International Journal Administration, Business & Organization
Vol. 7 (1), 2026: 362-376 | E-ISSN 2721-5652
Available at https://ijabo.a3i.or.id/index.php/ijabo

Policy Analysis of the Jabar Saber Hoaks Program in Addressing the Spread of Hoaxes in West Java

Wawan Gunawan[1]
Universitas Jenderal Achmad Yani, Cimahi, Indonesia
gunawan.wawan@lecture.unjani.ac.id

Hidayat[2]*
Universitas Jenderal Achmad Yani, Cimahi, Indonesia
hidayat@lecture.unjani.ac.id

Dadan Kurnia[3]
Universitas Jenderal Achmad Yani, Cimahi, Indonesia
arkanantapandya@gmail.com

Zaenal Abidin AS[4]
Universitas Jenderal Achmad Yani, Cimahi, Indonesia
Zaenal.abidin.as@lecture.unjani.ac.id

ABSTRACT

The rapid advancement of digital technology has become a vehicle for the spread of hoaxes, negatively impacting the lives of the digital community in Indonesia, particularly in West Java. On the other hand, public awareness regarding how to distinguish hoaxes remains low; this situation is further exacerbated by the emergence of AI technology, making it extremely difficult for the public to determine whether a piece of news is a hoax or not. To address the spread of hoaxes, the West Java Provincial Government issued a policy through West Java Governor's Decree No. 700.05/Kep.1261-Diskominfo/2018 regarding the establishment of the Jabar Saber Hoaks program. This program aims to protect the public from the negative impacts caused by hoaxes. This study aims to analyze the policies of the Jabar Saber Hoaks program. Using a literature review approach, the findings indicate that the Jabar Saber Hoaks program's policies have not been implemented optimally in protecting the public from the negative impacts of hoaxes. One reason for this is that Jabar Saber Hoaks only verifies information of questionable accuracy circulating in digital media, while community empowerment programs aimed at improving digital literacy have not been widely implemented. Consequently, many people in West Java have been affected by hoaxes, resulting in both moral and material losses.

Keywords: Hoaxes; Public policy; Jabar Saber Hoaks; Literacy; Digital

Received: 06 April 2026
Accepted: 26 April 2026
Available online: 29 April 2026

DOI: 10.61242/ijabo.26.742

JEL Classifications: I21, I23

INTRODUCTION

Hoaxes or fake news have become a challenge in this era of rapid digital development. With the ease of communication, various types of information spread and are widely accessible to the public, including fake news or false information (hoaxes). It has become increasingly difficult to distinguish the authenticity of hoaxes due to the presence of Artificial Intelligence (AI) technology, which can manipulate fake news in the form of text, images, videos, and audiovisual content.

According to a press release from the Ministry of Communication and Digital Affairs (Komdigi) from August 2018 to December 31, 2023, Komdigi addressed 12,547 hoax-related issues, dominated by health-related content (2,357 issues), fraud (2,210), government-related (2,210), and political issues (1,628). In addition to these issues, there were also hoaxes related to disasters, crime, education, defamation, religion, and others (Biro Humas Kementerian (Kominfo, 2024). Meanwhile, in 2023, 1,615 hoax-related issues were identified. This number increased in 2024 to 1,923 hoax issues, the majority of which consisted of 890 pieces of content on fraud, 237 on politics, 214 on government, 163 on health, 147 on disasters, and 81 on other topics (Biro Humas Kementerian Komdigi, 2025.

A 2021 survey by the Katadata Insight Center (KIC) in collaboration with the Ministry of Communication and Information Technology (Kominfo) found that 30% to 60% of Indonesians are exposed to misinformation when accessing and communicating online. Only 21% to 36% of the public can identify misinformation. As a result, 11.9% of the public help spread misinformation (Beritasatu.com, 2020). This means that the majority of internet users in Indonesia are vulnerable to misinformation attacks, and some are involved in spreading misinformation, whether intentionally or not. Low awareness of misinformation leads people to share content indiscriminately, without verifying or cross-checking the accuracy of the information they receive. This was confirmed by the results of a 2023 UNICEF and Nielsen study involving 2,000 randomly selected respondents from six major cities in Indonesia: Medan, Makassar, Jakarta, Bandung, Semarang, and Surabaya. The results showed that 5 out of 10 Indonesians are susceptible to hoaxes. Only 4 out of 10 people can recognize hoaxes (Liputan 6, 2023).

As a result, the majority of internet users in Indonesia are vulnerable to hoaxes due to their limited knowledge and awareness of them. Consequently, the majority of internet users in Indonesia are vulnerable to hoaxes. On the other hand, the use of social media has led to the increasingly widespread dissemination of hoaxes. This situation aligns with research findings indicating that 24.80% of the reasons people access the internet is for social media (APJII, 2025). Findings on the spread of hoaxes on social media were revealed in a 2018 study by DailySocial.id, which noted that 82.25% of hoaxes are spread via the Facebook app. Hoaxes are also spread via the WhatsApp app (56.55%) and Instagram (29.48%). Of the 2,032 respondents involved in this survey, 44.19% admitted they were unsure of their ability to detect hoaxes. Meanwhile, 51.03% of respondents chose to remain silent and not believe the information when they encountered content suspected of being a hoax (BSKDN, 2018)

A similar survey was also conducted by the Indonesian Internet Service Providers Association (APJII), involving 8,720 respondents across 38 provinces in Indonesia. The results showed that 59.75% of hoax content circulates on social media. Hoaxes are also spread via chat apps (29.12%) and found on news portals (11.12%) (Kompas.com, 2024). A 2024 study by Tirto and Jakpat titled “Trends in Hoax Exposure Among the Public and Methods of Information Verification” found that 82.53 percent of hoaxes were found on social media. A total of 54.33 percent of respondents encountered hoaxes on messaging

 DOI: https://doi.org/10.61242/ijabo.26.742

apps, 41.8 percent found hoaxes in online articles, and 20.33 percent admitted to receiving hoax information through direct conversations with friends or relatives. This study also revealed the impacts of exposure to hoaxes, finding that 50.20 percent of respondents reported financial losses. Additionally, 48.80 percent of respondents stated that hoaxes had disrupted their personal relationships. This aligns with the study by Pinardi and Darmawanti (2023) titled "The Post-Truth Era: The Threat of Polarization Through Family WhatsApp Groups," which found that during the 2019 General Election, family WhatsApp groups became a platform for the spread of hoaxes that escalated into debates, ultimately leading to polarization within families. Hoaxes also caused people to make incorrect decisions regarding health (48.33%), and as many as 42.60% of hoaxes led to errors in political decision-making when selecting public officials (Tirto.id., 2023).

