

## Rise against rumors: Leveraging online social movements for hoax prevention by netizens

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### ABSTRACT

**Background:** Misinformation and harmful content spread on social media have sparked the anti-hoax movement. This research examines the motivations and participation of network users in combating hoaxes on digital platforms. Further investigation is required to examine the impact of framing, collective identity, and action factors on the propensity of netizens to actively engage in combating online hoaxes. **Purpose:** This study focused on framing, collective identity, and action components to explore the motivations behind netizens' involvement in the anti-hoax movement on social media. **Methods:** In this study, web scraping, surveys, and netnographic techniques were employed to examine the motivations and trends of participation in the anti-hoax campaign. Data were collected from active members of MAFINDO on Facebook to facilitate this investigation. **Results:** Social media platforms, like those that MAFINDO uses, offer significant spaces for empowering and mobilizing communities to counteract false information and harmful content. The intentional construction of the anti-hoax movement, the establishment of a collective identity, and the alignment with the values of internet users were crucial elements in driving active engagement. The community employed efficacious tactics to counteract misinformation, such as verifying facts and presenting opposing viewpoints. These findings demonstrate the efficacy of social media platforms in resolving online problems. **Conclusion:** The effectiveness of the anti-hoax campaign hinges on factors like framing, collective identity, and agency that inspire internet users to engage and tackle the challenges of misinformation on social media. **Implications:** This study emphasizes how social media plays a key role in mobilizing internet users to fight hoaxes through effective framing, shared identity, and customized action factors.

**Keywords:** Digital literacy; hoax prevention; rumor, Mafindo; internet community

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## INTRODUCTION

The Internet has greatly changed society and helped science and technology advance. The Internet has made this easy, which is a big change for our global community (Gainous et al., 2013). The main change we see from the Internet is how it changes communication. It has completely changed how we share and get information, making it very important for creating links and working together. Today, in our age of computers and phones, the Internet is very important for talking to friends. Without it, people might feel cut off and alone from the larger group (Meikle, 2016).

The fast changes in how we communicate today show that information is getting more important. Inventions that make us communicate better help spread information quickly. Just like Jean Baudrillard, we feel more and more surrounded by floods of pictures and representations. It's hard to tell where reality ends and virtual life begins. Baudrillard's thoughts say that in our time, the media's copies often outshine the truth. So it's tough to tell real from fake things. In this world full of information, there is a lot of struggle for people's attention between different sources. This leaves individuals confused and feeling overloaded as they try to separate real facts from made-up media stories (Barroso, 2022).

The internet's changes are not without danger. The problem is finding true information from lies, as social media gives us tons of data and views (Tandoc et al., 2018). In a world with lots of information, wrong or fake news

has become common. This causes people to get confused and misled. These mistakes can make people worried and upset, possibly causing them harm (Buchanan, 2020). Spreading the wrong information is very worrying. People could change their opinions and actions based on it, which might affect important social issues. This kind of information, whether it means to trick people or not, can change what the public thinks, affect how people act, and have an effect on important matters in our society. The big problem with this wrong information is our worry because the internet is everywhere in our everyday lives (Meel & Vishwakarma, 2020).

The spread of false information, or hoaxes, in Indonesia is a very big worry. It has made people who use the internet there try hard to fight against this problem. There are a few things that make us part of the fight against false stories. A big cause is how easily fake news can spread through social media sites. It's easy to share or send information that hasn't been checked without much work. This simple sharing makes it easy for fake news to go everywhere very quickly. An important part is getting more people to think critically. The lack of analytical abilities based on school knowledge makes it easy for fake stories to grow. People who lack good thinking skills based on school lessons might accept and spread information without checking if it's true or knowing where it came from. This can lead to the fast spread of wrong data.

Groups like MAFINDO (Indonesia Society Against False Accusations) are very important

in stopping the spread of lies. MAFINDO's job to fight lies and unfairness in social media by stopping slander, provoking talk, and made-up news is very good. Their job not only teaches people but also motivates them to be more careful with what they read. Just like that, the police of Indonesia have set themselves up as a reliable group in this fight against fake news. By taking part in the fight against fake news, they give it weight and encourage people to get involved too. Their help makes sure the public knows that fighting wrong information is important. It also shows there are strong ways to deal with this problem.

Also, the big number of conspiracy theories in Indonesia, especially those connected to terrorism can affect how internet users take part in the fight against fake news. These ideas are often liked because people feel connected to the Muslim community. The idea that Western countries endanger Islamic identity can make these theories more common. This contributes to how much people connect with the anti-hoax group. Fixing these worries by making people think hard, helping them get true facts and encouraging free talks are important steps to stop conspiracy theories. This will help create a clearer and fair viewpoint.

