

Reporting Facts and the Future of Journalism Conference

Friday, 18 August 2017
Ballroom 2, Level 3
Orchard Hotel

Panel III
Pecha Kucha – Trends and Players

PRESENTATION BY
Mr Septiaji Eko Nugroho

Chair
Indonesian Anti Hoax Movement
and
Indonesian Anti Slander Society



**FACTCHECKING AND BEYOND:
INDONESIA'S STORY
ASIAN JOURNALISM FORUM
SINGAPORE, AUGUST 18TH 2017**

Indonesian Anti Hoax Community
Septiaji Eko Nugroho (Adjie)
Chairman & Founder



MAFINDO (INDONESIAN ANTI HOAX COMMUNITY)

- A Community that was founded on December 2016
- Our mission is to fight fake news, and to empower people on how to use social media positively. Coined “TurnBackHoax” slogan.
- A Nonprofit, Independent & Neutral
- Using Crowdsourced & Crowdfunded Efforts
- Presents at 12 cities nationwide, more than 200 active volunteers
- We have 3 (three) group discussions on Facebook, with more than 100.000 members. And pages on Facebook with more than 150.000 followers.
- Since July 2017, we started Mafindo Office, with full time professionals and full time factcheckers to complement the volunteers efforts.



INDONESIA AT A GLANCE, WHERE A COMPLEX COUNTRY MEET SOCIAL MEDIA



**Indonesia has 1340 ethnics,
746 local languages, 5 major
religions and many instillers
of faith.**

**Internet Users
132 mil out
of 252 mil
population**

**Mobile
Internet Users
93 million**

**Facebook: 70 mil
Instagram : 19.9mil
Youtube : 14.5 mil**

PROBLEMS ASSOCIATED WITH FAKE NEWS IN INDONESIA (1)

1) Horizontal Conflicts (Disturbs Racial Harmony)

- Several holy places burned by a hoax-driven mob at Sumatera 2016
- A man was killed believed as child abductor by a hoax-driven mob at Kalimantan 2017

kbr.id/berita/03-2017/isu_hoax_penculikan_anak_di_kalbar_makan_korban_seorang_kakek_tewas_dihakimi_massa/89442.h

NEWS ▾ SAGA ASIA CALLING ▾ KBR MORNING NEWS NEW PUBLIC AREA BUSINESS NEWS



Hoax issue in Kalbar Spot Child Abduction Victims, A Grandfather Killed beaten by mob

Assaults against elderly man occurred on Sunday (26/03/2017) afternoon, in the village of Awamang, District Sadaniang, Mempawah district.

© Monday, March 27, 2017 21:17 pm

www.thejakartapost.com/news/2016/07/30/vihara-pagodas-burned-down-plundered-in-n-sumatra.html

Vihara, pagodas burned down, plundered in N. Sumatra

Apriadi Gunawan
The Jakarta Post

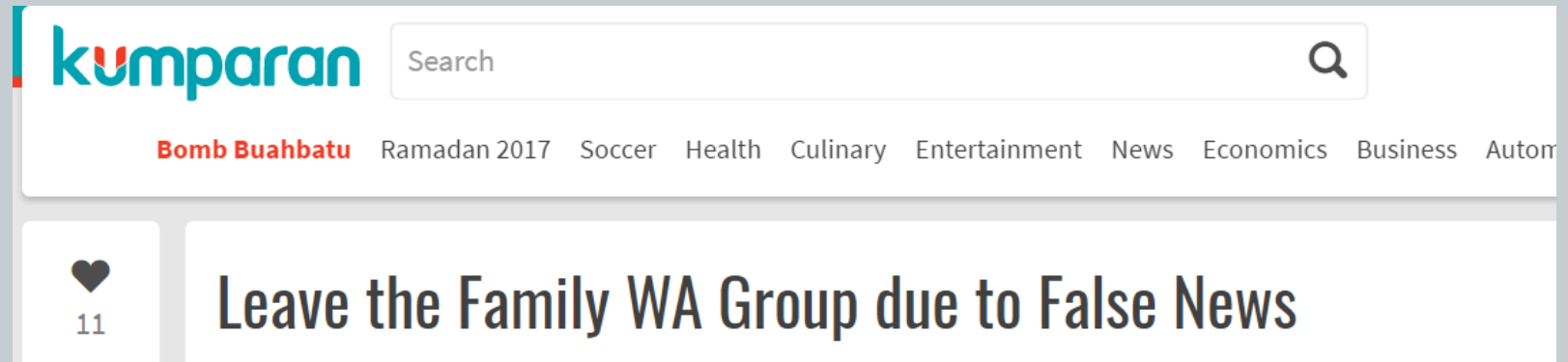
Medan, North Sumatra | Sat, July 30, 2016 | 03:13 pm

Like



PROBLEMS ASSOCIATED WITH FAKE NEWS IN INDONESIA (2)

2) Discords Between Families and Friends



3) Health Issues: People quitting medical procedures just to follow wrongfully alternative medicine found in the Internet

4) Financial Issues: People are being victims of money game/Ponzi scheme that are using social media

WHY IN INDONESIA HOAX VERY EASY TO SPREAD?

