

DISCOURSE ANALYSIS OF REPUBLISHED HOAX

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Article history:

Submitted January 10, 2022

Revised July 05, 2022

Accepted November 01, 2022

Published December 09, 2022

ABSTRACT

One of the way of hoaxes spreads is that old hoax narratives are republished then can be redistributed, so that we encounter them more and more often. This study examined the transformation pattern of repeated hoax narratives. The data were qualitative, collected using library and triangulation methods. The data was collected from the Turnbackhoax.id. Data documentation used the 'Search' menu. Keywords used to get pre-transformation and post-transformation hoaxes. To optimize the search, it was done by inputting the title in full, in part, or only relevant keywords. The analysis was carried out using the side-by-side comparison method assisted by the Plagiarism Checker application. The analysis also applied the triangulation method with journalistic theories. The data presented were pre-modified and post-modified. Data was presented in an organized and periodic manner from old hoaxes to recycled hoaxes. The analysis was presented descriptively. The results indicated two things. First, old hoaxes that were republished could be categorized into hoaxes with fixed and transformed narratives. Each of these categories had a different movement. Second, narrative transformation in recycled hoaxes could be in the form of paraphrasing, minimal changes, addition, reduction and elimination, unique (different), alphabetic transformation, and transformation of nominal or numeric values.

Keywords: *discourse, fake news, hoax, republished hoax*

INTRODUCTION

Hoaxes spread in society through digital media. Digital media has a responsive and broad character (Eginli & Tas, 2018). The more often digital

media is accessed, the more often it is searched for information (E.B & S.W., 2017). Not all of this information gives better knowledge, but lies. Hoaxes that are spread repeatedly without being confirmed are likely to be considered facts. According to (Marlianingsih, Rasyid, & Lusyantie, 2020), people need to check the truth before sharing information found online and on social media. Events in the real world are transformed into information in the media (Soroka, 2012). News must build reality, therefore news should be about facts and reality (Lau, 2012).

The format of news writing can affect readers (Oliver, Dillard, Bae, & Tamul, 2012). Hoax did not show appropriate representation between images presented and the text, hoax content did not show relationship to the news content, hoax content did not have a complete identity. Based on linguistic aspect, in aspect of writing, hoax used non-standard language. The content of news also can affect readers (Iswara & Bisena, 2020; Iswara, 2021; Zulfadhli, Hamdani, & Farokhah, 2021). According to Chiluwa (2009), hoaxers apply discourse/pragmatic strategies to sustain the interest of the receivers, namely socio-cultural greeting, self-identification, reassurance/confidence building, narrativity and action prompting strategies. According to (Syaefullah & Perdana, 2019), primordialism or social feelings can be contained in hoaxes. Hoaxes with primordial themes affect people's rationality from the sociological aspect.

There is a tendency when information has been viral and has been spread repeatedly, it may be considered as a fact. Brain and mind certainly have limitations. Hoaxes are produced in a format intended for distribution and redistribution (Sellnow, Parrish, & Semenas, 2019). If it is infiltrated by lies continuously and repeatedly, the longer the brain can assume it is the truth. One of the current patterns of hoax distribution is the narrative of a hoax that has been published in the past, it is spread again by many people so that we read it more and more often. Therefore, this study examined the transformation of old hoax narratives that were repeated, old hoaxes that were republished.

The concept of discourse analysis Van Dijk contains social cognition in which discourse analysis not only analyzes text but also its impact so that readers understand how discourse is created (Van Dijk, 1977). Cohesion is a continuous expression between one sentence and another in a text (Halliday & Hasan, 1976). According to Baker, cohesion is a network of lexical, grammatical, and other relationships that provide links between types of text (Baker, 2006). Cohesion has five main elements that are markers of cohesion relationships, namely 1) Reference, 2) Substitution, 3) Ellipsis, 4) Conjunction, 5) Lexical Cohesion (Bell, 1991). To examine how discourse in a republished hoax text was created, this study applied the concept of Wardle and Derakhshan (Wardle & Derakhshan, 2018) which described the process flow of fake news.

THEORY AND METHOD

The concept of discourse analysis contains social cognition that it does not analyze text only but also the impact of the actions so that the readers understand how discourse is produced, why discourse is produced, and what its impact (Van Dijk, 1977). Every event that uses language is a communicative act consisting of three dimensions, namely text, discourse practice, and social practice (Jorgensen & Phillips, 2002).

Cohesion, as defined by Halliday & Hasan (1976) is a continuous expression between one sentence and the next in a text. Cohesion is needed to create a concept from a text so that the parts in a text are in sequence. Another definition of cohesion is a network of lexical, grammatical, and other relationships that provide links between types of text (Baker, 2006). Cohesion has the types or aspects that are achieved by five main elements by determining the markers of the cohesive relationship, namely 1) Reference, 2) Substitution, 3) Ellipsis, 4) Conjunction, 5) Lexical Cohesion (Bell, 1991).

According to Barton & Lee (2013: 5), in the era of digital communication on various online media platforms, digital communication has the following features, namely 1) the use of acronyms and initials; 2) word reduction occurs;

3) there are homophone letters or numbers; 4) pronunciation of words that do not match the correct spelling; 5) use of emoticons; and 6) the use of punctuation that does not match the correct spelling. Then, in addition to using these language features, hoax producers also use manipulated images or photos (Iswara & Bisena, 2020).

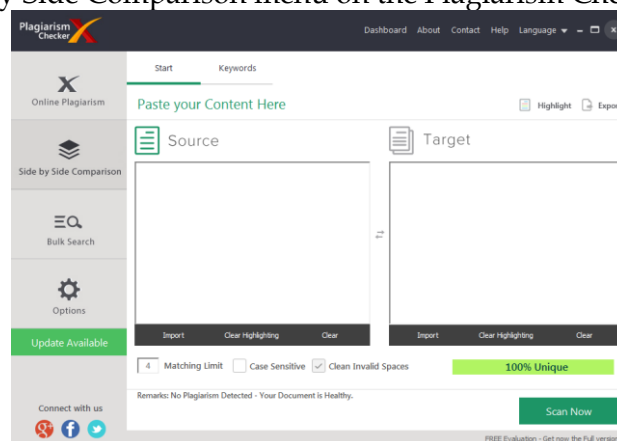
This study applied the concept of Wardle dan Derakhshan (2018) to examine how discourse was produced in republish hoaxes. It is the flow of the process of hoaxes:

Creation > Production > Distribution > Re-Production

Creation means hoax narratives are compiled. Production means hoaxes are published on certain pages or platforms. Distribution means hoaxes are shared on social media or other platforms. Re-Production means hoax is received and forwarded by the recipient of the information.

