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# Accuracy Analysis OF Viral Criticism OF Damaged Roads In Lampung Province Through Social Media @liputan6

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***ABSTRAK***

*Accuracy is the core of journalistic activities, which is an important standard to determine the quality of news. Objectives, this study aims to describe the accuracy of reporting criticism of damaged roads in Lampung province which is disseminated through the @Liputan6 social media account. Method, this research applies descriptive quantitative with a document analysis approach. The object of this research is 20 news samples collected regarding the reporting of viral criticism of damaged roads in Lampung Province through @liputan6 social media with the vulnerable time of April 7, 2023, to May 8, 2023, which is measured using the four-category guidelines resulting from the combination and reduction of variable operationalization from Mitchell V. Charnley and Christiany Judith. Charnley and Christiany Juditha, namely the suitability of news sources, typograms, suitability of photos with news content, and suitability of titles, spelling, grammar, and meaning in news content. Results: The study showed that the level of accuracy of the news coverage of viral criticism of damaged roads in Lampung Province through @liputan6 social media fell into the highly accurate category with a percentage of 99.09%. Categories that experienced inaccuracies were the category that had scattered errors, namely in the suitability of photos indicated in one news with a percentage (98.5%), then spelling indicated in five news with a percentage (25%), and errors in grammar indicated in one news with a percentage (5%).*

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## INTRODUCTION

Research related to this title is as follows. Research on analyzing the accuracy of social media news on the @Liputan6 Instagram account page is a study conducted to evaluate the accuracy of the information conveyed by the social media account. In today's digital era, the information presented by social media is often considered a legitimate news source and can be trusted by the public. However, not all information presented by social media can be considered accurate and true. Therefore, this study aims to test the truth of the information presented by the social media account @Liputan6 through the Instagram platform. Through this research, it is hoped that people can be wiser in sorting and determining true and accurate information to be consumed and shared on social media. Furthermore, several previous studies analyze the accuracy of social media news through Instagram: first, **Tessa and Irwansyah (2018)** Along with the development of science, technological changes are also growing rapidly from time to time. The development of this technology will certainly greatly help a person's life in carrying out all their activities. Communication technology is very important for humans to make it easier for them to communicate. Second, **Susilowati (2018)** analyses the accuracy of news on social media can be done by identifying the facts conveyed, checking the source of information, and evaluating the truth of information by comparing it with other sources. The third continue, **Yudanto (2019)** "What Can Be Trusted?" explains that in accessing news on social media, users need to look at the origin of the information and check the accuracy of the information before trusting it. Fourth, **Handayani et.al, (2019)** Analyse the accuracy of news through social media can be done by checking the credibility of the source, checking the facts presented, and comparing the information with other sources. Fifth, **Huda. (2020)** Analysis of the accuracy of news through Instagram social media can be done by verifying facts, reviewing sources of information, checking the credibility of sources, and reconfirming information before disseminating it. Huda emphasized that critical assessment of the information obtained is very important to avoid spreading fake news.

Sixth, **Nurlita et.al, (2020)** Analyse the accuracy of news on Instagram can be by checking the information presented, checking the source of information, and evaluating the credibility of the account that uploaded the news. Seventh**, Wijayanti (2020)** Analysis of the accuracy of news on Instagram can be done by checking the credibility of the source, checking the facts and data presented, and paying attention to the context of the information presented. Eighth, **Kencana et.al, (2021)** The use of social media in news portals Many journalists now use social media platforms every day because of their many benefits. When journalists utilize them to gather, edit, and distribute news, the journalistic process takes place. Social media is used by news portals to develop article ideas, build relationships with readers and viewers, and gather more data. While online news portals, which are part of the media sector, turn

social media into a tool for interactive marketing and boost an organization's bottom line.

Ninth, **Raharjo et.al, (2021)** results show that the quality of news on the account is quite good with high accuracy and factuality scores, but still needs to be improved in terms of using information sources and spreading hoax news. This study provides recommendations for @vivacoid account owners to improve news quality and improve aspects that are still lacking in the news on the media account. The tenth, **research from Pratiwi and Pangestu (2022)** Social media is a new media that maintains democratic space and people's voices, which are not accommodated by mainstream media. Alternative media is a form that is different from mainstream media, especially in content creation, production methods, or distribution methods. Some alternative media are often used as a form of resistance by marginalized communities, such as Instagram as a medium for farmers' resistance Research from **Khansa and Putri (2022)** Finds that people agree or agree that social media is useful as a place for information.

