

Implementation of Da'wah in Counteracting Hoax News on Social Media

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Abstract

The primary objective of this study is to examine the significance of da'wah values within the MAFINDO (Masyarakat Anti Fitnah Indonesia) website as a means to combat hoax news on social media. The research methodology employed is content analysis, which helps reveal the contents of the research instrument. The study utilizes the Media Dependency Theory to evaluate MAFINDO's image as portrayed in several of its posts. In this particular case, the Media Dependency Theory serves as a tool to better understand how da'wah values manifest in the content presented on the MAFINDO website, aiming to counter hoax news on social media. The study's findings indicate the presence of two da'wah values on the website. Firstly, the MAFINDO website serves as a platform for truth, promoting the value of information disclosure. Additionally, the value of da'wah is evident in the "fact-checking" tool, which makes a significant contribution to fostering an intelligent, critical, and honorable society. Individuals can establish trust and uphold national and societal harmony by collaborating to prevent the spread of fake news. Previous literature lacks research examining the role of da'wah in countering hoaxes, making this study a valuable contribution to the social and religious communication field and the study of hoax news on social media. This research highlights the correlation between social and religious factors in MAFINDO's role as an institution combating defamation and slander, particularly in anti-corruption efforts.

Keywords

Dakwah; MAFINDO Website; Hoax News

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1. INTRODUCTION

In the era of globalization, where social media and advances in information technology predominate, the implementation of da'wah values, particularly Amal Ma'ruf Nahi Munkar, plays a vital role in averting the spread of fake news on social media. Important members of the evangelizing community bear significant responsibility for the success of this endeavor. They acknowledge that social media has become a powerful and influential platform for information dissemination, as well as its potential to disseminate false and damaging information. Preachers have therefore taken the initiative to utilize social media as a preaching instrument aimed at rejecting all forms of evil, including the spread of fake news. They educate and raise public awareness through social media about the characteristics, risks, and negative effects of false news. By supplying this information, users of social media become more discerning and capable of distinguishing between accurate and false information. Preachers also



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actively participate as social media users, spreading reliable, useful, and dependable content (Mcquail & Windahl, 2015). By disseminating accurate information, they not only contribute to preventing the proliferation of fake news, but also increase users' trust in reliable sources of information. Faced with the challenge of false news on social media, preachers work closely with experts and relevant communities, pooling resources and expertise to design effective campaigns against fake news. This collaborative effort enhances their capacity to disseminate accurate information while incorporating multiple perspectives.

Preachers also employ a strategy of rapid response to false information. When fake news surfaces on social media, they respond quickly and provide explicit clarifications. By acting swiftly, they can prevent the spread of inaccurate information and provide alternative content based on factual and accurate data. Numerous preachers employ the Internet as a significant interactive communication medium (Dhora, Hidayat, Tahir, Arsyad, & Nuzuli, 2023). The incorporation of the Internet as a weapon for da'wah necessitates that preachers be vigilant and employ strategic measures to educate the younger generation on how to navigate and respond to negative attacks on the Internet. The simple availability of information facilitates the rapid propagation of hoaxes (fake news). In Indonesia, the widespread dissemination of fake news is a developing social concern (Jennifer, Monica, Isworo, & Kresna, 2023).

Social, political, and religious issues are frequently used to disseminate fake news with the intent of manipulating the public (Pora, Pora, & Muksin, 2022). While the Internet allows for the publication of a variety of information, not all of it can be trusted to be accurate. Due to the widespread dissemination of hoaxes, the Internet has become a breeding ground for unreliable information. This is primarily attributable to the ease with which anyone can access, share, and disseminate information without proper verification, resulting in the rapid spread of false information. There have been instances of hoax news regarding religious issues, such as false claims that the government is destroying churches for religious reasons (Kalimasada, 2023.-b). Individuals who feel compelled to defend religious liberty pay close attention to such information. However, further investigation reveals that these claims are unfounded fabrications designed to foment discord among religious communities. Active participation and public awareness are necessary to resolve this issue. Communities require education and training to become discerning, critical, and accountable social media users. Thus, collaboration between preachers, the government, relevant institutions, and the general public can have a positive effect on combating fake news on social media and fostering a more accurate and accountable information environment. As stated by Komarudin Hidayat, unchecked hoaxes can harm and imperil society. It is feared that if individuals receive false information and then disseminate it, it will have negative repercussions for all parties involved. Moreover, if the message is further disseminated by other recipients, hoax news will continue to propagate like a never-ending chain (Mazaya, 2019).