In this day and age of computers, which have lots of knowledge easily available, being skilled with digital skills is definitely very important. People need to learn how to properly examine information, verify where it originates with a clear thought process and understand its meaning. They will use this to see if it's really

true. It's really important to have these abilities because there is a lot of true info you find online. To use the information world well, people need to know that you can't prove everything found on the internet as being true. It's very important for them to see if the places they are getting info from are good and check things aren't fake by looking at different sources. Then, they can believe something is true. Using smart methods to take in information will aid people in making better choices when they view too much online content. It's really important to understand how much our daily lives are affected by social media. These websites aid in linking people together but can also cheat you. So, we need to be very careful when giving out information in these places. Everyone contributes to making internet information safe by deciding what content they post. By pledging to share only true and trustworthy info, folks can make our internet details accurate.

A recent survey by the Indonesian Internet Providers Association (Asosiasi Penyelenggara Jasa Internet Indonesia, APJII) has shown that the digital scene in Indonesia is changing quickly. The survey shows that 210 million people in Indonesia now have internet access, this is 77.02% of the total population. This means that more than half of the people, around 210 million out of 273 million total individuals in the country, can connect to the internet. This shows a really big digital presence across the nation (APJII, 2022). But, this big boost in links also comes with certain problems. The biggest one is the spread of fake information or lies.

These fake things are usually found on different social media places, with Facebook being the main place. A study by Khamainy et al. (2022) showed that around half of the people asked, about 54.19%, said they came across fake news on Facebook. This statistic highlights the dual nature of internet accessibility: while it helps users connect and get information, it also makes them risk getting wrong information.

We need to deal with fake news because they can cause social problems and make people think wrong things. In a country with a lot of people using the internet like Indonesia, wrong information can spread quickly and cause big problems. This shows we must increase efforts to teach about digital literacy, develop the skill of checking information carefully and spread mindful content sharing on the internet in a better way. When people learn how to use the internet well and tell real facts from lies, it can help lessen bad effects of wrong information. This also lets individuals make smart decisions based on true data. To reach this goal, many different groups have to work together. They include government organizations, schools and colleges, social groups and online services. They need to work together in Indonesia, growing a culture that is good with using technology and behaves well on the internet.

MAFINDO is a place made to fight against bad things like slander, provoking and lies. It pays special attention to stopping false stories on Facebook. It means that many people who use the internet work together to fight fake news and lies. They do this through efforts against

fake stories and new ways of thinking on social media sites. Septiaji Eko Nugroho, the boss of MAFINDO, said that stopping false information has become a reaction from people to fight the spreading of lies (Regenberg, 2019). These lies not only create an unstable information atmosphere but also could start fights between countries. It's very important to keep helping things like MAFINDO. They fight against false information on the internet and work towards a more precise and educated online world.

Social media has become the movement's preferred platform, as it is often used to incite people online through false news and hate speech (Wiana, 2019). The far-reaching capabilities of internet technology make it a frequent tool for social movements.

Websites dedicated to social activism leverage social media to inspire action and disseminate updates about such endeavors (Patihullah & Winarko, 2019). Additionally, online profiles can be utilized for personal undertakings. The exploitation of social media within activist circles spans a range of activities, from mobilizing support for progressive agendas (Geha, 2019; Sinpeng, 2021) and circulating educational content, to rallying behind environmental conservation efforts (Ghermandi & Sinclair, 2019; Sivarajah et al., 2020), amassing opposition to land reclamation in Bali (Suwana, 2021), and drumming up backing for Satinah, subjected to abuse (Muqsith et al., 2019). Beyond garnering support, these digital platforms frequently catalyze demonstrations against governmental

bodies and power structures (Johns & Cheong, 2019; Volpi & Clark, 2019) Bersih—a Malaysian social movement for “clean and fair elections”—rode a wave of anti-government sentiment to mobilize 40,000 citizens to take to the streets. In particular, young Malaysians, fueled by “outrage and hope” at old oligarchies and lives put on hold by economic, social, and political inequality, were key actors in Bersih rallies staged between 2011 and 2016, driven by social media platforms and networked publics, which enabled the enthusiasm of the streets to connect with and drive the movement’s online formation. In response, the then government began to use media and security laws to disrupt digital networks and engage in arrest of activists and “ordinary” citizens. This, combined with allegations that the government has used astroturfing (commonly referred to as “cybertrooping” in Malaysia, propelling environmental activism, coalescing around nascent conflicts and defiance (Lupien, 2020), orchestrating the uprising in Egypt (Elshahed, 2020), the revolution in Tunisia (Messaoud, 2020), and the strife in Syria (Moldovan, 2020). Furthermore, these platforms are instrumental in broadly broadcasting details of activist campaigns, consolidating support, and spurring netizens to partake proactively in societal movements (Cheng, 2022; Sutan et al., 2021).

The lifeblood of social movements is the collective endeavor and activity, hinging on the recruitment and active participation of individuals (Millward & Takhar, 2019; Sztompka, 2023; von Scheve, 2019) operating

flexibly beyond the confines of formal institutions, aiming to enact societal changes. Thus, mobilization remains a pivotal element for fostering extensive involvement in social causes.

