Communication Management Mafindo Samarinda as An Anti-Hoax Facilitator

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Keywords	ABSTRACT
communication management; anti hoax; mafindo samarinda; information dissemination; community education	In the digital information age, the spread of misinformation or hoaxes is a serious challenge for society. The Anti-Defamation, Hoax, and Intolerance Community Organization (Mafindo) in Samarinda has become a facilitator in efforts to prevent and overcome the spread of hoaxes. This study aims to analyze communication management applied by Mafindo Samarinda as an anti-hoax facilitator. The research method used is a case study with a qualitative approach. Data was obtained through interviews with Mafindo Samarinda members, observations of activities carried out, and analysis of documents related to anti-hoax campaigns that have been run by this organization. The results showed that Mafindo Samarinda implemented a well-planned communication management strategy. They use various communication channels, such as social media, seminars, and workshops, to disseminate correct information and educate the public on how to identify hoaxes. In addition, Mafindo Samarinda also collaborates with various parties, including the government and educational institutions, in a joint effort to fight the spread of hoaxes. Nevertheless, the challenges faced by Mafindo Samarinda are not small. An active role from all levels of society is needed to ensure the success of this anti-hoax program. Therefore, effective communication management needs to be continuously developed and adapted to technological developments and community dynamics.

Introduction

Management is an activity that encourages human resources with all their facilities to fulfill what they want to achieve in an organization. In this case, to achieve an organizational goal should have healthy or good organizational communication management. Healthy or good organizational management must be one that has planning, organizing, actuating, and controlling within the organization (Utomo, 2016). Planning which means setting goals to find ways to find ways to find the goals of an organization, organizing (organizing) is how to ensure that physical and human resources are available

to carry out the planning carried out to achieve the goals of an organization, then implementation (actuating) Which means the implementation of work supported by hard work, smart work and cooperation between members to achieve the goals of an organization, then there is supervision or controlling, which is watching for possible deviations that may occur in the process that occurs in planning, organizing and implementing (Aminah & Sari, 2019).

In January 2023, there are 212.9 million internet users. Of these, 98.3% of internet users in Indonesia use mobile phones. The average internet usage of Indonesians is for 7 hours 42 minutes every day (Bawden, 2001). The presentation of information provided by social media is so fast as Twitter, Instagram and Facebook see how many internet users in Indonesia. With only a matter of seconds, an event that occurs in that second can immediately spread and can be accessed by other people who use the internet. In this era, advances in communication technology that occur do not always have a good effect but can also have a bad effect. Unfavorable effects include misinformation or hoax news with titles that tend to favor one party and then lead opinions in a negative direction (Anggara, 2022).

Hoaxes are news whose source is not clearly known and contains false meanings or collections of misinformation (Asnaria, Muthali'in, Prasetiyo, & Patmisari, 2022) The purpose of hoaxes that basically make people feel unsafe, uncomfortable, and confused intentionally. And can also be used as a joke or just a prankster who aims to overthrow competitors (black campaign) such as politicians, or do promotions but with fraud then force readers to believe in something, even though the newsmaker knows the real truth (Yuliani, Sahib, Abdollah, Al-Mhiqani, & Atmadja, 2018).

KOMINFO said that in December 2017 around 800,000 websites were found to be dedicated as websites that spread fake news or hoaxes (Dilla & Candraningrum, 2019). The results of a survey conducted by the Kadata Insigt Center (KIC) and the Ministry of Communication and Information Technology (KOMINFO) showed that 11.9% of people who answered admitted to spreading fake news or hoaxes in 2021. This percentage increased 11.2% from the previous year. KOMINFO also found that 9,546 hoaxes have been spread on social media applications on the internet, in this case data recorded within a period of three years starting from August 2018 to early 2022 (Effendi & Prabowo, 2022).

In spreading hoaxes, of course, Digital Literacy has a considerable role in it, the lack of digital literacy owned by someone results in someone swallowing information and news that is spread without checking the truth (Firliandoko, Luthfie, & Kusumadinata, 2018). Digital Literacy itself is the ability to use digital technology properly and effectively to search, evaluate, use and share information online. Digital Literacy aims to enable citizens to access information and use critically, assess and create media content responsibly and safely (Gesi, Laan, & Lamaya, 2019).

