



Da'wah Strategy in Dealing with Hoax News on Social Media (Critical Review of Opinions of Da'wah Faculty Students of IAI Al-Azis Batch VIII)

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Abstract: Social media is the main source of information. However, it can also serve as a platform for spreading hoaxes that threaten digital literacy in society. Therefore, an effective da'wah strategy is needed to counter hoaxes, especially among students of the Faculty of Da'wah at IAI Al-Zaytun Indonesia. Students play a key role in understanding and spreading the values of truth and increasing digital literacy in society. This study aims to explore what actions are being taken and the da'wah strategies employed by the students of the Faculty of Da'wah, IAI AL-AZIS, Class VIII. The research method is qualitative, using a case study approach. The data collected for this study came from observations and interviews with students of the Faculty of Da'wah, IAI AL-AZIS, Class VIII. The study results indicate that students of the Faculty of Da'wah, IAI AL-AZIS, Class VIII, have a crucial role in tackling the spread of hoaxes on social media. They adopt several strategies, such as verifying information (tabayyun), ignoring dubious news, reporting accounts spreading hoaxes, and engaging in healthy debates to provide clarification. Most students don't pay much attention to hoaxes, but a small portion are actively involved in countering their spread. This highlights that students from the Faculty of Da'wah are both proactive and responsive in ensuring the accuracy of information and reducing the harmful effects of hoaxes.

Keywords: da'wah strategy, hoaxes, social media.

1. BACKGROUND

Social media has become one of the main sources of information for modern society. Social media is an online platform where users can actively participate. Participating means that users can easily interact, share information in the form of content, comment on other users' posts, and carry out other communications through various facilities available on social media. All of these activities can be done quickly and without time or space constraints (Sholeh, et al., 2020).

Social media is an online platform that allows its users to communicate and interact with each other selectively with various large or small groups, either in real time or asynchronously. It allows users to create their own content and have the perception of interaction with other users (Eriyanto, 2021).

From the two opinions above, it can be concluded that social media has become one of the main sources of information for today's society. It is an online platform that allows users to actively participate by interacting, sharing content, providing comments, and communicating with other users. All of these activities can be done quickly and without time or space constraints. In addition, social media also allows users to interact selectively with various

groups, both in real time and asynchronously, can create their own content freely, and build a perception in interacting with other users.

On social media, there are various types of content that can be harmful, including false information and fake news, verbal aggression, cyberbullying, insulting or offensive language, and *online extremism*. These can contribute to having a significant negative impact on individuals and society in general (Mubarok, et al., 2024).

The advancement in technology and information today is visible and can be identified through various forms of social media platforms such as Facebook, Instagram, Twitter, WhatsApp, Telegram, and the like. Thus, people can easily access and make decisions to spread information through social media platforms (Kosasih, 2019).

Social media can present information earlier and more widely. So that with the expansion of information available on the internet and social media in various formats such as text, image, sound, even video, it causes the emergence of a very large and abundant amount of information.

In the face of the flood of information, the ability to think critically and the community's skeptical attitude is very necessary to re-verify every piece of information they receive. However, the problem is, the majority of internet users in Indonesia do not yet have adequate digital literacy awareness, causing them to tend to easily believe information spread on the internet or social media. Information that prioritizes speed, uses striking and excessive titles, and the content that is raised is still shallow, making how much information is received more quickly.

This digital era of social media applications has become the main platform for people to disseminate and access information quickly and effectively. However, openness in making it easy for users to share and access information on social media makes information mixed between right and wrong, which ultimately has an impact on the spread of hoax news (Rosman & Rasit, 2020).

The existence of social media allows humans to access information quickly. The flexibility offered by social media is the reason why many people choose to use it (Amarullah, et al., 2019). Therefore, the millennial generation who grew up in the digital era needs to have technological literacy and use social media wisely (Salsabila, 2022). Hoax can be simply defined as fake news or deliberate deception with the aim of deceiving or gaining profit, as defined in the WordNet Dictionary (Zuliarso, et al., 2020).

Hoax is false information that somehow makes it look real with the aim of certain interests and gaining benefits on the side. Hoax news can damage the reputation of an individual, an institution, and can even influence public opinion.