The same situation is also observed in West Java. As a province with a population of 50.34 million in 2024 and projected to reach 50.76 million in 2025 it is set to become the province with the largest number of internet users in Indonesia. According to an APJII survey (2023), the number of internet users in West Java reached 41.3 million (Humas Indonesia.id., 2024). By 2025, internet penetration in West Java reached 86.52%, meaning that 17.72% of Indonesia's internet users were from West Java (APJII, 2025).

With such a large number, West Java has become fertile ground for the spread of hoaxes. For example, a Facebook post attributed to West Java Governor Dedi Mulyadi claimed that West Java was ready to serve as a testing site for Bill Gates' TB vaccine. This claim was confirmed to be a hoax after kompas.com conducted an investigation. The post was a manipulated version of a Jawa Pos article published on May 19, 2025 (Komdigi, 2025). A YouTube video titled "Bandung is a sea. Full video: River overflows, thousands of homes severely flooded." After verification, it has been confirmed that this information is false and falls under the category of "False Connection." (Saberhoaks, 2024).

The case of food poisoning from the Free Nutritious Meals (MBG) program in West Bandung Regency (KBB) some time ago was also subject to misinformation. In a Facebook post, several accounts shared a message claiming that "11 people in Cipongkor Subdistrict, West Bandung Regency, died after eating MBG meals." According to an investigation by kompas.com, the post was identified as a hoax (Tribratanews, 2025). In fact, a social media post claimed that the MBG poisoning incident in KBB was the result of sabotage carried out by the PKI. After an investigation, the post titled "MBG POISONED; IN THE PAST, GERWANI AND THE PKI POISONED ANSHOR YOUTH" was confirmed to be a hoax and classified as Misleading Content.

In addressing the spread of hoaxes in West Java, the local government established Jabar Saber Hoaks through West Java Governor's Decree No. 700.05/Kep.1261-Diskominfo/2018. The duties and functions of this unit are to verify information of uncertain veracity by cross-checking with credible sources. This means that, in addressing hoaxes, the West Java provincial government only communicates the results of its verification to the public but lacks the authority to take repressive actions or pursue legal measures against those spreading hoaxes. Previous studies on Jabar Saber Hoaks have mostly described its verification activities, but they have not fully addressed the program's institutional limitations, especially the absence of repressive authority and the need for a digital-governance approach that emphasizes coordination, responsiveness, and public trust.

The Jabar Saber Hoaks (JSH) program is a policy of the West Java provincial government aimed at maintaining a conducive environment, fostering a sense of security, and protecting the public from the negative impacts of hoaxes in West Java. In other words, the government's policy on addressing the spread of hoaxes aims to protect the

 DOI: https://doi.org/10.61242/ijabo.26.742

public from the negative impacts caused by the circulation of hoaxes. The term "protect" certainly has a broader meaning, namely to empower the public so they are better equipped and prepared to face the advancements in digital technology, thereby contributing to the improvement of public welfare. This gap matters because digital governance requires not only information verification, but also institutional capacity to translate verification results into timely, participatory, and credible public communication.

This study was conducted to analyze the Jabar Saber Hoaks program in its efforts to protect the public from the negative impacts caused by the spread of hoaxes through digital media. Accordingly, this study contributes by linking policy implementation theory to the digital governance context of hoax management, so the analysis can show why Jabar Saber Hoaks works well in some aspects but remains limited in others.

LITERATURE REVIEW

Public Policy

Simply put, public policy refers to the actions or stances taken by the government whether verbal or written that influence the lives of citizens. Dye (1975), as cited in Syafiie (2006), defines public policy as the choices made by the government regarding whether or not to undertake a particular action. Therefore, the objectives of public policy must be clear, as it encompasses not only statements by the government or public officials but also all government actions (Dye in Pasolong, 2008).

Anderson (1969) in Winarno (2007) defines policy as the direction of action taken by an individual or a group of people with the intent to address a particular issue. Meanwhile, according to Subarsono (2009), public policy is (1) a policy adopted by the government, not by the private sector or individuals, and (2) a choice made by the government to act or refrain from acting. This means that public policy constitutes the stance, actions, or steps taken by the government to address issues occurring in society. Furthermore, Anderson, as cited in Widodo (2010), states that there are at least five distinctive characteristics of public policy, namely: (1) it is oriented toward a specific goal, (2) it outlines the patterns of action by government officials, (3) it reflects government actions, (4) it has an impact on the environment where the policy applies, and (5) it is based on rules or legislation that are enforceable.

Howlet and Ramesh, as cited in Subarsono (2009), identify five stages in the public policy process: agenda setting, policy formulation, policy selection, policy implementation, and policy evaluation. Meanwhile, Anderson divides the stages of public policy as follows:

(1) Problem definition. This stage involves defining the issues that have arisen. What are the implications? Does the issue become a policy problem? And so on.
(2) Policy Formulation. In this stage, several policy options are developed to address the problem, and the actors involved are identified.
(3) Policy Selection. Selecting the policy to be adopted, establishing prerequisites, and determining how the policy should be implemented.
(4) Policy Implementation. This stage identifies the policy implementers, their tasks, and the impacts of the policy.
(5) Evaluation. This stage measures the policy's effectiveness in resolving the problem. It assesses the impact on the environment where the policy is implemented.

