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**Persepsi Mahasiswa Reguler Dua Fakultas Ilmu Komunikasi Universitas Mercu Buana
Kampus D Kranggan Bekasi Terhadap Citra Umat Muslim Indonesia Pada Kasus
Penyebaran Isu Hoax Dan Ujaran Kebencian Di Media Sosial Oleh Muslim Cyber Army**

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ABSTRAK

Komunikasi massa memiliki pengaruh yang sangat besar kepada publik dalam penyebaran informasi. Informasi yang disebarluaskan pun sifatnya beragam, baik yang informatif maupun provokatif. Termasuk pada kasus penyebaran isu hoax dan ujaran kebencian oleh Muslim Cyber Army. Muslim Cyber Army aktif menyebarkan isu hoax dan ujaran kebencian kepada publik melalui media sosial untuk mempengaruhi persepsi publik. Penyebaran isu hoax dan ujaran kebencian dilakukan melalui media sosial, karena dapat dengan mudah menjangkau publik secara cepat dan luas. Dampak dari isu hoax dan ujaran kebencian mempengaruhi banyak massa yang kemudian menimbulkan perpecahan. Selain itu tindakan dari Muslim Cyber Army tentu dapat mencoreng citra umat muslim Indonesia.

Konsep teoritik yang digunakan pada penelitian ini adalah dengan menggunakan teori model komunikasi Laswell, yang dimana proses komunikasi massa terdapat elemen-elemen penting yaitu siapa (*who*), mengatakan apa (*says what*), dengan saluran apa (*in which channel*), kepada siapa (*to whom*), dengan effect apa (*with what effect*). Selain itu untuk mengetahui atau mengukur persepsi yaitu melalui tiga tahapan, perhatian (*attention*), penafsiran (*interpretation*), dan pengetahuan (*kognitif*).

Penelitian ini bersifat deskriptif dengan pendekatan kuantitatif. Metode yang digunakan adalah metode survey kepada mahasiswa reguler dua fakultas ilmu komunikasi Universitas Mercu Buana kampus D Kranggan Bekasi, dengan kriteria laki-laki dan perempuan berumur 18 tahun keatas yang aktif menggunakan media sosial. Responden berjumlah 100 mahasiswa fakultas ilmu komunikasi yang ditentukan dengan menggunakan teknik *purposive sampling*.

Dari hasil yang diperoleh dari penelitian ini, 41 % responden menyatakan bahwa mereka mengikuti, memahami dan mengetahui perkembangan isu dan kasus dari Muslim Cyber Army ini, selain itu juga mempengaruhi sikap dan persepsi mereka. 55 % responden menyatakan bahwa mereka bersikap netral dalam bersikap dan memaknai kasus penyebaran isu hoax dan ujaran kebencian di media sosial oleh Muslim Cyber Army dan 4 % persepsi rendah menyatakan bahwa mereka tidak mengikuti, dan tidak terpengaruh terhadap isu hoax dan ujaran kebencian tersebut. Tindakan dari Muslim Cyber Army ini juga membentuk citra terhadap umat muslim Indonesia pada persepsi responden, 56 % menyatakan bahwa citra umat muslim Indonesia menjadi kurang baik dan 30 % menjawab tidak baik. Namun meski begitu 14 % responden menjawab bahwa citra umat muslim Indonesia tetaplah baik dan tidak terpengaruhi.

Kata Kunci : Hoax, Ujaran Kebencian, Muslim Cyber Army, Persepsi, Citra

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Perception of College Students Regular Two Faculty of Communication Sciences at Mercu Buana University Campus D Kranggan Bekasi Against the Image of Indonesian Muslims in the Case of Spreading the Hoax Issues and Hate Speech in Social Media By Muslim Cyber Army

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ABSTRACT

Mass communication has a huge influence on the public in disseminating information. Information disseminated also varied, both informative and provocative. This includes cases of hoax spread and hate speech by Muslim Cyber Army. Muslim Cyber Army actively spread the issue of hoax and hate speech to the public through social media to influence public perception. The spread of hoax issues and hate speech is done through social media, as it can easily reach the public quickly and widely. The impact of the hoax and hate speech issues influenced many of the masses which later caused a split. Besides the actions of Muslim Cyber Army certainly can tarnish the image of Muslim Indonesia.

The theoretical concept used in this research is using the theory of communication model of Laswell, which in which mass communication process there are important elements of who (who), say what (whats), with what channel (in which channel), to whom (to whom), with what effect (with what effect). In addition to knowing or measuring perception is through three stages, attention (attention), interpretation (interpretation), and knowledge (cognitive).

This research is descriptive with quantitative approach. The method used is the survey method to the regular students of two communication science faculty of Mercu Buana University campus D Kranggan Bekasi, with the criteria of men and women aged 18 years and over who are active using social media. Respondents numbered 100 students of communication science faculty determined by using purposive sampling technique.

From the results of this study, 41% of respondents stated that they follow, understand and know the development of issues and cases of the Muslim Cyber Army, but it also affects their attitudes and perceptions. 55% of respondents stated that they were neutral in behaving and interpreting cases of hoax and hate speech spreads in social media by Muslim Cyber Army and 4% of low perceptions stated that they did not follow, and were not affected by the hoax and hate speech issues. The actions of the Muslim Cyber Army also shaped the image of Muslim Indonesians on respondents' perceptions, 56% stated that the image of Indonesian Muslims became unfavorable and 30% answered unfavorably. Yet even 14% of respondents replied that the image of Indonesian Muslims remained favorable and unaffected.

Keywords: Hoax, Hate Speech, Muslim Cyber Army, Perception, Image