

## THE SPREAD OF HOAX NEWS IN MOVIES BUDI PEKERTI

Ahmad Taufiq<sup>1</sup>, Gibbran Prathisara<sup>2</sup>

<sup>1,2</sup>Faculty of communication Science, Ahmad Dahlan University

Corresponding author, E-mail: ahmad200003018@webmail.uad.ac.id & gibbran.prathisara@comm.uad.ac.id

---

### Abstract

Budi Pekerti is set in Yogyakarta during the Covid-19 pandemic. The film tells the story of a Guidance Counseling (BK) teacher named Bu Prani (Ine Febriyanti) who had a dispute with one of the visitors at the market. When the dispute was happening, unbeknownst to her, someone recorded and uploaded it on social media and caused hoax news. Furthermore, the uploaded video went viral and received negative comments from netizens. Netizens considered that as a teacher, Mrs. Prani's attitude did not reflect a good teacher. The viral video was finally heard by the principal of the school where she teaches. For this incident, the school threatened to expel her from school. Apart from affecting the school, the incident also affected her family. Mrs. Prani's family could not be calm because their identities were always being searched for mistakes. In addition, they were judged and criticized for the incident. The purpose of this study is to analyze the role of social media in spreading hoax news in ethics films. This research uses a qualitative approach. The research method used is descriptive using content analysis. Data collection through literature study by reading reference sources from previous research and documentation by watching the movie Budi Pekerti and taking some screenshots of the scenes in the movie related to the role of people who spread hoax news to social media audiences. Research results The results showed that people who made hoax news and uploaded videos to social media related to Mrs. Prani who had a dispute with one of the market visitors and scolded a seller who sold cakes, with that the community thought and attacked Mrs. Prani on social media with harsh and inappropriate talk, that it was hoax news and the community did not study more deeply whether it was real news or hoax news.

**Keywords:** *Media Social, Hoax News, Movies Budi Pekerti*

---

### INTRODUCTION

Communication media is a tool for disseminating information. Currently, a lot of information or news is shared individually or in groups that cannot always be justified or indicated as hoaxes. Communication media in the form of social media as an intermediary for delivering information (Nur, 2021). Various definitions, Dr. Rulli Nasrullah M.Si. in the book *Social Media* (2016; 13), concluded that Social Media is a medium on the internet that allows users to present themselves as well as interact, cooperate, share, communicate with other users, and form virtual social ties.

The diverse content of messages in the information contained in broadcasts on television, radio, internet, and print media has

an indication of persuasion that aims to shape or change the attitudes and behavior of the community at large (Nida, 2014). The media plays an important role in efforts to educate the public. This important role is inherent in the functions of social media, which include information media (education), social control media, economic media, and entertainment media. When the mass media presents honest and objective information in the information (education) function, it will be able to add insight while educating the public. Conversely, when the media spreads false news (hoaxes), it can mislead and trap people in ignorance, even social conflict (Daulay et al., 2020).

Hoax is information or news that consists of things that are uncertain or not facts that occur (Juditha, 2018). According to

Masyarakat Anti Fitnah Indonesia, a hoax is information that is fabricated to hide the real information. Hoaxes can also be defined as an attempt to manipulate facts by spreading information that is convincing, but cannot be verified. Hoaxes are also described as the act of disrupting correct information by filling the media with false messages to hide the true message (Aulia, 2018). It is unfortunate if the information disseminated is incorrect, especially if the information disseminated is hoax information with a very provocative title that creates a negative opinion on the reader or recipient.

Accepting negative opinions, slander and spreading hatred can attack a party, frighten, intimidate or harm the accused party, resulting in damage to reputation or serious losses (Amalliah, 2018). the term that has the same meaning as hoax is “libel”, which is false news, untrue news that refers to defamation. Hoax is a word used to denote misleading news or an attempt to mislead or deceive readers into believing something. If traced, this word “hoax” is as bad as its meaning. Hoax news has a long history, and its impact on the general public is quite negative. In an age where information is so easily disseminated, hoax news is also widely spread (Idris, 2018).

Hoax news cannot be separated from advances in information and communication technology that increasingly liberate people in obtaining information and news. The freedom to publish news is what triggers the spread of hoax news (Mujib, 2017). Even the speed of spreading hoax news has managed to influence public opinion that is considered true.