 DOI: https://doi.org/10.61242/ijabo.26.742

Thus, there are at least five elements in the public policy process: problem formulation, policy formulation, policy selection, policy implementation, and policy evaluation. In the context of digital governance, these stages are not merely administrative steps, because policy formulation and implementation must also respond to platform speed, algorithmic circulation, and citizen participation in digital spaces.

Policy Implementation

One of the key factors determining whether a policy succeeds in achieving its objectives is policy implementation. Matter and Horn, as cited in Agustino (2008), define policy implementation as the actions taken by government or private officials or groups aimed at achieving predetermined objectives. However, it is not uncommon for a policy to fail to achieve its intended objectives when implemented.

According to Widodo (2010), policy implementation is a process carried out by an organization (government or private) to achieve a specific objective by utilizing available resources. Therefore, policy implementation can be viewed from the perspectives of (1) policymakers, (2) field-level implementers, and (3) the policy's target audience (Wahab, 2005). Furthermore, Wahab (2005) explains that the primary focus of policymakers is on the extent to which policy objectives are achieved and the factors contributing to the policy's success or failure. Meanwhile, policy implementers focus on the actions of officials and institutions in the field to ensure program success. From the perspective of the policy's target audience, the primary concern is whether policy implementation can change their way of life and have a positive impact on their lives.

In other words, implementing a policy requires the involvement of many resources, including human resources. Consequently, the success of policy implementation is heavily influenced by the various factors involved. This means that if these factors contribute positively, the likelihood of success is high. Conversely, if even one factor fails to contribute effectively, the success rate of policy implementation will be low. George Edward III identifies four factors that determine the success or failure of policy implementation: communication, resources, disposition, and bureaucratic structure (in Widodo, 2010). When applied to hoax-management policy, these four factors help explain not only whether a program is implemented, but also how digital institutions translate verification into credible public communication.

Communication

In the implementation of public policy, communication plays a crucial role in conveying information regarding the objectives and targets to be achieved. This information must be communicated so that policy implementers understand the objectives and targets to be achieved. According to Edward III, there are several dimensions of public policy communication, namely transmission, clarity, and consistency (in Widodo, 2010).

1) Transmission: This dimension requires that public policies be communicated to policy implementers, target groups, and other stakeholders, either directly or indirectly.
2) Clarity: In this dimension, policies must be communicated clearly regarding their intent, objectives, targets, and substance so that all parties can contribute effectively and efficiently.
3) Consistency: Policies must be communicated consistently to avoid bias or misperceptions among implementers, target groups, and other relevant parties.

 DOI: https://doi.org/10.61242/ijabo.26.742

Resources

Resources are a key factor in policy implementation, including human resources, budgets, equipment, and resources in the form of authority (Edward III in Widodo, 2010).

1) Human Resources are the most influential factor in policy implementation. Thus, according to Edward III, no matter how clear and precise a policy may be, it cannot be effectively implemented if the human resources responsible for its execution do not work effectively (in Widodo, 2010)
2) Budgetary Resources: In addition to human resources, budgetary resources also have a significant influence on policy implementation. Edward III states that budget constraints limit the quality of services received by the public (in Widodo, 2010).
3) Equipment Resources encompass all supporting facilities in the operational implementation of policies. These include buildings, vehicles, and other facilities that facilitate staff in providing services as part of policy implementation (Edward III in Widodo, 2010).
4) Authority plays a crucial role in ensuring the success of policy implementation. Therefore, Edward III argues that policy implementers must be granted sufficient authority to resolve issues that arise during policy implementation. Consequently, authority must be delegated to the key actors in the policy implementation process (in Widodo, 2010).

Disposition

Edward III stated that policy objectives cannot be achieved if those responsible for implementation lack the will, desire, and inclination to carry out the policy earnestly. In other words, implementers are not only required to know, understand, and possess the ability to implement the policy, but must also have the desire and will to realize the policy's objectives (Widodo, 2010).

Furthermore, Edward III divides disposition into two categories: bureaucratic appointment and incentives. The attitude of implementers or their disposition will become an obstacle if they do not carry out the policy as intended by their superiors. Therefore, in the selection and appointment of personnel, those with dedication must be chosen. Incentives are one way to address issues related to implementers' attitudes, as people are fundamentally motivated by self-interest. Incentives can serve as a driving factor for implementers to perform better in executing policies (Agustino, 2006).

Bureaucratic Structure

In policy implementation, the bureaucratic structure influences the effectiveness of its execution. An inefficient bureaucracy can lead to ineffective policy implementation, even if the implementers are aware of the policy and have the desire to carry it out. According to Edward III, the bureaucratic structure encompasses the division of authority, relationships between work units, and so on (in Widodo, 2010).

Citing Edward III, the main characteristics of bureaucracy are divided into two: Standard Operating Procedures (SOPs) and fragmentation. SOPs serve as guidelines for standardizing complex and extensive organizational work, establishing standards for time, resources, mechanisms, systems, the distribution of authority, and responsibilities (in Winarno, 2005; Widodo, 2010).

Nevertheless, Edward III, as cited in Winarno (2005), cautions that SOPs have the potential to become obstacles to the implementation of new policies with new work models or those involving new personnel. This implies that the greater the policy change,

 DOI: https://doi.org/10.61242/ijabo.26.742

the more SOPs become a hindrance to implementation. In addition to SOPs, fragmentation or the dispersion of the bureaucracy increases communication failures, leading to distorted instructions. The responsibility for a policy being spread across several different agencies requires intensive coordination (Edward III in Widodo, 2010).

New Media and Social Media

Advances in digital technology have driven a shift from conventional media to digital media, which is subsequently referred to as new media. Unlike conventional media such as newspapers, magazines, television, books, and the like new media is based on the internet, websites, multimedia computers, DVDs, and CD-ROMs. The emergence of new media has also contributed to the evolution of societal communication patterns, making them more interactive and communicative.

