

### **Abstrak**

Penelitian ini merupakan penelitian deskriptif yang mencoba menjelaskan tentang gerakan anti-hoax milik PSI apakah digunakan partai tersebut sebagai bagian dari kampanye politik. Masalah hoax yang terjadi di Indonesia sudah berlangsung lama, namun semenjak pemilihan presiden 2014 hoax di Indonesia semakin meningkat penyebarannya, dan dapat merugikan pihak yang di beritakan ataupun pihak yang menerima hoax. Sehingga dibutuhkan suatu hal yang dapat meng-counter hoax agar tidak semakin menyebar. Berbeda dengan kelompok atau organisasi lainnya yang hanya membuat deklarasi anti-hoax saja, Partai Solidaritas Indonesia hadir sebagai partai politik baru yang bersedia menjadi pihak counter hoax lewat media sosial Facebook lewat konten berisi klarifikasi. Namun sebagai partai politik baru, gerakan anti-hoax PSI terlihat sebagai bagian dari kampanye politik. Penelitian ini akan dikaji lewat teori – teori media baru, hoax, dan kampanye politik.

Penelitian ini menggunakan metode studi kasus karena kasus tersebut terlihat unik. Cara peneliti memperoleh data penelitian dengan melakukan wawancara mendalam terhadap internal PSI, observasi kegiatan anggota PSI terakait gerakan anti-hoax, dan studi dokumen konten anti-hoax PSI di Facebook. Data yang sudah diperoleh akan dianalisis oleh peneliti.

Terdapat tiga temuan dari penelitian ini, yaitu PSI menggunakan gerakan anti-hoax sebagai kegiatan kampanye politik, adanya ketidak berimbangan yang dilakukan oleh PSI terhadap konten anti-hoax yang cenderung memihak pada suatu tokoh, dan sikap PSI cenderung mengabaikan komentar – komentar yang resisten terhadap gerakan anti-hoax miliknya.

**Kata kunci : gerakan politik, hoax, media baru, studi kasus**

### **Abstract**

This research is a descriptive research which explain about anti-hoax movement from Indonesian Solidarity Party known as PSI. Aim of this research is to know whether PSI use anti-hoax movement as their political campaign or not. Problem about hoax in Indonesia has been a while, especially since presidential election 2014. Since that election, spreading of hoax is increasing and also can harm anyone or any party which being targeted for hoax or receiving the hoax. So it takes something to countering hoax so that hoax is not spreading even more. PSI is different with other party because PSI is willing to countering the hoax through social media like Facebook with content which explain clarification. However, as a new political party, anti-hoax movement from PSI can be seen as political campaign for their party. This research is done with study of new media theories, hoax, and political campaign.

Method of this research is study case because case thereof is unique. Researcher collect all the data with deep interview to PSI internal, observation movement anti-hoax from PSI member, and study documents relate to anti-hoax on Facebook. All the data that has been collect and then analyzed.

From this research found that PSI use anti-hoax movement as political campaign, there's imbalance that has been done by PSI with anti-hoax content which takes side with one figure, and PSI attitude tends to ignore all comments which resistant with their anti-hoax movements.

**Key Words: Political movement, hoax, new media, case study**