The spread of hoax news has occurred in Islamic history, namely during the time of Siti Maryam, the mother of Prophet Isa AS, who was slandered for committing abominable acts and adultery because she gave birth to a child without the presence of a father. It also happened during the time of Prophet Noah AS who was accused of being a madman who had the ambition to be a ruler, during the time of Prophet Musa AS who at that time was accused by Pharaoh as a sorcerer who wanted to seize his power and expel his people from their country. Even this hoax news was also experienced by the Prophet Muhammad SAW who was accused by the Quraysh of being a shaman, poet and so on (Rustandi, 2023).

Thus, Allah commands mankind to be smarter in receiving information. This is explained in the Qur'an surah Al-Hujarat verse 6

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصِحُّوا عَلَىٰ مَا فَعَلْتُمْ نَادِمِينَ

“O you who believe, if a wicked person comes to you with important news, then investigate it carefully, lest you cause harm to a people out of ignorance, and then become regretful of what you have done. . ” (Ministry of Religion of the Republic of Indonesia, 2017).

In Tafsir Al-Misbah by M. Quraish Shihab, it is explained that not all information or issues conveyed and spread by many people are always true. There are several factors that need to be considered first when receiving information. This is similar to the way scholars select information conveyed by the narrators of the Prophet's hadiths, where one of the considerations is whether the narration was conveyed by a number of individuals who are usually considered unlikely to agree on lying or what is called "mutawatir". Despite the large number of individuals, there are still certain conditions that must be met, because it is possible that even though there are many people conveying the information, they may not understand the context well or may even have had the wrong basic assumptions. So, the large number of information providers does not always guarantee its truth (Roijah, 2020).

Allah also forbids mankind from following something whose certainty is not yet clear as explained in the Al-Quran surah Al-Isra verse 17 which reads

وَكَمْ أَهْلَكْنَا مِنَ الْقُرُونِ مِنْ بَعْدِ نُوحٍ وَكَفَىٰ بِرَبِّكَ بِذُنُوبِ عِبَادِهِ خَبِيرًا بَصِيرًا

“And do not follow that which you have no knowledge of. Because hearing, sight, and conscience, all of these will be questioned. ” (Ministry of Religious Affairs of the Republic of Indonesia, 2017).

An interpreter, 'Aid al-Qarni, interpreted the verse as saying: "Do not follow or believe in something that you do not have certain knowledge of." Because the heart, sight, and hearing of man will be questioned before Allah, so remain steadfast in your affairs and do not follow

suspicion or bad news. Allah will reward you if you use it for good, and punish you if you use it for evil (Saputra, 2020).

The strategy of da'wah in dealing with hoax news on social media is becoming increasingly relevant in efforts to combat the spread of false information. Da'wah strategy is a series of steps or efforts made to achieve da'wah goals in certain conditions, with a focus on achieving optimal results. To develop an effective Islamic da'wah strategy, it is important to understand well the situations of human life that take place in the real world and the differences in the realities of life between one society and another (Mia, 2022).

Based on the description above, the da'wah strategy can be an effort to combat the spread of fake news and can promote a better understanding of truth, ethics, and digital literacy among the community. In this study, the subjects of the study were students who were the young generation and active in using social media. The Faculty of Da'wah often plays an important role in education and the spread of Islamic values, as well as a better understanding of Islam in the midst of community life. Then for the selection of Batch VIII itself because the students in Batch VIII are students who have certainly received sufficient knowledge related to da'wah strategies during the lecture session.

Thus, this study will focus on the understanding of students of the Faculty of Da'wah of the Al-Zaytun Islamic Institute of Indonesia about da'wah strategies in dealing with hoax news on social media. Thus, the title of this study is "Da'wah Strategies in Dealing with the Phenomenon of Hoax News on Social Media (Critical Review of Opinions of Students of the Faculty of Da'wah of IAI Al-AZIS Batch VIII)".

2. THEORETICAL STUDY

The strategy of preaching is a method used in carrying out preaching activities. Two important components in the preaching strategy are strategic planning and the goals to be achieved (Faqih, 2020).

Da'wah is essentially an effort to improve the condition of a person or society by implementing Islamic teachings as a guide to life, so that these teachings become part of their lives. In other words, da'wah aims to reunite human nature with religion and make them aware of the truth (Lumbui, 2020).

From the two definitions above, one conclusion can be drawn that the strategy of preaching is a tool used as an approach step used in a preaching activity to achieve the final goal, namely making individuals or society aware of the truth of Islamic teachings and inviting them to practice them.

