



## Impact of Spreading Hoaxes on Fanatical Supporters from the 2024 Election

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### Abstract

**Introduction to The Problem :** The spread of electoral hoaks could jeopardize society and democracy as a whole. **Purpose :** This study aims to find out the impact of hook spread on fanatical supporters of the 2024 elections. **Design/methods/approach:** The method used in this research, is qualitative through data collection through in-depth (primary) interviews and with Literary Studies (secondary) from books, journals, news outlets. The subjects in this study were seven psychology students and with questions surrounding hoaks and fanatical supporters. **Findings :** The results of this study are electoral hoaks spread by political fanatics influenced by dark triad personality factors that have a negative impact on democracy and in simulating it can be done with increased literacy of information and criticism, education on information verification and an incentive to consider the diversity of perspectives. **Research implications/limitations:** The limitations of this research are that the sample is limited, the methods used to measure the impact of election hoaks and influencing factors may not be completely complete, so future researchers are expected to be more comprehensive. **Originality/value :** The conclusion of the election hoaks is false information that can undermine public confidence. Political fanaticism with the emotional and personality factors of the dark triad is one of the main causes of the spread of electoral hoaks. To minimize the spread of hoaks, it is necessary to improve information literacy and public criticism, education on the importance of verifying the truth of information,

**Keywords :** Hoax, Election, Fanatic

### Introduction

One of the countries that has a system characterized by the quality of democracy is Indonesia, with elections held honestly, fairly and with a large number of people participating against the right to vote. According to Antari, 2018. In a country that adopts the notion of democracy, elections are the foundation of the democratic system. (Subiyanto, 2020) In Indonesia, elections are a real form of democracy and a means for the people to express their sovereignty over the state and government. Elections were based on Pancasila and the Constitution of the Republic of Indonesia in 1945. Elections are held on a direct, general, free, secret, fair and fair basis in the State of the United Republic of Indonesia. (NKRI). Triono (2017) explains that the general election, also called the election, is an important event for a democratic state where people elect leaders and public policy. Internal and external factors influence political behavior, including voting during elections. Personality is the element that establishes the individual in the movement of behavior choosing. (Gumelar & Pandina, 2014) explains that each individual has a different way of feeling, determining his interests and developing his mind.

It is also different in processing and reacting to various needs that originate outside of it. However, the fact is that many external variables can contribute to political behavior, such as political news. This is reinforced by the various events and phenomena that occurred during the elections that seemed to disturb the public. A lot of unclear news can confuse the state of affairs. In addition, technological advances and social media have influenced the election process. One effect is the increasing spread of hoaks or fake news that can affect public opinion as well as election results. In fact, many people in society still lack an understanding of the election and are vulnerable to the influence of the phenomenon (Akhrani et al., 2020). The spread of electoral hoaks highlights the weakness of the Indonesian political education system. Political education plays an important role in shaping public understanding of citizens' rights and duties, as well as the importance of preserving integrity in elections. But the reality is that there are still many people who lack an understanding of the elections and are vulnerable to the fake news circulating on social media. According to Indonesian indicator data, between 2016 and 2017, there were 7,311 cases of hoaks disseminated by the media, which means an average of 609 hoaks per month and 20 hoaks a day.

Political education must be given to the public, especially to students. In situations like this, election-related hoax analysis should be carried out to determine the factors driving the spread of fake news and how to stop it. Therefore, the aim of this study is to find out the impact of the spread of hook on the fanatical supporters of the 2024 elections.

## Literature Review

### Election Hoaks

#### Understanding Hoaks

A hoax is an attempt to deceive the reader and the listener to believe something even if the perpetrator realizes that it is a fake news. In addition, it is also understood that hooking is a fraud that is used to make people believe that things are wrong and sometimes always do not make sense by passing through online media. (MUSDALIFAH et al., 2020) According to Silverman in Judhita (2015), hoaks are misleading information but presented for truth. A person using the results of such surveys, his attitude towards fake news is analyzed and formulated into a three-dimensional scale of fake attitude, i.e. Rational, when a person operates information from different points of view to reach reasonable and difficult to understand conclusions that are characteristic of a person's tendency to avoid reading information that is not clearly true. (Akhrani et al., 2020). Alcott and Matthew (2017) argued that Hoaks was not only misleading, but that the information in the fake news also had no factual basis, but was shown to be a fact story. (Simarmata et al., 2019)

