

Proses Komunikasi Tim Satuan Tugas Penanganan Covid19 Kabupaten Bogor dalam Upaya Menangani Berita Bohong (*Hoax*) di Media Sosial
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ABSTRAK

Penelitian ini dilatar belakangi oleh seiring banyaknya pemberitaan *hoax* terkait virus Covid-19, maka dari itu diperlukan adanya tindakan dari Pemerintah daerah secara langsung. Tujuan penelitian ini berfokus untuk memberikan uraian secara terperinci terkait proses komunikasi yang dilakukan Tim Satuan Tugas Penanganan Covid-19 daerah Kabupaten Bogor dalam menangani berita *hoax* yang beredar di media sosial.

Konsep yang digunakan dalam penelitian ini adalah proses komunikasi Onong Uchjana Effendy yang mengemukakan bahwa proses komunikasi ada sembilan tahapan yaitu, sender, encoding, message, media, decoding, receiver, response, feedback dan noise.

Penelitian ini menggunakan paradigma Post-Positivisme guna memahami realitas yang sudah ada dan telah terjadi. Pendekatan yang dilakukan penulis adalah pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara. Narasumber utama yang peneliti wawancara adalah Kepala Bidang Layanan Komunikasi dan Informasi Publik di dalam Satuan Tugas Penanganan Covid-19 Kabupaten Bogor.

Hasil dari penelitian menunjukkan bahwa peran Tim Satuan Tugas Penanganan Covid19 Kabupaten Bogor dalam menangani *hoax* di media sosial menerapkan dua tahap yakni prosedural dan non-prosedural. Tahapan prosedural mencakup proses komunikasi sesuai dengan prosedur dan aturan pemerintah yang ada mulai dari identifikasi berita bohong hingga publikasi kebenaran berita yang dilakukan tim ahli. Sedangkan non prosedural menggunakan pendekatan sosialisasi dan edukasi langsung kepada masyarakat.

Kata Kunci: Proses Komunikasi, Media sosial, *Hoax*, Covid-19.

ABSTRACT

This research is motivated by the increasing number of hoax news related to the Covid-19 virus, therefore direct action from the local government is needed. The purpose of this study focuses on providing a detailed description of the communication process carried out by the Bogor Regency Covid-19 Task Force Handling Team in dealing with hoax news circulating on social media.

The concept used in this research is the communication process of Onong Uchjana Effendy who suggests that the communication process has nine stages, which is, sender, encoding, message, media, decoding, receiver, response, feedback and noise.

This study uses the Post-Positivism paradigm to understand the reality that already exists and has occurred. The approach taken by the author is a qualitative descriptive approach with data collection techniques through interviews. The main resource person who interviewed was the Head of the Public Information and Communication Services Division in the Bogor Regency Covid-19 Handling Task Force.

The results of the study show that the role of the Bogor Regency Covid-19 Task Force Team in dealing with hoaxes on social media applies two stages, namely procedural and non-procedural. The procedural stages include the communication process in accordance with existing government procedures and regulations, starting from the identification of fake news to the publication of the truth of the news by a team of experts. While the non-procedural approach uses socialization and direct education to the community.

Key Words: Communication Process, Social Media, Hoax, Covid-19.

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