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Literation Media as Speech Hate Handling on Ahok on Social Media in Election in Dki Jakarta in 2017

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Abstract:

Media literacy activities occur in organizational life the more we meet. The delivery method is like giving a clear picture of the ability to identify, determine, organize, and use the media, and make the information as a consideration for making decisions for the success team of Ahok Djarot's volunteer winners in the 2017 Jakarta Regional Election. Social media became the main media in the process of delivering messages and containers used for the process of handling the speech of hatred experienced by Ahok. The media include Twitter, Facebook, Instagram, and Youtube. Ahok volunteers named Teman Ahok chose two media that were focused and considered to influence public opinion. Instagram and Youtube are considered capable of becoming effective social networks in the process of delivering political messages for the Jakarta Election 2017. The delivery of information through social media to the public through Instagram and Youtube is considered very effective and appropriate as a literacy development tool for negative reporting. The content provided is very easy to access for all people. Therefore, research on media literacy in handling the speech of hatred towards Ahok adds input to communication science, especially in the field of media literacy and the existence of media is a very effective communication strategy.

Keywords: Media Literacy, Political Communication, Communication Strategy, Jakarta Dki Pilkada, Volunteer Success Team

1. Introduction

In fact, in the situation leading up to the democratic party in Indonesia, such as the election of the president and vice president, general elections to regional head elections have experienced their polemic which has resulted in an unnatural communication pattern in managing the victory strategy. In recent years, the process of human communication has experienced a significant revolution. This is evidenced by the emergence of the internet as a new media. The internet makes people able to communicate without being obstructed by distance and time. Gradually, there are more and more users of internet services in Indonesia. Based on data from the Internet Network User Association (APJII) every year Indonesia experiences a significant increase in internet user data. The number of internet users in Indonesia in 2017 reached 143.26 million, experiencing an increase from 2016 which reached 132.7 million [Retrieved on, 2 February 2019 from <https://apjii.or.id>].

The use of the internet in 2017 has increased compared to 2016 which resulted in many news cases being disseminated through the internet such as news of hate speech and hoaxes that became news headlines, especially ahead of the democratic party in Indonesia [Retrieved on, 2 February 2019 from <https://apjii.or.id>]. The significant increase resulted in the ease of surfing on social media. In the end, the Indonesian National Police formed a special unit to quell crime in cyberspace, namely the Directorate of Cyber Crime Criminal Investigation. This is done because crime in cyberspace is increasing and is considered to require a special team to deal with it. From several cybercrimes, it can be said that the most prominent crime is the case of speech hate and hoax.

Every human being can easily access the internet to get accurate information and is able to verify the data that we get to provide an understanding of media literacy activities that occur in organizational life will provide a clear picture of the ability to identify, determine, organize and use media and make information as consideration for decision making as Ahok volunteer team in facing the issue of utterances of hatred in the 2017 DKI Regional Election. The success team or volunteer team is one of the main factors in the success of an electoral process in a country, especially in Indonesia. This is also a difficult task faced by the Ahok volunteer team in the DKI Jakarta Pilkada in 2017. Success teams or volunteer teams must have focused and specific and consistent goals to carry out their tasks efficiently. In supporting this, the success team must have the skills to find accurate data, the data will be managed into clear and useful information in the process of selecting the Governor of DKI Jakarta in the DKI Jakarta Pilkada in one hand. success or volunteer teams must get information that can be accounted to the public and of course, that information is information based on valid sources.

Indonesian society is a diverse society and can be seen from various perspectives including educational backgrounds, cultural customs, religions, social and political backgrounds. Such circumstances make the Indonesian

people diverse and have different perspectives in any way, including their political perspectives. Indonesian society is known as a democratic society where the Indonesian people have the right to choose their leaders.

The classical democratic theory defines democracy as the terms "the will of the people". (The will of people); the common good source, the purpose of which is torn down by Schumpeter through what he calls "another theory of democracy," namely "the method of democracy" is an institutional procedure for reaching political decisions in which individuals gain the power to make decisions through struggle competitive in order to obtain votes (Efriza, 2008: 109). Thus democracy can also be interpreted as a form of a government system that is organized and organized based on the principle of popular sovereignty, the interests of the people, based on joint decisions, political similarities, and majority rules. Therefore, the community can decide on managing the democratic through social media.