Initially, netizens participated in the anti-hoax movement by disseminating controlled information to challenge the spread of fake news (Suwana, 2021). However, gradually, the behavior of internet users changed. They not only spread confirmed content but also participate in confirming facts and validating data, which are called hoaxes. Guided by the preceding overview, this manuscript will detail the engagement of web users and their motivations within the anti-hoax initiative.

The concept of “participation” encompasses a broad spectrum and warrants a flexible interpretation (Jacobson & Garlic, 2021; J. Servaes, 2020). The World Bank delineates participation into four types: the exchange of information, consultative processes, joint effort, and enfranchisement. Exchanging information and engaging in consultation indicate preliminary levels of involvement, whereas joint efforts and enfranchisement reflect deeper, more substantial participation. One manifestation of participation is of a passive nature, characterized by mere attendance at gatherings. Consultative participation involves individuals providing recommendations without participating in the decision-making process. In contrast, active participation encompasses the sharing of insights and suggestions, albeit without parity in influence or status.

The pinnacle of participation, enfranchised participation, occurs when individuals have a decisive role and occupy an equitable position in the decision-making process.

In the movement-building process, there is a good correlation between social media and participation behavior (Lin & Kant, 2021). Nevertheless, only some believe in this relationship's causal and transformative nature. Social media's networking characteristics enable netizens' participation that can be linked to the actions of people in their circle of friends. Moreover, social media can also influence the behavior of citizens. This transformation actively moves users to participate in societal movements (Valenzuela et al., 2019). Social media serves as an infrastructure for mobilization that stimulates the active participation of online users (Misra, 2019). Nonetheless, as Castells (2015) writes, common goals and values unite participation, which emerges from flexibly connected movements. This fact motivates individuals with similar goals and principles to participate in the campaign.

According to Garrett (2019), structure and media mobility are inextricably linked to levels of participation, discussion activity, and organizational issues related to social media and participation. Media channels can enhance member involvement by leveraging information and communication technology (ICT) to lower the costs of participation, affirm group solidarity, and foster community development. ICT enables members to engage in innovative and controversial activities within an online

setting. In relation to issues pertinent to the cause, ICT can diminish organizational hurdles, making participation more attainable. This article is centered on cultivating a community that bolsters a shared identity.

A framework for collective action is a set of principles that drive and catalyze engagement in a social cause. Gamson (2019) categorizes this framework into three segments that stimulate involvement: acknowledgment of unfairness, individual self-concept, and mobilization components. These elements find expression in the movement's progression through the construction of meaning. The movement's concerns can be framed to address both injustice and a shared identity. The success of a social movement often depends on framing and presenting the movement's issues in a way that the public can understand. The framing of the problem, along with facets of shared identity and motivating factors for action, constitute the driving forces behind internet users' involvement in campaigns against anti-hoax.

This paper will explore the ways in which an online social movement can curtail the widespread dissemination of false information on the internet. Amidst a growing public interest in internet utilization, such extensive educational initiatives prove beneficial. This research zeroes in on a specific movement in Indonesia known as MAFINDO (Indonesian Society against Defamation).

## RESEARCH METHOD

This study uses a netnographic methodology to evaluate the presence of the MAFINDO anti-hoax community on Facebook. Netnography is a method of researching cultural, behavioral, and social interaction elements in online spaces. This entails participant observation as well as participatory analysis of virtual communities. As in the use of participant observation and content analysis like netnography to understand operation, the rules, and the events within human interactions. This tactic is employed to depict people's opinions and activities and show how they communicate, interact, and construct meaning on the internet. Kozinets notes that netnography encompasses an ethnographic way of researching cultures as well as emerging communities through computer-mediated communications.

Netnography may be defined as the study of virtual societies that can be accessed via the internet." Understanding CMC and membership is essential since this study is conducted with respect to the community participating in social media. The actors in this study are people from the community, and their linkages are known as ties. According to Kozinets (2015), actors include many entities, including individuals, groups, institutions, urban centers, or even abstract ideas. The duration of research using this method is limited to a specific time frame, similar to ethnographic research, which is completed once patterns of community interaction is completely identified.

According to Kozinets (2015), netnography

is a particular variant of ethnographic research that aims to uncover patterns of social interactions through computer-mediated platforms. The internet has become an integral part of modern society. The above definition constantly evolves and becomes a research methodology applicable to social media. Netnographic methods involve collecting data through communication with individuals from a particular culture or community. One aspect of this is communication through active participation as a connected member and interaction with other community members.

Netnography is a research technique where one makes use of informed texts to investigate online culture and happenings. According to Bowler (2014), the approach sought utterances that happen only in a virtual community in a nonverbal way.

The investigation utilizes two methodologies for data collection: web scraping and surveys. Web scraping refers to the practice of gathering information from the internet by automated programs or scripts. This approach enables the collection and analysis of information from a diverse array of Internet sites. The extracted data from the website encompasses text, images, and any other displayed information. One of the most used techniques for collecting data from participants, surveys consist of a prepared collection of questions presented in an organized manner. The questions can be in a dichotomous choice, open-ended format, or both. Surveys, which can be done both online and offline, are the most

common way to obtain the views, opinions, and facts of different individuals. Combining these two approaches allows researchers to capitalize on the strengths of both methods. Netnography is critical to understanding the conversations and interactions in cyberspace, while surveys provide more structured data directly obtained from respondents. A better understanding of the topic being studied can be attained by employing both approaches (Jokipalo & Khudayarov, 2021; Toledano, 2017). Web hacking includes application software that traverses the MAFINDO website, retrieves its content, extracts relevant information, and stores it in a database where forum posts are analyzed. These records were collected on 12 January 2020 and analyzed to check citizen engagement.