All da'wah activities have the same goal, which is to change the situation to be better in accordance with Islamic values. In management science, the definition of planning or strategy has been given with various meanings, according to each person's point of view (Jailani & Fakhri, 2020). In the Qur'an, the meaning of the word planning is mentioned in Surah Al Hasyr verse 18 which reads

يَا أَيُّهَا الَّذِينَ ءَامَنُوا اتَّقُوا اللَّهَ وَانْتظِرُوا لِلْعَذَابِ وَأَتَّقُوا اللَّهَ إِنَّ اللَّهَ خَبِيرٌ بِمَا تَعْمَلُونَ

“O you who believe! Fear Allah and let everyone pay attention to what he has done for tomorrow (the afterlife); and fear Allah. Indeed, Allah is careful about what you do.” (Indonesian Ministry of Religion, 2017).

From this verse, Allah reminds believers to pay attention to their actions as a form of piety to Him. This principle is in line with the basics of planning: the implementation of planning must have sustainable and long-term goals, and its orientation must provide benefits (Muhyi , et al., 2021) .

News is a very important *spiritual consumption*. However, *hoax is " deceive somebody with a hoax "* deceiving the public with fake news which can also be interpreted as deceiving the public by making them believe something that has been manipulated, tricking others to joke, or anything that is done with the aim of deceiving others (Afifah, et al., 2020) .

Hoax news is false information or misleading news. Hoaxes are created to appear true, when in fact they are not. In other words, hoaxes aim to manipulate or change existing facts (Azizah, 2021).

Hoax news can also be one of the causes of the birth of quite large slander, this can change the scales of human thought to be chaotic. Based on several definitions above, it can be concluded that hoax news is fake news or news that deceives the public as if the news is true.

The impact of the spread of hoax news can be very detrimental to human life in various aspects, both individually and socially. In the individual aspect, the spread of hoax news can have an impact on human health and well-being. Hoaxes about health can cause people to panic or be afraid and take unnecessary or even dangerous actions for their health. For example, hoax news about alternative medicine that can cure diseases can cause someone to refuse medical treatment that can actually save their life.

In addition, hoax news can also have an impact on a person's economy. An example of information related to investments or businesses that promise big profits can influence someone to take bigger risks (Maqfirah et al., 2023) .

Da'wah plays a role in overcoming this by providing guidance, instructions, and direction to all humans, especially Muslims, to collaborate more critically in handling news that has not been proven to be true, starting from the process of verifying the news, not spreading news before identifying the source and its truth, and not being excessive in responding if someone becomes a victim of negative news (Febriana & Aziz, 2021).

The development of social media has grown very rapidly from year to year, this is marked by the emergence of various services and applications that can enable users to interact (Kadarudin, 2020).

Social media also has a very serious impact on society. Because in the use of social media it has both positive and negative impacts. The positive impact of social media is to increase very rapid progress in the world of education and so on to make it easier for people to communicate with many people without the need for too much cost.

The characteristics of social media are divided into four, namely networks, information, interaction, and distribution. As for its role, social media has built a great power in human life. This is what makes the function of social media very large. The functions of social media include the following (Alfandy, 2023);

- a. Social media is a medium designed to expand human social interaction using the internet.
- b. To get information quickly, the distribution of content through social media reaches the public very quickly.

3. RESEARCH METHODS

This study uses a qualitative approach that aims to examine the perspective of the research subject through an interactive and flexible strategy with a case study type of research which is a type of research that explores in depth the phenomenon being studied. The researcher uses *purposive sampling techniques* in taking a sample. In collecting data, the researcher conducted observations, interviews with students of the faculty of da'wah, and documentation.

4. RESULTS AND DISCUSSION

The researcher conducted a direct visit and met students of the Faculty of Da'wah consisting of the study programs of da'wah management and Islamic communication and broadcasting on March 13, 2024. This research lasted for one month until April 13, 2024. Based on the results of interviews that the researcher had conducted with the informants, it was found

that all informants had encountered hoax news circulating on all social media account *platforms* such as Tik Tok, Instagram, Facebook, Youtube and so on.

"As for hoaxes, there is no doubt because they definitely exist and are quite numerous."

