Analysis of the 4C Model: Instagram Content Management Strategy of @Jabarsaberhoaks in Combating Hoaxes

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ABSTRACT: Hoaxes are fake news that are easily spread due to the fast flow of information and the high demand for social media. News fragments in online media that are not yet known in fact are the main trigger for the emergence of hoax news. The purpose of this research is to find out the implementation of social media utilization by @Jabarsaberhoaks in building public awareness of hoax news. This research uses qualitative methods and a case study approach. Primary data collection techniques are observation and interviews while secondary data are literature studies and documentation. There are three key informants from the @Jabarsaberhoaks account manager and two supporting informants from followers of the @Jabarsaberhoaks Instagram account. The data validity technique uses source triangulation. The results found that @Jabarsaberhoaks to build public awareness of hoax news is considered successful, namely by creating content according to the wishes of Instagram followers and collaborating with saber hoax units in West Java.

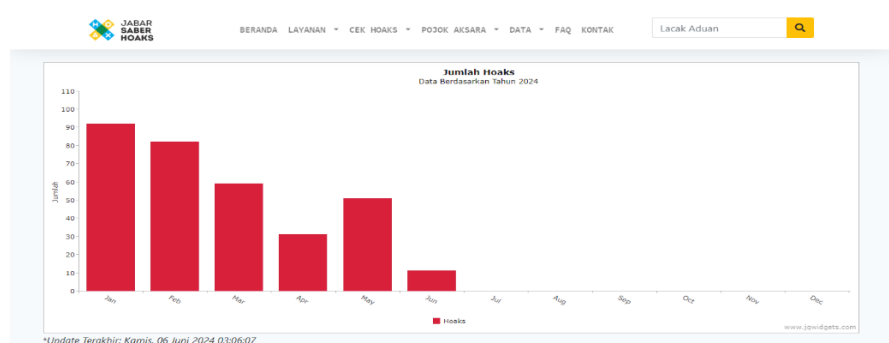**Keywords:** Hoax, Instagram, @Jabarsaberhoaks .

INTRODUCTION

Based on infographic data created by the Jabar Saber Hoaks team related to hoax news, it was found that the total number of hoax news in online media from January to June 2024 reached 209 complaints.

Figure 1. Number of Reports and Monitoring of Hoax News

Source: Saberhoaks.Jabarprov.go.id, 2024

The picture above explains that from January to June 2024, there were 209 hoax contents identified by the Jabar Saber Hoaks team. Overall, it can be concluded that this hoax issue is still quite high in circulation in online media and this issue is certainly still circulating among the public to deceive or provoke the public. Hoax news that is spread and planned to lead public opinion along with manipulated evidence can make people confused about the news. According to Widada social media is an online media, where every user can easily access online media to fulfill their needs when communicating with other users. Thus, hoaxes on the media will support the spread of hoaxes. Therefore, hoax news is a serious problem in building public awareness. Hoax news not only harms society, but also attacks and damages people's morals, and can even help the growth of a person's character.

For this reason, the West Java Provincial Government is trying to reduce hoax news in West Java Province, one of which is by forming Jabar Saber Hoaks (JSH). Jabar Saber Hoaks was established by the Communication and Information Department of West Java Province. Jabar Saber Hoaks is a work unit under the West Java Provincial Government which was formed on December 7, 2018 through a Decree of the Governor of West Java. Jabar Saber Hoaks has the task and function to verify information or rumors that circulate unclear facts circulating among the wider community and helps communities build information resilience or reliability to deal with the rapid flow of information in various digital media (Hardian & Setiawan, 2022). Verification of this information is of course through the process of confirmation and compilation and processing of data from actual and credible sources or references (Website Jabar Saber Hoaks, 2023).

As for some examples of hoax news that has been uploaded on Instagram Jabar Saber Hoax, namely the case of whatsapp account fraud on behalf of the owner of Tasikigoi, hoax news about engineered videos of attacks from Israel, hoax news about Rp 175 million cash social assistance from the Ministry of Social Affairs, and hoax news about Electricity tariffs rising starting on May 1, 2024. The hoax news above is hoax news that has been verified by the Jabar Saber Hoaks team and also uploaded on Jabar Saber Hoaks Instagram. Some of the ways that the Jabar Saber Hoaks team has made efforts to reduce hoax news is by creating feeds content on Instagram social media where the content is complaints from the public to the Jabar Saber Hoaks team as well as the results of the Jabar Saber Hoaks team's monitoring. as for examples of reels content that has been created by Jabar Saber Hoaks is a recap content of seminar events that Jabar Saber Hoaks held, content about fake news, and content tips to avoid scamming on social media.