Such surveys include purposive sampling and, for instance, non-tracking. This entails taking samples with a view to specific or unique objectives that define the research focus. A Google form was administered to 200 active MAFINDO members. There were several activities that these people conducted on the platform, including posting content, using emoticons, adding comments, and sharing. The survey had been carried out from January 22 to July 12, 2021 as participants actively engaged in the forum then.

The data were then analyzed and improved, and essential parts were extracted using an inductive approach to identify the essence of the data. As per Kozinets (2015), the data were converted into a theoretical proposition

that provided a novel comprehension of a phenomenon.

## RESULTS AND DISCUSSION

MAFINDO, an initiative by Harry Sufehmi and Eko Juniarto, took off on August 8, 2015. The negative impact of social media led to MAFINDO in Indonesia after the 2014 presidential election. This political incident saw rumors, misinformation, gossip, provocation, and hate speech, among others, flood multiple social networking sites.

These activities have further widened social rifts and raised concerns about equality of political opportunity. The harmful content impacted the ways political affairs were conducted, as well as aggravated SARA (Suku, Agama, Ras, dan Antargolongan).

MAFINDO was set up to stop bad information from spreading on social media. The group puts a lot of weight on sharing true facts and stops the spread of lies. By making this change, MAFINDO wants to solve the problems caused by wrong facts and decrease chances for fights. They try hard to build a community that is more friendly and united, free from bad talk, harmful chats and misunderstandings. MAFINDO's actions are very important for encouraging good behavior on the internet and making Indonesia a more educated and peaceful online world.

MAFINDO has changed into a worldwide movement because of the growing number of fake news on social media sites. It is an important social movement trying to stop fake news and



teach people about technology. The group was started to deal with the results of digital change, where wrong information quickly flows through groups and mucks up public feeling causing chaos. Although MAFINDO has got big, it still stays focused on stopping false news from spreading in social media. It has set up a large network that includes both national and global groups who are dedicated to maintaining truthfulness and correctness in digital talk. MAFINDO's actions are needed to fight bad information and make a smarter, more careful online space.

MAFINDO's role is more than just finding and fighting against wrong information. It also has an important job of teaching and giving people the power to handle the complicated online world with good judgment and responsibility. MAFINDO helps people to think better and check information, so they can be both readers of content and responsible givers in the online sharing of ideas. MAFINDO works with the government, non-government groups, schools and careful people in its fight against wrong information. This teamwork is important because it makes MAFINDO's efforts bigger and helps people to see true and fake stuff online better.

MAFINDO has made good progress in getting online people to help fight fake news. This is clear from a big increase in members. The number of people went up from only 288 in October 2015 to an amazing 83,651 in August 2022. This growth shows that more people are starting to realize how important it is to be

careful when checking out information on the internet. The growing number of members in MAFINDO means that more people are realizing the importance of checking and judging online information before they believe it's true. It shows a good change towards knowing about computers and understanding the dangers of false information. MAFINDO's power to get and bring in so many members shows how well its ideas work for making people aware and building a group of folks in Indonesia who are willing to fight back against fake news.

The significant increase in MAFINDO's membership, especially after it became an open group in 2018, demonstrates their commitment to truth and authenticity in the digital sphere. However, as MAFINDO continues to grow, it is important to recognize and address the challenges associated with such expansion. However, social media platforms can unite individuals with shared passions, allowing common ground and connections to form among users worldwide. Exposure to diverse viewpoints can broaden one's perspective and facilitate meaningful discussions. Although exposure to different viewpoints can expand perspectives, the algorithms used by these platforms often create echo chambers, isolating users from opposing views. This tendency can suppress the diversity of opinions, which is a concern (Pariser, 2011).

The observations regarding MAFINDO's membership trends highlight the importance of personal networks and social mobilization in encouraging involvement with important

causes such as the anti-hoax movement. They emphasize the crucial role that community-based initiatives have in educating the public and cultivating an environment that values truth and authenticity in the online ecosystem.

Social media platforms facilitate meaningful connections by uniting individuals with shared interests and fostering deeper emotional investment and greater engagement in digital communities. The nature of the content shared on these platforms is key to encouraging users to connect and actively participate in various online groups.