From Pierre Levy's perspective, new media is divided into two categories: social interaction and social integration. In social interaction, new media is open, flexible, and dynamic, allowing everyone to interact and expand their knowledge democratically. From the perspective of social integration, new media functions as a tool for shaping society. Media is used solely as an informational instrument to unite society and foster a sense of shared belonging (Solomon et all., 2011).

One of the most popular forms of new media used by the public to interact is social media. In Nasrullah (2015), Van Dijk states that social media is a media platform that provides a space for users to exist, both individually and in groups. As an online facilitator, social media serves as a space to strengthen relationships among users within a social network. Boyd, as cited in Nasrullah (2015), defines social media as interconnected software platforms that create spaces for individuals and groups to interact, communicate, and collaborate. One of the key strengths of social media is user-generated content, rather than content curated by editors as in traditional media. The more interactive communication process on social media enables the exchange of information, communication, and collaboration, whether through text, audio, or audiovisual means. Therefore, the three key elements of social media are Sharing, Collaborating, and Connecting (Puntoadi, 2011).

Nasrullah (2015) outlines six distinctive characteristics of social media: network, information, archive, interactivity, simulation of society, and user-generated content. The "network" refers to the infrastructure that connects various hardware and software components, including the connections used for data transmission. Information is a crucial element in social media, where users can create representations of themselves, produce content, and interact using information. The archive is a defining feature of social media, where all user information and interactions are stored and accessible at any time. Interactivity, as a communication medium, allows social media users to form networks and interact within them. Social simulation, or the simulation of society, involves networks and interactions among social media users forming a distinct online community (netizens) with its own unique characteristics, differing from the social order in the real world. User-generated content (UGC), unlike conventional media which treats the audience as passive recipients, allows users on social media to produce content that is entirely their own or belongs to the account holder. Because social media amplifies speed, interactivity, and user-generated content, anti-hoax policy cannot rely on conventional bureaucracy alone; it requires adaptive digital governance that can respond quickly, transparently, and interactively.

 DOI: https://doi.org/10.61242/ijabo.26.742

Fake News (Hoaxes)

Silverman (2015) defines a hoax as a series of misleading information presented as the truth. Hoaxes, often referred to as fake news, not only contain information deliberately created to mislead but are also unfactual and presented as a series of facts (Posetti, 2018). Thus, hoaxes are misleading information that does not align with actual facts, yet are packaged to appear as if they were the truth. Hoaxes are dangerous because they manipulate people's perceptions, leading them to accept false information as truth (Chen et all., 2014).

In human civilization, hoaxes are nothing new; in fact, quite a bit of world history has been proven to be a hoax in later years. Hoaxes are like viruses that continue to spread and infect various sectors of life-from science and the military to religious matters. Hoaxes are capable of capturing the public's attention and becoming sensational. This is what distinguishes hoaxes from other forms of deception, such as fraud or mockery.

According to Laowo (2020), there are at least seven types of hoaxes circulating in society, namely:

1. Fake news is information that has been manipulated by adding false details to obscure the truth.
2. Clickbait is a link containing accurate information but packaged with sensational headlines or eye-catching images to attract readers.
3. Confirmation bias is the interpretation of a recent event as evidence supporting an existing event or idea.
4. Misinformation is incorrect and inaccurate information that is deliberately spread with the intent to deceive.
5. Satire is humorous or ironic information or news, often exaggerated, used to comment on a trending event.
6. Post-truth refers to an incident or event dominated by public opinion rather than facts.
7. Propaganda is the widespread dissemination of information, arguments, or rumors-which may not align with facts-to influence the public.

Hoaxes, as misleading information, are extremely dangerous to society. The spread of hoaxes is a negative consequence of the development of digital technology and the massive reach of social media, which provide the public with vast opportunities to share various types of information and interact. Baudrillard referred to this as "hyper-reality," a concept he predicted several decades ago (Poerwandari, 2017). This makes hoax governance a problem of both information control and institutional coordination, which is why policy implementation theory is relevant for analyzing digital governance performance.

RESEARCH METHOD

This study employs a qualitative method described by Denzin & Lincoln (1994) in Anggito & Setiawan (2018) as research that interprets a phenomenon naturally using available methods. Qualitative research is also understood as an effort to present a social phenomenon from the perspective of the concepts, behaviors, and perceptions of the people who are the subjects of the research (Moleong, 2012). The literature review also prioritizes sources that directly discuss public policy implementation, digital governance, social media dynamics, and hoax management, so the theoretical lens remains tightly aligned with the research problem.

Sukmadinata (2016) defines qualitative research as research aimed at describing and analyzing a phenomenon, social activity, beliefs, attitudes, events, perceptions, or

 DOI: https://doi.org/10.61242/ijabo.26.742

people's thoughts, whether individually or in groups. This means that qualitative research involves the use of scientific methods to describe a social event or phenomenon, presented either orally or in writing. The approach used in this study is a literature review, which, according to Embun (2012), is a type of research based on written works, both published and unpublished. As stated by Zed (2014), in library research, the search for written works is not only intended to establish a research framework but also to utilize library sources for collecting research data. In other words, a literature review is similar to other types of research. In a literature review, a research question, theoretical review, data analysis, and conclusion are required. The difference from other research is that in a literature review, the sources and methods of data collection come from the literature through reading, note-taking, and processing research materials. In the selection of literature, the study prioritized relevant and credible sources, while excluding duplicated, non-relevant, and weakly supported materials; the analysis was then conducted by comparing arguments across sources and synthesizing them into themes that connect implementation, governance, and digital communication.

RESEARCH RESULTS

A 2024 report by the Central Statistics Agency (BPS) states that West Java ranks eighth among the ten provinces with the highest internet penetration rates in Indonesia. The highest internet penetration rate is in the Riau Islands, at 89.26%, followed by Jakarta at 87.86%, and East Kalimantan at 84.44%. Meanwhile, West Java is in eighth place with a penetration rate of 76.62%.