UNESCO reports that the reading interest of Indonesians is only 0.001% of 1,000 people. Meanwhile, Indonesian reader interest was ranked 60th out of 61 countries, according to Central Connecticut State University in March 2016. However, in 2021, the Ministry of Communication and Information Technology (Kemkominfo) and Kadata Insight Center (KIC) reported that Indonesia's digital literacy index was at 3.49. This figure puts Indonesia in the medium category with an assessment of 0 to 5 and places it under the medium category. Therefore, digital literacy in Indonesia is still very low (Hasmawati, 2018).

According to DISKOMINFO East Kalimantan, said that in 2020 East Kalimantan's digital literacy index only obtained a score of 3.46 points. Then, in 2021 it became 3.49 points, which means an increase of 0.03 points (Salusu, 2004). According to the results of the 2022 Indonesian Digital Literacy Status survey conducted by the Ministry of Communication and Information in collaboration with Katadata Insight Center, the 2022 East Kalimantan Province (East Kalimantan) Digital Literacy Index managed to stay at 3.62 and was in the top three nationally. This figure, persists from the previous ranking, which was in 2021. Therefore, it can be said that the East Kalimantan Literacy Index is already good. But of course, to maintain good literacy, Mafindo Samarinda was established as an extension of Mafindo Pusat (Ridhotullah & Jauhar, 2015). Gen Z. Referring to the post-pandemic where hoax news about politics is rife, therefore Mafindo Samarinda was founded.

Research Methods

Researchers use qualitative research methods based on the philosophy of positivism to investigate the conditions of natural objects. The researcher acts as a key instrument in this study, and data collection techniques are used in a traingulation (combined) manner, and data analysis is carried out inductively or qualitatively. The results showed that the qualitative approach emphasizes meaning rather than generalization (Sugiyono, 2018).

This research involves two parties in collecting data, namely the data provider and the data collector. Therefore, this study used various data collection methods including observation, interviews and documentation.

Data analysis techniques using Data reduction consist of analysis that selects and eliminates unnecessary data. Then, the reduced data is organized to give a clearer picture of the observed results.

The accumulation of neatly arranged information is called data presentation. The presentation of data is generally in the form of qualitative data such as text, field notes, matrices, graphics and charts. Data in descriptive qualitative research are presented in the form of brief descriptions, tables, charts, and relationships between categories. This ensures that the data is well organized and increasingly easy to understand..

Results and Discussion
In An Instance An Organization Can Affect Individual Individuals

In this case, of course, the Mafindo Samarinda organization has an influence or impact on individual members, namely an organization can affect individual individuals. In the aspect of values and culture, of course, Mafindo Samarinda has succeeded in combining or instilling its cultural values in anti-hoax messages that they will later give to the community (Rahadi, 2017). The cultural influence of Mafindo Samarinda also has a positive impact on individual members, namely having roles and responsibilities for their anti-hoax messages. With the existence of Mafindo Samarinda, it encourages individuals who join it to actively participate in the anti-hoax effort. Mafindo Samarinda is also influential in changing the way of view or mindset of individuals about something, as well as in responding to a news circulating, the impact or influence given by Mafindo Samarinda is that individuals do not immediately swallow raw raw news circulating but first check the truth (Richard West, 2017).

In this case, it certainly proves that the Mafindo Samarinda Organization has an influence by leaving the impression of a strong organization that is also trusted in combating the spread of fake news or hoaxes (Sari & Marlini, 2012). However, in this

case, of course, there are challenges in an organization including the Mafindo Samarinda organization, although it has a lot of positive influence by instilling roles and responsibilities in overcoming hoaxes, communication challenges are found where Mafindo Samarinda has difficulties or has not been able to influence their individuals to remain active in activities, in other words, it is difficult to unite the views of these individuals to immediately maintain their consistency to participate in the delivery of anti-hoax messages and communication practices (Sitepu, 2011).