Social Media is a tool in conveying information from a person to a person or group of people, to achieve individual goals or group goals. including hoax news that harms many people. All untrue hoax news has a misleading and damaging impact on the press media and the people who receive the news.

Because the information disseminated in the form of hoax news is untrue or false, it is tantamount to slander. A slanderer is a person who creates and spreads hoax news. Meanwhile, the victim of slander is the target of the hoax itself.

One example that violates or deviates is by spreading hoax news and slander to social media is found in the movie *Budi Pekerti* for example. *Budi Pekerti* is directed and written by Wregas Bhanuteja, and produced by Adi Ekatama, Willawati, Ridla An-Nuur and Nurita Anandia. The movie is about cyber bullying, inspired by a viral story of a teacher on social media. As a director and writer, Wregas Bhanuteja wanted to explore and show the influence of social media on public perception of someone, even though they don't know the real story. Not only successful domestically, the film also showed its progress internationally after being selected as an Official Selection at the 2023 Toronto International Film Festival (TIFF) which was held on September 7-17 in Toronto, Canada.

A Guidance Counseling (BK) teacher, Bu Prani (Ine Febriyanti), suddenly went viral on social media. She had a disagreement with one of the visitors while queuing to buy putu. Unknowingly, someone recorded the incident but it didn't match the reality. In the video, Mrs. Prani is seen arguing and behaving inappropriately with the putu seller. The viral video then invited negative responses from netizens. Mrs. Prani's attitude in the video was considered inappropriate because it did not reflect her personality as a teacher. Because of the video, Ms. Prani was also threatened with expulsion from the school where she teaches.

Not only her career, the problems that came were getting bigger, Mrs. Prani's family was also affected. Her two children, Tita (Prilly Latuconsina) who is running a thrift shop business and Muklas (Angga Yunanda), a content creator about animals, are also

criticized, judged, and even looked for mistakes.

Mrs. Prani's two children finally help to solve this problem. They also make sure that their father Didit (Dwi Sasono) is not aware of this. They are worried about Didit's (Dwi Sasono) mental health as he is suffering from depression.

There will be so many conflicts faced by Mrs. Prani, ranging from the problem of her viral video, her career, her family's economic problems affected by Covid-19, and even the feud with her two children. On the other hand, Mrs. Prani must also be able to show her integrity as a teacher to face her students in the midst of her image that is no longer good. It is easy for people to express anger or unfavorable negative opinions without considering the feelings of others. It is too easy for people to corner and judge others without considering the importance of verifying the accuracy of information or analysis about the person (Khumaedi, 2022).

## RESEARCH OBJECTIVE

This study aims to analyze the use of social media that is misused by the community by spreading hoax news to social media in the Budi Pekerti film. And explains how the impact of hoax news that has spread on social media, which includes a variety of feelings that are in it.

This shows that social media injects its messages to a massive audience without the need for intermediaries (Effendi et al., 2023). Information presented by social media to the public is so easily accepted. The media has so much power that it can manipulate the minds of passive and powerless people (Bina, 2021).

## LITERATURE REVIEW

One example of the press violating the journalistic code of ethics by spreading hoax

news and slander to the mass media is found in the movie *Miracle in Cell No. 7*, for example. *Miracle in Cell No. 7* is directed by Hanung Bramantyo and produced by Falcon Pictures. This movie is an adaptation of a Korean movie with the same title. The Korean version of the movie was first released in 2013 while the Indonesian version was only released in 2022.

The Film *Tilik* raises a social conflict about the rampant spread of fake news or hoaxes that are still easily accepted by rural communities in the Yogyakarta Special Region. The focus of this research is the form of hoax representation in the movie *Tilik* directed by Wahyu Agung Prasetyo. This type of research is a descriptive qualitative media content analysis. Indeed, this movie depicts the story of the characters facing hoaxes that are so prevalent in the rural environment. Researchers found eleven scenes that are closely related to the hoax phenomenon.

The film *DUNIA si MAYA* directed by Onny Kresnawan. Onny Kresnawan has also won many film awards, one of which won an award at the 2018 Toraja Film Festival, and is also a frequent guest speaker at Medan film workshops. Among the films that have been directed, the author is interested in the film *DUNIASiMAYA* because the film tells the story of bullying and the spread of fake news or often called Hoax. The *DUNIASiMAYA* movie tells the story of a village girl who lives simply in a house and has a younger brother and uncle, the girl's daily life goes to school but is always bullied by her own friends to make fake news on social media. Meanwhile, the girl's uncle also receives slander on social media. News of the uncle and the girl continued to spread, tarnishing her name. The uncle and the girl reported to the police, until the investigation process took place and found the person who was the mastermind.