Amnesty International Indonesia considers the presence of social media has two sides in terms of giving birth to leaders. This has been evident in recent years. There is a bright side and also a dark side [Retrieved on April 1, 2019, <https://national.kompas.com>]. The bright side in question can be proven by the role of social media on the election of Jokowi as president and Basuki Tjahaja Purnama as Governor of DKI Jakarta in 2012 ago. At that time, the Jokowi success team used social media as an effective campaign media, one example of the successful team that won Jokowi at the time was James. The same thing was done by the cagub access team Ahok and Jarot who at that time, Ahok's winning team used Ahok's Friend.

However, this is inversely proportional to 2017. Now social media has more content of hate speech, especially during the 2017 DKI Jakarta regional election. During the DKI regional election, we can see a lot of cases regarding the utterances of hatred shown to Ahok, because Ahok was considered to have committed blasphemy. Not only that, social media also made religious demonstrations that would never be discussed. One of the hate speeches shown to Ahok originated from Indonesian musicians, namely Ahmad Dhani. In his personal Twitter account, he wrote "The one that defames the Ahok religion ... which was tried by KH. Ma'ruf Amin." (this article is uploaded on Ahmad Dhani's personal twitter account on February 7, 2017).

Therefore, the information on hate speech experienced by Ahok resulted in the defamation he experienced during the 2017 DKI Jakarta regional election. In this study, the researcher took the title MEDIA LITERATION AS A HANDLING OF HARDNESS TARGETS ON AHOK IN THE SOCIAL ELECTION IN DKI JAKARTA IN 2017. This research has a focus: What is the phenomenon of utterances of hatred towards Ahok in the DKI Jakarta Pilkada in 2017 on social media? and How is the handling of the Ahok volunteer team in this phenomenon in providing media literacy to the community? The problems that were chosen and studied in-depth, focused on their media literacy process to get votes and support for Ahok in the 2017 Jakarta regional election.

2. Literature Study

2.1. Media Literation

Initially, media literacy originated from information retrieval techniques having various ways with diverse support systems so that the information was not real. Media literacy (Media Literacy) in Indonesia is commonly known as media literacy. James Potter (2001: 5) in his book entitled "Media Literacy" says Media Literacy is a term that is used actively when individuals access the media to interpret the message conveyed by the media. Paul Zurkowski was the first person to introduce the term Information Literacy, according to literary people who were trained in resource applications in their work (Behrens, 2013, accessed from <https://sulistyobasuki.wordpress.com/2013/03/25/digital-information-and-literacy/literacy>). In information literacy, there are mass media not only providing information and entertainment but also inviting audiences to make behavioral changes (Tamburaka, 2013: 1). Based on this statement, of course, there is a very large link between the existence of mass media and the strategy of winning candidates for governor and deputy governor of DKI Jakarta because mass media can influence the public to be more intelligent and selective in the election process to the regions. Media literacy has more or less the same definition as information literacy, consisting of two syllables namely media as a place of exchange of messages and information while literacy means literacy, in general, media liberation, is defined as the ability of literate audiences to media and media messages in the context of mass communication (Tamburaka, 2013: 7). Media literacy from the National Leadership Conference Media Education which states that media literacy is the ability to access, analyze, evaluate and communicate messages in various forms (Judhita, 2013: 47-62).

No	Literacy Category According to the National Leadership Conference on Media Education	Information	Indicator
1.	Access	Understanding and knowledge of using and accessing media and being able to understand the contents of messages	<ul style="list-style-type: none"> • media used • frequency of use • the intended use • understand the message
2.	Analyze	Able to understand the purpose of media messages and can identify the sender of the message through the media and what the message is.	Ability to remember messages received through the media, able to explain the intent of the message, able to identify the sender of the message, able to assess media messages that can attract attention
3.	Evaluate	Being able to judge the message received is then compared to the perspective itself. This includes subjective judgments of an individual or reaction to attitudes toward the message and other implications of the message	<ul style="list-style-type: none"> ✓ Attitudes, feelings, and reactions felt after receiving messages from the media. ✓ Reveal any information that suggests or provides information that is useful to users
4.	Communicate	Able to communicate messages received from the media in any form to others	The message received is communicated in what form

Table 3: Model Concept of Media Literacy (Judhita, 2013: 47-62)