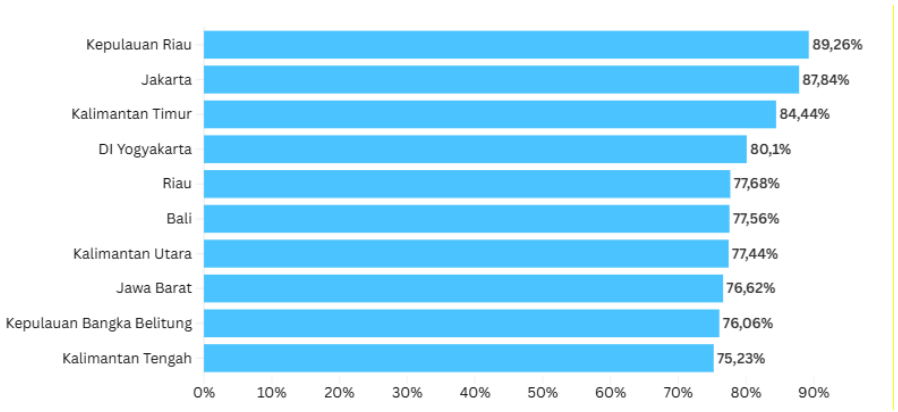

Figure 1. The Ten Regions with the Highest Internet Penetration in Indonesia in 2024
Source: BPS, Indonesian Telecommunications Statistics 2024

As the province with the largest population and one of the top 10 highest rates of internet penetration in Indonesia, West Java has become fertile ground for the spread of misinformation. According to monitoring by Jabar Saber Hoaks (JSH) throughout 2021, there were 2,716 instances of misinformation. This figure decreased in 2022 to 1,883 reports/monitored cases of hoaxes (Liputan 6, 2023). The latest data, from January through October 30, 2025, recorded 1,416 hoaxes, with 8 classified as misinformation and 1,408 containing disinformation.

Table 1. Monitored Hoax News by JSH for the Period January through October 2025

2025	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct
Hoax	126	205	169	110	90	127	125	145	137	179

Source: Jabar Saber Hoaks (2025)

 DOI: https://doi.org/10.61242/ijabo.26.742

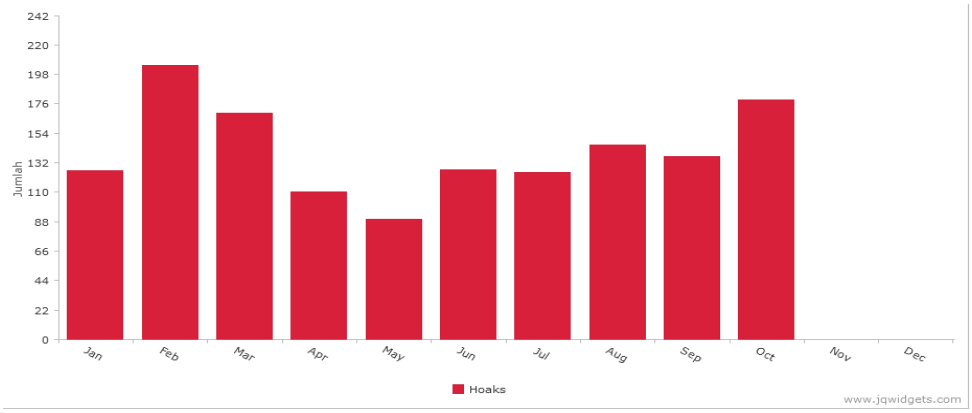

Figure 2. The Number of Hoaxes Monitored by JSH from January to October 2025
Source: Jabar Saber Hoaks (2025)

In addressing the spread of hoaxes in West Java, the West Java provincial government has not yet specifically codified these measures, either in a regional regulation (Perda) or a governor's regulation (Pergub). To date, the West Java provincial government's policy on addressing the spread of hoaxes is outlined in West Java Governor's Decree No. 700.05/Kep.1261-Diskominfo/2018 regarding the establishment of Jabar Saber Hoaks.

This unit, which operates under the West Java Provincial Communication and Information Agency, is tasked with verifying information or rumors of uncertain veracity through a process of confirmation, compilation, and data processing from credible and up-to-date sources. The primary objective of establishing Jabar Saber Hoaks is to protect the public from the negative impacts of false information and to foster a conducive and safe social environment in West Java.

Although the role of Jabar Saber Hoaks is purely verification-based, according to Yunisa (2021), the program's implementation has been quite effective in countering the spread of hoaxes in West Java. Additionally, her research findings indicate that the program's target audience has not yet been optimally defined, and that environmental factors (economic, social, and political) influence the success or failure of the program's implementation.

The findings of Rini at all (2023) research show three main things: first, the most popular hoax complaint trends are often related to issues that are currently viral on social media; second, the average number of participants per month is relatively low, even though West Java has 35.1 million internet users and ranks first nationally; third, the service is one-way without deliberative interaction from the public on the platform.

The findings above are also reflected in a study conducted by the Ministry of Communication and Digital Affairs (Komdigi), which released the 2025 Indonesian Digital Society Index (IMDI). The IMDI provides an overview of the level of maturity of society in interacting in the digital world. Several aspects that serve as parameters in the compilation of the IMDI include access, literacy, usage, and the impact of digital technology.

The Komdigi study states that the national IMDI score for 2025 reached 44.53, an increase from 43.34 in 2024 and 43.18 in 2023. Meanwhile, West Java's IMDI score exceeded the national 2025 IMDI, standing at 52.05 points.

 DOI: https://doi.org/10.61242/ijabo.26.742

Table 2. Comparison of National and West Java IMDI for 2025

Region	IMDI	Infrastructure & Ecosystem	Digital Literacy	Empowerment	Employment
National	44,53	53,06	49,28	34,32	42,91
Jawa Barat	52,05	66,91	52,37	44,65	44,01

Source: Komdigi, Indonesian Digital Society Index 2025

The table above shows that the pillars of IMDI development in West Java are relatively high compared to the national average. The infrastructure and ecosystem pillars scored 66.91, while digital literacy scored 52.37. Meanwhile, the empowerment and employment pillars received moderate scores of 44.65 and 44.01, respectively. This indicates that the process of education and the improvement of access and knowledge regarding the digital society have seen significant progress. However, this has not had a direct impact on increasing empowerment and the ability to utilize digital technology as a source of economic income.