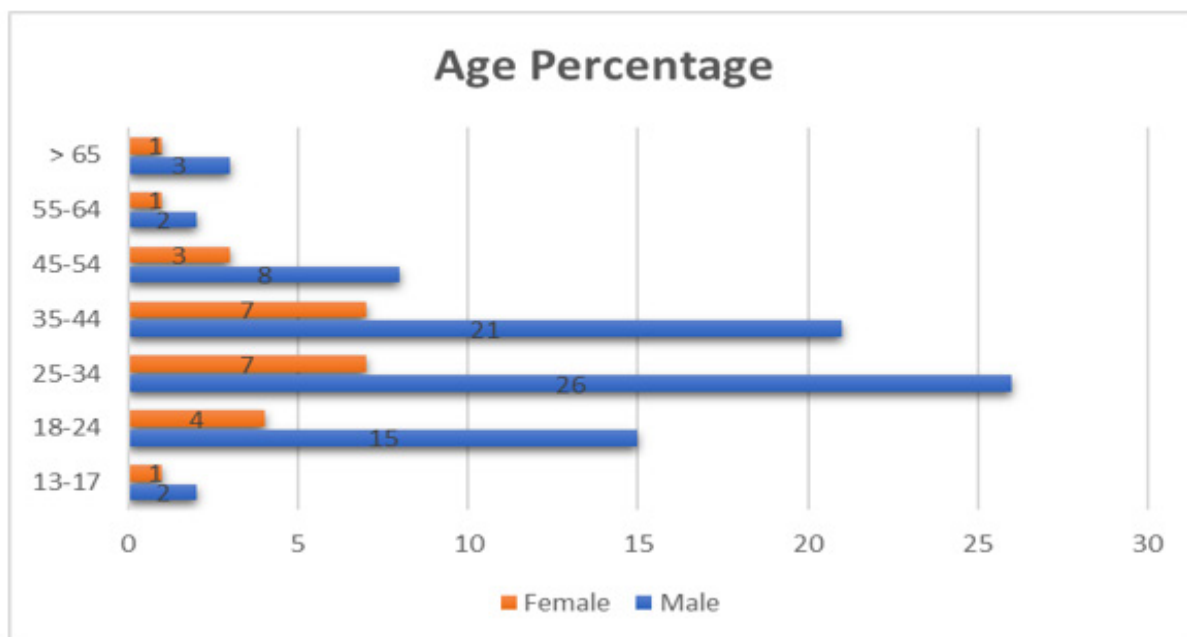
To make MAFINDO more popular, we can use different ways. First, getting current members to bring their friends can use existing connections for natural growth. If a good friend tells us about someone, we often get more involved in the group. Next, sharing MAFINDO's information on many social media sites can make it go further. Sharing interesting and helpful stuff that goes beyond just a small group can bring in new people who want to fight fake news.

Making content that pleases more people can really help bring in new members to MAFINDO. This can mean making interesting pictures, interactive books or exciting things that show how important knowing about computers is and the effect of spreading lies. Moreover, helping MAFINDO by using real-life ways such as public events, learning workshops and reaching out programs will attract people who don't use the internet but still care about this issue. These in-person efforts help MAFINDO

talk to a bigger group of people. They reach those who don't use the internet much but care just as much about stopping false information from spreading. By using a mix of strong online content and offline marketing efforts, MAFINDO can attract new members easily. This would help raise awareness about the importance of being digitally smart and how hoaxes can be dangerous.

By carrying out these steps, MAFINDO can make itself stronger and more successful in fighting false information. By using interesting stories and careful sharing methods, MAFINDO can grow its impact properly (Yildirim, 2021). A combined way is important to grow a smart online group that can tell truth from lies in the time of computer technology.

MAFINDO has evolved into a significant movement focused on countering the spread of hoaxes, boasting a global membership of 83,651 individuals. A notable portion of this membership, 16,522 members, resides in the bustling city of Jakarta on the island of Java. An interesting demographic note is that most members are male, accounting for 76.9% (Figure 1). The membership spans various age groups, with millennials and adults being particularly active and dedicated to the movement, more so than teenagers and the elderly. This is noteworthy as millennials, often perceived as more prone to spreading hoaxes, are actively engaged in MAFINDO, challenging this stereotype. The involvement of MAFINDO and similar groups on social media showcases how internet users can unite



Source: MAFINDO, 2020-2023

**Figure 1 MAFINDO Member Comparison by Gender**

to effect positive change. Leveraging a range of resources, members operate websites, online forums, and media outlets and use fact-checking tools, all aimed at combating misinformation and improving digital literacy.

MAFINDO employs two crucial strategies in the realm of social media: digital scoping and the development of counter-narratives. Digital scoping entails the ongoing surveillance of the digital environment to detect and comprehend the dissemination of inaccurate information. Counter-narrative efforts aim to produce and distribute content that disproves false information by presenting factual evidence and logical reasoning. The simultaneous implementation of these two initiatives is crucial to MAFINDO’s objective of reducing the impact of false information and equipping users with accurate facts.