## METHODOLOGY

This research uses a qualitative approach

method. Qualitative research is research that provides results that cannot be obtained using statistical or quantitative methods (Sidiq & Choiri, 2019). According to J. W. Creswell & Poth (2018) in the book *Qualitative Inquiry & Research Design*, qualitative research methods are one type of method for describing, exploring, and understanding the meaning of a number of individuals or a group of people who are considered a social or humanitarian problem.

The qualitative research process involves important efforts, such as collecting specific data through scenes in the movie and interpreting the meaning of the data. Qualitative research explains the understanding of social problems through original conditions or natural settings that are holistic, complex, and detailed (Fadli, 2021).

Creswell's study suggests that the stages of qualitative research are as follows. First, identify the problem that is the target of the research. Second, search the literature by looking for reading material. Third, determine the purpose and objectives of the research. Fourth, collect data. Fifth, analyze and interpret data. And the sixth, reporting the results of the research. The research method used in this research is descriptive using content analysis. Descriptive research is a research method that aims to describe and interpret objects in their original state (Zellatifanny & Mudjiyanto, 2018).

The object of this research is the movie *Budi Pekerti* directed by Wregas Bhanuteja, Adi Ekatama, Willawati, Ridla An-Nuur and Nurita Anandia. The data collection techniques used in this research are literature study and documentation. Data collection through literature study is by reading reference sources from previous research such as journals, books, and other research results.

Data collection through documentation is by watching the film *Budi Pekerti* to understand what is told in the film

and taking some screenshots of the scenes in the film related to hoax news uploaded to social media in the case of Mrs. Prani who had a dispute and scolded the seller of putu cake. The data analysis technique in this research is to use content analysis. Content analysis is a research technique to obtain findings by identifying messages objectively and systematically. This is related to communication, which always involves verbal and nonverbal information (Putri & Kunaenih, 2023).

## RESULTS & DISCUSSION

### A. Mrs. Prani's Character in *Budi Pekerti* Movie

*Budi Pekerti* is directed and written by Wregas Bhanuteja, and produced by Adi Ekatama, Willawati, Ridla An-Nuur and Nurita Anandia. The movie is about cyber bullying, inspired by a viral story of a teacher on social media. As a director and writer, Wregas Bhanuteja wants to explore and show the influence of social media on public perception of a person, even though they do not know the real story.

The film tells the story of a counseling teacher at a high school in Yogyakarta named Bu Prani, played by Sha Ine Febriyanti. Mrs. Prani is a strict and disciplined teacher in educating her students. One day, Mrs. Prani was involved in a dispute with a market visitor. The dispute was recorded by someone who then uploaded it to social media and went viral. Ms. Prani's attitude, which was considered not reflective of a teacher, received criticism and negative comments from netizens. Ms. Prani's family was also criticized by the community. All the actions and treatment of each of her family members were also judged by finding fault with them. Their lives become unsettled and whatever they do is always being watched by others.

Ms. Prani is an outstanding teacher who is known to have an interesting approach

in dealing with recalcitrant students. The method applied by Ms. Prani is called reflection. The purpose of this method is for students to reflect on their actions so that they can become better students. Due to her achievements, Ms. Prani was proposed to be the vice principal for student affairs. Seeing this as an opportunity to support her family, Ms. Prani fought with all her might to get the position.

The story centers on the family of Mrs. Prani (Sha Ine Febriyanti), a counseling teacher who is promoted to vice principal. She has two children, Muklas (Angga Yunanda) and Tita (Prilly Latuconsina). Muklas works as a social media influencer with meditation-themed content, while Tita has a thrift shop business and is active in an independent band.

Mrs. Prani's husband, Didit (Dwi Sasono), is a small businessman who suffers from acute depression because his various businesses failed during the Covid-19 pandemic.

#### B. The beginning of the problem of hoax news

One day, Bu Prani went to the market because she planned to buy Pak Didit's favorite kue putu from a seller named Bu Rahayu. The vendor went viral after being covered by the alternative media led by Tunas (Ari Lesmana).