Based on the explanations above, researchers want to analyze content management by Jabar Saber Hoaks in building public awareness of hoax news using Chris Heuer's content management concepts of context, communication, collaboration, and connection (Salsabillah & Yuniarti, 2023). Creative content is one of the reasons someone wants to linger in front of social media. The uses of content are quite diverse, ranging from just information to commercial interests. If the content is less interesting, it is certain that social media engagement will not increase or even decrease.

Through this 4C concept, researchers want to see the content management strategy of @jabarsaberhoaks. The context concept wants to know who the target audience is, what they need, and how they interact with content on social media platforms. The concept of communication includes messages, brand voice, and communication tactics used to attract attention and interact

with audiences effectively. the concept of collaboration wants to see the cooperation of @jabarsaberhoaks in creating an effective and efficient positive campaign to achieve a common goal. the concept of connection wants to see the relationship that has been established between the audience and @jabarsaberhoaks. The four 4c models will become the theoretical basis for this research. This research will analyze the content management strategy of Jabar Saber Hoaks Instagram in building awareness of hoax news.

METHOD

The method used in this research is a qualitative method. According to Chariri qualitative research is research conducted with certain settings that exist in the real world with the aim of investigating and understanding the phenomena that occur. This means that qualitative has a concept such as going exploring which involves an in-depth and case-oriented study. Denzin & Lincoln added that qualitative research is research using a natural setting with the aim of interpreting a phenomenon that occurs and is carried out in a way that involves existing methods.

Data collection techniques use triangulation (combined) methods, data analysis is inductive and qualitative research results emphasize meaning rather than generalization because the purpose of qualitative research is to make a fact of the phenomenon so that it is easy to understand and allows according to the model to generate new hypotheses. Therefore, researchers used qualitative research to analyze Instagram Content Management by @Jabarsaberhoaks in building public awareness of hoax news. The approach used in this research uses an explanatory case study, which is a case study with questions of "how" and "why". This approach will look at the management of Instagram content by @jabarsaberhoaks in building public awareness of hoax news because according to Robert K Yin the questions "how" and "why" are basically more explanatory and lead to case study, historical, and experimental strategies.

Data collection techniques are carried out by observation (observation), interviews (interviews), and documentation. interviews that involve direct between researchers and informants to gain an in-depth understanding of their experiences, perceptions, and views related to the research topic. data collection conducted using primary sources and secondary sources. Primary data comes directly from interviews with informants as well as the results of researcher observations. In observation, researchers will observe the Jabar Saber Hoaks Instagram account as the subject of research on content management strategies in building public awareness of hoax news. In interviews, researchers will conduct structured interviews with several staff who manage the Jabar Saber Hoaks Instagram account who work directly when clarifying hoax news. Secondary data is data that supports the needs of primary data such as literature studies, books, articles, archives, scientific papers, journals, the internet, and documentation in the form of writings, images, or a work of a person.

The technique of determining informants in qualitative research uses purposive sampling method. Based on the specified criteria, research informants are divided into two types: Key informants and supporting informants. Purposive sampling is a data source sampling technique based on

certain considerations and the information taken is determined by the researcher based on the needs and credibility of the informant**.**

Table 1. Informant Data

No	Identitas Informan	Kriteria	Keterangan
1.	Tommy Sutami, S.H.	Coordinator of fact-checking and complaint management services	Key Informant
2.	Sandi Ibrahin Abdullah, S.S., M.I.Kom.	Data management, dissemination, & program development coordinator	Key Informant
3.	Dody Saputra, S.Sn.	Graphic Design & Video editor of Jabar Saber Hoaks	Key Informant
4.	Dian	Followed Jabar Saber Hoaks because I was interested in the content.a	Supporting Informants
5	Isfa	Following Jabar Saber Hoaks from 2020	Supporting Informants

Source: Researcher Data Processing, 2022

The informant data above are informants who are considered appropriate in helping the research process. Informants are the Chairperson of Jabar Saber Hoaks, staff who participate in managing the Jabar Saber Hoaks Instagram account and one of the followers of the Jabar Saber Hoaks Instagram account.

