

ABSTRAK

Luthfy Mediany Lathifatul Azizah, 1198040040, 2023: Persepsi Masyarakat Kecamatan Pangalengan Terhadap Informasi Hoax Pada Pilpres 2024 Di Media Berita Online.

Penelitian ini mengkaji persepsi masyarakat Kecamatan Pangalengan terhadap informasi hoax yang terkait dengan Pilpres 2024 di media berita online. Ditemukan bahwa persepsi terhadap informasi hoax dapat signifikan mempengaruhi cara pandang dan perilaku masyarakat dalam pengambilan keputusan politik. Penyebaran informasi hoax memiliki dampak terhadap persepsi publik terhadap kandidat dan partai politik tertentu, yang pada dasarnya dapat memengaruhi hasil Pilpres dan integritas demokrasi.

Metode penelitian yang digunakan adalah deskriptif kuantitatif, dengan fokus mendeskripsikan karakteristik dan keadaan persepsi masyarakat di Kecamatan Pangalengan terhadap informasi hoax dalam konteks Pilpres 2024 di media berita online. Survei terstruktur dilakukan melalui kuesioner, baik secara langsung kepada responden di kecamatan maupun melalui survei online menggunakan platform survei elektronik. Data statistik dari sumber resmi, seperti data pemerintah atau lembaga statistik, dapat digunakan untuk mendukung penelitian ini. Analisis konten media berita online juga menjadi pendekatan yang relevan untuk mengumpulkan data kuantitatif, mengidentifikasi penyebaran informasi hoax, topik yang sering muncul, dan karakteristik lainnya yang berhubungan dengan persepsi masyarakat. Selain dari sumber tersebut, peneliti juga memperoleh informasi dari bahan bacaan pelengkap seperti jurnal, skripsi, website, dan buku yang terkait kajian topik yang sedang peneliti teliti.

Hasil penelitian menunjukkan bahwa instrumen pengukuran yang digunakan memiliki tingkat validitas dan reliabilitas yang baik, memberikan keyakinan bahwa data yang diperoleh dapat dianggap valid dan dapat diandalkan. Kesadaran tinggi dan efektivitas upaya penanggulangan terbukti menjadi faktor penting dalam memitigasi dampak informasi hoax selama Pilpres 2024, sementara respon negatif masyarakat menyoroti kompleksitas individu dan budaya dalam menghadapi isu tersebut.

Kata kunci: Persepsi Masyarakat, Informasi Hoax, Pilpres 2024, Media Berita Online.

ABSTRACT

Luthfy Mediany Lathifatul Azizah, 1198040040, 2023: *Pangalengan District Community's Perception of Hoax Information in the 2024 Presidential Election in Online News Media.*

This research examines the perceptions of the people of Pangalengan District regarding hoax information related to the 2024 Presidential Election in online news media. It was found that perceptions of hoax information can significantly influence people's views and behavior in making political decisions. The spread of hoax information has an impact on public perceptions of certain candidates and political parties, which in essence can influence the results of the Presidential Election and the integrity of democracy.

The research method used is quantitative descriptive, with a focus on describing the characteristics and state of public perception in Pangalengan District regarding hoax information in the context of the 2024 Presidential Election in online news media. Structured surveys are carried out through questionnaires, either directly to respondents in the sub-district or through online surveys using an electronic survey platform. Statistical data from official sources, such as government data or statistical institutions, can be used to support this research. Online news media content analysis is also a relevant approach for collecting quantitative data, identifying the spread of hoax information, frequently appearing topics, and other characteristics related to public perception. Apart from these sources, researchers also obtain information from complementary reading materials such as journals, theses, websites and books related to studying the topic that the researcher is researching.

The research results show that the measurement instruments used have a good level of validity and reliability, providing confidence that the data obtained can be considered valid and reliable. High awareness and effectiveness of countermeasures have proven to be important factors in mitigating the impact of hoax information during the 2024 presidential election, while the negative public response highlights the complexity of individuals and cultures in dealing with this issue.

Keywords: Public Perception, Hoax Information, 2024 Presidential Election, Online News Media.