) of all F1 scores per class. This method treats all classes (negative, positive, neutral) equally regardless of the support value. So, the average macro value in this study is 0.59. The weighted value in this study amounted to 0.73.

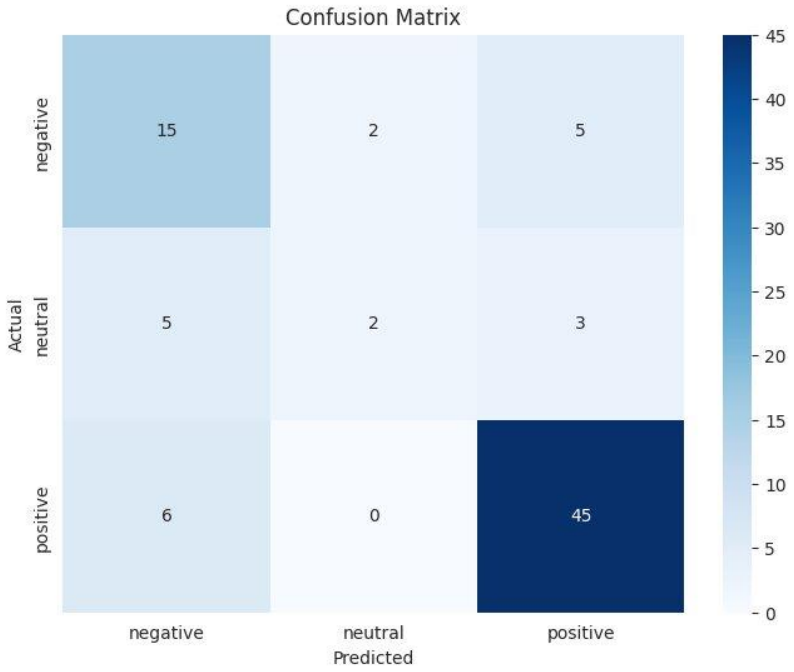


Figure 4 Confusion Matrix

In Figure 4 the Confusion Matrix results for each scheme with the Naïve Bayes method. A total of 15 data points were correctly predicted as negative data (True Negative). A total of 45 data points are correctly predicted as positive data (True Positive). A total of 6 data points are wrongly predicted as positive data; the data should be negative data (False Positive). A total of 7 data points were incorrectly predicted as negative data; the data should have been positive (False Negative). 15 = True Negative 45 = True positive 5 = False Positive 7 = False Negative

Young voters dominate the 2024 election. The scope of young voters, based on voter data provided by the KPU, shows that the total number of voters under the age of 40 is 48.07%. Voters aged 31-40 years account for 20.70%, while Voters aged 17-30 years make up 31.23% (Perludem, 2024). The 2024 Election Campaign Period will last for 75 days, starting from November 28, 2023, to February 10, 2024.

Castells (2004) defines a network explicitly as a set of interconnected nodes of which examples are mentioned such as stock exchange markets and additional centers of sophisticated financial services, within the network of global financial and political elites in the political network, such as the national council of ministers and EU Commissioners in the network governance of the European Union; broadcasting systems, studios, computer-aided communications, social service network providers in the global media network and so on (Castell, 1996). The current global social media platform widely used by the public is TikTok. On TikTok, people are more comfortable using it because it eliminates the need to read long texts, such as those found in news articles, conventional newspapers, and even captions on Twitter, Facebook, and Instagram. On TikTok, all election information is presented in short videos that are more engaging to watch and easier to understand. However, the ease of understanding information circulating in the TikTok application also raises new concerns about content that leads to negative provocation in the form of hoaxes during the 2024 Election.

Election hoaxes involve the deliberate dissemination of misinformation about election rules, processes, techniques, organizers, and results, with the intention of deceiving voters, undermining public confidence in elections, and creating chaos. Information is considered a hoax after it has been debunked through verification from various sources, such as authoritative institutions, public data, and credible media coverage. Fact-checking is only done on information and data, not opinions. Hoaxes in the 2024 elections increased by 76 percent, primarily due to election-related videos circulating online. In the 2019 elections, the majority of hoaxes were in text and image formats.