In this study, researchers will use the triangulation data validity technique according to Moleong (Pritandhari & Ratnawuri, 2018). data triangulation is a data validity checking technique that utilizes something else from outside the data for the purpose of checking or comparing the data. The triangulation method is one method that is tried to test whether information is valid or not against the information obtained from research. Next, the data analysis technique is carried out by performing data reduction, data display, and conclusion drawing or verification. Reducing data means summarizing, selecting key things, focusing on important things, looking for themes and patterns. Therefore, the data that has been reduced will provide a clearer picture, and make it easier for researchers to collect other data. Displaying data means presenting data in an organized manner, arranged in patterns, so that it will be easier to understand. data presentation can be in the form of narrative text, graphs, matrices, networks, and charts. the last is to draw conclusions and verify. Findings can be in the form of a description or description of an object that was previously dim or dark so that after research it will become clear.

RESULT AND DISCUSSION

Based on the results of observations and interviews that have been conducted by researchers, researchers can describe that there is digital communication between the @Jabarsaberhoaks Instagram account and the public. Digital communication can reach a wider public as evidenced by the @Jabarsaberhoaks Instagram account which can communicate with anyone and anywhere without having to meet face to face. content posting is also fairly fast because it uses the internet, so that the information or messages that the @Jabarsaberhoaks Instagram account wants to convey to the public can be more flexible and save time.

The media used by Jabar Saber Hoaks is new media where there is 2-way interaction. As in the @Jabarsaberhoaks Instagram account which interacts with the public on reply stories, comment fields, as well as discussion rooms and WhatsApp so that the public can interact with the @Jabarsaberhoaks Instagram account. This practice has indirectly created an online network, namely people who like @Jabarsaberhoaks content and people interested in reporting hoax news. The Instagram used by Jabar Saber Hoaks is also running well. All the features in it are run well. One of the features used by the @Jabarsaberhoaks Instagram account in addition to feeds and reels, is a collaborative post between regional hoax saber units so that people realize that hoax news issues are easy to spread anywhere and anytime.

The @Jabarsaberhoaks Instagram account has so far succeeded in becoming a hoax clarification media, because many responses from the public are good or positive towards the account. A lot of content created by the @Jabarsaberhoaks Instagram account is packaged in a fun way, creating content with trend styles that are currently viral on social media and they pack it into content that educates the public, especially gen z. The researchers found that in the content management strategy stage carried out by the @Jabarsaberhoaks Instagram account based on the 4C concept by Crish Heure which consists of context, communication, collaboration, and connection. Context is the way the @Jabarsaberhoaks Instagram account introduces the characteristics of themselves regarding the social media account they will build, its function as an attraction for their followers, then the target followers aimed at by the @Jabarsaberhoaks Instagram account and also what kind of content their followers need.

Context

@Jabarsaberhoaks Instagram account introduces the characteristics of themselves regarding the social media account that they will build, its function as an attraction for followers, then the target followers aimed at by the @Jabarsaberhoaks Instagram account and also what kind of content their followers need.

Communication

The @Jabarsaberhoaks Instagram account communicates with its followers, such as opening a discussion room or opening a comment column for suggestions and criticism from its followers for the @Jabarsaberhoaks Instagram account.

Collaboration

The @Jabarsaberhoaks Instagram account invites hoax clarification accounts to spread clarification of hoax issues to each other, here the @Jabarsaberhoaks Instagram account also builds hoax saber units that work with regional diskominfo to create hoax clarification accounts in their respective regions.

Connection

The @Jabarsaberhoaks Instagram account builds relationships with regional hoax saber units and also their followers so that their relationship is maintained and can provide mutual advice, input, and criticism to the @Jabarsaberhoaks Instagram account and also other regional hoax saber units.