Source: National Leadership Conference On Media Education (Hobbs, 1999) Quoted From Juditha (2013: 52)

In the beginning, basic media literacy from the existence of information was interpreted as a track record of the phenomenon observed or in the form of decisions that can be made by someone (Alhanin, S. (2009) Module I: theoretical basic concepts: communication, information, and libraries. from <https://simfonikehidupan.wordpress.com/2009/05/10/modul-i-konsepdasar-teoritis-kontak-informasidan-perp/>). Such information can be in the form of a collection of data that is summarized systematically and has validity for the content contained in it. For this information to be accurate, then someone who is looking for this information must have a capable ability to find information. This information must be useful and useful in supporting tasks in the institutional decision-making process.

At present, information is growing very rapidly, information is developing very changing, the flow of information cannot be controlled, therefore the community in its development is required to be more observant and careful in seeking information. The importance of information being a sacred trinity of information, education and entertainment, has been fully recognized long before the popular term "information society" and "information technology" in the 1970s and 1980s (Briggs, 2006: 230).

The public must be careful of the information that is spread and must be able to have information sources that can be justified. Information sources can make it easier for us to summarize information quickly in various interests and also be useful in increasing time effectiveness and efficiency. Social media is one medium that is influential enough to make it easier for people to interact with each other, besides its practical nature and is easily accessible to its users, social media is also a place to disseminate information to the public at large. Information disseminated through social media will be more easily accepted by users who already have the skills to access information through various types of social media. It's the same thing with information, determining the right media will have a big effect on the performance of an organization or groups that have the same goals (Senova, 2016: 142, Journal of Communication Studies, Volume 4, No. 2, December 2016).

2.2. Hate Speech Concept

Hate can be interpreted very dislike, while hatred itself is a noun which means feeling very dislike (Language Center of the Ministry of National Education, Big Dictionary of Indonesian Language, 2004: 168). In the present era, freedom of opinion has become a right for everyone. Every individual can freely express on social media. Since the presence of freedom on social media, it began to be known as hate speech on social media, where a person without burden can insult, ridicule or by people he does not like on social media, even to defamation.

According to Dr. Gun GunHeryanto quotes from Kent Greenawalt, hate speech is a speech and or writing made by someone in public for the purpose of spreading and igniting a group's hatred towards other different groups, both because of race, religion, belief, gender, ethnicity, disability and orientation sexual (Heryanto, 2017: 12).

In a speech, hate has seven components so that one can be said to have uttered hate speech including statements of humiliation, defamation, public deception, provoking, humiliation, instigation, and hatred (Heryanto, 2014: 62). UNESCO, utterances of hatred refer to expressions of incitement to harm (especially discrimination, hostility, and violence) with a certain social group or demographic targets, utterances of hatred can be in the form of words that defend, threaten or encourage acts of violence. Hate speeches can include messages of hatred or expressions that foster a climate of prejudice and intolerance that is assumed to be the trigger for discrimination, hostility and violent attacks. In a certain time, the utterance of hatred tends to be widespread and even includes guidance to a ruler or individual who is in the public spotlight. This will be seen a lot in the period of regional head elections (PILKADA), legislative elections, or presidential elections.

Edi Santoso quoted Rita Kirk Whillock in his essay entitled "Ethical Considerations of Civil Discourse: The Implication of the Rise of Hate Speech", saying that the message of hatred is essentially "rhetorical anihilis" against the opponent. Even if only through words, the message of hatred aims to kill or kill the opponent. As a result, the dialog or disk becomes jammed. Absence of willingness to respect and listen to the other person. There is no willingness to openly learn and change. The issue of the case of hatred on social media also made the MUI issue facts about the prohibition on saying hate speech. This is because the utterances of hate are not allowed/prohibited in the Islamic religion. The fatwa of MUI No.24 of 2017 concerning law and guidelines for pursuing it through social media was finally launched on the basis of concerns from the rampant speeches of hatred and hostility among Indonesian citizens on social media. According to Gagliardon (2015: 72) there are several characteristics of hate speech in the online domain, namely:

2.2.1. Eternity of the Message

In the online domain, messages can last for long periods of time and in different formats which can be cross-platform and can be repeated through links. The platform architecture will affect how long the message lasts. For example, on Twitter there is something called a trending topic, this illustrates how a message quickly spreads, becomes a global conversation, but not long ago.