In contrast, in the 2024 elections, the majority of hoaxes were in video format. This makes voters more vulnerable, as videos that combine images, text, and audio in one piece of content will have a stronger psychological effect on a person (Perludem, 2024). Additionally, video hoaxes are more challenging and time-consuming to verify. Imagine, with AI or artificial intelligence technology, a hoax maker can produce a video in just 10 minutes. However, it takes fact-checkers hours or even days to fact-check every piece of information in a 1 to 2-minute video.

On TikTok, when you like several contents with the same topic, TikTok's FYP (For You Page) occurs because social media algorithms are set to match preferences. Therefore, more content will be found that matches one's preferred political opinions or preferences, which will later lead a person to become stuck in the same narrative, continuously, until they either believe it or switch to another preference. As a result, we lose the opportunity to find diverse opinions, and this is what happens on TikTok when we watch political videos whose truth is still ambiguous, which is often political propaganda content full of hoaxes and can create chaos in Indonesia's democratic atmosphere.

Voters comprise 113 million Indonesian citizens, with Gen Z and Millennials accounting for approximately 56%. The lower the level of education, the more irrational the mind, and the higher the level of education, the more rational the mind. However, it may change if the impact of formal education, interests, and norms conducive to political parties is expected; there will be a greater effect of education on participation among low SES individuals for increased educational attainment of certain things (Lindgren et al., 2019). The presidential candidate must win in 2 ways, namely the heart and mind, with the mind through a vision and mission related to decision making (directly related to the level of education). The way to win the heart must increase emotionally, so political polarization, by forming camps, is used to heighten emotional tension through propaganda and the spread of hoaxes.

The theory that discusses the progress of society and technology. The Network Society is a term that refers to a type of society supported by information and communication technology. Since then, Manuel Castells (2004), a Spanish sociologist, has conducted intensive research on network society, culminating in the publication of his results in a famous book, The Rise of the Network Society, in 1996. The network society in TikTok social media has met the following criteria:

1. Connectedness

The Network Society is characterized by high levels of connectedness facilitated through communication networks, such as the Internet. During the 2024 election period, Indonesians who used the TikTok application to find information about who they supported and other candidates were expressed with the sentence:

Kabarsingaraja "*only anis doesn't continue jokowi's program"*

Furaaa25 *"pak probowo lunch for pregnant women and children is very valuable good child nutrition from within kndungn mnciptkn smart generation too"*

Runningtext_tegal *"if pa ganjar looks to get votes from teachers".*

2. Information Acceleration

Information can be disseminated quickly and widely through networks, resulting in increased acceleration in information exchange. Like what Indonesians do on TikTok to give each other and create video content on #Pemilu2024.

3. Social and Economic Change

Information and communication technology has changed the way people work, communicate, and interact. The interaction on TikTok social media, as seen in the # Election2024 video, involves users responding to each other in the comments. For example: Aqilyourbae "*amen tends to be realized"* and was replied to by callmeurgal "*free school for thn nothing is possible but looks impossible"*.

4. Transformative

Network Societies transform various aspects of life, including politics, culture and social relations. This transformation can be positive or negative. As in the comment:

D_kay11 *"how do people want to switch to public transportation to reduce traffic jams lha wong bbm even subsidized the amount for motorbikes*"

Besarka *"prabowo is okay but if the salary of civil servants etc. is increased, I don't agree because it's already that standard unless the salary of temporary workers is increased at least umr lah".*

5. Flexibility

The network society promotes flexibility in the way individuals and organizations operate. It enables new business models, such as tech startups and remote working. As in the comment:

Penduduk024 *"seen who is ready in terms of the position of the nation's thinking program only prabowo doing"*

alvischonoy *"obviously pak prabowo wants to continue ikn to progress because in Ikn almost all the land has pak prabowo"*

10matryoshka *"when is the internet connection leveled coy".*

6. Active Participation

Individuals can more actively participate in various aspects of social and political life through social media and other participatory platforms. inequality of internet access, and the influence of social media on information dissemination.