In the video, Mrs. Prani is seen arguing and behaving inappropriately with the

putu seller. The viral video then invited negative responses from netizens. Ms. Prani's attitude in the video was considered inappropriate because it did not reflect her personality as a teacher. Because of the video, Ms. Prani was also threatened to be expelled from the school where she teaches.

Bu Prani inevitably has to wait quite a long time because there are so many queues. A number of buyers also cheated by leaving orders with people who queued earlier, making the queue even longer. The situation made Mrs. Prani frantic and emotional. She was pressed for time because she had to follow many agendas and deal with family problems, such as demands to pay debts and house contracts.

Mrs. Prani, who has strong principles and cannot remain silent when she sees cheating, finally became angry after witnessing another visitor cheating when the queue was approaching her. She confronted the visitor in front of many people. The dispute got so heated that people took out their cell phones to record the incident.

Bu Prani's unrestrained emotions finally overflowed at that moment. She expressed her annoyance in front of Mrs. Rahayu and other visitors. The moment was apparently uploaded on social media by someone and went viral. Bu Prani, who looked upset and was heard swearing, was inevitably criticized by netizens.



Source : (Youtube)

**Scene 1.** (Presentation on the selection of deputy principals)



Mrs. Prani's struggle to become the vice principal of student affairs began with the news that she was involved in a video that was trending online. What actually happened was that Ms. Prani was only reprimanding a customer of kue putu who had jumped the queue by leaving the queue number to someone else who had arrived first. However, the framing that emerged on social media portrayed Ms. Prani as having lost control and uttered words that were inappropriate for a teacher. The spread of this unverified information caused the masses to commit hate speech against Ms. Prani. (Rahmadhany et al., 2021). After the incident, Ms. Prani clarified on her social media accounts. The use of online media is an effective way because it is easier and more flexible (Winingsih et al., 2022).

Social media users were busy writing negative comments against Ms. Prani with various phrases, such as “not knowing manners,” to being disrespectful to the elderly Ms. Rahayu. Since that moment, Ms. Prani's life has changed. She was advised to make a clarification video because the real events did not match the video clips and opinions circulating.

A video attempting to explain the incident from Ms. Prani's perspective was eventually uploaded. However, the video backfired on her and her children. Muklas' work as a rising creator was on the line due to the disappointment of his followers. Tita, who tried to fix the situation, struggled until the problem spread to other aspects of their lives.

Mrs. Prani's two children finally helped to solve this problem. They also made sure that their father Didit (Dwi Sasono) was not aware of this. They are worried about Didit's (Dwi Sasono) mental health as he is

suffering from depression.

There will be so many conflicts faced by Mrs. Prani, ranging from the problem of her viral video, her career, her family's economic problems affected by Covid-19, and even the feud with her two children. On the other hand, Mrs. Prani must also be able to show her integrity as a teacher to face her students in the midst of her image that is no longer good. In addition, they also have to make sure that the problem is not known to Mr. Didit in order to maintain his mental state.

#### C. Social Media in Presenting Hoax News in Budi Pekerti Movie

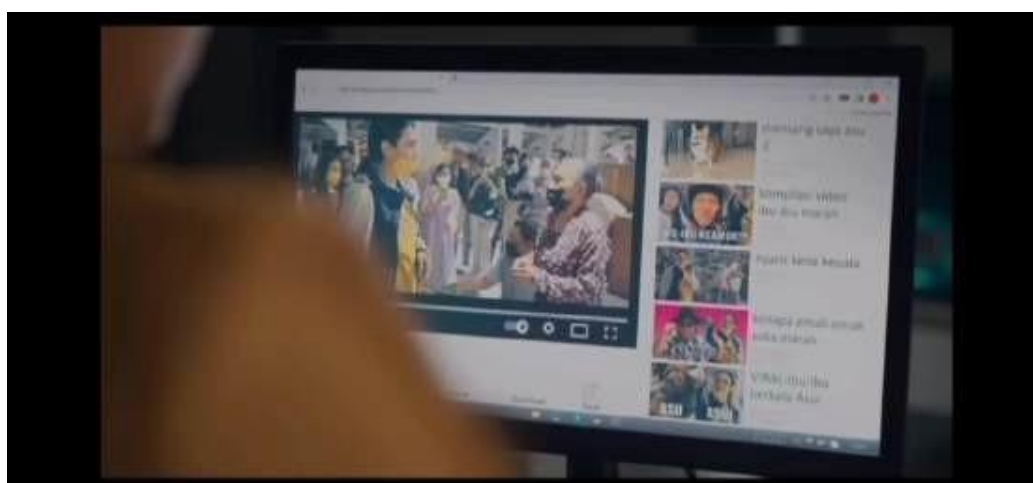
After the incident took place Mrs. Prani immediately went viral and became the talk of many people, quickly this case was disseminated by social media. News comes from the Sanskrit word vrit (write in English), which means “something that happens”. Some people even call it vritta, which means “event” or “occurrence that has happened”. The word vritta in Indonesian gave rise to the phrase “news” or “warta”, which is accurate information or thoughts that can attract the attention of many people.

