

ABSTRAK

Fera Elma Fauziah: *Aktivitas Public Relations Writing dalam Menangkal Isu Hoaks di Media Sosial (Studi Deskriptif pada Fungsi Humas di Bidang Informasi dan Komunikasi Publik Diskominfo Jawa Barat)*

Media sosial menjadi ruang penyebaran informasi yang cepat namun rentan disertai hoaks, sehingga menuntut instansi pemerintah untuk memiliki kemampuan menulis kehumasan yang mampu menghadirkan klarifikasi secara akurat, kredibel, dan mudah dipahami masyarakat. Bidang Informasi dan Komunikasi Publik (IKP) Diskominfo Provinsi Jawa Barat melalui Tim *Monitoring Opini dan Aspirasi Publik* (MOAP) menghadapi tantangan tersebut dengan menyusun naskah klarifikasi hoaks yang dipublikasikan secara berkala melalui website dan media sosial.

Penelitian ini bertujuan untuk menganalisis aktivitas *Public Relations Writing* dalam menangkai isu hoaks di media sosial yang dilakukan oleh Bidang IKP Diskominfo Jawa Barat berdasarkan empat tahapan penulisan kehumasan yang diformulasikan Yosol Iriantara (2011). Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data-data penelitian dikumpulkan melalui wawancara, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa aktivitas *Public Relations Writing* terbentuk melalui empat tahapan: Pertama, Persiapan Penulisan (*Prewriting*) ditunjukkan dengan identifikasi isu melalui aduan masyarakat dan *media monitoring*, verifikasi data dan fakta yang bersifat kontekstual menyesuaikan karakteristik hoaks (manipulasi visual maupun klaim naratif institusional), penentuan prioritas isu berdasarkan urgensi dan viralitas, serta perencanaan pesan yang disesuaikan dengan karakteristik audiens digital. Kedua, Pelaksanaan Penulisan (*Writing*) ditunjukkan melalui penyusunan narasi dengan struktur yang konsisten meski disusun oleh penulis berbeda, penggunaan bahasa yang ringkas dan komunikatif, serta penyajian visual berupa infografis yang mempertahankan substansi pesan. Ketiga, Perbaikan (*Editing*) ditunjukkan melalui *quality control* berjenjang, penyaringan informasi dan penundaan publikasi pada isu berisiko, serta evaluasi dan perbaikan konten pascapublikasi berdasarkan respons masyarakat. Keempat, Penetapan Judul ditunjukkan dengan penyusunan judul yang menarik perhatian tanpa mencantumkan vonis "hoaks" secara langsung, sehingga mendorong masyarakat membaca keseluruhan isi klarifikasi.

Berdasarkan hasil penelitian dapat disimpulkan bahwa aktivitas *Public Relations Writing* di Bidang IKP Diskominfo Jawa Barat dilaksanakan secara sistematis pada level kerangka kerja, namun tetap adaptif pada level teknis pelaksanaan, sehingga menjadikan aktivitas penulisan klarifikasi sebagai instrumen aktif dalam menjaga ketahanan informasi dan kepercayaan publik terhadap informasi resmi pemerintah.

Kata Kunci: *Public Relations Writing*, Klarifikasi Hoaks, Diskominfo Jawa Barat.

ABSTRACT

Fera Elma Fauziah. Public Relations Writing Activities in Countering Hoax Issues on Social Media (A Descriptive Study of the Public Relations Function in the Division Informasi dan Komunikasi Publik of Diskominfo West Java)

Social media has become a space for the rapid dissemination of information, yet it remains vulnerable to the spread of hoaxes, thereby requiring government agencies to possess public relations writing skills capable of delivering clarifications that are accurate, credible, and easily understood by the public. The IKP Division of Diskominfo West Java Province, through its Tim MOAP, addresses this challenge by preparing hoax clarification texts that are published periodically through its website and social media platforms.

This study aims to analyze the Public Relations Writing activities carried out by the IKP Division of Diskominfo West Java in countering hoax issues on social media, based on the four stages of public relations writing formulated by Yosai Iriantara (2011). This research employs a descriptive qualitative approach. Data were collected through interviews, observation, and documentation.

The results show that the Public Relations Writing activities are formed through four stages. First, Prewriting is demonstrated through issue identification via public complaints and media monitoring, contextual verification of data and facts that adapts to the characteristics of each hoax (whether visual manipulation or institutional narrative claims), the determination of issue priority based on urgency and virality, and message planning tailored to the characteristics of the digital audience. Second, Writing is demonstrated through the composition of narratives with a consistent structure despite being written by different authors, the use of concise and communicative language, and the presentation of visual content in the form of infographics that preserve the substance of the message. Third, Editing is demonstrated through tiered quality control, the filtering of information and postponement of publication for high-risk issues, and the evaluation and revision of content after publication based on public response. Fourth, Headline Formulation is demonstrated through the composition of attention-grabbing headlines that do not explicitly state a "hoax" verdict, thereby encouraging the public to read the clarification in its entirety.

Based on these findings, it can be concluded that Public Relations Writing activities within the IKP Division of Diskominfo West Java are implemented systematically at the framework level, while remaining adaptive at the technical execution level. This makes hoax clarification writing an active instrument in safeguarding information resilience and public trust in official government information.

Keywords: *Public Relations Writing, Hoax Clarification, Diskominfo West Java.*