Table 2. Content Management of @Jabarsaberhoaks Instagram Account Based on 4C Concept by Crish Heure

Context	The @Jabarsaberhoaks Instagram account creates 2 main contents, namely clarification content and literacy, clarification content is usually obtained when there are complaints from the public. But the Jabar Saber Hoaks team also monitors from various other social media whether there are hoax issues spread on social media. Literacy content usually uses references from videos that are trending on social media, but is packaged in accordance with the SOPs in Jabar Saber Hoaks so that the content still has an educative message so that it can be well received by its followers.
	The content on the @Jabarsaberhoaks Instagram account is formed in a contemporary style because they have targeted followers, namely gen z, where their content must be very short, clear, and concise. As well as using attractive graphic design so that gen z has an interest in the @Jabarsaberhoaks Instagram account.
	How the @Jabarsaberhoaks Instagram account can find out what its followers need, because there is often input from its followers regarding the content they create.
Communication	Instagram account @Jabarsaberhoaks to be able to communicate well with its followers, namely using the comment feature and also Instagram dm. Then use WhatsApp as their hotline, so that followers can give complaints to the Jabar Saber hoax team easily.
	The response given by the Jabar Saber Hoaks team to its followers who provide complaints will be responded as quickly as possible, so that the hoax issues reported can be traced as quickly as possible.
	In addition, the @Jabarsaberhoaks Instagram account also opens a discussion room for its followers, so that they can discuss hoax issues and how to check facts independently. Using slang when making captions on their content and also

	responding to comments from their followers so that their followers can also feel a sense of comfort when interacting with the Jabar Saber Hoaks team. Content games are also created by the Jabar Saber Hoaks team so that there is deeper interaction between followers. The goal is that @Jabarsaberhoaks Instagram followers can be even more active.
Collaboration	The @Jabarsaberhoaks Instagram account made a collaborative post with regional hoax saber units in West Java Province. Invites regional diskominfo to create a hoax saber unit, so that hoax issues in the region or local hoax issues can be disseminated again. Until now, Jabar Saber Hoaks has 27 regional hoax saber units in West Java Province.
Connection	The @Jabarsaberhoaks Instagram account builds relationships with its regional hoax saber unit by holding monthly meetings to find out what obstacles there are in the hoax saber unit when doing clarification content and literacy content. The content in Jabar Saber Hoaks will always be shared with the hoax saber unit so that the content in the regional saber unit is in accordance with the SOP in Jabar Saber Hoaks. The @Jabarsaberhoaks Instagram account also builds relationships with its followers, apart from comments and also responses from the pleasant Jabar Saber Hoaks team. The Jabar Saber Hoaks team also gives awards to followers who often provide complaints about hoax issues.

CONCLUSION

Based on the results of the research, this research was conducted to find out the implementation of content management strategies using the 4C concept by Crish Heure with the aim of making people aware of the existence of fake news on social media and using qualitative research methods. Crish Heure's 4C concept includes four points: context, communication, collaboration and connection.

In this context point, the @Jabarsaberhoaks Instagram account is able to display the impression of an Instagram account with characteristics that can be remembered by the audience. In the communication point, @Jabarsaberhoaks is able to determine the segmentation of the intended audience, able to determine the content that suits the target audience, to make captions with a word style that suits the audience so that the audience feels close to @Jabarsaberhoaks. In the collaboration point, the @Jabarsaberhoaks Instagram account collaborates with the West Java Regional Communication, Informatics, Standardization and Statistics Office to create an official channel as a forum to clarify localized hoax news. In the connection point, @Jabarsaberhoaks always opens space for discussion with its audience through Instagram direct messages and WhatsApp Jabar Saber Hoaks. In addition, @Jabarsaberhoaks also conducts counseling to regions and schools to teach parents and children to check facts independently.

As for the impression of the audience of the @Jabarsaberhoaks Instagram account, most of them gave positive responses because they felt literate with the content presented on the Instagram account. Moreover, the content presented is able to adjust to current trends so that it is easier for the audience to digest. The only reason @Jabarsaberhoaks uses Instagram social media is because Instagram is a social media that is being used by the public.

For future researchers, it is hoped that they can use other concepts and methods besides 4C and qualitative as a reference for their research, such as using quantitative methods to measure the scale of how much influence Instagram has in handling hoax issues. For the Jabar Saber Hoaks team to be able to update and complete equipment for the quality of content production needs, and improve the quality of human resources to be able to design content that is different from other social media.

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