1. Low literacy
2. Polarization because Politics and Ethnics/Religious Issues
3. Partisan Media – (The effect of Media Conglomeration) People Leaving Some Mainstream Media, and Falled into Rogoe Online Websites

HOW OUR COMMUNITY FIGHTS HOAX (4 PILLARS)

1. HOAXBUSTING/FACTCHECKING
2. PUBLIC CAMPAIGN AND LITERACY EDUCATION
3. ADVOCACY
4. CONVENE PEOPLE FROM DIFFERENT ETHNICS/RELIGION



HOAXBUSTING/ FACTCHECKING

Using Facebook Groups,
Crowdsourcing/Crowdfunding more than 100
thousands participants.

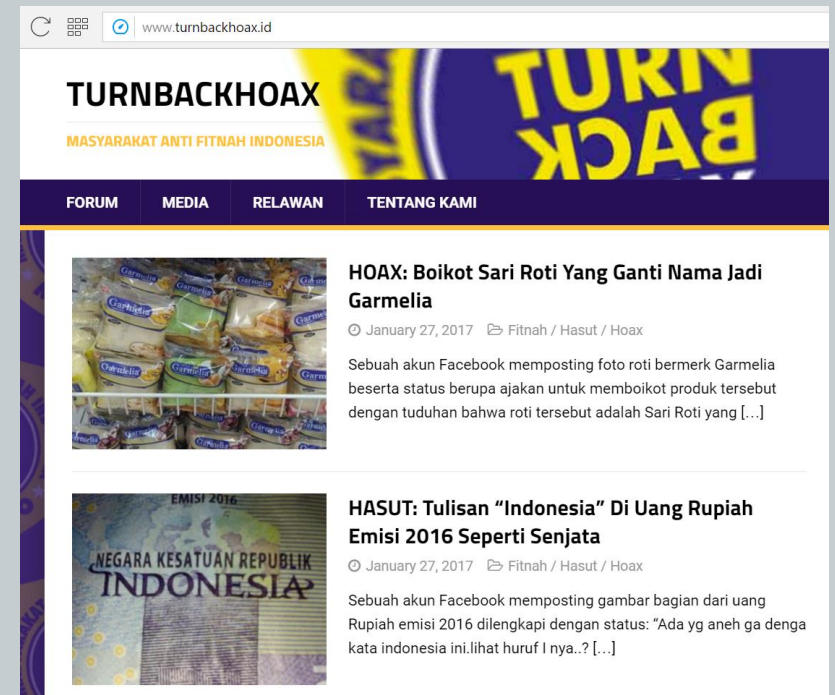
- ❑ [FORUM ANTI FITNAH, HASUT, DAN HOAX](#)
- ❑ [INDONESIA HOAX COMMUNITY](#)
- ❑ [INDONESIA HOAX BUSTER](#)

Site www.TurnBackHoax.ID

and Web/Mobile Apps
Data.TurnBackHoax.ID (under
development)