Social media has become one of the methods of disseminating messages and information to a wide audience. Along with the development of information today, the role of social media has become increasingly crucial and news has become very important to society. The news displayed can be in the form of events, opinions, thoughts, and so on. News can also attract readers if the events covered are big, significant or have an impact on people's lives. News can captivate readers by engaging emotions, empathy and sympathy.



Source : (Youtube)

**Scene 2:** (Mrs. Prani arguing with another)



Source : (Youtube)

**Scene 3:** (Mrs. Prani immediately went viral on social media)

With the video of Mrs. Prani arguing with another customer uploaded by someone, Mrs. Prani became a bully. The words and comments of netizens who do not know the truth are getting heated. Ms. Prani tried to clarify the situation and her identity became clear even to her family. To make matters worse, the customer who argued with Ms. Prani also did not want to be outdone in making clarifications. One of her children who is an influencer was also affected. Everything is linked even to his work identity. As a

counseling teacher who always provides reflection to her students, both pros and cons began to emerge. However, this was not enough to help. The school felt that Mrs. Prani never discussed the actions taken with the school first. In a situation like this Mrs. Prani has no support except from her son who also often has different perceptions.

Then the next hoax news is when the video of Mrs. Prani giving reflections to her students was uploaded and re-edited by irresponsible people, causing an increasingly

heated commotion. This was done by a special person who only cared about the number of viewers without rethinking Mrs. Prani's own feelings. Support decreased until finally Mrs. Prani was unilaterally expelled from her gymnastics team, Mrs. Prani's children lost their jobs, resigned from their schools, and moved home. Mrs. Prani's kindness seemed to not count because of one misunderstanding

The Budi Pekerti movie is one of the films that tells how the power of social media can destroy a person's life, as Mukhlas told his mother, What Mukhlas said referred to

netizens who destroyed his mother's career and position, Mukhlas's work as a vlogger and influencer, his sister who is a musician and an online trader of thrifting (used) clothes, good judgments changed 180 degrees just because of one notification. The Budi Pekerti movie is complex and full of meanings, moral messages, life values that make the audience finally “anxious” and agree that it is true that real life in Indonesia is ninety- nine point ninety-nine percent exactly as told and depicted in the Budi Pekerti movie.



Source : (Youtube)

#### **Scene 4:** (Clarification video, Ms. Prani)

In her clarification video, Ms. Prani explained that the customer did indeed jump the queue, and that the word she uttered was not “asu” (meaning dog) but the phrase “ah suwi” (too long). This clarification video went viral and reached the homepage of the customer in question. The customer, a gentleman, then sent a subpoena to Ms. Prani. He felt his good name was tainted and threatened to take legal action if his demands were not met.

This point became a ticking time bomb for Ms. Prani's family. The business they had built to support their family began to

falter. Muklas, who is known as an animal influencer and shares the psychological condition of animals through his behavior, was considered to be just nonsense. Muklas did not even acknowledge that the viral clarification video was of her mother.





Source : (Youtube)

**Scene 5:** (Muklas didn't even admit that the viral clarification video was his mother.)

In a shocking scene, she even went so far as to pour hot water on Ms. Prani and her sister as they searched for her missing father. Problems continue to afflict Ms. Prani's family, but there is a glimmer of hope when the school's alumni association, which is impressed by Ms. Prani's teaching style, is willing to help her out.

The result of the analysis The misuse of social media can make the information verification process neglected and the information or news consumed by the public becomes increasingly misleading. This research will discuss the impact of hoaxes shown in the film *Budi Pekerti* by Wregas Bhanuteja. The aim is to analyze how the impact of hoaxes depicted through viral content in the film raises current social issues. The results of this study in *Budi Pekerti* present the impact of hoaxes that can lead people to negative perceptions and negative comments quickly, cause cyberbullying and damage to reputation, cause the phenomenon of cancel culture, cause domino effects and the truth is no longer an important thing in one's life. This research also provides awareness

that we must be wise and ethical in using social media by not being easily instigated, finding out the truth first, not being impulsive, and having a sense of empathy.