In other words, the implementation of government policies to address the spread of hoaxes in West Java has not yet had a significant impact on increasing community empowerment. This is reflected in the findings of Rini et al (2023), who noted that the number of community members filing complaints through the Jabar Saber Hoaks channel remains low.

Table 3. West Java IMDI for 2022–2025

Region	IMDI	Infrastructure & Ecosystem	Digital Literacy	Empowerment	Employment
2022	43,28	49,48	50,11	26,52	48,64
2023	44,99	64,73	55,48	26,29	33,42
2024	46,66	62,51	60,28	27,10	37,33
2025	52,05	66,91	52,37	44,65	44,01

Source: Komdigi, IMDI 2022–2025 (adapted)

The table above shows that during the period from 2022 to 2024, digital community empowerment in West Java remained low, below a score of 30. It was not until 2025 that the empowerment score saw a significant increase to above 40, placing it in the "adequate" category. This further reinforces the findings of the aforementioned study, which noted that the Jabar Saber Hoaks program a policy for addressing hoaxes in West Java has not yet been implemented optimally. Moreover, law enforcement efforts within the jurisdiction of the West Java Regional Police remain relatively weak.

Although the metrics comprising the IMDI framework consistently show annual improvements, on-the-ground realities often do not align with the available data. In other words, the presence of hoaxes remains a significant threat to the lives of West Java's citizens in this digital age. The existence of Jabar Saber Hoaks as one of the local government's policies for addressing the spread of hoaxes has not yet contributed maximally to the stability and security of the digital community in West Java.

The abundance of hoaxes containing fraudulent content circulating in society has caused widespread concern, and many people have fallen victim to them. During periods of political contention, many people have fallen victim to the spread of politically motivated fake news, leading to flawed political decision-making among the public. Similarly, various types of misinformation and fake news are disseminated daily across the digital landscape without any tangible efforts by the government whether local authorities or law enforcement to strictly enforce action against the producers and spreaders of hoaxes. Consequently, hoaxes continue to proliferate across various digital

 DOI: https://doi.org/10.61242/ijabo.26.742

platforms, poisoning public perception.

DISCUSSION

In the context of public policy, it appears that a new paradigm is needed in formulating responses to hoaxes. While public policy formulation has traditionally been based on Evidence-Based Policy (EBP) or empirical evidence, it is now time to adopt a Fact-Based Policy (FBP) approach that is, formulating public policy based on authentic, comprehensive, and balanced facts. This method enables public participation in verifying facts, utilizing independent data, and employing transparent methodologies. In the EBP approach, according to Parkhurst (2017), evidence is often selected or even manipulated to support policies that have already been decided beforehand (as cited in Nugroho, 2025).

In other words, through the EBP approach, policies are formulated based on the public interest, not the interests of those in power. Data in EBP is no longer the monopoly of the government or certain elites. From a methodological perspective, EBP is more transparent in data collection and presentation, and its scientific analysis is more grounded in the social context (Nugroho, 2025). The prevalence of hoaxes, particularly in West Java, causes significant harm to the public, both morally and materially. Many people have fallen victim to the spread of false information. The spread of hoaxes containing ethnic, religious, racial, or intergroup (SARA) content can fuel divisions within society, potentially leading to social conflict. Similarly, political hoaxes which are always prevalent during political campaigns often spread slander and provoke the public.

In addition to SARA and politically-charged hoaxes, fake news containing scams also dominates the digital sphere. For instance, information regarding West Java Governor Dedi Mulyadi claiming to distribute a giveaway of Rp 50,300,000 to the public who make an activation payment of Rp 300,000, using the method of circulating letters and activation links for the prize (Jabar Saber Hoaks, 2025). It is not just individuals or public figures; government programs are also frequently exploited for fraud by spreading false information. For instance, dozens of SMEs in the East Priangan region fell victim to a hoax regarding the MBG program. A total of 35 SME operators in Tasikmalaya Regency and City, 80 SMEs in Ciamis, and 65 SMEs in Banjar City fell victim to an MBG scam impersonating Indonesian Cabinet Secretary Major Teddy and Indonesian President Prabowo Subianto. The victims were asked to deposit between Rp 11 million and Rp 17 million to become suppliers in the program (Kompas.com, 2025). Hoaxes not only cause material damage but also result in loss of life. Dozens of lives were lost due to clashes between residents and joint TNI and Polri forces that occurred in Wamena, Jayawijaya Regency, Papua Pegunungan. These clashes were triggered by the spread of hoaxes regarding child abductions (Kompas.id, 2023).

The facts above demonstrate that the existence of hoaxes is extremely dangerous for public safety, and even has the potential to trigger social conflict and undermine national stability. Therefore, a more comprehensive and proactive policy framework is needed to address the spread of hoaxes, particularly in regions where digital literacy remains low. In other words, through the FBP approach, policies to address the spread of hoaxes particularly in West Java should not be limited to verification but should also be more proactive in combating the production and dissemination of hoaxes. This will ensure that the functions of protecting citizens and maintaining a conducive and secure environment are implemented more effectively.

 DOI: https://doi.org/10.61242/ijabo.26.742

CONCLUSIONS

The prevalence of fake news has become an inevitability as digital technology continues to advance. In fact, fake news has existed long before the rise of information technology. And the impact of fake news significantly disrupts social harmony and public safety. Now that the development of information technology has ushered society into the digital world, the spread of fake news has become increasingly uncontrollable. With easy access to information, hoaxes are easily produced and disseminated on a massive scale. Moreover, with the advancement of AI technology, hoaxes have become more manipulative and difficult to distinguish from accurate information. Consequently, the digital community in Indonesia, particularly in West Java, finds it extremely difficult to detect the presence of fake news.