In a Sense an Individual Can Influence an Organization

Not only an organization can influence an individual, individuals are also able to influence an organization. Basically, individual members of Mafindo Samarinda act as facilitators to provide knowledge that will later be known and disseminated to the wider community, which is certainly an individual influence in their commitment to anti-hoaxes in forming an organizational culture that better supports the values that exist in the organization (Solihin, 2009). By providing this knowledge, of course, individuals influence the organization to realize the vision and mission of Mafindo Samarinda. In addition, individuals also have an influence where of course individuals can become effective spokespersons or mobilizers who will facilitate and spread anti-hoax messages to the community, therefore it certainly makes it easier for the Mafindo Samarinda organization to achieve its goals and vision and mission (Umar, 2021).

Individuals with anti-hoax efforts given indirectly form an organizational culture to support and uphold the value of truth and transparency. Individuals certainly have an important influence to create public perception about the existence of Mafindo Samarinda, the involvement that individuals provide can strengthen the image of the organization as a committed anti-hoax facilitator. Then realize an environment that promotes the goals, vision and mission of the organization. However, in terms of individuals influencing the organization it can be said that for mafindo samarinda or mafindo region certainly cannot affect mafindo central, because mafindo wilah is already tied to mafindo central. Influencing in other words changes the origin of the vision, mission and targets that have been set (Zuhriyah, Ma'rifatulloh, Fajarina, Agustina, & Herwiana, 2023).

Communication Management

Planning

Planning itself is a process of determining goals or objectives that will be achieved and determining the path and resources needed to achieve goals as effectively and efficiently as possible. The plan that will be needed is given to the organization the goals to be achieved and will later establish the best procedures to achieve these goals.

Of course, with this planning an organization can obtain and bind the resources needed to achieve organizational goals, members of the organization can carry out existing activities or programs consistently in accordance with existing goals and procedures, then the progress made by the organization can continue to be monitored and measured, so that if unwanted actions occur the organization can know how to solve them.

In this research, of course, the Mafindo Samarinda organization has its own plan so that the existing program program can run well. Starting with the planning of the formation of Mafindo in existing regions in Indonesia including Mafindo Samarinda, which was formed as an extension of Mafindo's own vision and mission, Mafindo itself which focuses on Hoaxes and Digital Literacy was actually established in Samarinda, East Kalimantan, considering that the East Kalimantan Digital Literacy Index is ranked 3rd which means it has a good Digital Literacy Index. Even so, Mafindo in the Samarinda

region was still established with the aim of maintaining good Digital Literacy so that later it would not decline from the current ranking.

Mafindo itself has planned programs that will be run for generations by Mafindo Regions including Mafindo Samarinda, but not all programs in Central Mafindo will go down and run also by Mafindo Regions, there are several programs that are run but must look at the level of vulnerability of the area such as the FGD carried out in Mafindo Samarinda considering that Samarinda has a level of vulnerability to hoaxes before the election. Communication carried out with the central mafindo is by conducting training or ToT accompanied by providing an overview of how an event or program will run.

In planning, of course, cooperation with other partner partners is needed to expand network and reach and facilitate when implementing existing program programs, Mafindo sponsorship in the regional area is certainly the same as the sponsorship in Central Mafindo, but in some regions there are also cooperation with partners outside this partner, Mafindo Samarinda established a black on white MOU with the PUPR Office, and also FISIP Mulawarman University, other activities were also established in Mafindo Samarinda such as participating as speakers and speakers at certain events such as KOMINFO, RRI, TVRI activities and also partnering with INTELKAM POLDA, by collaborating with INTELKAM POLDA of course their party was greatly helped by the existence of Mafindo Samarinda, Mafindo Samarinda could act as a stability ahead of the 2024 elections. The cooperation established with these partners is certainly beneficial to both parties.

Planning when you want to run a program is of course also needed by an organization, in this case the planning carried out is such as preparing material of course which will later be presented by the facilitators, preparing banners and flyers which will later be published to the community. Correspondence that will later be sent to the intended agency agency, planning and preparing participants or audiences who will later take part in the activity until the merch or prize that will be given later is also planned. In this communication planning also to plan the program begins with filling out the google form when going to carry out activities, this is a form of communication that mafindo samarinda does with the central mafindo to plan activities, leat google form through gform that later the funds needed for activities can be given. Activity funds are given to PIC in the ongoing program.