## Basic theories

### A. Truth and Accuracy of the News

Includes the understanding of several experts, namely about accuracy in reporting This research requires theories from several experts: that the use of social media can influence the spread of false or inaccurate information and affect the way people view a topic **Kathleen Hall Jamieson (2000).** Accuracy is one aspect of the news reality that is accurate, true, and error-free. Accuracy plays an important role in determining how trustworthy the media and news writers are. Accuracy includes accuracy in the overall impression, the way details are presented, and the way they are highlighted, in addition to truth in more subtle aspects. The accuracy and content of the news must guarantee trust to the readers **Juditha (2013:148)**. Meanwhile, according to **Mondry (2008: 141)**, various news elements related to news value will be seen in the news, besides other elements that are not visible in a news story but can be felt, among others, are accuracy. A news story must be written carefully, both data, such as numbers and names, and statements. Therefore, a journalist needs to check and check or confirm before writing news. They must also be observant so that the writing of news descriptions can be good too.

## B. Mass Media

According to **Hafied Cangara** (2010), Media is a tool or means used to convey messages from communicators to audiences, while the definition of mass media itself is a tool used in delivering messages from sources to audiences using communication tools such as newspapers, films, radio, and television. A medium can be called mass media if it has certain characteristics. The characteristics of mass media according to Cangara include:

a. Institutionalized, meaning that those who manage the media consist of many people, starting from collecting, and managing to present the information.

b. One-way means that the communication does not allow dialogue between the sender and the recipient. Even if there is a reaction or feedback, it usually takes time and is delayed.

c. Widespread and simultaneous, meaning that it can overcome the obstacles of time and distance because it has speed. It moves widely and simultaneously, where the information conveyed is received by many people at the same time. It uses technical or mechanical equipment, such as radio, television, newspapers, and the like.

d. Open in nature, meaning that the message can be received by anyone and anywhere regardless of age, gender, and ethnicity.

According to Poynter, mass media has legal boundaries, rules, and laws, but this does not necessarily make journalists able to produce objective news. Especially in new media, where internet journalists have to work quickly, they often provide biased news. Unbiased news and unbiased news. Online journalists must pay more attention to current trends in credibility and accuracy, transparency, and multimedia mass, and they must understand how to deliver news quickly while maintaining accuracy **Juditha (2013: 147).**

## C. Online Media

Online media is a product of online journalism or cyber journalism which is defined as the "reporting of facts or events produced and distributed via the internet" (Wikipedia). From the perspective of media studies or mass communication, online media is the object of study of the theory of "new media" (new media), which is a term that refers to the demand for access to content (content/information) anytime, anywhere, on any digital device as well as interactive user feedback, creative participation, and community building around media con- ten, as well as aspects of "real-time" generation. New media is a simplification of media forms beyond the five conventional mass media of television, radio, magazines, newspapers, and movies. The nature of new media is fluids, individualized connectivity, and a means to divide the roles of control and freedom **Chun (2006).** New media refers to the development of digital technology, but new media itself does not necessarily mean digital media. Video, text, images, and graphics that are converted into digital data in the form of bytes,

only refer to the multimedia technology side, one of the three elements in new media, in addition to interactive and intertextual features **Romli (2018: 34).**

## D. Journalistic Ethics

This theory covers the moral standards that journalists must uphold when carrying out their duties. The philosophy of journalistic ethics can be applied to this topic to investigate how @Liputan6 upholds moral standards when disseminating news on Instagram. This theory can also be used to investigate how ethical and responsible use of social media can influence how the general public perceives the truth and accuracy of news.