The emergence of hoax news has become a serious threat to the integration of information circulating on social media. Therefore, this is a challenge for the public to be able to recognize hoax news and not. This has also been done by students of the Faculty of Da'wah in the eighth and sixth semesters that when they get news, they do not immediately believe it but do *research* and examine the information obtained as stated by the following students;

"In my version, always check the details from the content information, comments, and from the uploader's account first. Only then do I *cross-check* more deeply on the internet or other social media and discuss with friends about the probability of fact or hoax. If the information is really important and worth sharing, then only then ask the parties who are more senior in understanding the ins and outs of the world of information."

After knowing that there was hoax news found on various *platforms*, the reaction of most of the sources that researchers found was that they did not care and 20 percent of sources acted to report *the* posts or hoax news that was circulating. And there were also those who made education about the importance of hoax news on stories on social media. In addition, there were also those who made denial sentences or in the Dakwah Strategy it was termed *Mujadalah* or arguing, namely against the hoax issue that he received.

Based on the results of interviews conducted by researchers, there are several factors that encourage people to spread hoax news, namely lack of knowledge about the news found, lack of activity, having a dislike for objects in the news, and creating content with the aim of enlivening social media accounts. This was stated by students as follows;

"Many out there just want to go *viral* , so they spread news without knowing the truth. Then, many of them also don't know anything about the news they know, have hatred for the object of the news, and just don't have anything to do, sis."

According to students of the Faculty of Da'wah IAI AL-AZIS, semester eight and six, da'wah can be an effective solution to overcome the problem of spreading hoax news by implementing several good strategies that are appropriate to the community being faced.

The preaching strategy that students use to deal with the spread of hoax news circulating on social media is to be more careful in receiving news, provide explanations to the general public about the suitability of the news obtained, provide education regarding the characteristics of hoax news and change the public's understanding from being blind to media literate so that the public is able to recognize the news they encounter.

The preaching strategy also has an effective role in dealing with hoax news circulating on social media. The existence of a preaching strategy can influence a person's decision so that they become more careful in making a decision, can provide a strong understanding and clear communication as stated by the following students;

"The strategy of preaching can be an effective means of overcoming hoax news by providing a strong understanding, clear communication, and good education to the community."

The results of the researcher's observations on social media accounts, especially on Instagram, found that students of the faculty of da'wah played a role in educating the public or in the Da'wah Strategy, it is termed *Mauizhah Hasanah* or advice by posting positive things.

Based on the research results that have been presented above, it can be concluded that, it seems that students of the Faculty of Da'wah have awareness of the problem of hoax news that has been widely circulated on various social media platforms. The da'wah strategy implemented by students can be an effective step to overcome the spread of hoax news. Here are some important points that can be taken from the research findings:

- a. Critical in Receiving News : Students try not to immediately believe the news they encounter. They do a deeper *crosscheck* through content information, comments, and sources of information uploaders before determining the probability of fact or hoax.
- b. Public Education : Providing explanations to the general public about the appropriateness of the news obtained and educating about the characteristics of hoax news. A good understanding will help the public recognize the news they encounter.
- c. Preaching Strategy : Preaching strategy can be an effective means of combating hoax news. By providing a strong understanding, clear communication, and good education, a person can be more careful in making decisions.

Based on the findings presented above, the discussion in this study is divided into two points as follows;

- a. Actions of students of the Faculty of Da'wah IAI AL-AZIS Class VIII in dealing with hoax news.

In today's digital era, easy access to social media can have both positive and negative impacts on its users. One significant negative impact is the spread of hoax news. Easy access to social media can provide freedom of speech, but it is also vulnerable to being misused to spread hoax news. Hoax news is often difficult to detect, so it is important to have a strategy to recognize and minimize its spread (Mahmudin & Nasriah, 2021).

The phenomenon of spreading fake news on social media today can change people's views and actions. Social media, which is an open platform and easily accessible to everyone at any time without time and place restrictions, allows information to spread widely without geographical limitations. What is more worrying is the ease of sharing and duplicating information on social media, which means that fake news that is spread can be quickly accepted and believed by more people (Librianti & Mughni, 2018).

From the explanation above, it can be concluded that in this fast-paced digital era, social media has become a double-edged sword. On the one hand, it provides a platform that allows freedom of expression and opinion. However, on the other hand, this ease of access also opens up opportunities for the spread of false information or hoaxes. This hoax news is often difficult to distinguish from the facts, which requires a special strategy to identify and reduce its spread.