Indonesia asli "*cak imin has a goal of the Indonesian population from million to billion people during his presidency" purelily_ "as an employee who migrates to outside the island and the cost of airplane tickets is expensive all in prabow" satu_yosep_satu "as a canteen mother I rodo ketar ketir sama vision and mission of prabowo" tubeskid "no one has brought the proposal of mass transportation still to the village.*

Strategy to Minimize Election Hoax in the TikTok Application

1. Report election hoax videos

Open the TikTok app on your phone. 1. Select the Share icon with the Right Arrow. 2. Select the Report menu with the Flag icon. 3. Select the "Misinformation" category 4. Select the "Election misinformation" category. 5. Enter the Report menu with the explanation "Election misinformation", then select "Submit". 6. Get a "Thanks for reporting" response from TikTok, then select the "View your reports" menu. 7. Enter the "Reports" page, which shows a list of our reports, including the status of TikTok's response to the alleged hoax case we reported.

2. Reporting hoax-spreading accounts

Open the TikTok app on your phone. 1. Find the profile of the user who spread the election hoax, then select the Share menu with the Right Arrow. 2. Select the Report menu (Flag icon). 3. Enter the "Select a Reason" page, then select "Report account". 4. Enter the "Select a Reason" page, then select "Other". 5. Enter the "Report" page with the explanation "Other", then select "Submit". 6. Receive a "Thanks for reporting" response from TikTok, then select the "View your reports" menu. 7. Enter the Reports page, which describes the list of our reports, including the status of the progress of TikTok's response to the alleged hoax case we reported. 8. Enter the Reports page, which lists our reports, including the progress status of TikTok's response to the alleged hoax case we reported.

3. Reporting hoax election comments
   a. Select the Comments menu with the symbol "Comment with a Triple Dot", then enter the Comments page.
   b. Long-press one of the comments containing election hoaxes.
   c. Select the "Report" menu.
   d. Enter the "Select a reason" page, then select "Misinformation".
   e. Enter the next "Select a reason" page, then select "Election Misinformation".
   f. Enter the "Report" page with the explanation of "Election Misinformation", then select "Submit".

g. Receive a "Thanks for reporting" response from TikTok, then select the "View your reports" menu.
h. Enter the "Reports" page, which lists our reports, including the status of TikTok's response to the alleged hoax case we reported.

CONCLUSION

The Naïve Bayes method can be used to predict the dominance of netizen comments on TikTok, specifically with content tagged with #Pemilu2024. After cleaning the text, clean data is obtained, totaling 414 comment data points. Through preprocessing, it produces 127 negative comments, 237 positive comments, and 50 neutral comments with an accuracy rate of 87.37% indicating that the sentiment analysis model has good performance in combining precision and recall, namely (Accuracy is 0.80 - 0.90 = good classification). In the analysis of hoax content messages, it is found that Indonesian people are easily swayed by the perceptions in videos on social media without first checking the truth on the official website.

Future research could expand on this study by incorporating a wider range of social media platforms beyond TikTok to analyze the spread of disinformation during elections. Exploring the effectiveness of different machine learning algorithms, such as deep learning models, for sentiment analysis and hoax detection could also provide more nuanced insights. Additionally, investigating the psychological factors that make users susceptible to hoaxes, particularly the influence of emotional triggers and algorithmic personalization, would be valuable. Ultimately, developing and testing educational interventions or digital literacy programs designed to enhance critical evaluation skills among social media users in Indonesia would be a crucial area for future exploration.