2.2.2. Message Odyssey

The message in the realm of online media that has been deleted can even be reappeared. Either with the same title and the same website or vice versa. Messages in online media can indeed be revived easily. When we download an article, then suddenly on the website the article has been deleted, then we can upload it again on our website personally.

2.2.3. Anonymity

In anonymized conditions, someone will feel more comfortable and safe to spread the utterance of hatred by using fake names. Usually someone will use a fake account to take action to spread hate speech on social media. So that his identity is protected and not entangled in law.

2.2.4. Transnationality

Messages in online media can easily spread across countries. We are fully aware that messages or links in online media will automatically spread to all corners of the world. Whatever we upload in a country can be accessed at the same time in different countries. The message will raise its own problems, for example related to legal mechanisms to overcome them.

3. Methodology

This study uses a qualitative research method with a case study research approach in the context of this study to discuss organizational or group processes carried out by volunteer teams or the success team to win Ahok-Djarot in the DKI Jakarta Regional Election in 2017 regarding the utterances of hatred that occurred in the DKI Pilkada Jakarta in 2017. The case study approach in this study illustrates everything that happens in the field, to then be analyzed to achieve the research objectives.

This research method was used because at first, the researcher traced information from various sources in the form of informants, communities, places of events, which had information related to this study. The following criteria are ways to determine the informant, namely: (1) Tasks and responsibilities in the volunteer success team, these reasons are chosen to meet the criteria because usually the functions, duties, and responsibilities of volunteer members will become clearer. found, (2) Community of media users, this reason was chosen to fulfill the criteria because they are active media users and always access and update information regularly, and (3) Community members and parties directly related to the process of winning Ahok-Djarot, this reason was chosen to meet the criteria because they were the parties who knew and directly involved in the election process in the 2017 DKI Jakarta Regional Election.

Data collection is done through in-depth interviews with selected resource persons and documentation studies. The resource person in this study was Ahok Djarot's social media team, now called the Million Friends Community. The data obtained were then analyzed through descriptive stages, theme analysis, and protrusion.

The paradigm used in this study is the constructivism paradigm. Where the researcher looks at the foundation of thinking one can determine the direction and purpose as well as a set of basic beliefs that guide one's actions. The subject of this research was Ahok-Djarot's social media volunteer team in the 2017 DKI Jakarta Pilkada called the Sejuta Friends Community. The object of this research is the Speech of hatred towards Ahok (Basuki Tjahja Purnama) which is a new phenomenon on social media and is being widely discussed in the 2017 Jakarta Election.

4. Results and Discussion

The first phase of the election of the Governor and Deputy Governor of DKI Jakarta on February 15, 2017. At that moment, there were candidates for the Governor and Candidate Pair of Deputy Governors including Basuki Tjahya Purnama (Ahok) and Djarot Saiful Hidayat, Agus Harimurti and Sylvia and Anies Baswedan and Sandiaga Uno. The three candidates enrolled in the DKI KPU starting from September 21-23 2016. After that, it was increasingly discussed by different circles and professions. Starting from the desire and having the same view to hold a meeting as well as form a mobile group to succeed in the election of the governor and vice governor of DKI Jakarta 2017.

The author observes in 2017, social media has more content of hate speech when the DKI Jakarta regional election last 2017. At that time, a lot of information that developed regarding hate speeches that were shown to Ahok was considered to have blasphemed the words from the words spread on YouTube content.

Hate Speech showed to Ahok, one of which comes from Indonesian musicians, namely Ahmad Dhani. In his personal Twitter account, he wrote "The one that defames the Ahok religion ... which was tried by KH. Ma'ruf Amin." This article was uploaded on Ahmad Dhani's twitter account on February 7, 2017.

The problem of hate speech in Indonesia is increasingly becoming increasingly common. Regarding many who comment on officials in the country. Citizens feel that social media is a communication tool that is right for expression and can be seen directly by many people. The process of communication between officials in Indonesia and the people should be harmonious with the emergence of new media. But things that happened were not as smooth as expected. Social media is instead used as a tool to denounce officials in the country, and cause misunderstandings between the two parties.