#### Spread Election Hoaks

The spread of fake news is becoming increasingly common. A 2017 Mastel study found that people were cheated more than once a day. The most common platform used to spread fraud is social media. The phenomenon of fraud in Indonesia sparked anxiety over the information obtained and stirred up the public. Used by irresponsible parties to incite blasphemy and hatred. Several experts have already tried to investigate how fraud is spread and distributed, with the aim of identifying and explaining how the fraud works. Exposure to fake news can influence public behaviour, in this case political behavior. Mastel in 2017 explained that false firehose propaganda could not be done without the help of the media, let alone social media helping to spread fake news that can arouse emotions in news readers. (Akhrani et al., 2020)

The dissemination of content and manipulation of public opinion spread more rapidly due to the characteristic characteristics of extensive media networks, the spread of fake news especially on social networks plays an important role in influencing public opinion. Kucharski (2016) even stated that the dissemination of political information through social

networks has a degree of similarity with the spread of infectious diseases. This 2014 Kramer, Guillory, and Hancock study also looked at how social media users on Facebook encountered emotional transmission without realizing it. Their findings, which included 689,003 Facebook users as respondents, showed that widespread emotional transmission occurs through social networks. At the same time, their research observed that emotional transmission on social networks did not require direct face-to-face communication and non-verbal signals. (Yustisia & Hakim, 2021)

The impact of the spread of hoaks on the election.

(Kociski, & McLeod, 1994) says that there are some effects of media political behavior there are 4 namely: obtaining information, cognitive effects of the use of voting rights, and the influence of the political system (Anisah, 2014). According to previous research (Putra & Patra, 2023), the spread of electoral hoaks could jeopardize society and democracy as a whole. Impacts include: Decreased quality of political information: Because the information provided may be inaccurate, increased polarization can occur between groups of people with different political views, and can lead to political problems that hold the society apart. This can affect the political decisions they make, provoke mistrust in democratic institutions and processes in which people may believe that elections are unfair or transparent, and that authorities are untrustworthy, develop the risk of political violence, that is, people who are misinformed can protest or avenge with violence, and develop confidence in foreign influence: they seek to influence election outcomes or political policies through the influence of misinformation.

## **Supporters of political fanatics**

Fanatic understanding

The fanatic attitude of members (party supporters), can sometimes be a boundless pride. (Yasid, 2007) To support a political party, do you have to be very fanatical? In Indonesian politics the phenomenon of fanaticism that transcends the boundaries of political party supporters is not new.

Fanaticism is the ability that causes those who feel fanatical to have a tendency to carry out offensive actions that tend to make others look bad, such as spreading slander and hate speech on social media. (Anugerah. Boy, 2020). Conditions like this can cause "anxiety" either unconsciously or directly. This condition of "anxiety" can attack anyone, either from a fanatic or an anti-fanatic group. (Nurish, 2019)

Factors affecting the personality of political fanatics.

The factor that determines a person's ability to participate in a political agenda is personality. Ghufroon and Riswanita (Gumelar & Pandina, 2014) stated that everyone has a different way of feeling, developing thinking, and determining their personal interests. (Akhrani et al., 2020) Fieldman (1994) explains that there are several approaches to knowing personality traits theory. A trait is a model for identifying and describing a personality. Fieldman in 1994 said that traits are defined as a dimension that survives the characteristics of personality, which distinguishes individuals from others. One is the theory of properties, the characteristic of models to understand and describe personalities. (Akhrani et al., 2020) Fieldman, 2017 also explains that properties are defined as aspects of the personality traits that distinguish individuals from other individuals. According to (Vecchio & Caprara, 2009) that traits embrace behavioral characteristics of habits related to patterns of thought and feelings. (Akhrani et al., 2020). Nowadays, modern voters are promoted to see elections through incentives enriched by mass media and electronics. (Wijaya, 2023)

The second reason that relates to a person's social characteristics is:

1. Economic status, ethnicity, age, and religion include social characteristics that affect participation in political conflict
2. Identity politics must be a tool that contributes to the fanaticism and polarization of religious issues in Indonesia.

The theory of personality factors advocates political fanatics

A personality theory that supports political fanaticism. According to the Michigan model, behavior denotes a person according to the foundations of his political party, which grows on the tradition and in particular the growth and development of a person is influenced by the psychology of the family environment that is spiritually based on the physical and cultural levels. One model that tries to combine personal and sociological factors is the theory of social identity, which was developed by Tajfel and Turner and published in 1986. The Theory of Social Identity was advanced by Taifel and Turners, where he explained that the term social Identity means that every individual acknowledges his existence within a particular social group. This acknowledgement includes an evaluative and affective sense of possession, which means that when a person chooses a party that represents the identity of a group, then the person's identity becomes stronger, and at the same time, the self-esteem increases. (Hanurawan, 2018)