Acknowledgments: This article is an output of the 2024 DIKTI DRPTM Research Grant Research Scheme for the Magister Thesis Program.

REFERENCES

Aji, H. B., & Setiawan, E. B. (2023). Detecting hoaks content on social media using Bi-LSTM and RNN. *Building of Informatics, Technology and Science (BITS)*, 5(1): 114–25.

Bondielli, A., & Marcelloni, F. (2019). A survey on fake news and rumour detection techniques. *Information Sciences*, 497, 38-55.

Castells, M. (2004). *Informationalism, Networks, and the Network Society: A Theoretical Blueprint. In The Network Society: A Cross-Cultural Perspective*. Edward Elgar Publishing Limited.

Ceron, W., de-Lima-Santos, M. F., & Quiles, M. G. (2021). Fake news agenda in the era of COVID-19: Identifying trends through fact-checking content. *Online Social Networks and Media*, 21: 100-116.

Chadha, N., Gangwar, R. C., & Bedi, R. (2015). Current challenges and application of speech recognition process using natural language processing: A survey. *International Journal of Computer Applications*. 131(11): 28-31.

Charisma, D. W. (2023). *Eksistensi Humas Kemkominfo Dalam Mengelola Kasus Hoax Covid-19 Di Media Digital Periode Januari - Maret 2020*. Binus University.

Darmawan, A. K., Al Wajieh, M. W., Setyawan, M. B., Yandi, T., & Hoiriyah, H. (2023). Hoax news analysis for the indonesian national capital relocation public policy with the support vector machine and random forest algorithms. *Journal of Information Systems and Informatics*, 5(1): 150-173.

Gupta, B., Negi, M., Vishwakarma, K., Rawat, G., Badhani, P., & Tech, B. (2017). Study of twitter sentiment analysis using machine learning algorithms on python article in international. *Journal of Computer Applications*, 165(9): 29-34.

Hsiao, C. H., Chang, J. J., & Tang, K. Y. (2016). Exploring the influential factors in continuance usage of mobile social Apps: Satisfaction, habit, and customer value perspectives. *Telematics and Informatics*, 33(2): 342-355.

Jang, S. M., Geng, T., Li, J. Y. Q., Xia, R., Huang, C. T., Kim, H., & Tang, J. (2018). A computational approach for examining the roots and spreading patterns of fake news: Evolution tree analysis. *Computers in Human Behavior*, 84: 103-113.

Kanozia, R., Arya, R., Singh, S., Ganghariya, G., & Narula, S. (2021). A study on fake news subject matter, presentation elements, tools of detection, and social media platforms in india. *Asian Journal for Public Opinion Research*, 9(1): 48–82. https://doi.org/10.15206/ajpor.2021.9.1.48

Kaye, D., Rodriguez, A., Langton, K., & Wikström, P. (2021). Research Perspectives on TikTok & Its Legacy Apps You Made This? I Made This: Practices of Authorship and (Mis)Attribution on TikTok. *International Journal of Communication*, 15(2021): 3195-3215. https://ijoc.org/index.php/ijoc/article/view/14544

Khan, T., Michalas, A., & Akhunzada, A. (2021). Fake news outbreak 2021: Can we stop the viral spread?. *Journal of Network and Computer Applications*, 190: 103-112.

Kim, Y., & Kim, S. (2023). Motives for following social influencers and electronic word-of-mouth: the role of social capital. *International Journal of Communication*, 17(2023): 7093-7114. https://ijoc.org/index.php/ijoc/article/view/19705

Kominfo.go.id (27 October 2023). *Menkominfo: Isu Hoaks Pemilu Meningkat Hampir 10 Kali Lipat*. https://www.kominfo.go.id /content/detail/52570/Siaran-pers-no-422hmkominfo102023-tentang-menkominfo-isu-hoaks-pemilu-meningkat-hampir-10-kali-lipat/0/siaran pers

León, B., Martínez-Costa, M. P., Salaverría, R., & López-Goñi, I. (2022). Health and science-related disinformation on COVID-19: A content analysis of hoaxes identified by fact-checkers in Spain. *Plos One*, 17(4): 1-18.