Digital scoping involves internet users

combating hoaxes by reporting and flagging harmful content on social media. There are three main ways to do this: 1). Reporting features on prominent platforms: Major platforms such as Facebook, Twitter, and Instagram have reporting features for various harmful content, including defamation, incitement, false news, hate speech, and pornography. These platforms usually remove inappropriate content immediately, but independent fact-checkers sometimes flag the content with warnings for Internet users. 2). Ministry of Communications and Information Complaint Accounts: The Ministry of Communications and Information of the Republic of Indonesia oversees complaint accounts through which internet users can report inappropriate content. To do so, they must register on the website with their email and personal information. The complaint accounts

team then processes the reports and contacts the platform to have the content removed or the page blocked. 3). Hoax reporting form on [turnbackhoaks.id](https://turnbackhoaks.id): MAFINDO actively welcomes and encourages netizens to submit reports of potentially harmful content through a dedicated hoax reporting form available on [turnbackhoaks.id](https://turnbackhoaks.id). After receiving these reports, MAFINDO's diligent fact-checking team takes on the responsibility of thoroughly verifying and confirming the accuracy of the information in each report received.

Counter-narrative initiatives are crucial in MAFINDO's strategy to counteract the spread of hoaxes and misinformation. These endeavors are carefully crafted to debunk falsehoods by providing factual and contextual information. MAFINDO employs a multi-channel strategy, using social media, its website, and public events to disseminate accurate information and promote informed discussions.

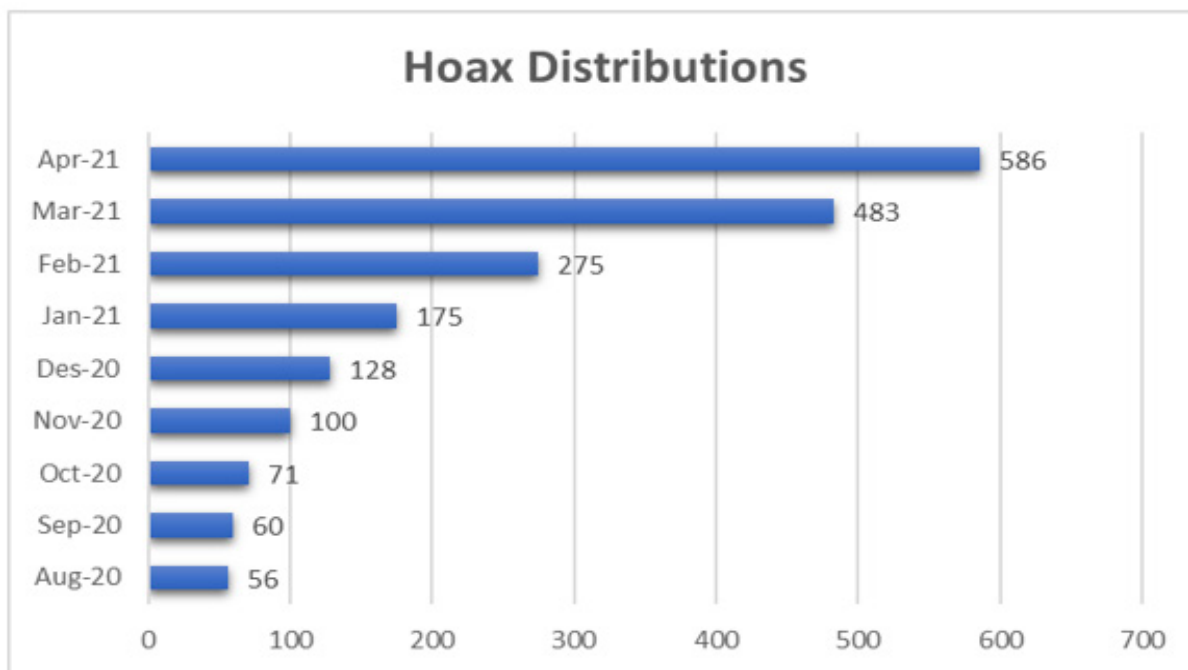
To strengthen its mission, MAFINDO actively collaborates with government agencies and digital platform operators. This engagement enables MAFINDO to help develop more effective strategies to counter the spread of hoaxes. Such partnerships reflect MAFINDO's commitment to raising public awareness and actively participating in policy-making to maintain online information integrity.

MAFINDO's efforts are fervently dedicated to improving the social media landscape. By promoting digital vigilance among internet users and advocating for counter-narrative initiatives, MAFINDO aims to empower users.

These efforts serve a dual purpose: safeguarding against misinformation and fostering a safer, more trustworthy, and better-informed online community. MAFINDO's dedicated work ensures that social media, a powerful tool for connection and communication, is used responsibly and with a commitment to the truth.

Figure 2 in the document serves as a compelling demonstration of the successful verification of numerous unfounded reports, which emphasizes the value of examining public submissions to spot and pinpoint inaccurate reports circulating on social media. Imran Usman, who oversees fact-checking for MAFINDO as of 2022, has remarked on the challenges of quantifying the exact tally of reports analyzed through digital scoping, noting that extracting data from incoming reports presents difficulties. Nonetheless, this issue highlights the extensive volume of misinformation that has been uncovered, primarily derived from reports submitted by users on the internet.