There is no right or wrong answer about personality traits, but the answer depends on a person's behavioral tendencies or exists in common behavior. One of the least studied personality types, especially in social media, is the Dark Triad personality. (kepribadian triad gelap). (Rizal & Handayani, 2021)

In a 2015 Goodboy article, he argues that dark personalities are Machiavellianism, narcissism, and psychopathy. Machiavellian personality refers to the inclination to manipulate others. Excessive self-evaluation is characteristic of a narcissistic nature, Psychopathy refers to the individual's tendency to have low empathy, act impulsively, and enjoy the quest for sensation. (Rizal & Handayani, 2021)

## Methods

The method used in this research, is qualitative through data collection through in-depth (primary) interviews and with Literary Studies (secondary) from books, journals, news pages. The population of this study is Psychology Students of seven sources as respondents who provide responses or answers to the question raised concerning the impact of the spread of hoaks on the fanatical supporters of the 2024 elections. The results of the interview were analyzed to build on the themes obtained in the interview.

## Result and Discussion

The spread of hoaks according to one of the sources of the seven sources said: "Hoaks in my opinion are false information or information that turns a fact around, becoming news that does not correspond to the fact. The impact can make the public unable to trust a media." (Tyo, wawancara pribadi 25 Maret 2024)

### Supporters of political fanatics

One of the two sources from the seven sources describes fanatical supporters as follows: "I think the supporter of political fanatics usually has excessive loyalty, reluctance to accept criticism, tendency to spread hoaks, aggressive attitude, rejection of contradictory information and rude use of language" (Yogi, a private interview on March 25, 2024), "I describe a person like this as someone who doesn't care about the fraud or loss that this supporter's politician has done, so I'm just like a rich man who loves blindly." (Dilla, wawancara pribadi 25 Maret 2024).

Similarly, the researchers wrote in a library review that according to the Michigan model, Catellani, 1997 affirms that a person's political election action is based on the focus of personality that grows out of an inheritance where specifically attached to the environment a person grows up both psychologically, physically, and culturally.

Then we found information related to the statement in the HarianBhirawa.online page where it was written that in fact the emergence of political fanaticism was a natural phenomenon in a political controversy. Where almost all the political and other fields of controversy, will always arouse fanaticism from the public. But the main thing is how that fanatic attitude is not blind

fanaticism. Because blind fanaticism puts interest will create a narrow view and unable to see objectively the advantage of the opponent. (Supriyatno, 2019) From this shows that fanaticism is a natural thing but unnatural to make it a blind political fanaticism as described in our source fanatics will not care about the fraud or losses that he makes potential that causes them to commit offensive actions that tend to discredit others, including spreading slander and hate speech in the social media and that is precisely what has a negative impact on democracy and homeland politics.

### **Political fanaticism can affect someone's tendency to spread hoaks**

The perception of one of the two sources that says that true political fanaticism influences one to spread hoaks is "Yes, because they often show strong emotions and a strong desire to support each other so that they could spread the hoaks to the benefit of each other" (Dhea, private interview March 25, 2024), "Obviously if this is certain, because the more fanatical he is, the more political or certain parpol allows the tendency he makes to drop his opponent from his political idol, the bigger it is, for example, the spread of these hoaks, the richest it is yesterday's election." (Dilla, wawancara pribadi 25 Maret 2024)

The view proved to be the same as the theory that the researchers wrote in a library review, that the Theory of Social Identity developed by Tajfel and Turner where the identity of each person has a consciousness of his position within a particular social group. Where this consciousness encompasses a sense of possession, which is evaluative and emotional. This means that if an individual nominates a party that marks the identity of his bullshit then it will add strength to his identity and at the same time also to self-evaluation. In Indonesia, this atmosphere has been acceptable through the emotional comments of citizens on social media, or the pressure to elect the elected capres-cawapres, which makes the crowd more and more cluttered. In some cases, fanatical supporters can easily shake their emotions, and trigger a case of violence. A number of psychiatrists remind mental health issues of certain fanatical supporters of the capres-cawapres. (Saputra, 2024)

One of the sources on the site said that since the election campaign went on, the family environment, and the circle of friendship of Ahsya (the source) has changed as well. Election topics always color every conversation, sometimes someone just imposes their choices on Ahsya. "It's a vacation, it's political again, a bit dizzy. It's also a bit swearful to talk about it a bit politically. I'm gonna go back to the salons, politics, buy more shit, know more politics. There's no other language," added Ahsya. Even to keep his emotions good, now Ahsya chooses to withdraw from the electoral smells.

So from that, we learn that emotion becomes one of the factors that can influence fanatical supporters who will likely be able to spread hoaks. Where this individual has a consciousness of his position in a particular social group that encompasses evaluative feelings as well as emotions.