With the video of Mrs. Prani arguing with another customer uploaded by someone, Mrs. Prani became a bully. The words and comments of netizens who do not know the truth are getting heated. Mrs. Prani tried to clarify the situation and her identity became clear even to her family. To make matters worse, the customer who argued with Ms. Prani also did not want to be outdone in making clarifications. One of her children who is an influencer was also affected. Everything is linked even to his work identity. As a counseling teacher who always provides reflection to her students, both pros and cons began to emerge. However, this was not enough to help. The school felt that Mrs. Prani never discussed the actions taken with the school first. In a situation like this Mrs. Prani has no support except from her son who also often has different perceptions.

Social media can be accessed by anyone including children under 17 years old.

Good use of social media can provide many benefits to its users such as interacting and making friends, campaigning for educational, social, religious, health programs, as well as promotion and marketing of certain products. However, behind the many benefits that can be obtained from the use of social media, it is not uncommon to find various negative things such as bad comments given by someone to others, either to public figures or even to people they recognize. This can be done openly through personal accounts or anonymous accounts. Bad comments can be in the form of physical insults, racial insults, and even slander that can harm someone. It can hurt someone and even endanger their life if they are not mentally strong enough due to the actions of irresponsible and unscrupulous people.-people who are irresponsible and unwise in using social media.

Methods and styles Cyberbullying involving aggressive behavior, intimidation, or harassment perpetrated through social media, text messages, or other online platforms. harassment conducted through social media, text messaging or other online platforms. With karacharacteristics range from defamation to outright threats, cyberbullying can damage victims' mental health and create an unsafe online environment. unsafe online environment. Impact cyberbullying can extend beyond the boundaries of cyberspace. Victims are often often experience stress, depression, and even have a high risk of developing mental health disorders. mental health disorders. Meanwhile, perpetrators may not realize the enormous impact their actions can have, underscoring the importance of awareness. by their actions, underscoring the importance of awareness and education on ethicaland education regarding ethics in media. The role of technology as social media and technology plays a central role in facilitating cyberbullying activities cyberbullying

## CONCLUSION

Humans are social beings who cannot live alone and depend on one another, humans as social beings mean humans as citizens of society. In daily life, humans cannot live alone or fulfill their own needs.

This Budi Pekerti story can clearly illustrate how detrimental hoax news is even done by people who do not know anything. Cyberbullying in any aspect cannot be justified because it has a negative impact on its victims. Humans are imperfect social beings who are obliged to continue to learn from anything. The conclusion in this writing is that there is an impact of hoax news in the content of the scene in Budi Pekerti. The general analysis of the impact of hoax news contained in this film is very clear starting from withdrawing from the social environment, feeling ostracized by the environment, physical and mental health is disturbed, depression and suicidal. Even the types of cybebullying are present in the Budi Pekerti movie scene.

The conclusion of Budi Pekerti movie is that people tend to easily believe what they see, give malicious comments and opinions, and judge one-sidedly without knowing the truth. In the movie Budi Pekerti, the truth seems to belong only to a group of people, the truth is only determined by the number of people who think the same thing is true.

People who consider the same thing to be true, truth is only like a power struggle like a power struggle. The movie Budi Pekerti provides an important moral message about the negative impact of social media and is in line with the phenomena in various current events. today. The movie emphasizes that social media is a tool that has the power to support both good and bad things.This reminds us to be careful in using social media.

## REFERENCES

This writing cannot be separated from various sources that are relevant and useful in developing ideas and analysis. The references include books, scientific journals.

### Journal or Magazine

Fitriani, Y., & Pakpahan, R. (2020). Analisa penyalahgunaan media sosial untuk penyebaran cybercrime di dunia maya atau cyberspace. *Cakrawala-Jurnal Humaniora*, 20(1), 21-

27. DOI:  
<https://doi.org/10.31294/jc.v20i1.6446>.

Adhiarso, D. S., Utari, P., & Slamet, Y. (2017). Pemberitaan Hoax di Media Online Ditinjau dari Konstruksi Berita dan Respon Netizen. *Jurnal Ilmu Komunikasi*, 15(3), 215. <https://doi.org/10.31315/jik.v15i3.2173>

Amalliah, A. (2018). PERSEPSI MASYARAKAT TERHADAP FENOMENA HOAX DI MEDIA ON LINE PADA ERA POST TRUTH. *Akrab Juara: Jurnal IlmuIlmu Sosial*, 3(4), 1–15.