In this case, Mafindo Center provides convenience to Mafindo Region including Mafindo Samarinda by providing and has provided a table checklist containing what things are needed when implementing the program in Mafindo Region.This is certainly very easy for Mafindo Region with the Table Checklist, but if Mafindo Region including Mafindo Samarinda wants to be creative with designs and banners to be made, of course it is very allowed.

Figure 1
Source : Processed Secondary Data (2023)

Planning publications on social media is certainly no less important, in order to prove or inform the wider community that in Samarinda there is Mafindo that is actively running existing programs. For Mafindo Samarinda itself to publish its activities, one of which is on its Instagram social media, namely @mafindo.samarinda, at first, of course, it was difficult to publish activities so that many activities were published missed from the day the program was run, but over time some programs have been published according to the time of the activity and also tidy up the isntagram feeds themselves, in each activity the facilitators also asked the participants to follow Mafindo Samarinda's social media accounts, this is to show that Mafindo Samarinda is running the program.

Figure 2
Source : instagram.com/mafindo.samarinda/ (2023)

Organizing

Organizing itself is an action that is basically an effort to complement the planning that has been made with the organizational structure of its implementation. The most

important thing in sacrifice is to pay attention that every activity must be clear who is doing it, when it is done and what the target is. In this case, organizing includes many things such as defining tasks, grouping tasks and allocating resources throughout the organization. With this organization, of course, the distribution of tasks can be in accordance with changing conditions, then the members of the organization can know what tasks they will do.

In this case, of course, Mafindo Samarinda has this communication management function, namely organizing, initial organizing begins with the election of a Coordinator in the Samarinda region, the Coordinator is certainly chosen so that later in the future it can regulate the implementation of existing program programs. After the selection of the Regional Coordinator, of course, members are needed who can later help run the program program. The organizational structure is also certainly necessary for an organization as large as Mafindo, for membership per region, Mafindo central leaves it entirely to Mafindo regions including Mafindo Samarinda to elect its own members and structure. In the decree listed, there is also only the name of the appointment of the Coordinator in the scattered area.

Mafindo Samarinda's organizational structure only consists of regional coordinators and members, not accompanied by secretaries, treasurers and other divisions, this is said because Mafindo Samarinda has not found the right form for who occupies the position. Therefore, Mafindo Samarinda membership is fairly flexible because work can be done or shared with members, considering that Mafindo Samarinda members can do the distribution of tasks, if one member experiences problems, other members can quickly back up the position and work of the member.

The requirements for joining an organization must be the same as Mafindo Samarinda which was not as complete as it is now, but now the entry requirements to join them are if the community or individual wants to join Mafindo Samarinda the first step taken is to enter the name and email they have, then later the central Mafindo will do profiling or digital track records or track social media accounts such as Facebook and Instagram, then if at the time of profiling it is said to be suitable to be able to join Mafindo, then the community or individual can be allowed to join Mafindo including Mafindo Samarinda, this is done so that Mafindo does not experience errors because now the polarization is strong. Of course it is Mafindo's concern to be able to allow someone to join, which is joining Mafindo which will certainly provide material or facilitate someone about education about hoaxes, which must see how the feasibility study of someone is.

For now Mafindo Samarinda members are dominated by lecturers and lecturers, this is said to be lecturers and lecturers who are members of Mafindo Samarinda, where the expected impact of a lecturer or lecturer who is said to have access to literacy and lecturers or lecturers also has a greater impact than other professions, of course, because lecturers or lecturers already have their own mass or material, namely students and students, Therefore, there is a synergy in it, namely lecturers or lecturers get their service to the community then from students and students get views, views and other insights.

Membership in Mafindo Samarinda there are 10 people who are quite active in participating in activities that will later be during the implementation of programs or activities, because the organizational structure of Mafindo Samarinda is flexible, the organization of members during activities is carried out fairly, namely rotating with one another. In this case, the Regional Coordinator must certainly be fair, all of whom rotate to become the PIC or person in charge of the event in each program that is being run.