This research is a qualitative study, the results of the study were presented using a descriptive design that explains the status of the phenomenon or situation (Nurdin & Hartati, 2019). The data collection technique used library and triangulation methods, documentation techniques, and note-taking techniques. Data triangulation ensured that the data used has been verified as hoaxes. It used secondary data in the form of journals, books, and relevant media. The data source was Turnbackhoax.id, managed by the MAFINDO.

Figure 1 Side By Side Comparison menu on the Plagiarism Checker application.



The data documentation used the 'Search' menu on the Turnbackhoax.id by keywords, namely 1) *Hoaks Lama Bersemi Kembali* [old hoaxes have sprung back], 2), *HLBK* 3) *hoaks lama beredar kembali* [old hoaxes are circulating again], 4) *kembali beredar* [circulating again], 5) *informasi palsu berulang* [repeated false information], 6) *hoax lama yang dipublikasikan kembali* [old hoax which has been published again], 7) *sudah pernah beredar* [has been circulating], 8) *hoaks yang sudah pernah diperiksa faktanya* [hoaxes that have been fact-checked], 9) *hoaks lama yang kembali beredar* [old hoaxes that are circulating again], 10) *hoaks daur ulang* [recycled hoaxes]. After getting post-transformation hoaxes, next search for pre-transformation hoaxes on the same page with the same method. To optimize the search, it was done by inputting the full title, partially, or only relevant keywords. Triangulation applied in analysis using theories that were relevant to the research problem. Data analysis was assisted by the Plagiarism Checker software, especially the 'Side-By-Side Comparison' menu, so that it was easy to compare the text. The data presented were pre- and post-modification. Data were presented in an organized and periodic way, from old hoaxes to recycled hoaxes. Data presentation and analysis used formal and informal methods. The formal presentation method used signs and symbols, while the informal method used common words (Zaim, 2014). The analysis was presented descriptively.

FINDING AND DISCUSSION

Based on the results of the side-by-side comparison method, it was found that the text of old hoaxes and recycled hoaxes in the 'Creation' and 'Production' process could be similar and modified in the form of minimal change, narrative paraphrasing, narrative addition, narrative reduction, elimination (omission of narration), unique (different narrative), alphabetic transformation, transformation of nominal or numeric values. The hoax narrative process could be divided into two, namely having the same narrative

and modified narrative. A discourse text in a repeated hoax narrative was created with the following process:

Old hoax:

Creation>Production>Distribution>Re-Production.

Repeated hoaxes with the same narrative redistributed:

Re-Distribution>Re-Production.

Pre-transformation hoax:

Creation>Production>Distribution>Re-Production.

Post-transformation hoax:

Creation>Production>Distribution>Re-Production>Transformation>Re-

Distribution>Re-Production.

In the narrative of repeated hoaxes or old hoaxes that were republished, there was a development from Wardle and Derakhshan's concepts. The process becomes:

Repeated hoax with the same narrative:

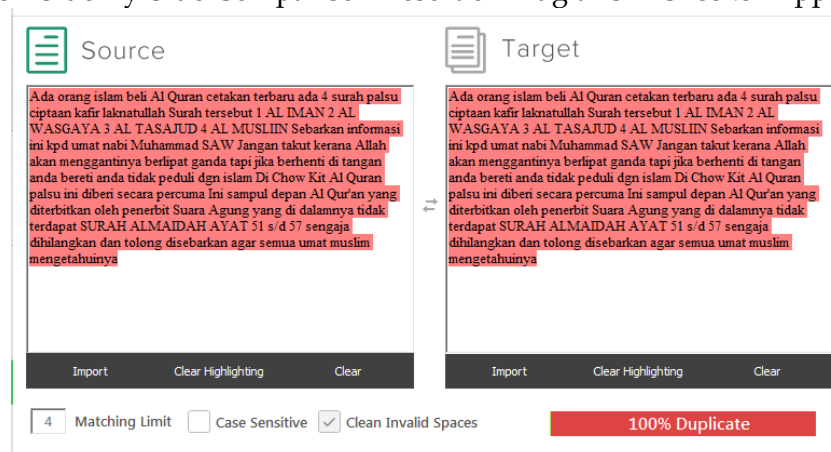
Creation>Production>Distribution>Re-Production>Re-Distribution>Re-Production.

Post-transformation hoax:

Creation>Production>Distribution>Re-Production>Transformation>Re-Distribution>Re-Production.

A. Similar and Minimal Narrative Change

In digital communication, the text was easily duplicated with the Copy and Paste menus. Therefore, an information text could be copied and sent back, either edited or not edited at all. Some conversation applications provided a Forward feature that made it easier for users to forward the message.

Figure 2 Side-By-Side Comparison Result on Plagiarism Checker Application.

In the data, it was found that old hoax narratives that were republished had the same narrative information. Based on the results of side-by-side comparisons, the comparison results were 100% duplicate. This indicated that the hoax text narrative did not have any editing. The process was indicated as follows:

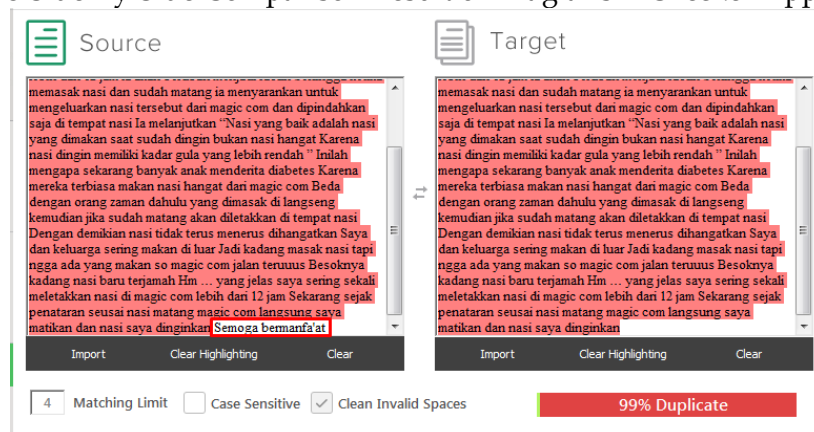
Old hoax:

Creation>Production>Distribution>Re-Production.