Apart from the existence of pro-contra approaching Ahok, a group of people claiming to be a volunteer community named Teman Ahok who has now changed their name to a Million Friends. Those who continue to support Ahok to advance as candidates for governor of DKI Jakarta for the period 2017-2022. Ahok's support team is not only from the generation X generation but generation Y who supports becoming Jakarta DKI Governor candidates for the 2017-2022 period. The Ahok Volunteer Team comes from members of creative communities in DKI Jakarta.

Initially, Ahok volunteers who were called "Teman Ahok" and changed their name to "Million Friends" were from Generation Y and millennials who held an informal meeting discussing the continuity of the DKI Jakarta gubernatorial election 2017. After meeting several times, they felt that there was a vision and the mission is considered to have similarities with the program proposed by Ahok as a candidate for governor of DKI Jakarta for the period 2017-2022.

There are types of social media chosen to be used as communication tools by the Million Friends team, including Twitter, Youtube, Instagram, and Facebook. However, the type of social media that is often used as a communication tool used is Youtube and Instagram as social media which is a liaison between the successful volunteer team and the aspirations of the citizens of DKI Jakarta. They finally chose only two types of social media that were used systematically, the content of which contained perspectives and some evidence in the field about the performance of an Ahok.

The process of selecting social media to be used in winning the DKI Jakarta Regional Election is a process that is not short of the time and mind of the members of the voluntary success team. The successful team formed an institution called Teman Ahok. This institution was initiated by young people or millennial generation who liked the figure of Ahok when he was the PLT of the Governor of DKI Jakarta. The success team has identified any needs that would become the focus of the community around the capital city of DKI Jakarta. Previously a survey was conducted on young people who have an active role in using smartphones in carrying out daily activities, for example, young people in the creative field in the DKI Jakarta area.

The process of delivering information and handling hate speeches made through Youtube, Instagram, and Twitter from Ahok volunteer teams to all of their followers, did not stop at this stage. The exchange of information occurs through the process of communication carried out on social media which will become the latest source of information for the Ahok volunteer team. The existence of responses given directly by the public becomes learning and always gives literacy that information spread within the community is hoax news. Not only that, public responses made consideration by the volunteer success team to compile the news to be disseminated through social networks.

The stages of information dissemination and handling of hate speeches are conducted by Teman Ahok as Ahok's volunteer team in the 2017 DKI Jakarta Pilkada through a network social like Instagram is very different from Youtube and Twitter. If the news to be delivered via Instagram is very easy to access social media networks by all people, especially among millennial voters. Name of Ahok volunteer Instagram account named @Temanahok which changed its name to @sejutatemanid. If there is news with negative content on Ahok on Twitter, Teman Ahok's team provides information and literacy in the form of news responses to netizens that the news is a hoax. Ahok Djarot's Instagram account almost every day posts its daily activities, for example, Thank you to supporters of Ahok Djarot, Believe me ... God knows the best #JakartaPunyaAll. As a form of literacy carried out by Ahok's success team, there are still many people who support him to become the Governor of DKI Jakarta in the DKI Jakarta Election.

The Meme of the invitation to come to the polls and participate in voicing their voting rights in the DKI Jakarta regional election as a form of literacy carried out by the Ahok success team as the handling of hate speeches. Exchange messages on the @AhokDjarot Instagram account will usually pass through several processes for their use. The community of DKI Jakarta is very different from the people in rural areas. The majority of the DKI Jakarta Capital City community is smart in accessing information on the internet and other social media. Usually, the DKI Jakarta Capital City asks simple questions about whether Ahok was involved in blasphemy which was viral before the voting in the DKI Jakarta Election 2017. For such questions usually, the Ahok Friends' team will answer via memes that will be disseminated on social media and the explanation of the durometer video that will be distributed on Youtube @Temanahok which has now changed its name to @sejutateman as a form of handling hate speeches.

The focus of the use of the @ahokdjarot Instagram @sejutatemanid account by the other social media volunteers Ahok Djarot in the capital city of DKI Jakarta is as a process of delivering information and the process of handling negative content from attacks from other candidates in the Jakarta Election. The following is Ahok Djarot's Friends Ahok Instagram and Instagram display, which is managed by the Ahok success team in the 2017 DKI Jakarta Pilkada as a forum to provide literacy and as a strategy to deal with hate speeches against Ahok.