To protect the public from the dangers posed by hoaxes, the West Java provincial government issued West Java Governor's Decree No. 700.05/Kep.1261-Diskominfo/2018 regarding the establishment of Jabar Saber Hoaks, with the primary task of verifying information whose accuracy is in doubt. Although the government has tools to address the spread of hoaxes, the reality is that hoaxes continue to be produced and disseminated on a massive scale every day. Many people have fallen victim to the spread of hoaxes. This indicates that the government's policies to combat hoaxes are not yet functioning optimally, whether they involve verification efforts such as those carried out by the West Java provincial government or law enforcement actions by the police. The situation is further compounded by the fact that public awareness regarding the ability to distinguish between hoaxes and legitimate information remains low. Consequently, many people suffer moral and material losses due to the circulation of hoaxes.

In other words, a more progressive, proactive, and dynamic policy is needed to address the spread of hoaxes by adopting an approach grounded in the facts occurring within society. Thus, the resulting policies should be oriented toward the public interest, rather than the interests of those in power.

REFERENCES

Agustino, Leo. (2006). Politik dan Kebijakan publik. Bandung: AIPI.

Agustino, Leo. (2008). Dasar-Dasar Kebijakan Publik, Bandung: Alfabeta.

Anggito, Albi & Setiawan, Johan. (2018). Metodologi Penelitian Kualitatif. Sukabumi: CV. Jejak.

Badan Pusat Statistik Jakarta Pusat. (2024). Statistik Telekomunikasi Indonesia Tahun 2024. Jakarta Pusat : Badan Pusat Statistik

Beritasatu.com. (2020, 20 November). Survei KIC: Hampir 60% Orang Indonesia Terpapar Hoax Saat Mengakses Internet. Diakses pada 10 Desember 2025, dari https://www.beritasatu.com/news/700917/survei-kic-hampir-60-orang-indonesia-terpapar-hoax-saat-mengakses-internet#goog_rewarded

Biro Humas Kementerian Kominfo. (2024, 4 Januari). Siaran Pers No. 02/HM/KOMINFO/01/2024 tentang Hingga Akhir Tahun 2023, Kominfo Tangani 12.547 Isu Hoak. Diakses pada 10 Desember 2025, dari https://www.komdigi.go.id/berita/pengumuman/detail/siaran-pers-no-02-hm-kominfo-01-2024-tentang-hingga-akhir-tahun-2023-kominfo-tangani-12-547-isu-hoaks

Biro Humas Kementerian Komdigi. (2025, 8 Januari). Komdigi Identifikasi 1.923 Konten Hoaks Sepanjang Tahun 2024. Diakses pada 10 Desember 2025, dari https://www.komdigi.go.id/berita/siaran-pers/detail/komdigi-identifikasi-1923-konten-hoaks-sepanjang-tahun-2024#:~:text=Kementerian%20Komunikasi%20dan%20Digital%20telah,informasi%20palsu%20sepanjang%20tahun%202024.

BSKDN (2018, 23 Agustus). Riset: 44 Persen Orang Indonesia Belum Bisa Mendeteksi Berita Hoax. Diakses pada 10 Desember 2025, dari https://bskdn.kemendagri.go.id/website/riset-44-persen-orang-indonesia-belum-bisa-mendeteksi-berita-hoax-2/#:~:text=Riset:%2044%20Persen%20Orang%20Indonesia%20Belum%20Bisa%20Mendeteksi%20Berita%20Hoax%20%E2%80%93%20BSKDN

 DOI: https://doi.org/10.61242/ijabo.26.742

Chen, Yoke Yie., Yong, Suet Peng., & Ishak, Adzian. (2014). Email Hoax Detection System Using Levenshtein Distance Method. Journal of computers. 9(2), 441-446. https://www.researchgate.net/publication/271179243_Email_Hoax_Detection_System_Using_Levenshtein_Distance_Method

Chaniago, H., Hidayat, H., & Efawati, Y. (2025). Intrinsic Motivation and the Use of Artificial Intelligence (AI) in the Public Sector: Evidence from Indonesia. *Revista Brasileira de Políticas Públicas*, *15*(2). https://doi.org/10.5102/rbpp.v15i2.10066

Embun, B. (2012). Banjir Embun. Retrieved from Penelitian Kepustakaan: http://banjirembun.blogspot.co.id/2012/04/penelitian-kepustakaan.html

Humas Indonesia.id. (2024, 19 Juni). Melihat Rumus Bermedsos ala Diskominfo Jawa Barat. Diakses pada 11 Desember 2025, dari https://humasindonesia.id/berita/melihat-rumus-bermedsos-ala-diskominfo-jawa-barat-2181

Jabar Saber Hoaks. (2025, 3 November). Data Statistik Hoaks Tahun 2025. Diakses pada 12 Desember 2025, dari https://saberhoaks.jabarprov.go.id/v2/home

Keputusan Gubernur Jawa Barat No.700.05/Kep.1261-Diskominfo/2018 tentang Pembentukan Jabar Saber Hoaks.

Komdigi. (2025, 22 Mei). [HOAKS] Dedi Mulyadi Sebut Provinsi Jawa Barat Siap Jadi Lokasi Uji Coba Vaksin TBC Bill Gates. Diakses pada 11 Desember 2025, dari https://www.komdigi.go.id/berita/berita-hoaks/detail/hoaks-dedi-mulyadi-sebut-provinsi-jawa-barat-siap-jadi-lokasi-uji-coba-vaksin-tbc-bill-gates

Kompas.id. (2023, 26 Februari). Hilang Nyawa karena Hoaks Merajalela. Diakses pada 31 Desember 2025, dari https://www.kompas.id/artikel/hilang-nyawa-karena-hoaks-merajalela

Kompas.com. (2024, 2 Februari). Survei APJII, Hoaks Politik Mendominasi Media Sosial. Diakses pada 11 Desember 2025, dari https://www.kompas.com/cekfakta/read/2024/02/02/213000182/survei-apjii-hoaks-politik-mendominasi-media-sosial

Kompas.com. (2025, 2 Februari). Korban Penipuan yang Bikin Dapur MBG Rp 800 Juta Akhirnya Lapor Polisi. Diakses pada 31 Desember 2025, dari https://bandung.kompas.com/read/2025/02/02/144750378/korban-penipuan-yang-bikin-dapur-mbg-rp-800-juta-akhirnya-lapor-polisi.