The same hoax was redistributed:

Distribution>Re-Production.

At the republished stage, hoaxes proceed directly to the Distribution, shared again on social media or other platforms. Next, continued into the Re-Production, where hoaxes were received again and forwarded again by the recipient of the information.

Figure 3 Side-By-Side Comparison Result on Plagiarism Checker Application.

Based on the results of side-by-side comparisons, the old hoax narrative and the recycled hoax were almost the same, but the recycled hoax had a little transformation. The flow was as follows:

Pre-transformation hoax:

Creation>Production>Distribution>Re-Production.

Post-transformation hoax:

Creation>Production>Distribution>Transformation>Re-Production.

At the recycling step, before hoaxes were republished, hoax narratives had a 'Transformation' process, narrative edited so that the narrative changes. Next, it was continued to the 'Distribution', where hoaxes were shared again on social media or other platforms, then into the 'Re-Production', where hoaxes were received again and forwarded again by the recipient of the information. The transformation in the recycled hoax was the addition of closing:

"Semoga bermanfaat"

"[Hopefully this is useful]".

B. Paraphrasing Narrative

Based on the results of side-by-side comparisons, it was found that several recycled hoax narrations were paraphrased. In the hoax that was clarified and published on July 23, 2019 and May 20, 2020 on the Turnbackhoax.id.

Figure 4 Side-By-Side Comparison Result.

23 July 2019
<p>RACUN DARI NASI</p> <p>Keluarkan nasi dari rice cooker kalau sdh matang Kalau lebih dari 12 jam menjadi pemicu diabetes Kebiasaan yang Jadi Pemicu Anak Menderita Kanker dan Diabetes Hari ini saya cukup Shock Bagaimana tidak karena ternyata kebiasaan yang selama ini saya anggap sepele merupakan perbuatan berbahaya untuk anak anak saya Istilahnya saya sayang anak tapi saya pula yang setiap hari memberi anak racun Dengan info ini saya sangat berterima kasih pada sekolah Zara anak saya yang masih TK karena telah mendatangkan seorang konsultan kesehatan Pak Anto dari Lembaga Konsultan Kanker Indonesia Ia sempat menjelaskan bedanya Myom Tumor Kista dan Kanker Tapi saya di artikel ini hanya ingin menceritakan ulang penjelasan Pak Anto yang membuat saya shock</p>
20 May 2020
<p>RACUN DARI NASI</p> <p>Keluarkan nasi dari rice cooker jika sudah matang Kalau lebih dari 12 jam menjadi pemicu diabetes Kebiasaan yang Jadi Pemicu Anak Menderita Kanker dan Diabetes Pernyataan Lembaga Konsultan Kanker Indonesia Pernyataan yang cukup membuat shock Bagaimana tidak karena ternyata kebiasaan yang selama ini saya anggap sepele merupakan perbuatan berbahaya untuk anak² saya Istilahnya saya sayang anak tapi saya pula yang setiap hari memberi anak racun Dengan info ini saya sangat berterima kasih kepada Pak Anto dari Lembaga Konsultan Kanker Indonesia</p>

“rice cooker *kalau* s[u]d[a]h matang”
 “[Rice cooker if it is cooked]”
 “rice cooker *jika* sudah matang”
 “[Rice cooker when it is cooked]”

The first paraphrase, the “*kalau*” [if] diction in the old hoax was changed to “*jika*” [if] in the recycled hoax. The second paraphrase, which was in the following narration:

“*Hari ini saya cukup Shock*”
 “Today I was quite shocked”
 “*Pernyataan yang cukup membuat shock*”
 “That's quite a shocking statement”

Meanwhile, in the hoax data that was clarified and published on 12 February 2017 and 21 October 2019 on the Turnbackhoax.id.

Figure 5 Side-By-Side Comparison Result.

12 February 2017	Berita penting Dewan Yudisial Muslim (MUC) dan IQSA telah mencabut sertifikasi dari McDonald, KFC, dominos & pizza hut. Menurut kajian staf dapur di Florida, Amerika, bahan-bahan McDonald telah memperlihatkan bukti positif mengandung bahan dari daging babi yg disebut “LM10” yg digunakan di dalam mayones McDonald. Para pejabat resmi McDonald Afrika selatan telah memastikan bahwa seluruh bahan baku saus diimpor dari Amerika. Para pelanggan Muslim dihimbau untuk tidak mengonsumsi McDonald. Dewan Yudisial Muslim (MUC) dan IQSA juga telah menarik sertifikasi di seluruh penjuru negeri. Ini sekarang menjadi tugas anda memberitahukan orang lain... Jangan abaikan pesan ini, karena Anda akan berdos jika tidak ikut menyebarkannya kepada orang lain. Mereka yg memakannya berarti makan makanan haram. Jadi mohon beritahukanlah kepada yg lainnya. Pesan WA yg disebar
21 October 2019	BERITA PENTING Dewan Yudisial Muslim (MUC) dan IQSA telah mencabut sertifikasi Halal dari “McDonald, KFC, dominos & Pizza Hut” Menurut kajian staf dapur di Florida, Amerika, bahan2 McDonald telah memperlihatkan bukti positif mengandung bahan dari daging babi yg disebut “LM10” yg digunakan di dlm mayones McDonald. Para pejabat resmi McDonald Afrika Selatan telah memastikan bhw seluruh bahan baku saus diimpor dari Amerika. Para pelanggan Muslim dihimbau utk tdk mengonsumsi McDonald. Dewan Yudisial Muslim (MUC) dan IQSA juga telah menarik sertifikasi di slrh penjuru negeri. Ini sekrg mjld tugas anda memberitahukan org lain... Jgn abaikan pesan ini, km Anda akan berdos jika tdk ikut menyebarkannya kpd org lain. Msk yg memakannya berarti makan makanan haram. Jadi mohon beritahukanlah kpd yg lainnya. “BER-PESAN2 DEMI KESEJAHTERAAN DUNIA & AKHIRAT” Ketua Lembaga Halal I

Pre-transformation hoax narrative:

“sertifikasi dari”
 “certification of”

Post-transformation hoax narrative:

“sertifikasi **Halal** dari”
 “Halal certification from”

Figure 6 Side-By-Side Comparison Result.