Fake news incorporates more than just written news or opinion articles; it also includes fabricated images, data, and photographs. Social media platforms such as Facebook, Twitter, Instagram, and YouTube facilitate the rapid dissemination of false information (Milana & Swarnawati, 2022). In essence, fake news refers to intentionally disseminated falsehoods presented as facts with the intent to mislead readers (Noer, Madewanti, Safitri, & Widiyowati, 2019). These fabricated news stories frequently contain misleading information and suit specific political agendas. This is evident from a report by the Association of Indonesian Internet Service Providers (APJII), which indicates that over 50% (approximately 143 million people) of Indonesia's population used the internet in 2017 (Pratomo, 2019). The Ministry of Communication and Information will have identified 425 instances of online forgeries by 2023. This figure increased from the previous year's 393 cases, with an average of 94 forgeries per month (Husein, Harahap, Adlani, Siregar, Fadilah & Kustiawan, 2022). The AIS team of the Directorate General of Informatics Applications of the Ministry of Communication and Informatics identified 147 fraud cases in January 2023, 117 in February, and 161 in March (Hanifah, 2023).

Mayarakat Anti Fitnah Indonesia was founded in 2016 by a group of representatives from various civil society communities who, alarmed by the proliferation of falsehoods, felt compelled to act. This official organization, known as MAFINDO, was established on November 19, 2016, as evidenced by Notarial Deed No. 1, prepared by Harry Sufehmi ("Sejarah Mafindo – MAFINDO," n.d.). MAFINDO,

which was founded by Septiaji Eko Nugroho, aims to debunk falsehoods and fact-check information on Facebook in order to combat groups that spread defamation and hoaxes. MAFINDO administers CekFakta.com in addition to their Facebook presence (Satyawati, Utari, & Hastjarjo, 2019). MAFINDO also has an Instagram account under the handle @turnbackhoaxid.

Since August 2018, the International Fact-Checking Network (IFCN) has recognized MAFINDO as one of the three officially certified institutions in Indonesia. In September of the same year, Aliansi Jurnalis Independen (AJI) presented MAFINDO with the Tasrif Award for its unwavering dedication to digital media literacy. In addition, MAFINDO was awarded a prize at the Communication Award ceremony hosted by ISKI and the Ministry of Communication and Informatics (Okditazeini, 2022). In 2019, MAFINDO received accolades from the National Police, the General Election Commission, and the Election Supervisory Agency (Satyawati et al., 2019).

Several studies have examined the effectiveness of da'wah in combating fake news on social media. Laila and Atjep's research investigates the da'wah strategies used to educate students about coping with fake news. The research identifies two strategies: formal reduction and functional reduction. Formal reduction occurs when students recklessly propagate hoax news without verifying its veracity, whereas functional reduction refers to students who continue to disseminate hoax news despite knowing it is false, typically due to a lack of awareness of the legal consequences. Students employ achievement strategies such as restructuring, self-repair, and confirmation reviews to combat fake news. Prior to sharing news sources, students peruse and analyze news sources as part of the restructuring strategy. The strategy for self-repair entails self-improvement and learning from past errors. To affirm the veracity of news, the confirmation check strategy involves consulting authoritative sources (Tohari, Fatoni & Muhlis, 2020).

Mahmuddin and Nasriah conducted research in order to identify social media hoaxes. Students at UIN Alauddin Makassar were instructed to evaluate the credibility and quality of websites and articles, verify the accuracy of the information, exercise caution when encountering provocative titles, fact-check content, verify the authenticity of photographs, and participate actively in anti-hoax discussions. Contributing to the spread of hoax information on social media are the preference for article content over news sources, the propensity to share without reading, excessive anxiety and fear, and the desire for recognition and remaining current. Students at UIN Alauddin Makassar are advised to be cautious about news from unreliable sources, acknowledge the sin of spreading hoax information, recognize the potential harm it can cause to others, use fasting as a means to reduce the spread of hoaxes, and perform their prayers diligently as part of a da'wah strategy to mitigate the spread of hoax information. It is crucial to note that the focus of this study was on reducing the spread of false information among UIN Alauddin Makassar students (Mahmuddin & Nasriah, 2021).