Laowo, Y. S. (2020). Analisis Hukum Tentang Penyebararan Berita Bohong (Hoax) Menurut UU No. 11 Tahun 2008 Jo Uu No. 19 Tahun 2016. Jurnal Education And Development, 8(1), 446–447. https://journal.ipts.ac.id/index.php/ED/article/view/1650

Liputan 6. (2023, 20 Agustus). Survei Ungkap 5 dari 10 Masyarakat Indonesia Rentan Terpapar Hoaks. Diakses pada 10 Desember 2025, dari https://www.liputan6.com/cek-fakta/read/5373035/survei-ungkap-5-dari-10-masyarakat-indonesia-rentan-terpapar-hoaks

Liputan 6. (2023, 18 Januari). Ribuan Hoaks Beredar di Masyarakat Jawa Barat Selama 2 Tahun Terakhir. Diakses pada 12 Desember 2025, dari https://www.liputan6.com/cek-fakta/read/5182745/ribuan-hoaks-beredar-di-masyarakat-jawa-barat-selama-2-tahun-terakhir

Moleong, Lexy J. (2012). Metodologi Penelitian Kualitatif. Bandung : PT Remaja. Rosdakarya.

Nasrullah, Rulli. (2015). Media Sosial ;Prespektif Komunikasi, Budaya, dan. Sosioteknologi. Bandung : Simbiosa Rekatama Media.

Nugroho, Riant. (2025, 24 September). Dari Evidence-Based Policy ke Fact-Based Policy: Kritik Epistemologis atas Paradigma Kebijakan Publik Kontemporer. Diakses pada 31 Desember 2025, dari https://makpi.or.id/2025/09/24/dari-evidence-based-policy-ke-fact-based-policy/

Pasolong, Harbani. (2008). Kepemimpinan Birokrasi, Bandung : CV.Alfabeta.

Poerwandari, Kristi. (2017). “Gaduh di Media”. Kompas. Edisi 11 Februari 2017.

Posetti, I. C. and J. (2018). Jurnalism: Fake News and Disinformation. Jurnalism Education and Training.

Puntoadi, D. (2011). Meningkatkan Penjualan Melalui Sosial Media. Jakarta: PT. Elex Komputindo.

Rini, Elystia., Setiyono, Budi., & Wijayanto, Wijayanto. (2023). Partisipasi Publik Virtual dalam Pencegahan Hoaks Melalui Kanal Jabar Saber Hoaks. Journal of Education, Humaniora and Social Sciences (JEHSS), 6(1), 343-350. https://www.mahesainstitute.web.id/ojs2/index.php/jehss/article/view/1873

Saberhoaks. (2024, 19 September). BANDUNG JADI LAUTAN, TENGGELAMKAN RIBUAN RUMAH. Diakses pada 11 Desember 2025, dari https://saberhoaks.jabarprov.go.id/v2/klarifikasi/detail/ADN015871/BANDUNG-JADI-LAUTAN,-TENGGELAMKAN-RIBUAN-RUMAH

Silverman, C. (2015). Lies, Damn Lies and Viral Content. Journalism Review

Solomon, Michael R., Marshall, Greg W., & Stuart, Elnora W. (2011). Marketing: Real People, Real Choices: 7th edition.New Jersey: Prentice Hall

Subarsono. (2009). Analisis Kebijakan Publik: Konsep, Teori dan Aplikasi, Yogyakarta : Pustaka Pelajar

Sukmadinata, Nana Syaodih, 2016. Metode Penelitian Pendidikan. Bandung: Remaja Rosdakarya
Syafiie, Inu Kencana. (2006). Ilmu Administrasi Publik. Jakarta, Rineka Cipta.
Tribratanews. (2025, 2 Oktober). [HOAKS] Sebelas Orang Di Bandung Barat Meninggal Karena Keracunan MBG. Diakses pada 11 Desember 2025, dari https://tribratanews.jabar.polri.go.id/hoaks-sebelas-orang-di-bandung-barat-meninggal-karena-keracunan-mbg/
Tirto.id. (2023, 15 September). Survei: Hoaks Paling Banyak Ditemui di Facebook dan TikTok. Diakses pada 11 Desember 2025, dari https://tirto.id/riset-masyarakat-paling-banyak-temukan-hoaks-di-facebook-gP6k
Undang-Undang Republik Indonesia Nomor 1 tahun 2024 tentang Perubahan Kedua UU Nomor 11 Tahun 2018 tentang Informasi dan Transaksi Elektronik.
Wahab, Solichin Abdul. (2005), Analisis Kebijakan: dari Formulasi ke Implementasi. Kebijakan Negara, Jakarta: Bumi Aksara.
Widodo, Joko. (2010). Analisis Kebijakan Publik. Malang: Bayumedia.
Winarno, Budi. (2005). Teori Dan Prosoes Kebijakan Publik. Yogyakarta: Media Pressendo.
Winarno, Budi. 2007. Kebijakan Publik; Teori Dan Proses, Jakarta: PT. Buku Kita.
Yunisa, Nindya Putri. (2021). Implementasi Program Jabar Saber Hoaks dalam mengatasi penyebaran berita palsu di Provinsi Jawa Barat. https://repository.unpar.ac.id/handle/123456789/12895
Zed, Mestika. (2014). Metode Penelitian Kepustakaan. Jakarta: Yayasan Pustaka Obor Indonesia.

 DOI: https://doi.org/10.61242/ijabo.26.742