08 September 2020	783 kali cukup beruntung masih hidup setelah tersebar petir, kemungkinan besar badan kamu akan terlihat seperti ini
22 January 2021	783 kamu cukup beruntung dan masih hidup setelah terkena Sambaran petir, Berkemungkinan besar seperti ini adalah jadinya tabuhmu

Pre-transformation hoax narrative:

"tersambar petir"

"[struck by lightning]"

"kemungkinan"

"[possibility]"

"badan kamu akan terlihat seperti ini"

"[Your body will look like this]"

Post-transformation hoax narrative:

"terkena Sambaran petir"

"[Hit by a lightning strike]"

"Berkemungkinan"

"[Possible]"

"seperti inilah jadinya tubuhmu"

"[This is what your body will look like]"

Paraphrasing in hoax texts re-expressed a discourse by conveying it with another narrative or changing the text with other words, conveying the same message used different dictions. Paraphrasing was used to restate a hoax narrative into another narrative form. Hoax makers used paraphrasing techniques to transform hoax narratives.

C. Addition of Narrative

In cyber language and digital communication, hoax text was transformed by adding text or combining several texts into a piece of information. Transformation or modification by adding narration to hoaxes could be in the form of adding text and punctuation. The combination of hoax narratives could be merging more than one hoax into one unified hoax text narrative.

Figure 7 Side-By-Side Comparison Result.

<p>12 February 2017</p> <p>Berita penting</p> <p>Dewan Yudisial Muslim (MJC) dan IQSA telah mencabut sertifikasi dari McDonald, KFC, dominos & pizza hut.</p> <p>Menurut kajian staf dapur di Florida, amerika, bahan-bahan McDonald telah memperlihatkan bukti positif mengandung bahan dari daging babi yg disebut "LM10" yg digunakan di dalam mayones McDonald.</p> <p>Para pejabat resmi McDonald Afrika selatan telah memastikan bahwa seluruh bahan baku saus dimpor dari amerika. Para pelanggan Muslim diimbau untuk tidak mengkonsumsi McDonald.</p> <p>Dewan Yudisial Muslim (MJC) dan IQSA juga telah menarik sertifikasi di seluruh penjuru negeri. Ini sekarang menjadi tugas anda memberitahukan orang lain....</p> <p>Jangan abaikan pesan ini, karena Anda akan berdosa jika tidak ikut menyebarkannya kepada orang lain. Mereka yg memakannya berarti makan makanan haram. Jadi mohon beritahukanlah kepada yg lainnya.</p> <p>Pesan WA yg diteruskan</p> <p>21 Oktober 2019</p> <p>Dgn dicabutnya sertifikat HALAL oleh Amerika sendiri, maka Mc Donald menjadi tidak halal bagi muslimin AMERIKA TELAH MENCABUT SERTIFIKAT HALAL THD PRODUK2 Mc DONALD ada translate nya ya geus dibawah klo mls bca bhs asingnya langsung aj bc bhs indonesia nya</p> <p>Important News:</p> <p>Muslim Judicial Council (MJC) and IQSA has withdrawn certification from McDonald's, KFC, DOMINOS & PIZZA hut</p> <p>According to the kitchen office in Florida, United States, study into the McDonald's ingredients has shown positive evidence of PORK materials which is called "LM10" are used in the McDonald's mayo.</p> <p>South African McDonald's officials have confirmed that all sauce based ingredients are imported from the US</p> <p>(Muslim) consumers are advised to abstain from McDonald's.</p> <p>Muslim Judicial Council (MJC) and IQSA has also withdrawn certification countrywide.</p> <p>It's your duty to inform others....</p> <p>Do not ignore this Message as u will commit sin for not passing on to people Those eating it are eating "HARAM FOOD"</p> <p>So please do inform to Others</p> <p>Forwarded msg</p> <p>=====</p> <p>BERITA PENTING</p> <p>Dewan Yudisial Muslim (MJC) dan IQSA telah mencabut sertifikasi Halal dari "McDonald, KFC, dominos & Pizza Hut"</p> <p>Menurut kajian staf dapur di Florida, Amerika, bahan2 McDonald telah memperlihatkan bukti positif mengandung bahan dari daging babi yg disebut "LM10" yg digunakan di dlm mayones McDonald.</p> <p>Para pejabat resmi McDonald Afrika Selatan telah memastikan bihw sluruh bahan baku saus dimpor dari Amerika. Para pelanggan Muslim diimbau utk tdk mengkonsumsi McDonald.</p> <p>Dewan Yudisial Muslim (MJC) dan IQSA juga telah menarik sertifikasi di sluruh penjuru negeri. Ini sekrng mjtd tugas anda memberitahukan org lain....</p> <p>Jgn abaikan pesan ini, krn Anda akan brdosa jika tdk ikut menyebarkannya kpd org lain. Mrk yg memakannya berarti makan makanan haram. Jadi mohon beritahukanlah kpd yg lainnya.</p> <p>"BER-PESAN2 DEMI KESEJAHTERAAN DUNIA & AKHIRAT"</p> <p>Ketua Lembaga Halal I</p>	
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Transformation or modification with the addition of narration to the hoax could be in the form of adding text and punctuation. After making comparisons, the recycled hoaxes found quite a lot of narrative additions. First, the recycled hoax narrative got the addition of a core of information. The form of the narrative:

"Dgn [Dengan] dicabutnya sertifikat HALAL [...] menjadi tidak halal bagi muslimin [...] ada translate-nya [...] k[a]l[au] m[a]l[a]s b[a]ca b[a]h[a]s[a] asingnya langsung [s]aj[a] b[a]c[a] b[a]h[a]s[a] indonesia nya"

"[With the reversed of the HALAL certificate [...] it becomes illegitimate for Muslims [...] there is the translation [...] if you are lazy to read the foreign language, just read the Indonesian]"

The second narrative addition was in the form of a narrative translation from Indonesian to English. The narrative:

"Important News

Muslim Judicial Council (MJC) and IQSA have reversed certification from [...] So please do inform others.