The research of Eka and Asep indicates that the dissemination of information or news containing false news or hoaxes is an unavoidable consequence of the propensity of individuals to share information. While technological advances have facilitated the dissemination of information, the efficacy of the media is contingent upon its alignment with a genuine vision and mission, as well as individuals who uphold the truth. Consequently, da'wah must be adaptable, and clerics are responsible for addressing da'wah challenges by promoting media literacy among the general public. Increasing media literacy is one strategy for combating the dissemination of false information, as it encourages individuals to be more discerning and critical of the information they consume. Collectively cultivating a culture of media literacy is essential in order to create a society that is receptive to and knowledgeable about media (Octalia & Mughni, 2018)

Vannyora Okditazeini conducted research into the function of MAFINDO in preserving religious harmony. The findings of the study indicate that MAFINDO, as an anti-hoax organization, performs a crucial role as "cyber police" in maintaining religious harmony. MAFINDO plays multiple roles, including: a) serving as a driving force for the creation of an active, peaceful, and prosperous society; b) collaborating with other stakeholders to combat the spread of fake news and hate speech; c) functioning as an enlightening force to unite positive social aspects and cultivate a society resilient to fake news; and d) serving as a primary resource for establishing a strong, credible, and accountable

organization. Through these responsibilities, MAFINDO contributes to the improvement of digital literacy among individuals in terms of the dissemination of content and false information (Okditazeini, 2022).

Prior research has not adequately examined the da'wah values present on the MAFINDO website, particularly with regard to the concept of da'wah, which entails conveying the messages of Islamic truth in a kind and compassionate manner to the general public. Therefore, it is necessary to examine the role of da'wah values in combating fake news and the contributions of organizations such as MAFINDO in maintaining religious harmony (Maulana, 2023). This aspect will serve as the primary focus of this investigation. Given that Indonesia is a multicultural nation, it necessitates eminent leaders who can protect the country and maintain social harmony. Consequently, the purpose of this article is to investigate MAFINDO as an anti-hoax movement group and to assess its role in educating the public about debunking hoax news.

2. METHOD

This descriptive qualitative research falls under the category of qualitative research. In its endeavors to combat fake news on social media, MAFINDO (Mayarakat Anti Fitnah Indonesia) uses content analysis to evaluate the value of da'wah on its website (Ahyar, Andriani, Sukmana, Hardani & Ustiawaty, 2020). Qualitative research focuses on processes and values that have not been exhaustively examined or quantitatively measured. This study analyzes specific instances of hoax news, including the temporary cessation of pilgrimage hoaxes in Mecca and Medina, the SKKH (Surat Ketetapan Keberangkatan Haji) hoax in 2023, the hoaxes about Ustadz Adi Hidayat's death during tarawih prayer, and the hoax about Aa Gym's death. Harry Sufehmi designed the MAFINDO media website, which features fact-checking tools and a classification system for falsehoods. The website uses a general classification method that employs simple and readily understood categories for the general public, namely "true" or "hoax." According to the Indonesian Dictionary (KBBI), the term "hoax" incorporates a variety of "fake news" types. In combating hoaxes, the MAFINDO website derives inspiration from the Holy Quran, specifically Surah al-Baqarah verse 42.

This article used content analysis to analyze the research instrument, describing its context and situation within a particular context (Ardial, 2022). The purpose of content analysis is to characterize media content in accordance with the context and processes of the source documents, yielding deeper and more specific insights into media content and its relationship with the unfolding social reality (Anselmus Dami, 2021). Using critical thinking and content analysis, researchers obtain a comprehensive understanding of the relevant research. In this study, content analysis was used to evaluate MAFINDO's portrayal on various posting platforms. Sandra Ball-Rokeach and Melvin DeFleur's Media Dependency Theory was deployed in this study. This theory emphasizes the importance of analyzing the media and its audience within the context of the larger social system. The fundamental hypothesis of media dependency posits that the greater a person's reliance on the media, the greater its role in their lives and influence on them. Ball-Rokeach and DeFleur argue that media access, availability, and the character of media dependence within political, economic, and cultural systems influence the relationship between society and the media (MKPI'22 A, 2023). The dependency theory emphasizes the interdependence of the audience, the media, and the larger social system; however, research based on this model is typically descriptive rather than prescriptive (Mcquail & Windahl, 2015).