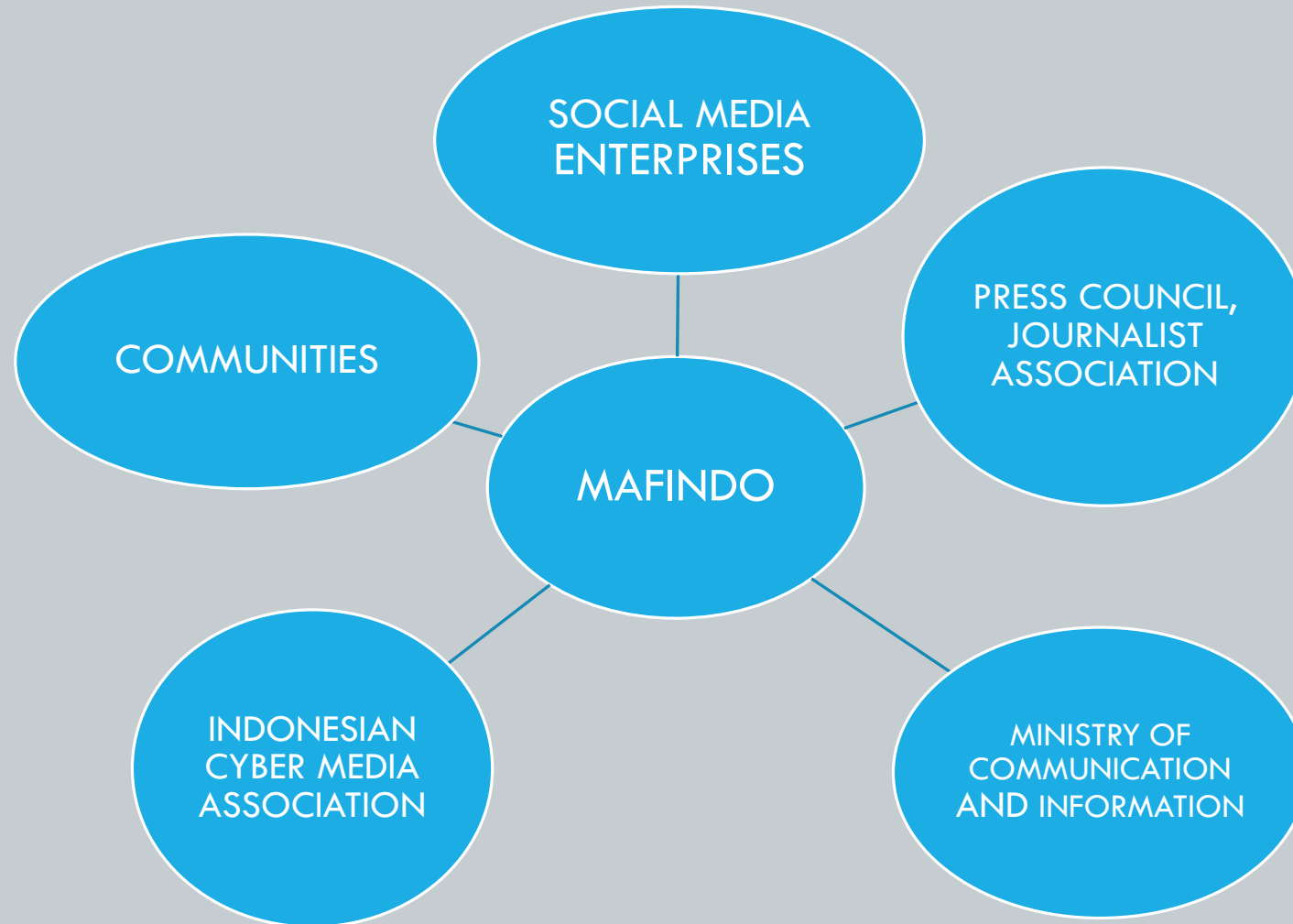
The image shows the Facebook interface for a public group named "Forum Anti Fitnah, Hasut, dan Hoax". The group cover features the acronym "FAFH" in large white letters on a blue background, with a red flower on the right. Below the acronym, it says "Mari bersama kita berbagi berita yang benar di forum ini." The left sidebar shows navigation options like Discussion, Members, Events, Videos, Photos, Files, and Manage Group. The main content area includes a search bar, a "Write Post" button, and a "Write something..." text input field. The member count is listed as 43,939 Members (152 new).



The image shows the website "TURNBACKHOAX" with the subtitle "MASYARAKAT ANTI FITNAH INDONESIA". The navigation menu includes FORUM, MEDIA, RELAWAN, and TENTANG KAMI. Two articles are displayed:

- HOAX: Boikot Sari Roti Yang Ganti Nama Jadi Garmelia**
January 27, 2017 | Fitnah / Hasut / Hoax
Sebuah akun Facebook memposting foto roti bermerk Garmelia beserta status berupa ajakan untuk memboikot produk tersebut dengan tuduhan bahwa roti tersebut adalah Sari Roti yang [...]
- HASUT: Tulisan "Indonesia" Di Uang Rupiah Emisi 2016 Seperti Senjata**
January 27, 2017 | Fitnah / Hasut / Hoax
Sebuah akun Facebook memposting gambar bagian dari uang Rupiah emisi 2016 dilengkapi dengan status: "Ada yg aneh ga denga kata indonesia ini.lihat huruf l nya..? [...]"

OUR PARTNERS AND ONGOING



CLEARING HOUSE ON SPECIFIC TOPICS

- Anti Corruption with KPK/ICW
- Anti Radicalism with Peace Activists
- Health Issues with Indonesian Physician Association (IDI)/Cancers Foundation (1)
- Financial Issues with Financial Services Authority (2)
- Regional Based (Hotbeds) that have potential horizontal conflicts
 - (1) Already in talks
 - (2) Planned

PUBLIC CAMPAIGN AND LITERACY EDUCATION



PUBLIC CAMPAIGN ON SEVERAL MAJOR CITIES'S CAR FREE DAYS



Jakarta



Solo



Semarang



Bandung

Surabaya



FIGHTING HOAXES WITH GOOD NEWS/STORY

- Many Communities have “hidden” inspiring stories
- Fill the social media with good, inspiring, collaborative story from different communities nationwide



PUBLIC CAMPAIGN, WONOSOBO, CENTRAL JAVA, 11-12 AUGUST 2017



CONVENING



BREAKING ARTIFICIAL
WALL CAUSED BY
FAKE NEWS







THANK YOU

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YOU ARE FREE TO COPY THIS PRESENTATION. ASK ME

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