Forwarded message"

The next transformation was the addition of narrative with imperative and persuasive sentences. The narrative:

"BER-PESAN2[sebarikan pesan] DEMI KESEJAHTERAAN [...]"

"[Spread the message FOR Welfare [...]]"

The last addition of narrative in the form of fake references or sources. The narrative:

“Ketua Lembaga Halal I”

“[Chairman of the Halal Institute I]”

D. Reduction and Elimination of Narrative

In the transformation of old hoaxes into recycled hoaxes, it was found that there was a reduction and elimination of hoax narratives. In hoax text reduction, there was a reduction or cutting parts of the text. In the elimination of hoax texts, there was the omission of text. The reduction and elimination of hoax narratives made the narrative shorter or shorter and concise.

Figure 8 Side-By-Side Comparison Result.

23 Juli 2019
RACUN DARI NASI Keluarkan nasi dari rice cooker kalau sdh matang Kalau lebih dari 12 jam menjadi pemicu diabetes Kebiasaan yang Jadi Pemicu Anak Menderita Kanker dan Diabetes Hari ini saya cukup Shock Bagaimana tidak karena ternyata kebiasaan yang selama ini saya anggap sepele merupakan perbuatan berbahaya untuk anak anak saya Istilahnya saya sayang anak tapi saya pula yang setiap hari memberi anak racun Dengan info ini saya sangat berterima kasih <i>pada sekolah Zara anak saya yang masih TK karena telah mendatangkan seorang konsultan kesehatan Pak Anto dari Lembaga Konsultan Kanker Indonesia Ia sempat menjelaskan bedanya Myom Tumor Kista dan Kanker Tapi saya di artikel ini hanya ingin menceriakan ulang penjelasan Pak Anto yang membuat saya shock</i>
20 Mei 2020
RACUN DARI NASI Keluarkan nasi dari rice cooker jika sudah matang Kalau lebih dari 12 jam menjadi pemicu diabetes Kebiasaan yang Jadi Pemicu Anak Menderita Kanker dan Diabetes Pernyataan Lembaga Konsultan Kanker Indonesia Pernyataan yang cukup membuat shock Bagaimana tidak karena ternyata kebiasaan yang selama ini saya anggap sepele merupakan perbuatan berbahaya untuk anak ² saya Istilahnya saya sayang anak tapi saya pula yang setiap hari memberi anak racun Dengan info ini saya sangat berterima kasih kepada Pak Anto dari Lembaga Konsultan Kanker Indonesia

In the transformation of old hoaxes to recycled hoaxes, it was found that the reduction and elimination of hoax narratives. It made the narrative shorter and more concise. From the results of side-by-side comparisons, the narrative was reduced as below:

“pada sekolah Zara [...]konsultan kesehatan”

“[At the Zara school [...] health consultant]”

“Ia [...] membuat saya shock”

“[He [...] shocked me]”

This narrative did not exist in the recycled hoax. The narrative reduction was indicated to eliminate framing that the narrative of the information seems to have been made by the parents of a child named Zara. Besides, it was also to present the narrative to be more concise by reducing things that were less important or less relevant to the goals of the hoax producers.

Figure 9 Side-By-Side Comparison Result.

14 December 2017
Mohon izin untuk sekedar informasi : Ini adalah binatang yang langka dan sangat berbahaya, biasanya di daun Pohon Mangga. Orang yang terkena gigitan binatang itu secara langsung..... umumnya akan Wafat setelah 4 jam dari gigitan itu, akibat Dehidrasi Yang Sangat Dahsyat. Sangat berbahaya sekali.....!! Mohon sebar, terutama kpda saudara-saudari kita yang Dekat dgn Pohon Mangga... Terima kasih...
12 November 2019
Ini adalah binatang yang langka dan sangat berbahaya, biasanya di daun Pohon Mangga. Orang yang terkena gigitan binatang itu secara langsung. Umum nya akan Wafat setelah 4 jam dari gigitan itu. Akibat Dehidrasi Yang Sangat Dahsyat. Sangat berbahaya sekali. Mohon sebar, Terutama kpda saudara-saudari kita yang Dekat dgn Pohon Mangga... Terima kasih. Sumber :WAG entomolog kesehatan P2P kemenkes RI

Part of the narrative that eliminated in the recycled hoaxes was in the form of salutations or greetings, and punctuation. The narration was eliminated in the form of a greeting.

“Mohon izin untuk sekedar informasi :”

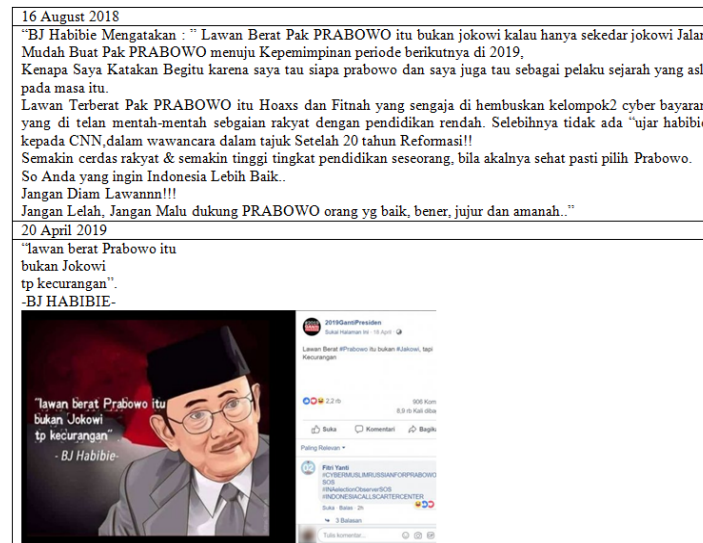
“[Please permission for information:]”

Meanwhile, there were narratives in the form of punctuations that were reduced to recycled hoaxes:

“ ...”

“ .!!!”

Punctuation was reduced so that the narrative was presented more concisely by eliminating things that were less important or less relevant to the hoax producers' goals. The transformation in the form of reduced punctuation did not have a significant effect on the content of hoax narratives. The use of punctuation in hoaxes did not follow the rules of correct spelling. This is one of the characteristics of a hoax narrative.

Figure 10 Side-By-Side Comparison Result.