Aulia, D. P. (2018). Memerangi Berita Bohong Di Media Sosial (Studi Terhadap Gerakan Masyarakat Anti Fitnah Indonesia) [Universitas Islam Negeri Syarif Hidayatullah Jakarta]. <https://repository.uinjkt.ac.id/dspace/handle/123456789/41108>

Juditha, C. (2018). Interaksi Komunikasi Hoax di Media Sosial serta Antisipasinya. *Jurnal Pekommas*, 3(1), 31–44.

Maheswari, N. P. S. (2018). Hoax dalam Dinamika Nilai Persatuan dan Kesatuan Bangsa.

*Jurnal Kewarganegaraan*, 2(1), 1–7

Gunawan, E. B., & Junaidi, A. (2020). Representasi pendidikan seks dalam film dua garis biru (analisis semiotika

Roland Barthes). *Koneksi*, 4(1), 155-162.

Hidayah, I. R. (2020). Representasi Social Engineering Dalam Tindak Kejahatan Dunia Maya (Analisis Semiotika Pada Film Firewall). *Tibannndaru: Jurnal Ilmu Perpustakaan Dan Informasi*, 4(1), 30-47.

Juditha, C. (2018). Hoax communication interactivity in social media and anticipation (Interaksi komunikasi hoax di media sosial serta antisipasinya). *Pekommas*, 3(1), 261723.

Kurniawati, Y. R. (2020). Pertanggungjawaban Pidana Atas Penyebaran Berita Bohong (Hoax) di Media Sosial. *Dinamika*, 26(4), 422-437.

Leliana, I., Ronda, M., & Lusianawati, H. (2021). Representasi Pesan Moral Dalam Film Tilik (Analisis Semiotik Roland Barthes). *Jurnal Khatulistiwa Informatika*, 21(2), 142-156.

Masril, M., & Lubis, F. W. (2020). Analisis Penggunaan Media Sosial dan Penyebaran Hoax Di Kota Medan. *JURNAL SIMBOLIKA Research and Learning in Communication Study*, 6(1), 11-22. DOI: [10.31289/simbollika.v6i1.2937](https://doi.org/10.31289/simbollika.v6i1.2937).

Ningsih, S. A. (2018). Penggunaan Istilah Binatang Dalam Metafora Bahasa Indonesia Dan Bahasa Inggris. *Arkhaish-Jurnal Ilmu Bahasa dan Sastra Indonesia*, 9(1), 48-57.

Palupi, R. (2019). Penyalahgunaan media sosial sebagai alat propaganda. *Jurnal Komunikasi*, 10(1), 69-76.

Rafiq, A. (2020). Dampak media sosial terhadap perubahan sosial suatu masyarakat. *Global Komunika: Jurnal Ilmu Sosial Dan Ilmu Politik*, 3(1), 18-29. DOI: <https://doi.org/10.33822/gk.v3i1.1704>.

Rahmawati, C. D., Busri, H., & Badrih, M.

- (2024). Makna Denotasi dan Konotasi Meme dalam Media Sosial Twitter: Kajian Semiotika Roland Barthes. *Jurnal Onoma: Pendidikan, Bahasa, dan Sastra*, 10(2), 1244-1256. DOI: <https://doi.org/10.30605/onoma.v10i2.3479>.
- Rossiana, A. A., Haq, R., Naha, I. K., & Nurhayati, E. (2024). Interpretasi Film Budi Pekerti: Antara Moral Dan Viral. *Jurnal Motivasi Pendidikan dan Bahasa*, 2(1), 140-149.
- Sari, M. T., & Suharso, P. (2023). Representasi Literasi Media sebagai Upaya Preventif Penyebaran Hoaks dalam Film Pendek Tilik. *Anuva: Jurnal Kajian Budaya, Perpustakaan, dan Informasi*, 7(3), 559-572.
- Septanto, H. (2018). Pengaruh hoax dan ujaran kebencian sebuah cyber crime dengan teknologi sederhana di kehidupan sosial masyarakat. *Jurnal Sains Dan Teknologi*, 5(2), 157-162.