ABSTRACT

This study is titled Management Issue Strategy of Hoax on Website of Directorate General of Informational Application of the Ministry of Communications and Informatics Period of January 2018 – July 2018. The aim of the study is to find out the management issue strategy of hoax on the website done by Directorate General of Informational Application of the Ministry of Communications and Informatics period of January 2018 – July 2018. This study is also aimed to know whether the management issue strategy is effective. The research method used in this study was qualitative with case study approach of type 2. The techniques of data collection were through in-depth interviews, method of direct observation, and documentation. This study used the techniques of data analysis proposed by Miles and Huberman namely data reduction, data display, and conclusion drawing/verification. The results of the study indicated that the management issue strategy used to address the issue of hoax on the website from January 2018 – July of 2018 was quite good. It was determined by taking the stages of identifying the issue of monitoring through community complaints and by looking for keyword through Ais machine, issue analysis, program planning, selection of a changing issue strategy by conducting an upstream-downstream strategy in which educating at the upstream and blocking at the downstream along with integrating approach within the collaboration of stakeholders, the implementation of the program by running the program of Digital Literacy Socialization as well as blocking the negative content and evaluation of the program. In addition, the study pointed out that the management issue strategy was quite effective as it is seen from the large number of participants of Digital Literacy Socialization as well as the increasing number of sites containing political hoax issues are blocked.

Keywords : Management Issue Strategy, Website