In addition to these efforts, MAFINDO has initiated a practice of creating counter-narratives. This strategy encompasses a sequence of organized actions by members of the group. The actions undertaken include members verifying information to expose hoaxes, engaging in forum discussions, and spreading the findings of these verifications via their personal social media channels to achieve a broad impact. This systematic approach helps elucidate and correct the falsehoods among the community.



Source: MAFINDO, 2020-2023

**Figure 2 Hoax Distributions**

A breakdown of the contributions to MAFINDO’s 3,452 fact-checking posts reveals a distribution of efforts: administrators contributed 32% of the posts, moderators contributed 20.5%, and general members contributed 46.7%. Regarding gender distribution among those who have contributed, 72.1% of the total posts have been made by male members, while female members have contributed to 27.9%. This data indicates a pronounced trend of active engagement in fact-checking among the members, with male participants demonstrating a more substantial degree of involvement compared to their female counterparts.

The forum managed by MAFINDO goes beyond just the posting of content; it involves its members sincerely through active discussions, the use of emoticons to express reactions,

and the sharing of posts among the networks. On average, each day, there are about 27,422 members who interact actively with the forum. This number makes up 21.7% of all the members of the MAFINDO community. The information in Table 1 paints a vivid picture of the forum’s vibrancy. It details the daily activities on the platform, which include the number of original posts, the volume of comments, the frequency of replies marked by emoticons, and the number of posts that members share with a broader audience.

Such lively participation underlines the community’s commitment and the forum’s role as a hub of active engagement. Additionally, when members of MAFINDO counter false information with factual rebuttals, these clarifications have the potential to be seen by approximately 18,522 readers daily. It is

**Table 1 Activity Data MAFINDO**

Aspects	Total
Member activity average (daily)	27.422
Member activity posts (every day)	15
Member average comments (daily)	3211.572
Member average giving emoticons (every day)	211
Member average shared posts (every day)	11.734
Member average reading posts (daily)	18.522

Source: MAFINDO, 2020-2023

important to note, however, that this figure does not consider additional readers who might come across these articles when other users further share them on their personal accounts. Thus, the actual reach in combating misinformation could be even more extensive than that recorded, demonstrating the power of collective effort in the digital space to disseminate truth and counteract hoaxes.

The categorization of participation within MAFINDO can be characterized in the following manner: (1) passive engagement, which consists of members who peruse forum posts; (2) consultative involvement, where participants question the veracity of information and propose advice and input for forum discussions; (3) functional involvement which includes members reacting with emoticons, commenting, engaging in dialogue, and circulating verified information; (4) empowered involvement, where participants actively report untruths, conduct fact-checking, publish their findings on the forum, and actively

counteract misinformation across multiple social media channels. Functional interaction on a forum denotes the standard exchanges typical among internet users on social media (Gamson, 2019). Conversely, empowered interaction denotes normative behaviors, encompassing the capability to dispute digital claims and counteract false information across social media outlets. In MAFINDO, member engagement has progressed to the empowered stage, with administrators coaching participants in fact-validation processes for the forum and establishing posting norms that align with the community's demands.

In the context of a social media collective, an administrator might choose not to publish or remove posts considered detrimental to the group or that breach its established norms. This suggests that participation on this digital platform does not involve inclusive decision-making. However, according to L. Servaes and Servaes (2021) being flexible in participation is beneficial when aligning with the current circumstances.

Within such a group, it is critical to define clear policies for posting content, posing inquiries, and managing other technical elements to steer the information flow and avert fruitless arguments among the membership. This regulation approach is a response to the dynamic nature of the platform. As Tufte and Mefalopulos (2009) have observed, the pliability that comes with transformation is a potential limitation of the participatory model due to its vulnerability to alterations and lack

**Table 2 Displays the Constituents and Factors Compelling Netizens' Engagement within the Anti-Hoax Movement**

Component	Element
Grievance Issues	<ol style="list-style-type: none"> <li>1. Fraudulence</li> <li>2. Employment of the Unfamiliar</li> <li>3. The rise of hostile social media environments</li> <li>4. Development of societal divisions</li> <li>5. Inducing societal bifurcation</li> <li>6. Gaining advantages through falsehoods</li> </ol>
Group Solidarity	<ol style="list-style-type: none"> <li>1. Anti-falsity (false information) stance</li> <li>2. Campaign for digital enlightenment</li> <li>3. Strengthening national coherence</li> </ol>
Factors of Deceit Organizations Opposing Veracity (Ethics and Principles)	<ol style="list-style-type: none"> <li>1. Incitement leading to discord</li> <li>2. Vilification deteriorates rapport and impedes dialogue</li> <li>3. Slander as reprehensible conduct</li> </ol>

Source: MAFINDO, 2020-2023.

of consistency. Nonetheless, such flexibility is vital, as the nature of participation is often contingent on the objectives of the program, environmental conditions, the specific situations of the participants, and the unique requirements of engagement in the context. These modifications promote heightened engagement that may lead to significant impact or more extensive transformations.

