

ABSTRAK

Penelitian ini berjudul Analisis Komunikasi Publik Melalui Konten Cek Fakta dalam Menanggulangi Hoaks di Jawa Barat (Studi Deskriptif Kualitatif pada Instagram @Jabarsaberhoaks). Permasalahan yang dikaji berfokus pada bagaimana perencanaan, pelaksanaan, evaluasi, strategi pengemasan konten, serta respons audiens terhadap komunikasi publik yang dilakukan Jabar Saber Hoaks melalui Instagram.

Metode penelitian menggunakan pendekatan kualitatif studi kasus. Data diperoleh melalui wawancara mendalam dengan tim pengelola Jabar Saber Hoaks, observasi pada akun Instagram @jabarsaberhoaks, serta dokumentasi. Analisis data dilakukan secara tematik berdasarkan fokus penelitian.

Hasil penelitian menunjukkan bahwa Jabar Saber Hoaks melaksanakan komunikasi publik melalui tahapan pra-perencanaan, perencanaan, pelaksanaan, dan evaluasi, meskipun evaluasi masih dominan berbasis data insight. Strategi pengemasan konten dilakukan dengan visual sederhana, bahasa netral, serta variasi format seperti infografis dan reels, namun konten interaktif masih terbatas. Audiens memberikan respons positif melalui like, komentar, dan share, tetapi interaksi dua arah belum optimal karena komentar jarang ditanggapi.

Dengan demikian, dapat disimpulkan bahwa komunikasi publik Jabar Saber Hoaks melalui konten cek fakta di Instagram telah berkontribusi dalam menanggulangi hoaks di Jawa Barat, meskipun masih diperlukan evaluasi partisipatif, pengembangan konten interaktif, dan peningkatan interaksi dengan audiens.

Kata Kunci: Komunikasi Publik, Cek Fakta, Instagram, Jabar Saber Hoaks

ABSTRACT

This study is entitled Analysis of Public Communication through Fact-Checking Content in Combating Hoaxes in West Java (A Descriptive Qualitative Study on Instagram @Jabarsaberhoaks). The research problem focuses on how the planning, implementation, evaluation, content packaging strategies, and audience responses are carried out by Jabar Saber Hoaks through Instagram as a form of public communication.

This research employed a qualitative case study approach. Data were obtained through in-depth interviews with the Jabar Saber Hoaks management team, observation of the Instagram account @jabarsaberhoaks, and documentation. Data analysis was conducted thematically based on the research focus.

The results show that Jabar Saber Hoaks implemented public communication through stages of pre-planning, planning, implementation, and evaluation, although evaluation was still dominated by insight-based data. The content packaging strategy was carried out using simple visuals, neutral language, and varied formats such as infographics and reels, although interactive content remained limited. The audience responded positively through likes, comments, and shares, but two-way interaction was not optimal since many comments were left unanswered.

In conclusion, the public communication conducted by Jabar Saber Hoaks through fact-checking content on Instagram has contributed to combating hoaxes in West Java. However, further improvements are needed in participatory evaluation, the development of interactive content, and enhancing interaction with the audience.

Keywords: Communication: Public Communication, Fact-Checking, Instagram, Jabar Saber Hoaks