This phenomenon not only changes public perception, but can also influence their actions. Social media, with its vast and limitless network, facilitates the rapid spread of information, whether true or fake, which can be easily accepted by many people due to the ease of sharing and duplicating content.

The spread of hoax news can have a negative impact on society, such as the formation of bad public opinion and anxiety in society. This occurs because hoax news is created to influence public opinion so that society cannot think clearly in deciding on an action. (Septiana & Wahyu, 2021).

The spread of hoax news through social media is indeed a serious concern. Currently, various social media platforms such as Twitter, Facebook, and Instagram are vulnerable to spreading false information.

This is also similar to the opinion of one of the sources who said that hoax news on social media is very widespread and difficult to distinguish from factual news as follows:

"There are so many social media platforms that are used to spread fake news and it will definitely be difficult for ordinary people to differentiate between factual news and fake news."

Based on the findings of the researcher during the interview, it can be said that students of the Faculty of Da'wah IAI AL-AZIS have the awareness not to immediately believe a news, but to do research and first examine the news they get. In relation to this, the Qur'an suggests that humans should always be careful in receiving news. As explained in Surah Al-Hujurat verse 6:

لَتَمَّ لُدْمِينَ عَلَى مَا فَعَنْصِبُخُوْيَايَهَا الَّذِينَ أَمْنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَ

"O you who believe, if a wicked person comes to you with news, then examine it carefully so that you do not cause a calamity to a people without knowing their condition, which will make you regret what you have done." (Ministry of Religious Affairs of the Republic of Indonesia 2017).

This verse teaches the importance of being careful and checking the truth before spreading news. In the modern context, this message is relevant to dealing with the spread of hoax news on social media. May we all learn from the teachings of the Qur'an and become wiser in consuming information.

Based on this verse, Islam emphasizes the importance of *verifying information* carefully. In Islam, it is ordered to investigate the truth of news given by someone who is not trustworthy, and to be careful in accepting news from them. This is done to avoid haste in making decisions based on inaccurate or uncertain information. The verse also underlines the concept of *tabayun* in the process of receiving information, which involves three important elements: verifying the credibility of the source of information, the need to filter information, and understanding the impact of spreading false information. The credibility of the source of information depends on the credibility of the individual who conveys it. The purpose of *tabayun* is to reach an accurate conclusion that is in accordance with the surrounding social context, as well as to prevent society from falling into slander (Rosman & Rasit, 2020).

The word *tabayun* was also conveyed by students of the Faculty of Da'wah IAI AL-AZIS whom the researcher met during the interview as follows

"If we receive news, we should first check it out, or we can say, first make sure about the truth of the information, so that the information we receive is not wrong and does not harm other people."

Based on the researcher's findings through interview activities, it can be concluded that the behavior of students of the Faculty of Da'wah is already in the good category in dealing with the information obtained so that they can first examine whether the information obtained is factual information or vice versa.

Hoax news can be interpreted as a statement that presents a message with invalid or false information that has no certainty, which is deliberately disseminated so that the news can make the community excited and cause fear (Parhan, Jenuri, & Islamy, 2021). Islam forbids its followers from spreading fake news as stated in Surah An-Nur verse 11 which reads;

God bless you God willing وَالَّذِي تَوَلَّى كِبْرَهُ مِنْهُمْ لَهُ عَذَابٌ عَظِيمٌ

"Indeed, those who bring false news are also from among you. Do not think that false news is bad for you, but rather it is good for you. Each of them will receive recompense for the sins he has committed. And whoever among them takes the greatest part in spreading false news, for him is a great punishment." (Ministry of Religious Affairs of the Republic of Indonesia 2017).

The results of the study showed that as many as 67% of students of the VIII IAI AL-AZIS Islamic Da'wah Faculty had an attitude of not caring about the hoax news they received and 33% of students took action against the hoax news, namely making comments justifying or reporting the hoax news that the news that was spread was hoax news, this can be seen in the picture below.