There are a number of fundamental techniques involved in applying content analysis. First, the researcher chooses materials pertinent to the research objectives (Okditazeini, 2022). Between 1 March and 8 April 2023, the MAFINDO website was crawled using a web scraper for the purposes of this investigation. A web scraper is a program that extracts information from a collection of web pages based on the user's requirements (Pratama, Eltivia, & Riwijanti, 2023). Due to the significant outbreak of viral hoaxes in Indonesia, this time frame was selected. The researchers examined the MAFINDO website and discovered 214 reports of hoaxes. There are fourteen accounts that connect religion to a fraud issue. This data indicates that religious concerns continue to dominate approximately 6.5% of the population

(MAFINDO, 2023). The researcher then encoded the embedded messages based on their similarities and dissimilarities, as downloaded from the MAFINDO website. In this phase, the researcher combines or identifies suitable message units in order to generate codes (Okditazeini, 2022). For this study, researchers focused on April's most recent uploads and extracted statements from the MAFINDO website, ultimately identifying four religious fraud uploads that served as primary data. After integrating and identifying the appropriate unit of analysis (similarities and differences), the researcher classified the unit of analysis using two categories: the message's content and the value of da'wah. By following these stages of content analysis, researchers were able to evaluate the effectiveness of da'wah on the MAFINDO (Masyarakat Anti Fitnah Indonesia) website in preventing, countering, and mitigating the spread of fake news on social media.

3. FINDINGS AND DISCUSSION

MAFINDO Profile

MAFINDO originated from a Facebook Forum called FAFHH (Forum Anti Fitnah, Hasut, dan Hoaks), which was established by Harry Sufehmi in 2015 in response to the rise of slander, incitement, hoaxes, and hate speech on social media (Akbar & Fahlevvi, 2023). On December 1, 2016, MAFINDO was officially launched after being founded by Harry Sufehmi, along with Judith Lubis, Catharina Widayarsini, Aribowo Sasmito, Eko Juniarto, Faisal Aditya, and Septiaji Eko Nugroho, as stated in the Notary legal document No. 1 dated November 19, 2016, and the Association Establishment Decree or Surat Keputusan (SK) Pendirian Perkumpulan NOMOR AHU-0078919.AH.01.07.TAHUN 2016 (Nabila, Manalu, & Santosa, 2022). Since 2017, MAFINDO has expanded and established its presence in multiple regions throughout Indonesia through regional declarations. Currently, MAFINDO is established in 26 regions, with an increasing number of volunteers and gaining the trust of various relevant parties ("Sejarah Mafindo – MAFINDO," n.d.) Over the course of approximately three years since its establishment, MAFINDO has received support from various stakeholders. As a community-based organization, the number of volunteers joining MAFINDO continues to grow, with members spread across 18 cities in Indonesia.



Picture 1. Website Appearance of MAFINDO (Internet Source)

MAFINDO was subject to an independent audit in 2018. MAFINDO is an officially recognized community organization devoted to debunking urban legends. As a legal entity established in 2016, MAFINDO is composed of a team of professionals responsible for a variety of activities intended at combating hoaxes. These activities consist of debunking hoaxes, conducting public education initiatives, coordinating seminars and workshops, advocating on behalf of various stakeholders, developing anti-hoax technologies, and conducting research. MAFINDO has international certification from the International Fact-Checking Network (IFCN) and collaborates with numerous organizations, including the United Nations (UN), the European Union, the World Health Organization (WHO), the United Nations International Children's Emergency Fund (UNICEF), the Centers for Disease Control (CDC), Google, and Facebook, among others. MAFINDO's primary objective is to promote critical reasoning within society.

MAFINDO achieves its primary objective of fostering critical thinking in society by actively disseminating factual and accurate information. Their website functions as a platform for MAFINDO to disseminate articles, news, and educational content that aids individuals in understanding crucial issues and combating slander. By prioritizing information accuracy, MAFINDO contributes to the decrease of harmful false information. MAFINDO has also launched social and media literacy campaigns to increase public awareness of defamation and equip individuals with the ability to recognize it. These campaigns enlighten the public about the strategies and methods used by those who spread slander and provide practical advice on how to verify information before believing or sharing it. The purpose of these efforts is to enable individuals to become more discriminating and critical digital content consumers. The MAFINDO website contains a section devoted to mistype or disinformation, which classifies the analyzed content based on its type, topics, and issues addressed in each post (Hidayah, Suryani, & Tim Pemeriksa Fakta, 2021)

The researcher used the coding method to analyze the content of the posts, designating each post specific labels or codes based on the disinformation categories established by MAFINDO. This coding strategy facilitated the identification and comprehension of patterns or trends in the posted content pertaining to the investigated religious issue. Consequently, this research involved the analysis of content uploaded on the MAFINDO website using categories of disinformation predefined by MAFINDO itself. Using coding, the researchers analyzed the disinformation posted on the MAFINDO website. 14 of the 214 uploaded fraudulent contents between March 1 and April 8, 2023, or approximately 6.5% of the total content, were related to religious issues, as shown in the table below.