Gamson (2019) argues that the practical structure of a movement significantly affects the level of civic engagement within a social movement. Participation in such movements is typically triggered by the disruption of

individual, community, and societal values (Van Dijck et al., 2021). With regard to the anti-hoax initiative, web users take to social media due to their dissatisfaction with the proliferation of damaging falsehoods, slander, provocations, and hate speech (Crawford & Paglen, 2021). Moreover, a collective identity shared within the movement that aims to address this discontent actively promotes engagement among netizens (Vziatysheva, 2020). Conversely, elements associated with action correspond with individuals' core values and contribute to the protection and dissemination of these principles within the movement (Shirky, 2019). Together, these three factors promote netizen engagement (Table 2) (Gillespie, 2022). Anghel et al. (2019) emphasize the central role of change agents in driving their initiatives, highlighting social problems and injustices, and providing a means to engage audiences in social change (Turkle, 2020).

The survey results show that the motivations propelling online users to participate in the anti-hoax campaign align with the storyline advocated by proponents of the anti-hoax cause to counteract false information. This action includes combating divisive hoaxes, improving digital literacy, correcting deceptions, and rejecting hoaxes and hate speech as culturally inappropriate. Effective framing and harmonization with social norms support the reception of a social movement (Gamson, 2019). The preciseness of the story and its alignment with perceived concerns encourage community participation (York & Zuckerman,

2019). The congruence between the values of internet users and the anti-hoax campaign facilitates involvement (Tufekci, 2019) and highlights the role of adaptive connections, common objectives, and collective principles can facilitate participation (Castells, 2015).

Proponents of the anti-hoax movement strategically use framing and discontent to portray negative online phenomena such as destructive content, slander, provocation, fabrications, and animosity as fraudulent acts by Internet users. These narratives manipulate users' limited knowledge for personal benefit, cultivate an environment of uncertainty on social platforms, and intensify social divisions and polarization (Donovan & Boyd, 2021) what the news media chooses not to cover can be as significant as what they do cover. In this article, we examine the historical production of silence in journalism to better understand the role amplification plays in the editorial and content moderation practices of current news media and social media platforms. Through the lens of strategic silence (i.e., the use of editorial discretion for the public good.

Simultaneously, these narratives contribute to building a shared identity among those opposing hoaxes. This movement reflects a commitment to counter harmful content, improve digital literacy, and promote national stability, while navigating the complexities of narrative conflict and online disagreements, as discussed (Lebid et al., 2021; Wallis & Buckingham, 2019). The anti-hoax campaign's discourse resonates with universal ethics and

community values (Levitskaya & Fedorov, 2020). It motivates voluntary participation, aligning with the 2021 model for successful social movements that achieve narrative dominance.

## CONCLUSION

MAFINDO was established in 2014 in response to the proliferation of false information on social media, particularly in the aftermath of the controversial Indonesian presidential elections. MAFINDO is dedicated to combating the dissemination of false information across these platforms. It has effectively inspired Indonesian internet users to participate in the fight against falsehoods. It has experienced significant membership expansion since its inception, amassing 83,651 members across the globe as of August 2022. Characteristically, 76.9% of the total membership consists of males. Adults and members of the millennial generation are especially engaged and committed to this movement.

Two primary strategies characterize MAFINDO's digital endeavors: digital scoping and counter-narrative development. Digital scoping involves the ongoing monitoring of the digital environment to detect and comprehend the widespread dissemination of inaccurate information. Meanwhile, counter-narrative initiatives focus on producing and distributing material that refutes falsehoods through empirical evidence and logical reasoning.

The number of active members who report hoaxes, check facts, discuss them, and share



alternative stories daily shows that MAFINDO members are actively fighting hoaxes on social media, which is very interesting. Every day, an estimated 27,422 participants actively participate in the MAFINDO forum. The level of member engagement has advanced to empowerment, wherein they actively disprove misinformation on multiple social media platforms and engage in fact-checking.

Along with well-established communication networks and a mobilization infrastructure, the ease of spreading information makes it easier for internet users to get involved in efforts to stop hoaxes. People are motivated to participate in self-mobilization because of the features of social media. Their inclination to engage in the anti-hoax movement aligns with the narratives propagated by anti-hoax activists. These narratives encompass efforts to counteract divisive hoaxes, enhance digital literacy, correct misconceptions, and denounce hate speech and hoaxes as socially unacceptable behaviors.

MAFINDO's online community has achieved a notable degree of engagement, with members actively disclosing falsehoods, conducting impartial fact-checks, and vigorously contesting hoaxes across multiple social media platforms. It is critical for a social movement, such as the anti-hoax initiative, to develop a framing that effectively addresses the concerns of the general public, as this can encourage and mobilize support. Moreover, individuals seeking to participate in the movement must prioritize establishing a unified identity corresponding to societal challenges,

values, and standards. The concerns expressed should align with those of the community.

Internet users have been motivated to actively engage in the anti-hoax movement as a result of MAFINDO's successful cadre development and exploitation of public discontent. The collective endeavor is crucial for enhancing public knowledge and fortifying data credibility within the digital environment.

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