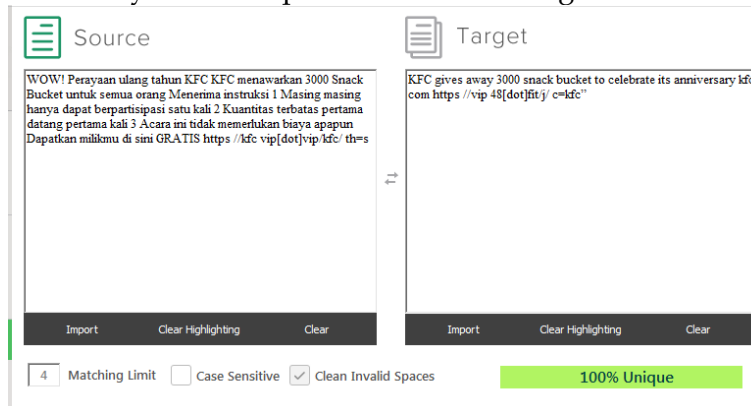
In the recycled hoax, the reduction of most of the old hoax narratives turned into short narratives in the form of quotes:

"lawan berat Prabowo itu bukan Jokowi t[a]p[i] kecurangan".
"Prabowo's tough opponent is not Jokowi but cheating".

The feature of the image of the popular figure BJ Habibie along with his name with the narration "-BJ HABIBIE-" indicated that the two hoaxes had a correlation, only conveyed by a reduced narrative.

E. Different Narrative

Different narrative hoaxes were two hoaxes with the same information but presented with a different narrative. The comparison showed that the hoax data used two languages, but the information implication was similar.

Figure 11 Side-By-Side Comparison Result on Plagiarism Checker Application.

The results showed the old hoax narrative was different from the recycled hoax so that the results on Plagiarism Checker showed 100% unique. The difference could be seen that the old hoaxes using Indonesian with a long narrative, while the recycled hoaxes using English, and the narrative was more concise. The similarities in the contents of the hoax message can be seen in the following narrative:

Indonesian narrative:

“WOW! Perayaan [...] untuk semua orang”

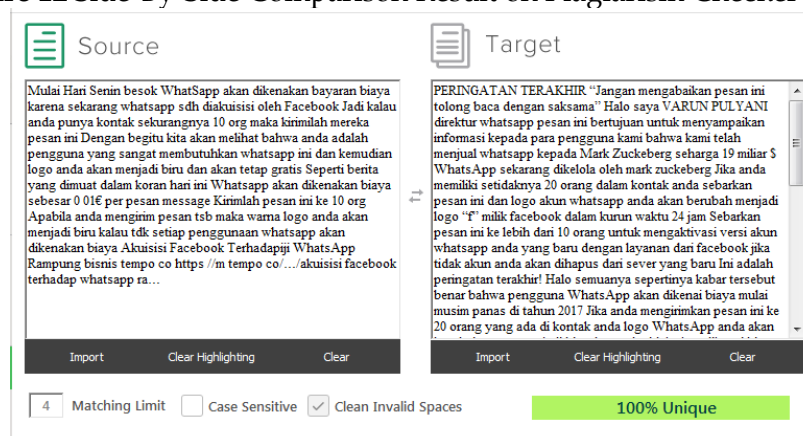
“[KFC's birthday [...] for everyone]”

English narration:

“KFC gives away 3000 snack bucket to celebrate its anniversary”

Recycling the hoaxes in English indicated that hoax producers were made framing by using the strength of the KFC trademark, which was a popular international trademark in Indonesia. The hoax narrative became more attractive and persuasive so that it could stimulate the recipient of the information to access the link or forward the message to others. The next difference, the added links were also different. Both hoaxes contain the Clickbait context. Clickbait is sensational information content with an incomplete form of information accompanied by a link whose implication is to invite curiosity and persuasion to access the presented link (Hadiyat, 2019). Usually, web content is intended to get benefit from online advertising. Its bombastic narrative encourages people to share it through social media.

Figure 12 Side-By-Side Comparison Result on Plagiarism Checker Application.



The comparison in the Plagiarism Checker application showed that the text narratives of the two hoaxes were unique or different, but the two hoaxes had the same content. Old hoaxes were narrated briefly, while recycled hoaxes were presented with a longer narrative. Some of the core contents of information that indicated the correlation of the two hoaxes were:

Pre-transformation hoax narrative:

"[...] WhatSapp akan dikenakan bayaran [...] s[u]d[a]h diakuisisi oleh Facebook [...]"

"[...] WhatsApp will be charged [...] already acquired by Facebook [...]"

"[...] kirimilah mereka pesan ini [...] kemudian logo anda akan menjadi biru (?) dan akan tetap gratis [...]"

"[...] send them this message [...] then your logo will turn blue (?) and will stay free [...]"

Post-transformation hoax narrative:

"[...] kami telah menjual whatsapp kepada Mark Zuckerberg [...] pengguna WhatsApp akan dikenai biaya [...]"

"[...] we have sold whatsapp to Mark Zuckerberg [...] WhatsApp users will be charged [...]"

"[...] Jika anda mengirimkan pesan ini [...] logo WhatsApp anda akan berubah warna menjadi biru dan anda tidak akan dikenai biaya [...]"

"[...] If you send this message [...] your WhatsApp logo will turn blue and you will not be charged [...]"

From the composition of the number of narrative texts, the recycled hoaxes transformed the form of paraphrasing narratives and adding narrations.

F. Alphabet Transformation

A common transformation in the hoax was the capitalization of text or the use of capital letters in writing that did not follow the correct spelling rules. Full uppercase or capitalize each word was generally used in headlines or titles but hoax was different. Hoax producers tried to frame hoax information with bombastic and sensational content. One of the methods they use was to write a narrative with over-capitalization. Based on a comparison of the four hoaxes, it was found that the alphabetical transformation was dynamic. Dynamic meant that the alphabetical capitalization of hoaxes could be found in pre-transformation and post-transformation hoaxes.

Pre-transformation hoax narration:

"BATASI NASI DAN GULA [...] TERIMA KASIH !!!"

“LIMIT RICE AND SUGAR [...] THANK YOU!!!!”