Table 1. Coding content on religious issues from March 1 to April 8

NO	DISINFORMATION ABOUT RELIGIOUS CONTENT	NUMBERS
1	Misleading Content	5
2	Counterfeit Content	1
3	Fake Content	2
4	Incorrect Connection	1
5	Incorrect Context	1
6	Manipulated Content	4
TOTAL		14

Table 2. Coding of disinformation-appropriate motif (Source: turnbackhoax.id)

	Misleading Content	Counterfeit Content	Fake Content	Incorrect Connection	Incorrect Context	Manipulated Content
Title	<i>Video "Umat Islam Bertakbir, Arab Saudi Nyatakan Siap Dampingi RI Lawan Negara Barat"</i>	<i>Surat Ketetapan Keberangkatan Haji (SKKH) Tahun 2023</i>	<i>BLT Ramadhan 2023</i>	<i>Pendakwah AA Gym Meninggal Dunia</i>	<i>Jokowi Larang umat Islam Buka Puasa Bersama, Konser Musik dan Puluhan Ribu Penonton Tidak Dilarang</i>	<i>Ustadz Adi Hidayat Wafat Saat Sholat Tarawih</i>
	<i>Konsumsi Oralit Saat Sahur dan Buka Puasa agar Tidak Dehidrasi</i>		<i>Lowongan Kerja Petugas Haji Tahun 2023</i>			<i>Poster Ajakan Donasi ACT untuk Palestina</i>
	<i>Zombie Adalah Pahlawan Muslim Keturunan Afrika dan Pahlawan Negara Islam di Brazil</i>					<i>Akhirnya!! Yang Ditunggu Benar Terjadi, Doa Rakyat Terkabul Nasib SBY Berakhir Mengenangkan</i>
	<i>Video "Israel Mulai Ketakutan, Indonesia Ikut Bersatu Bela Umat Muslim"</i>					<i>Ustadz Maulana Meninggal Gantung Diri</i>
	<i>Ziarah di Makkah dan Madinah dihentikan mulai 7 Maret sampai Hari Raya Idul Fitri</i>					

The analysis focuses predominantly on the religious content obtained from the MAFINDO website, targeting the category with the most deceptive material. From March 1 to April 8, 2023, it was discovered that five of the fourteen hoax articles concerning religious issues contained misleading information. Intentionally crafted information intended to manipulate or deceive readers by distorting facts or presenting deceptive information is referred to as misleading content. In the context of religion, this can include untruthful statements about religious beliefs, practices, or events. These findings suggest that negligent parties are attempting to disseminate false information within the religious domain. These actions can have negative outcomes, such as influencing the beliefs and attitudes of others, inciting conflict, and undermining interreligious harmony. Through this analysis, MAFINDO can identify and expose misleading content, provide accurate and verifiable information to the public, and promote the value of critical thinking and skepticism when interacting with content on social media or the internet. By specifically examining the misleading religious content on the MAFINDO website, a deeper understanding of the propagation of false information is obtained, highlighting the importance of combating the spread of fake news in the religious context. About the value of da'wah on the MAFINDO website, the following da'wah values can be found.

The MAFINDO website is a Media of Truth

The MAFINDO website has become a trusted and reliable source of information in Indonesia, especially when it comes to combating falsehoods, including those pertaining to religious topics that are susceptible to misinformation. MAFINDO plays a crucial role in enhancing people's comprehension of the truth and challenging their beliefs. MAFINDO has become a beacon of truth in the battle against the proliferation of hoaxes by providing a platform for accurate information. Communities rely on the MAFINDO website to access reliable and verifiable information, especially in religiously sensitive contexts. The public can utilize the MAFINDO website for engagement and feedback through comprehensive two-way communication on the platform by promptly addressing circulating information. Individuals can partake actively in exposing hoaxes, disseminating accurate information, and alerting others to deceptive content. According to the Media Dependency Theory, MAFINDO is a reliable and authoritative source of information for society. MAFINDO has acquired this reputation through its commitment to fact-checking and providing the public with verified information. MAFINDO's efforts to combat hoaxes and navigate sensitive religious issues have contributed to preventing the spread of misinformation and nurturing a societal understanding of the truth.