Determination or organization of members when the program runs there is only a PIC or person in charge, then the rest are facilitators who will later provide material to the audience or participants who participate in activities.

The PIC or person in charge of the event who is said to take care of the elements needed in the activity certainly does not work alone, assisted by the Regional Coordinator, and Facilitator members who can assist in preparing activities, in this case the role of PIC is very important if one of the Facilitators is unable to attend, of course, PIC concurrently becomes 2 elements, namely PIC and Facilitator, Because it is flexible, the PIC is also required to be able to prepare to be a facilitator if the facilitator who has been determined is unable to attend.

Actuating

After planning and organizing human resources is carried out, the next stage is to move or direct members to move in achieving the goals of an organization. In simple terms, *actuating* or implementation is how to make members of the organization do what the organization wants.*Actuating* is also an effort made to make the planning that has been made a reality, of course, through various directions and motivations so that each member of the organization can do it optimally and optimally in accordance with the roles and tasks given.

In this implementation, of course, Mafindo Samarinda also runs the implementation of the program program launched by the central Mafindo. Mafindo Samarinda certainly carries out the program given in an orderly manner and sometimes exceeds the target such as the audience that has been set by the central Mafindo in a program is only 150 participants but Mafindo Samarinda exceeds the target of 175 participants, this is certainly allowed and welcomed by the central Mafindo itself. Communication carried out during the implementation includes many things starting with communication with the facilitator to do ToT, because before carrying out activities are required to follow the ToT first, then the implementation of communication that occurs is, such as coordinating the event to run well, ensuring the place, audience then what audience.

The audience determined is certainly different, namely based on what program is being run, such as Tular Nalar elderly, of course, the target or audience is the elderly who then look back if the elderly, then it is said to be elderly when stepping on the age of 55 years and over, the FGD program which is attended by many elements such as researchers, academics, mass organizations, influencers to religious figures are all different, Mafindo Daerah only adjusts to the program launched by Mafindo Pusat.

In a program that is run, of course, there is an expectation that the program that is run has a high success rate, each organization certainly has a different way to measure the results of the program being run. Mafindo Samarinda uses the number of participants, feedback given and the sustainability of activities as a way to measure the success of the program. Where the way Mafindo Samarinda binds or keeps in touch with participants after the program is to create a Whatsapp group where in the future participants discuss and share information related to hoaxes or others.

Another way to measure the success of the program run by Mafindo Samarinda is the interest of the public to join Mafindo Samarinda, after activities, of course, there are those who are interested in joining part of Mafindo Samarinda, although it is said that Mafindo Samarinda still requires a lot of human resources, but of course it is not that easy to join, must pass the requirements and stages of the existing stages.

The role of PIC during the implementation of the event is certainly very important, in this case PIC ensures that all elements are met, starting from MC, Pre test and Post test, ensuring that the Facilitator is present as well as material that will later be given by facilitator Mafindo Samarinda, which of course in ensuring this PIC is not alone but with the Regional Coordinator who also plays a role in ensuring these elements.

Controlling

All elements of *planning, organizing, and actuating* will not run effectively without *controlling* or supervision. Supervision itself is the application of a method or tool that can be used to ensure that the plan carried out is in accordance with the goals to be achieved. Supervision is also useful as an assessor for each member who has implemented policies and procedures in accordance with their respective roles and responsibilities.

In this supervision, of course, the central Mafindo has a role in supervising Regional Mafindo including Mafindo Samarinda, supervision is carried out in the form of evaluations carried out with partners, evaluations are carried out in a cross manner such as partners asking with Mafindo Samarinda regarding programs that have been running in other words monitoring, then from the Central Mafindo ask about how the support provided by partner partners who work together, Done crosswise and then discussed together about the evaluation that has been done.