Figure 1: Display Teman Ahok's Instagram

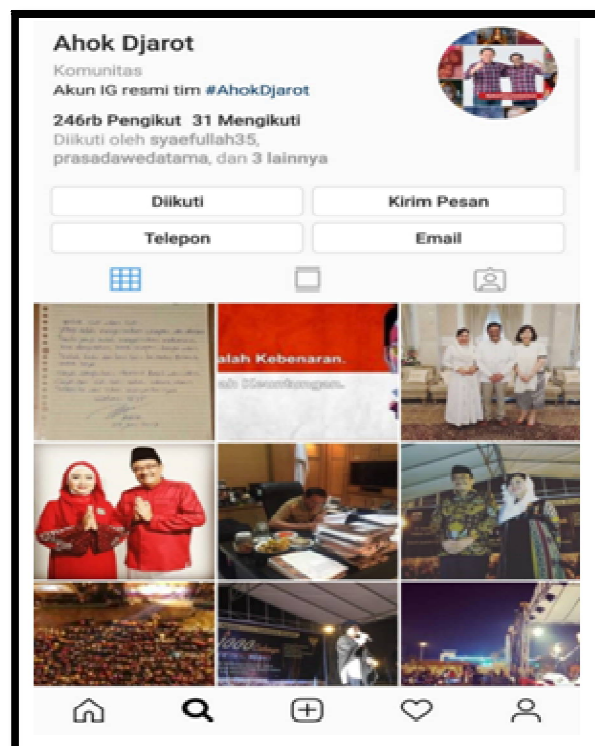


Figure 2: Ahok Djarot's Instagram View

Instagram as the most effective and short delivery medium is persuasive to encourage the people of DKI Jakarta to support Ahok Djarot in the DKI Jakarta regional election. Instagram also serves as a media to provide literacy in the form of information that does not contain hoax news but rather as a media strategy to gain support so that Ahok Djarot is elected Governor of DKI Jakarta. After the process of selecting news or information as handling hate speeches made by members of the social media volunteers' team, three headlines will be posted regularly on an Instagram account every day. The campaign messages that you want to convey via Instagram will be arranged in such a way that it looks more attractive

and always has an educative impression for everyone who reads. Through Instagram campaign activities will experience fewer changes and present memes as the delivery of effective short messages that are directly patterned in the mind of each who reads them.

5. Conclusion and Recommendations

In handling hate speech or Hate Speech, Ahok's volunteer team, whose name is Teman Ahok, is now renamed as Million Friends. This team of volunteers has identified several media to reduce the existence of Hate Speech which is thrown at Ahok or Basuki Tjahja Purnama. The media include print media, electronic media, and social media. The three types of media have their advantages and disadvantages. Finally, the Ahok volunteer team, whose name is Teman Ahok, chose social media as the main media that will become a communication medium as a link and deliver messages and information to the public, especially the people of the Capital City of Jakarta. The message conveyed on YouTube's social media is an invitation message containing information about the 2017 DKI Jakarta regional election that is distributed regularly on social media. In Teman Ahok's social networking media, the message is to provide positive information on the 2017 DKI Jakarta Pilkada and to be ready to help Ahok Djarot in the 2017 DKI Jakarta Pilkada and to create a climate of a healthy democracy in politics.

The media used routinely are Twitter, Instagram and Youtube. but Teman Ahok as the Ahok volunteer team focused on two types of social media including Instagram and Youtube as social media which are considered capable of becoming effective social networks in the process of handling hate speeches in delivering messages in the DKI Jakarta regional election 2017. Submission of information in handling hate speeches conducted Ahok's volunteer team to the DKI Jakarta community through Instagram and Youtube is considered very effective and appropriate. Due to the content provided in the Instagram account @temanahok_indonesia, @ahokdjarot, @temanahok which is now changed to @sejutatemanid as a medium for disseminating information and handling Ahok volunteer teams in handling hate speeches. The same is true with Instagram social networking, Youtube as well as being a social media focused on the process of delivering information. Instagram is able to become a media that attracts the attention of audiences through the content it offers. Content that mostly contains photographs and memes makes Instagram a social media that has variety compared to other social media. Three Instagram accounts were chosen that will represent the volunteer team members in the delivery process and as handling hate speeches against Ahok in the JAKARTA DKI Regional Election 2017.

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