By facilitating extensive two-way communication, MAFINDO enables the public to actively combat the spread of falsehoods and raises awareness regarding the importance of verifying information before sharing it. This involvement also encourages a critical and responsible approach to

ingesting information, especially concerning sensitive religious issues that affect people's beliefs. According to the MAFINDO platform's concept of enormous two-way communication, the Media Dependency Theory is applicable. Communities can actively participate in the fight against disinformation propagation by providing responses, feedback, and accurate information. This interactive communication allows the public to contribute directly to the process of fact-checking information and warning others about misleading content.

Various religious-themed content has been uploaded to the MAFINDO website, including a news article dated April 4, 2023, about the alleged demise of preacher Aa Gym (Kalimasada, n.d.-a). A YouTube video alleging that Aa Gym had passed away was also published. MAFINDO conducted an investigation and determined that the video contained false information. Upon viewing the entire video, it became clear that the narration did not refer to Aa Gym's departure, but rather to that of Aa Gym's father-in-law, KH Muhammad Muhsin. MAFINDO additionally examined Aa Gym's official Instagram account, which remains active and continues to post content related to da'wah, to ensure the veracity of the information.

MAFINDO initiated an investigation and presented evidence refuting the reported death of Aa Gym as a hoax as soon as news of the alleged death of Aa Gym emerged. MAFINDO determined, through a critical and thorough examination, that the video claiming Aa Gym's death alluded to the passing of Aa Gym's father-in-law and not Aa Gym himself. Before disseminating an explanation to the public, MAFINDO conducted exhaustive searches using credible sources, such as the official Aa Gym Instagram account, to ensure the veracity of the information. By adhering to the principles of the Media Dependence Theory, MAFINDO has established itself as a reliable and trustworthy source of information in the fight against falsehoods, particularly in religious matters. Communities rely on MAFINDO for accurate and trustworthy information, and MAFINDO assists communities in developing a critical and conscientious approach to consuming information, thereby preventing the proliferation of misinformation.

Picture 1. [HOAX] Aa Gym has Died. (Source: MAFINDO Website)



Another post on the MAFINDO website asserted that Ustadz Adi Hidayat died during the tarawih prayer (Kalimasada, n.d.-c). On April 6, 2023, a video titled "Trend 7 Official" was uploaded to YouTube, claiming that Ustadz Adi Hidayat died during the tarawih prayer. Nonetheless, further investigation revealed that the video had been altered. The video's thumbnail had been altered, and its content contained excerpts from extraneous events that did not involve Ustadz Adi Hidayat.

Gambar 2. [Hoax] Ustadz Adi Hidayat wafat saat sholat tarawih. (Source: MAFINDO Website)



As stated previously, fake news typically lacks supporting evidence. Therefore, in the context of proselytizing, the value of truth assumes a prominent role. Da'wah emphasizes telling the truth at all times and avoiding the propagation of falsehoods. The significance of truth in da'wah fosters mutual trust between the cleric and the individuals with whom he interacts. People are more likely to embrace and value the preacher's messages if they believe he consistently speaks the truth. If da'wah is delivered dishonestly, however, public trust may be eroded and the impact of the religious messages conveyed may be diminished (Hidayat, 2021).

Da'wah contains a significant moral component. As a preacher, you have a moral obligation to disseminate the truth and refrain from spreading false or misleading information. Da'wah based on the truth not only demonstrates moral rectitude, but also sets a commendable example for the general public regarding the importance of honesty and accountability in the dissemination of Islamic truths. Positive Influence: Da'wah based on the truth can have a variety of positive effects. By providing people with accurate and reliable information, they can correctly comprehend and apply religious teachings (Aziz, 2019). In contrast, the dissemination of false information or falsehoods can undermine religious understanding by sowing confusion and discord.

MAFINDO: Preaching with the Value of Information Disclosure

As proselytizing is typically associated with particular individuals or religious organizations, MAFINDO introduces a fascinating innovation to society. MAFINDO, on the other hand, deviates from this norm by emphasizing information disclosure in its evangelizing endeavors. Through its user-friendly platform, MAFINDO provides the public with access to verifiable and reliable information. The organization places special emphasis on combating falsehoods, especially in the area of religion, which is prone to misinformation. MAFINDO assiduously verifies facts and provides the public with accurate information. This strategy allows MAFINDO to challenge the beliefs of individuals who have been exposed to falsehoods and to improve their comprehension of the truth. In accordance with this innovation, MAFINDO also adheres to the Media Dependency Theory's principles. They recognize that society relies on them as an accurate and trustworthy source of information. MAFINDO has effectively established itself as a reliable source of information and increased society's reliance on the MAFINDO platform by utilizing this theory.