Lindgren, K. O., Oskarsson, S., & Persson, M. (2019). Enhancing electoral equality: can education compensate for family background differences in voting participation?. *American Political Science Review*, 113(1): 108-122. https://doi. org/10.1017/S0003055418000746

Malik, R. A. A., and Sibaroni, Y. (2022). Multi-aspect sentiment analysis of TikTok application usage using FasText feature expansion and CNN method. *Journal of Computer System and Informatics (JoSYC)*, 3(4): 277-85.

Masciantonio, A., Bourguignon, D., Bouchat, P., Balty, M., & Rimé, B. (2021). Don't put all social network sites in one basket: Facebook, Instagram, Twitter, TikTok, and their relations with well-being during the COVID-19 pandemic. *Plos One*, 16(3): 1-14.

Moreno-Castro, C., Vengut-Climent, E., Cano-Orón, L., & Mendoza-Poudereux, I. (2022). Exploratory study of the hoaxes spread via WhatsApp in Spain to prevent and/or cure COVID-19. *Gaceta Sanitaria*, 35: 534-540.

Motz, A., Ranta, E., Calderon, A. S., Adam, Q., Alzhouri, F., & Ebrahimi, D. (2022). Live sentiment analysis using multiple machine learning and text processing algorithms. *Procedia Computer Science*, 203(6): 165-172.

Mukarom, Z. (2021). *Teori-Teori Komunikasi Berdasarkan Konteks*. Bandung: PT Remaja Rosdakarya.

Muqsith, M.A., & Muzykant, V. L. (2019). Effect fake news for democracy. *Jurnal Cita Hukum-Indonesian Law Journal*, 7(3): 307-318.

Muzykant, V. L., Muqsith, M. A., Pratomo, R. R., & Barabash, V. (2021). Fake news on COVID-19 in Indonesia. *In Pandemic Communication and Resilience* (pp. 363-378). Cham: Springer International Publishing.

New York Times (4 November 2022). Worries Grow That TikTok Is New Home for Manipulated Video and Photos. https://www.nytimes.com/2022/11/04/technology/tiktok-deepfakes-disinformation.html

Nguyen, H., & Diederich, M. (2023). Facilitating knowledge construction in informal learning: A study of TikTok scientific, educational videos. *Computers & Education*, 205. https://doi.org/10.1016/j.compedu.2023.104896

Park, K., & Rim, H. (2019). Social media hoaxes, political ideology, and the role of issue confidence. *Telematics and Informatics*, 36: 1-11.

Pratiwi, U. (2018). Hoax in Indonesian Politics and Democracy Hoax in Modern Politics: The Meaning of Hoax in Indonesian Politics and Democracy. *Jurnal Ilmu Social Ilmu Politik*, 2(2).

Prima S. M., & Nisma L. N. (2020). *Political Communication: Social Media Strengths and Threats of Social Media in the 2019 General Election*. Universitas Diponegoro. https://doi.org/10.15294/ipsr.v5i2.21522

Rachmawati, F., Wibowo, A., & Arianto, I. (2022). Sentiment analysis #samasamabelajar public relations campaign based on big data on Tiktok. *Proceeding of The International Conference on Economics and Business*, 1(2): 377–88.

Raditia, V., & Achmad U, Z. (2023). Analisis sentimen pemilu indonesia tahun 2024 dari media sosial twitter. *JURIKOM (Jurnal Riset Komputer)*, 10(2).