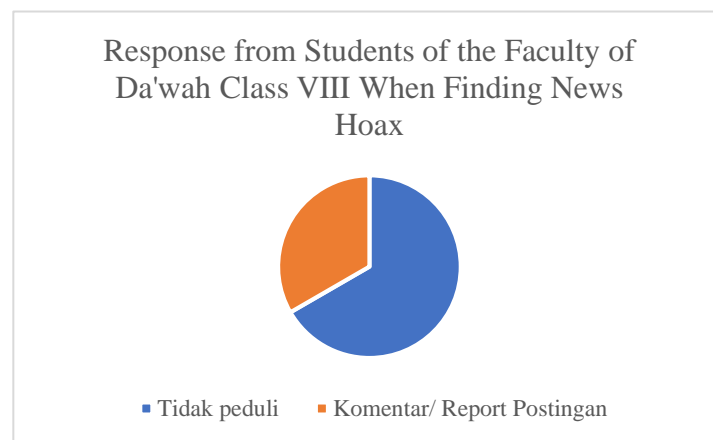


Figure 1

The actions taken by students of the Faculty of Da'wah IAI AL-AZIS Batch VIII are actions to minimize hoax news circulating on social media by not spreading the news and reporting the news they encounter.

This was also stated in the research of Mahmudin & Nasriah in 2021 that the strategic step of preaching in minimizing the spread of hoax information on social media is by indirectly sharing it with friends and the public when receiving existing information, and being able to distinguish information that contains hoaxes or not (Mahmudin & Nasriah, 2021).

The spread of hoax news certainly has several triggers, such as seeking sensation on social media, this has the intention of grabbing more public attention, to express hatred towards something, to get money by collaborating with certain individuals, just following along to look more exciting, to corner certain parties, and having the intention of causing conflict (Tis'ah, 2022).

Based on Ruri Rosmalinda's research study in 2017, several factors that contribute to certain phenomena include:

- 1) Public accessibility to sophisticated and affordable communication devices such as *smartphones* to search for information.
 - 2) The tendency of people to be influenced by issues whose truth has not been verified, which often results in the spread of information that is not necessarily accurate.
 - 3) Low interest in reading, which results in discussions about news often not being based on accurate data, but rather only on memory or unreliable sources. (Rosmalinda, 2017).
- b. The da'wah strategy of students of the Faculty of Da'wah, IAI AL-AZIS, Class VIII in dealing with hoax news

Da'wah is an effort to renew society by spreading and strengthening Islamic teachings through various means, including verbally (*bi al-lisân*), writing (*bi al-kitâbah*), and deeds (*bi al-hâl*). This activity needs to be carried out with a professional, structured, planned, and organized approach (Othman, et al., 2022).

To achieve effective da'wah goals, it is necessary to conduct an in-depth analysis and study of the scope and components of da'wah. One approach that can be used is a SWOT analysis, which involves identifying *Strengths*, *Weaknesses*, *Opportunities*, and *Threats*. With a SWOT analysis, da'wah strategies can be formulated based on existing potentials and challenges, so as to optimize the desired results.

SWOT analysis is a strategic planning analysis method used to monitor and evaluate the preaching environment, both external and internal environments, in order to achieve certain preaching goals (Asniar, 2022). The SWOT analysis in determining the preaching strategy in this study can be seen in the following table;

Table 1 SWOT analysis of preaching in dealing with hoaxes

	Strength (S)	Weakness (W)
	The power of preaching in dealing with hoaxes on social media; 1. Wide coverage 2. Education and Enlightenment 3. Use of the platform for clarification 4. Open Dialogue and Discussion	Weaknesses of preaching on social media; 1. Inaccurate information. 2. Polarization and Bias 3. Difficulty in simplifying messages 4. Limitations to Direct Interaction
Opportunity (O)	SO Strategy	WO Strategy
Opportunities for preaching in dealing with hoaxes on social media;	1. Platform optimization and message dissemination 2. Integrated Education Program	1. Verifying information 2. Using a neutral and inclusive approach

1. Use of digital platforms 2. Educational content development 3. Utilization of visuals and multimedia 4. Development of media literacy programs	3. Respond and clarify as soon as possible 4. Developing a media literacy program	3. Creative and Informative Use of Visuals 4. Increasing Digital Engagement
Threat (T)	ST Strategy	WT Strategy
The threat of preaching in dealing with hoaxes on social media; 1. The spread of hoaxes is so fast 2. Uncertainty and difficulty in verification 3. Audience confusion 4. Rejection and polarization	1. Quick and proactive reaction 2. Working with fact-checking organizations 3. Convey messages clearly and consistently 4. Conveying messages by respecting differences	1. Verify information quickly 2. Using a neutral and inclusive approach 3. Delivering messages clearly and consistently 4. Increasing digital engagement

Preaching often has a strong base of trust from the community, which can be used to overcome distrust of hoax news. Preaching also has a wide community network, which allows for the spread of true information to spread quickly. However, preaching often faces limitations in terms of personnel, funds, and technology needed to respond to hoaxes quickly. In addition, it also has limited technological knowledge that may be less understood by the community.