In its da'wah activities, Mafindo upholds the values of transparency and integrity. In the digital age, these fundamental values serve as the foundation for Mafindo's diverse initiatives to spread da'wah. This commitment aligns with society's growing demand for accurate and trustworthy information, particularly given the prevalence of hoaxes and misinformation on social media. A letter dated March 11, 2023 is presently circulating, claiming to announce the departure of pilgrims in 2023. The Ministry of Religion logo and the signature of the Hajj organizing committee (Junior, 2023) appear on this letter. It includes a list of prospective pilgrims designated to a special group and instructs them to transfer 50 million to the Hajj acceleration committee's treasurer account at Bank Syariah Indonesia on behalf of Nurul Fajri. However, this letter is entirely fraudulent. The Central Jakarta Religious Affairs Ministry has posted a flyer on its Instagram account labeling the letter as a hoax and imploring the public to confirm the veracity of the received information. Additionally, KEMENAG (Ministry of Religious Affairs) encourages individuals to always double-check the accuracy of received information and to report the letter to authorities if it is encountered. On the basis of the provided evidence, it can be concluded that the 2023 Hajj departure decree is a fraud and falls under the category of content that has been fabricated.

Picture 3. Hoax "SKKH in 2023" (Source: MAFINDO Website)



A video uploaded to TikTok on March 9, 2023, by the account "miliarderganteng86" falsely asserted that Mecca and Medina would suspend pilgrimages from March 7 until Eid. However, it was determined through investigation that this information is inaccurate. In reality, a Saudi Arabian transportation company suspended pilgrimage services on March 7 due to limitations in their fleet and driver staff, as well as congestion concerns. Nonetheless, services for Umrah pilgrims from a variety of nations, including Indonesia, continue to run efficiently. Therefore, the information regarding the end of the Hajj in Mecca and Medina is considered misleading.

Picture 4. The MAFINDO website reported that there was a hoax circulating about the temporary suspension of the pilgrimage in Mecca and Medina



Frequently, the aforementioned fake news is designed to deceive or mislead others. In the context of proselytizing, it is therefore essential to prioritize transparency in communication. As Muslims, we endeavor to maintain integrity and openness in our interactions. Transparency in da'wah is crucial for building trust between the preacher and the audience. People are more likely to believe a message when it is conveyed by individuals who communicate honestly and openly because they feel valued, are listened to, and are more likely to believe the message. This transparency enhances the positive impact of da'wah by strengthening the bond between preachers and society. Transparency is essential in da'wah to prevent manipulation or deception. Preachers avoid manipulative strategies to influence beliefs or actions by embracing honesty and transparency. Transparency ensures that religious

messages are conveyed in good faith and not for personal or group gain. Preachers are expected to communicate with honesty and sincerity in practice. This includes providing accurate information, avoiding the concealment of facts, recognizing limitations or uncertainties in knowledge, and avoiding the dissemination of deceptive or misleading information. This commitment to transparency reflects our adherence to religious teachings that emphasize the importance of honesty in our interactions with others.