Post-transformation hoax narrative:

“NASI [...] GULA [...] TOVA[merek air minum kemasan]”

“RICE [...] SUGAR [...] TOVA[bottled water brand]”

Figure 13 Side-By-Side Comparison Result.

12 February 2017
Berita penting Dewan Yudisial Muslim (MJC) dan IQSA telah mencabut sertifikasi dari McDonald, KFC, dominos & pizza hut. Menurut kajian staf dapur di Florida, amerika, bahan-bahan McDonald telah memperlihatkan bukti positif mengandung bahan dari daging babi yg disebut “LM10” yg digunakan di dalam mayones McDonald. Para pejabat resmi McDonald Afrika selatan telah memastikan bahwa seluruh bahan baku saus diimpor dari amerika. Para pelanggan Muslim diimbau untuk tidak mengkonsumsi McDonald. Dewan Yudisial Muslim (MJC) dan IQSA juga telah menarik sertifikasi di seluruh penjuru negeri. Ini sekarang menjadi tugas anda memberitahukan orang lain.... Jangan abaikan pesan ini, karena Anda akan berdosa jika tidak ikut menyebarkannya kepada orang lain. Mereka yg memakannya berarti makan makanan haram. Jadi mohon beritahukanlah kepada yg lainnya. Pesan WA yg diteruskan
21 October 2019
Dgn dicabutnya sertifikat HALAL oleh Amerika sendiri, maka Mc Donald menjadi tidak halal bagi muslimin AMERIKA TELAH MENCABUT SERTIFIKAT HALAL THD PRODUK Mc DONALD ada translate nya ya geus dibawah klo mls bca bhs asingnya langsung aj bc bhs indonesia nya Important News- Muslim Judicial Council (MJC) and IQSA has withdrawn certification from McDonald's, KFC, DOMINOS & PIZZA hut. According to the kitchen office in Florida, United States, study into the McDonald's ingredients has shown positive evidence of PORK materials which is called “LM10” are used in the McDonald's mayo. South African McDonald's officials have confirmed that all sauce based ingredients are imported from the US. (Muslim) consumers are advised to abstain from McDonald's. Muslim Judicial Council (MJC) and IQSA has also withdrawn certification countrywide. It's your duty to inform others.... Do not ignore this Message as u will commit sin for not passing on to people Those eating it are eating HARAM FOOD . So please do inform to Others

Pre-transformation hoax narrative:

“WA [WhatsApp]”

Post-transformation hoax narrative:

“HALAL [...] AMERIKA TELAH MENCABUT SERTIFIKAT HALAL [...] DOMINOS [...] PIZZA [...] PORK [...] HARAAM [HARAM] FOOD”

“HALAL [...] AMERICA HAS CANCELED THE HALAL CERTIFICATE [...] DOMINOS [...] PIZZA [...] PORK [...] HARAAM [HARAM] FOOD”

Figure 14 Side-By-Side Comparison Result.

06 January 2018
Pengumuman Metro tv baru saja mengeluarkan berita bahwa hacker sudah mulai masuk facebook, BBM dan WA , mereka menempatkan video seks/porno, atau permintaan dana dg berbagai alasan memakai nama anda pada teman teman anda, tanpa anda mengetahuinya. Anda tidak dapat melihatnya, namun orang lain bisa melihatnya seolah olah anda yg mempublikasikannya. Jadi, jika anda menerima suatu video atau permintaan dana (barangkali atas nama saya), maka itu bukan saya ! Temyata hal ini sdh terjadi bbrp kasus dlm bbrp group WA . Waspadalah, jangan sampai terjadi pd akun anda. Terimakasih. NB: Sebarikan berita ini, demi keamanan akun anda. Terimakasih. Bc untuk menjaga nama baik anda.
26 July 2019
MOHON DIBACA! Kami dari kepolisian negara republik indonesia menghibau kepada seluruh masyarakat indonesia tetap waspada dan berhati hati: Perhatian bagi pengguna FACEBOOK dan BBM !! Metro tv baru saja mengeluarkan berita bahwa hacker sudah mulai masuk facebook dan BBM. Dan mereka menempatkan video seks memakai nama anda pada teman teman anda, tanpa anda mengetahuinya. Anda tidak dapat melihatnya, namun orang lain bisa melihatnya seolah olah anda yg mempublikasikannya. Jadi, jika anda menerima suatu video (barangkali atas nama saya), maka itu bukan saya!! NB: Sebarikan berita ini, demi keamanan akun anda. Terimakasih Bc untuk menjaga nama baik.
12 May 2020
TV One baru saja mengeluarkan berita bahwa hacker sudah mulai masuk WA , mereka menempatkan video seks/porno, atau permintaan dana dg berbagai alasan memakai nama anda pada teman2 anda, tanpa anda mengetahuinya. Anda tidak dapat melihatnya, namun orang lain bisa melihatnya se-olah2 anda yg mempublikasikannya. Jadi, jika anda menerima suatu video atau permintaan dana (barangkali atas nama saya), maka itu bukan saya, mohon konfirmasikan ke saya!!! Temyata hal ini sdh terjadi bbrp kasus dlm bbrp group WA . Waspadalah, jangan sampai terjadi pd akun anda. Terimakasih. NB: Sebarikan berita ini, demi keamanan anda. Terimakasih.
08 July 2020
Kami dari kepolisian negara republik indonesia menghibau kepada seluruh masyarakat indonesia tetap waspada dan berhati hati: Perhatian bagi pengguna FACEBOOK dan WA !!! TV ONE baru saja mengeluarkan berita bahwa hacker sudah mulai masuk facebook dan WA . Dan mereka menempatkan video seks memakai nama anda pada teman teman anda, tanpa anda mengetahuinya. Anda tidak dapat melihatnya, namun orang lain bisa melihatnya seolah olah anda yg mempublikasikannya. Jadi, jika anda menerima suatu video (barangkali atas nama saya), maka itu bukan saya!! NB: Sebarikan berita ini, demi keamanan akun anda. Terimakasih

From the results of comparisons, the transformation of the alphabet in the hoax narrative was quite diverse.

“MOHON DIBACA”
 “[READ PLEASE]”
 “facebook” > “FACEBOOK”
 “bbm” > “BBM”
 “wa” > “Wa” > “WA”
 “Nb” > “NB”
 “TV One” > “TV ONE”

G. Nominal or Numerical Transformation

Figure 15 Side-By-Side Comparison Result.