Thus, it is necessary to increase public awareness of the dangers of hoax news through the role of da'wah in providing correct information and combating the spread of hoaxes. The biggest threat to da'wah is the rapid spread of hoax news through social media and the risk of losing public trust due to the inability to respond quickly and effectively. Therefore, it is necessary to increase da'wah strategies to face the challenges of misinformation in this digital era.

The triggering factors for the spread of hoax news encountered by students of the Faculty of Da'wah IAI AL-AZIS are having a desire to go viral on social media, lack of knowledge, having hatred towards an object, seeking public attention, and getting paid by certain parties.

Based on research conducted by Hayati, Loviantary, and Iswandiy in 2023, it was stated that 84.6% of respondents felt that the impact of fake news *had* a very bad impact

because it could lead public opinion. *Fake* news can have negative impacts such as causing unrest, chaos and fear for the community (Hayati, et al., 2023) .

The large number of hoax news needs to be a concern for the public, thus it is necessary to recognize the characteristics of hoax news as early as possible. With the public being able to recognize hoax news, this can minimize the spread of hoax news circulating on social media.

One of the roles of da'wah is to fight hoaxes and change society from media blind to media literate so that society has high knowledge education about the news received. One of the da'wah strategies is the reduction strategy which is a strategy that avoids topics and ignores news (Afifah, et al., 2020) .

Based on the findings of researchers during interviews with students of the Faculty of Da'wah IAI AL-AZIS Batch VIII, the strategy used to overcome hoax news is to review the truth of the news source obtained or in other words, the need to do *tabyyun* , have an attitude of not caring about the news circulating, and defend that the news obtained is hoax news by *reporting* social media accounts that spread the news so that the news does not spread widely. In addition, students of the faculty of da'wah also use the *Mujadalah* strategy (debating).

The above is supported by research by Mahmuddin & Nasriah (2021), which suggests that strategies to minimize the spread of hoax news include introducing information, identifying the causes of the spread of the information, and implementing preaching efforts to overcome the spread of hoax news.

3. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the research findings and discussion in chapter IV which have been presented previously, the researcher concludes the following two points.

- a. Students from the Faculty of Da'wah IAI AL-AZIS in Class VIII have an important role in increasing public awareness of the risks and negative consequences of the spread of fake news. The results of the study showed that the steps taken by these students when faced with fake news were to verify the information received and seek its truth. Based on the findings of the study, it also showed that as many as 67% of students from the faculty of da'wah VI and VIII IAI AL-AZIS had an attitude of not caring about the hoax news they received and 33% of students who took action against hoax news were making comments justifying or reporting the hoax news that the news spread was hoax news.

- b. Students of the Faculty of Da'wah IAI AL-AZIS Batch VIII implemented several strategies to overcome hoax news on social media. One of the main strategies they used was *tabayyun* , which is verifying the truth of information by rechecking it before believing or spreading it, ensuring that the news is not a hoax. They also adopted *an attitude of not caring* about news that had unclear sources or was suspicious, to avoid contributing to the spread of information that might be wrong. In addition, they were active in *reporting* accounts on social media that were known to spread hoax news, so that the false information would not spread further. Another strategy used was *mujadalah* , which is debating or discussing healthily to correct incorrect information and provide clarification to people who have fallen for hoaxes. With these strategies, they play a proactive and responsive role in maintaining the authenticity of information on social media and preventing the spread of fake news.

Suggestion

Based on the research that the researcher has conducted with the title Preaching Strategy in Dealing with the Phenomenon of Hoax News on Social Media (Critical Review of the Opinions of Students of the Faculty of Da'wah, IAI Al-AZIS Class VIII), the researcher makes the following suggestions;

- a. It is hoped that students of the Faculty of Da'wah IAI Al-AZIS Class VIII can play an active role in fighting the spread of hoax news by doing various things that can be done, such as providing education to the public regarding hoax news.
- b. For further researchers, the researcher hopes that this research can be useful for seeing the shortcomings in this research, by paying attention to the effectiveness of the preaching strategy in dealing with the spread of hoax news.

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