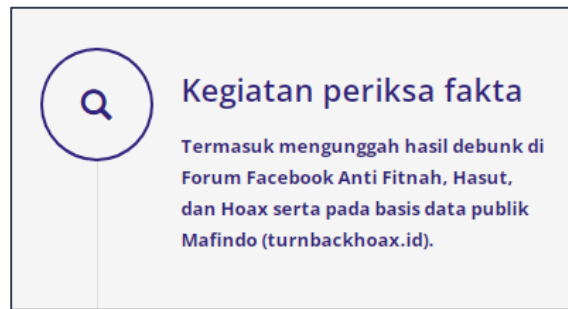
"Fact Check" Tools

The "fact check" function is an initiative introduced by the MAFINDO website to combat the spread of inaccurate information by verifying the veracity of news stories prior to their dissemination to the public. Open a web browser and navigate to the MAFINDO website at <https://www.mafindo.or.id> to utilize this tool. On the homepage of the MAFINDO website, locate the menu or option titled "Fact Check." This option is typically located in the website's primary menu, navigation bar, or another prominent location. To continue, click or select the "Fact Check" option. This action will direct you to a page containing tools or forms designed specifically for verifying the veracity of specific information or claims. You will find a form on the "Fact Check" page where you can input the information you wish to verify. This form typically includes a text box where you can enter or replicate the required verification text, news headline, or URL. After providing the required information, click or select the "Fact Check" icon or a comparable option on the page. This action will initiate the process of verifying the entered information's veracity. Allow the "Fact Check" tool some time to analyze the provided information. MAFINDO will use its methodology to ascertain the veracity of the claims or data. After the verification procedure is complete, the "Fact Check" tool will provide a result or report. These results will indicate the veracity of the verified claims and may include supporting explanations or citations. Spend some time reading and analyzing the verification results. They can provide valuable insight into the veracity of the verified information. Using the "Fact Check" feature on the MAFINDO website enables users to verify the veracity of specific claims or information and gain access to accurate and trustworthy data.

In the context of da'wah values, the use of "fact-checking" instruments can support the growth of moral values within the community, particularly those based on truth and justice. These tools not only dissuade individuals from blindly accepting unverified news reports, but also educate them on the importance of critical thinking and cautious information consumption. The Media Dependence Theory can be used to comprehend the impact of "fact-checking" instruments in the context of da'wah. This theory explains how individuals frequently rely on reputable media as their primary source of information. As a medium of truth offering "fact-checking" tools, MAFINDO has established itself as a credible and reliable information source in this instance. MAFINDO can effectively communicate the significance of verifying news before accepting and sharing it with the public by utilizing this theory. Preachers can also combat the spread of false news by promoting the use of "fact-checking" tools as an integral component of Islamic da'wah to strengthen people's understanding of Islamic teachings.

By using the "fact-checking" tools available on the MAFINDO website, preachers can actively combat the spread of false news by emphasizing the importance of verifying the accuracy of information prior to accepting it as true. Through the dissemination of accurate and trustworthy information, Islamic da'wah can be substantially enhanced despite the prevalence of negative attacks on the Internet. In turn, this strengthens people's understanding of Islamic teachings that consistently emphasize the values of truth and justice in every aspect of life. Truth and justice are highly significant within the context of da'wah. The role of "fact-checking" tools in fostering people's comprehension of these values is crucial. They empower communities to consume information critically and responsibly, allowing them to approach emergent issues prudently and in accordance with Islamic principles. Consequently, the use of "fact-checking" tools on the MAFINDO website not only combats the spread of falsehoods, but also contributes to the growth of a public morality based on the values of truth and justice. Through the lens of the Media Dependence Theory, MAFINDO assumes the role of a reliable information source in the da'wah domain, facilitating a better understanding of Islamic teachings and equipping individuals with the critical and responsible thinking skills necessary to address a variety of issues (Suroyya, 2016).

Picture 5. Fact-Checking Tool (Source: MAFINDO website)



By consistently and methodically combatting the dissemination of false information, Islamic da'wah can play a significant role in the advancement of society as it confronts the various challenges posed in the digital era (Rustandi, 2019). The utilization of such tools can be integrated into Islamic da'wah initiatives, contributing positively to society by disseminating accurate and trustworthy information. Collectively, these "fact check" tools embody crucial da'wah values in the battle against the proliferation of hoax news, while concurrently fostering the development of public morality grounded in the principles of truth and justice.

4. CONCLUSION

The value of da'wah on the MAFINDO website, which seeks to combat fake news on social media, can be categorized into two categories based on the preceding analysis. Initially, the MAFINDO website functions as a medium for spreading the truth. In its da'wah efforts, MAFINDO seeks to establish itself as a medium of truth, in accordance with Islamic teachings that emphasize the significance of speaking the truth and avoiding the spread of falsehood. Second, MAFINDO emphasizes the importance of information disclosure in its evangelistic efforts. In da'wah, openness and honesty in communication are paramount. Muslims are encouraged to communicate candidly and truthfully, which fosters trust and a society that values critical thinking and nobility. The use of "fact-checking" tools also contributes substantially to the development of an intelligent, critical, and moral society. Collaborative efforts to combat the spread of false news not only foster trust, but also preserve national and state harmony. This study seeks to investigate the significance of da'wah on the website of MAFINDO, an Indonesian organization dedicated to combating slander, in reducing the impact of fake news on social media. This analysis provides a fascinating perspective on its proselytizing efforts.

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