28 March 2018
BIAYA tilang terbaru di indonesia: Kapolri baru mantap
1. Tidak ada STNK Rp. 500,000
2. Tdk bawa SIM Rp. 250,000
3. Tdk pakai Helm Rp. 250,000
4. Penumpang tdk Helm Rp. 250,000
5. Tdk pake sabuk Rp. 250,000
6. Melanggar lampulalin – Mobil Rp. 250,000 – Motor Rp. 100,000
7. Tdk pasang isyarat mogok Rp. 500,000
8. Pintu terbuka saat jalan Rp. 250,000
9. Perlengkapan mobil Rp. 250,000
10. Melanggar TNBK Rp. 500,000
11. Menggunakan HP/SMS Rp. 750,000
12. Tdk miliki spion, klakson – Motor Rp. 250,000 – Mobil Rp. 250,000
13. Melanggar rambu lalin Rp. 500,000.
Dicopy dari Mabes Polri Informasi yg hrs dipublikasikan & mungkin bermanfaat !!!
JANGAN MINTA DAMAI Segala pelanggaran di jalan Raya baik berkendara motor/ mobil, “JANGANMINTA DAMAIDAN MEMBERI UANG, KARENAITU BERARTIMENYUAP” Jadi, walaupun Polisi menawarkan damai, TOLAK SAJA karena itu HANYA PANCINGAN / JEBAKAN. Dan “Lebih baik minta di tilang, lalu nanti di urus di pengadilan” Ini adalah Instruksi KAPOLRI kepada seluruh jajaran Polisi bahwa “Bagi POLISI yang bisa membuktikan ada warga yg menyuap Polisi, Polisi tersebut mendapatkan BONUS sebesar Rp. 10jt/1 warga dan Penyuap kena hukuman 10 tahun” (Nah, lebih besarkan daripada uang damai yg hanya 50 ribu s/d 100rb, jelas aja akan ada oknum Polisi yang lebih pilih menjebak karena uangnya lebih besar). INFORMASI INI PENTING HARAP jangan MAIN-MAIN, karena info tsb diatas banyak yg tidak tahu. Waspada! bila sekarang ada oknum Polisi sedang mencari-cari KELEMAHAN/ KELENGAHAN agar kita terpancing untuk menyuap mereka dan mereka mendapat Bonus besar. Beberapa teman mengatakan bahwa di JKT / SBY sudah banyak yg kena jebakan ini, karena banyak orang yang tidak tahu instruksi baru dari Kapolri ini. Sebarkan berita ini ke siapa saja yg anda kenal dan kasihi, agar tidak terkena jebakan seperti ini. WASPADALAH “Semoga bermanfaat”

25 August 2019, 10 January 2020, 31 August 2020
BIAYA tilang terbaru di Indonesia: Kapolri baru mantap
1. Tidak ada STNK Rp. 50,000
2. Tdk bawa SIM Rp. 25,000
3. Tdk pakai Helm Rp. 25,000
4. Penumpang tdk Helm Rp. 10,000
5. Tdk pake sabuk Rp. 20,000
6. Melanggar lampulain – Mobil Rp. 20,000 – Motor Rp. 10,000
7. Tdk pasang isyarat mogok Rp. 50,000
8. Pintu terbuka saat jalan Rp. 20,000
9. Perlengkapan mobil Rp. 20,000
10. Melanggar TNBK Rp. 50,000
11. Menggunakan HP/SMS Rp. 70,000
12. Tdk miliki spion, klakson – Motor Rp. 50,000 – Mobil Rp. 50,000
13. Melanggar rambulain Rp. 50,000
Dicopy dari Mabes Polri Informasi yg hrs dipublikasikan & mungkin bermanfaat !!!
JANGAN MINTA DAMAI Segala pelanggaran di jalan Raya baik berkendara motor/ mobil, “JANGAN MINTA DAMAI DAN MEMBERI UANG, KARENA ITU BERARTI MENYUAP” Jadi, walaupun Polisi menawarkan damai, TOLAK SAJA karena itu HANYA PANCINGAN / JEBAKAN. Dan “Lebih baik minta di tilang, lalu nanti di urus di pengadilan” Ini adalah Instruksi KAPOLRI kepada seluruh jajaran Polisi bahwa “Bagi POLISI yang bisa membuktikan ada warga yg menyuap Polisi, Polisi tersebut mendapatkan BONUS sebesar Rp. 10jt/1 warga dan Penyuap kena hukuman 10 tahun” (Nah, lebih besarkan daripada uang damai yg hanya 50 ribu s/d 100rb, jelas aja akan ada oknum Polisi yang lebih pilih menjebak karena uangnya lebih besar). INFORMASI INI PENTING HARAP jangan MAIN-MAIN, karena info tsb diatas banyak yg tidak tahu. Waspadai bila sekarang ada oknum Polisi sedang mencari-cari KELEMAHAN/ KELENGAHAN agar kita terpancing untuk menyuap mereka dan mereka mendapat Bonus besar. Beberapa teman mengatakan bahwa di JKT / SBY sudah banyak yg kena jebakan ini, karena banyak orang yang tidak tahu instruksi baru dari Kapolri ini. Sebarkan berita ini ke siapa saja yg anda kenal dan kasihi, agar tidak terkena jebakan seperti ini. WASPADALAH “Semoga bermanfaat”

The explanation on the Turnbackhoax.id, repetition of the spread of this hoax was a lot. Hoax producers used framing that attracts the attention of the people so that the narrative seems to be needed by the public. Based on the side-by-side comparison, the two hoax data found a decrease in the nominal value of the money.

[...] IDR 500,000 > IDR 50,000

[...] IDR 250,000 > IDR 25,000

[...] IDR 100,000 > IDR 10,000

[...] IDR 750,000 > IDR 75,000

CONCLUSION

Based on the results of side-by-side comparisons, old hoaxes that were republished could be categorized into similar narratives and transformed narratives. Old hoaxes or pre-transformed hoaxes were transformed into the recycled or post-transformation hoaxes. Narrative transformation in recycled hoaxes can be in the form of paraphrase, minimal change, narrative addition, reduction and elimination, unique (different narratives), alphabet transformation, and transformation of nominal or numbers.

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