### **Main personality factors that influence one's tendency to spread political hoaks**

One of the sources has an opinion:

"Per the person who has a narcissistic and machiavellian personality because he has a tendency to be the center of attention so showing a political image by spreading hoaks about his political opponents and manipulative tendencies, besides it can also be someone who has little empathy so acts dirty like that. (Dilla wawancara pribadi 25 Maret 2024)

The opinion has similarities with the theory that the author wrote in a library review that in the psychology of personality, individuals who have a tendency to use lies to earn their hopes, can be seen with the dark triad personality theory. Where in this theory, a particular individual is believed to have a dark side that consists of three personalities, namely Machiavellianism, psychopathy, and narcissism. As a result of the possession of the three dark personalities that create the individual can be manipulative. Not just in politics, but elsewhere. (Adi, 2018)

### **Minimizing personality factors against the spread of hoaks among political fanatics**

According to the head of the Indonesian Society Anti Hoax Septiaji Eko Nugroho (Yunita, 2017) put forward five steps that can help in knowing where the news hoaks and where the original news:

Be careful with the provocator title, be smart in viewing the site address, check its authenticity, check the photo counterparts and be active in the anti-hoaks discussion forums.

The question the researchers asked as a suggestion from a psychology student in simulating the influence of personality on the spread of hoaks among political fanatics, where they argue the following: "I think that one way to minimize personality influence on the proliferation of hooks amongst political fanatics is to enhance their information and critical literacy, educate them about the importance of verifying the truth of information before dealing with it, and encourage them to consider diverse perspectives."(In a private interview on March 25, 2024) "Exchanging ideas to find a good way out."(Jaldi wawancara pribadi 25 Maret 2024)

### **Things to Do to Fight Hoaks and Increase Public Political Literacy Related to Election 2024**

According to the literature we read that efforts to combat hoaks can be made by taking a more critical approach to political education such as: Strengthening the curriculum of political education, Growing digital media literacy training programmes and workshops should be facilitated to help the public understand how to identify and prevent the spread of hoax, Involving the public in political activities public participation in political activity can help improve their understanding of political issues and elections, Increasing media and information literacy - the public should be trained on how to access and use the media wisely and the last is Identifying reliable sources of information, as well as understanding how news and information is distributed.

The truth is simple yes, from the media and the government please more warning about the hoaks related to this election and must go to the village so that there is no more people in the foolish shit then for the people themselves should increase more literature and don't want to believe just so with the news in the media because hoaks can also spread not only from media but from mouth to mouth, so if it feels unusual it is better not to crack in the village better look for the truth first"(Dilla personal interview 25 March 2024) "I think it needs collaborative efforts between the government, educational institutions, the media, and the civil society. Yes that includes the provision of comprehensive media education, transparent information campaigns, strict regulation against the spread of hoaks, and promotion of healthy political and inclusive dialogue. "(Boy,wawancara pribadi 25 Maret 2024).



Figure 1.Coordination Meeting on the Model of Political Education

Then we conclude that with a more critical approach to political education we can strive to combat hoaks and increase public literacy in the face of elections According to previous research (Putra & Patra, 2023), the spread of hoaks in elections can jeopardize society and democracy as a whole.And it's true from interviews that the impact of hoaks can make the public unable to trust a media, the researchers argue that this will confuse the public when receiving information about whether they should be confident with the information.While someone who spreads it allows them to have awareness of their position in a particular social group that covers evaluative feelings as well as emotions, in addition to emotional factors, personality factors are also the spread factor of the hoaks of the possession of the dark personality that creates the individual can be manipulative.Proved with the theory on the previous penelti according to Trait that

behavioral characteristics of habits are related to patterns of thought and feelings and theory in the article Goodboy dkk (2015) that dark personalities are Machiavellianism, narcissism, and psychopathy. Machiavellian personality refers to the inclination to manipulate others. Not only in politics, but also elsewhere, he needs critical political education in order to mimic the impact of the spread of the hoaks. According to the results of research (Akhrani et al., 2020), the phenomenon of spreading electoral hoaks highlights the weakness of the Indonesian political education system.

## Conclusion

Based on the results of research and discussion, then it can be concluded, election hoaks are false information that can influence on about "confidence" that the public will no longer trust a media because of the broken confidence, Darktriad's personality factor is one of the main causes of the spread of electoral hoaks impact. Emotions are also factors that can influence fanatical supporters because they have a consciousness of their position in a particular social group that embraces evaluative feelings as well as emotions. To minimize the spread of hoaks, it is necessary to increase the literacy of information and public criticism, etc.

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