Not only per partner, evaluations are also carried out by fellow members including Mafindo Samarinda, in this case the evaluation is carried out per program where later the participants are asked for insight regarding how to carry out their duties, then PIC also evaluates what is lacking when implementing the program. In this case, it can also be an evaluation given to the center regarding language barriers that are too difficult to understand, this can later be attached through an evaluation in the form of a report that will later be given to the Central Mafindo, the report contains how many participants attended, how participants responded to the program implemented, expenditure on activity needs, as well as the impression of the message given with the documentation in it so that later it will be proof that Mafindo Daerah has implemented the program.

At the beginning it was said that there are quite a lot of Mafindo Samarinda members but only a few are active in activities, therefore at the controlling or supervision stage, of course, there are evaluations or efforts made by Mafindo Samarinda so that the inactive members want and participate in activities, the efforts made can be in the form of contacting and sharing news and information activities through the whatsapp group they have, namely Mafindo Samarinda, Then make sure that these inactive members have time and can participate in the activity when, but that of course comes back to the members.

Conclusion

Based on the results of the research that the researcher has discussed in the previous chapter, the researcher can conclude that the application of Communication Management in Mafindo Samarinda as an Anti-Hoax Facilitator is to believe that the Planning or planning carried out begins with the formation of Mafindo in the existing regions in Indonesia including Mafindo Samarinda, then the regional coordinator chosen to lead the region by other member members. Which is where the existing program programs from generation to generation from the Central Mafindo will be run, then planning during implementation is of course planning what material will be presented, banners and flyers that will be published. In this planning, communication carried out with the central

mafindo is to conduct training or ToT accompanied by providing an overview of how an event or program will run. In this planning, Mafindo Center also provides convenience to Mafindo in its region by providing a table checklist containing things and what must be prepared to carry out the program. In this plan, Mafindo Samarinda also collaborates with related partner partners to expand network and reach and facilitate when implementing existing program programs such as with DISKOMINFO, RRI, TVRI, Fisip Unmul and INTELKAM POLDA. After carrying out activities and others, publication planning is of course carried out to publish the program that has been implemented.

Organizing or organizing is the organization of human resources in Mafindo Samarinda which has the requirements to be able to join Mafindo Samarinda, which must go through the profiling process, namely digital track records and track social media accounts such as Instagram and Facebook. In an organizational structure that only contains coordinators and members, it is quite unique unlike other organizations in general, where it is found that the roles they have are unclear so that it allows existing members to not understand their roles and responsibilities well. Where the organization during the implementation of the program is only PIC and the rest become Facilitators. In this case, it is said that all work tends to be done more by the PIC such as ensuring that the elements at the time of implementation are completed, then also concurrently functioning if one of the facilitators is unable to attend. Because of this flexible organizational structure to ease the burden on carrying out activities, if other Facilitators can help, they will be assisted as much as possible. Then in organizing human resources, it was found that there were quite a lot of Mafindo Samarinda members but only a few actively participated in activities, in this case it was found that communication problems were found that Mafindo Samarinda had not been able to create effective organizational communication that allowed less active members to feel ignored and then made it difficult for active members to communicate with active members.

Actuating or implementing programs that have been launched by the center, Mafindo Samarinda has run several existing programs by meeting specified targets, sometimes even exceeding the specified targets, such as the specified audience of 150 turns out to exceed to be like 175, in implementing this program program certainly has its own success rate, the way Mafindo sees that the program carried out has been successful is seen from, The number of participants, the existing pretest and postest responses, or with the continuity that occurs after the activity. After the activity, Mafindo Samarina will create a Whatsapp group that can be used for discussions related to hoax news. Then by the way the community is interested in joining Mafindo Samarinda, it becomes one of Mafindo Samarinda's successes when running existing programs.

Controlling or supervision is certainly important after planning, organizing and implementing activities. In this case, supervision is carried out with the relevant partners. Supervision or evaluation carried out per partner is carried out cross-linking between related partners and the central Mafindo. Evaluation or supervision is also carried out per program with the Regional Coordinator, PIC and facilitator, looking at what is not optimal during program implementation. Evaluation and other supervision are also in the form of activity reports containing expenditures on activity needs, participant responses to the activities carried out, and impressions of participants' messages accompanied by documentation.

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