Ruffo, G., Semeraro, A., Giachanou, A., & Rosso, P. (2023). Studying fake news spreading, polarisation dynamics, and manipulation by bots: A tale of networks and language. *Computer Science Review*, 47. https://doi.org/10.1016/j.cosrev.2022.100531

Ruz, G. A., Henríquez, P. A., & Mascareño, A. (2020). Sentiment analysis of Twitter data during critical events through Bayesian networks classifiers. *Future Generation Computer Systems*, 106: 92-104.

Samodro, A., Miroj, R., NuoYi, X., & Purwanto, P. (2023). The impact of social media on E-Commerce towards MSMEs in Indonesia. *IDEAS: Journal of Management & Technology*, 3(2): 49-60.

Santoso, H., Rachmawanto, E., Nugraha, A., Nugroho, A., Setiadi, D., & Basuki, R. (2020). Hoax classification and sentiment analysis of Indonesian news using Naive Bayes optimization. *TELKOMNIKA Telecommunication, Computing, Electronics and Control*, 18(2): 799-806. doi: http://doi.org/10.12928/telkomnika.v18i2.14744

Savic, M. (2021). Research perspectives on TikTok & its legacy apps from Musical.ly to TikTok: Social construction of 2020's most downloaded Short-Video App. *International Journal of Communication*, 15(22). https://ijoc.org/index.php/ijoc/article/view/14543

Sinapoy, M., Sibaroni, Y & Prasetyowati, S. (2023). Comparison of LSTM and IndoBERT Method in Identifying hoax on Twitter. *Jurnal RESTI (Rekayasa Sistem Dan Teknologi Informasi)*, 7(3): 657 - 662. https://doi.org/10.29207/resti.v7i3.4830

Stieglitz, S., Mirbabaie, M., Ross, B., & Neuberger, C. (2018). Social media analytics–challenges in topic discovery, data collection, and data preparation. *International journal of information management*, 39: 156-168.

Talwar, S., Dhir, A., Kaur, P., Zafar, N., & Alrasheedy, M. (2019). Why do people share fake news? Associations between the dark side of social media use and fake news sharing behavior. *Journal of Retailing and Consumer Services*, 51: 72-82.

Tchakounté, F., Calvin, K. A., Ari, A. A. A., & Mbogne, D. J. F. (2022). A smart contract logic to reduce hoax propagation across social media. *Journal of King Saud University-Computer and Information Sciences*, 34(6): 3070-3078.

Wahyudi, D., & Sibaroni, Y. (2022). Deep Learning for Multi-Aspect Analisis pesan Content Analysis of TikTok App Using the RNN-LSTM Method. *Building of Informatics, Technology and Science (BITS)*, 4(1): 169–77.

Wardle, C. (22 September 2020). Understanding Information disorder. https://firstdraftnews.org/long-form-article/understanding-information-disorder/

WeAreSocial. (2024). Digital 2024 Global Overview Report. https://wearesocial.com/id/blog/2024/01/digital-2024/

Wulandari, C. D., Muqsith, M. A., & Ayuningtyas, F. (2023). Fenomena Buzzer Di Media Sosial Jelang Pemilu 2024 Dalam Perspektif Komunikasi Politik. *Jurnal Avant Garde*, 11(1).

Yadav, V., Dhadwal, Y., Kanozia, R., Pandey, S. R., & Kumar, A. (2024). Unraveling the web of health misinformation: Exploring the characteristics, emotions, and motivations of misinformation during the COVID-19 pandemic. *Asian Journal for Public Opinion Research*, 12(1), 53–74. https://doi.org/10.15206/ajpor.2024.12.1.53

Zannettou, S., Sirivianos, M., Blackburn, J., & Kourtellis, N. (2019). The web of false information: Rumors, fake news, hoaxes, clickbait, and various other shenanigans. *Journal of Data and Information Quality (JDIQ)*, 11(3): 1-37.

Zhang, C., Gupta, A., Kauten, C., Deokar, A. V., & Qin, X. (2019). Detecting fake news for reducing misinformation risks using analytics approaches. *European Journal of Operational Research*, 279(3): 1036-1052.