Every profession must have professional ethics, and journalists as a profession must also have professional ethics called journalistic ethics. Journalistic ethics is a standard that regulates the norms of behavior of a journalist in carrying out his function as a journalist. Journalistic ethics only list the main ideas of what a journalist should and should not do in carrying out journalistic functions. A professional journalist is a journalist who complies with these journalistic ethics **Liliweri (2010: 931).**

The reasons why the author chose the subject of viral criticism of damaged roads in Lampung Province through social media @liputan6 are as follows: first, In the era of advanced digitalization, the use of social media is increasingly widespread. Many people obtain information from social media, including Instagram. Therefore, it is important to analyze the accuracy of news uploaded by social media accounts, including the @Liputan6 account on Instagram. Secondly, the @Liputan6 account on Instagram has many followers, which means that the information uploaded by the account can influence many people. Therefore, it is important to ensure that the information uploaded by the @Liputan6 account via Instagram is accurate and reliable. Third, The need to avoid hoaxes and fake news, In recent years, hoaxes and fake news have increasingly spread through social media. Therefore, it is important to analyze the accuracy of news uploaded by social media accounts, including the @Liputan6 account on Instagram, as an effort to help people avoid hoaxes and fake news. Fourth, a lot of data can be analyzed Instagram as a social media provides a lot of data that can be analyzed, such as the number of followers, likes, comments, and so on. By analyzing this data, we can get more accurate information about the accuracy of the news uploaded by the @Liputan6 account on Instagram.

The reasons for choosing the object of news accuracy are as follows: first, the importance of accuracy in journalism is paramount. False or inaccurate information can be detrimental to society, such as confusion, uncertainty, and distrust of the media. Therefore, it is important to analyze the accuracy of news uploaded by social media accounts, including the @Liputan6 account on Instagram. Second, Increase the credibility of social media In this increasingly advanced digitalization era, social media is an important source of information for

the community. Therefore, it is important to ensure that the information presented by social media is accurate and reliable. Analyzing news accuracy can increase social media credibility, including the @Liputan6 account on Instagram. Third, improve public information literacy Analysis of news accuracy can also help improve public information literacy. By providing accurate and correct information, the public can become more critical and able to sort out true and false information. Therefore, it is important to analyze the accuracy of news uploaded by social media accounts, including the @Liputan6 account on Instagram. fourth, Preventing the spread of fake news or hoaxes In recent years, hoaxes and fake news have increasingly spread through social media. Therefore, it is important to analyze the accuracy of news reports to help prevent the spread of fake news on social media. By analyzing the accuracy of the news, we can help people avoid hoaxes and fake news.

Social media is becoming an increasingly popular source of news in today's digital era. However, users often debate and question the accuracy of reporting on social media. In this context, this research will focus on analyzing the accuracy of viral criticism of damaged roads in Lampung Province via social media @liputan6. Therefore, the formulation of the problem posed in this study is:

1. What is the public's perception of the condition of the damaged roads in Lampung Province based on viral criticism on social media, and how accurate is this criticism?
2. What is the response of the Lampung Provincial Government to the viral criticism of damaged roads via social media, and can the steps taken significantly improve road conditions?
3. How does the accuracy of reporting on social media @Liputan6 via the Instagram platform impact public trust in social media as a source of news?

## METHOD

The descriptive quantitative methodology will be used as the main approach in this research. This method will be used to explore information and understand phenomena related to the Accuracy Analysis of viral news coverage of criticism of damaged roads in Lampung Province through @liputan6 social media. In addition, data collection in this research will be carried out using document analysis. Document analysis is a data collection technique carried out by analyzing written documents such as articles, reports, and other documents. Document analysis will be conducted on the content posted by @Liputan6 social media on Instagram, focusing on the accuracy of the news presented.

## Results and Discussion

This study aims to describe how accurate social media coverage @liputan6 is with the topic Accuracy analysis of viral criticism of damaged roads in Lampung Province through social media @liputan6. This study observes and measures the accuracy of the news of viral criticism of damaged roads in Lampung Province through @liputan6 social media from the vulnerable time of April 7, 2023, to May 8, 2023. The number of news articles studied from that period is 20 news articles. Measured according to (Charnley, 1936; Juditha, 2013) a combination of variables and guidelines resulting from reduction operations in 4 categories including suitability of news sources, typography, suitability of photos with news content, and suitability of titles, spelling, and grammar with news content.

**Table 1 The validity of the suitability of news sources**

| Validity test | Description | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
|---|---|---|---|---|---|
| Valid | There aren't any | 0 | 0% | 0 | 0% |
| Valid | Error | - | - | - | |
| Valid | There is a mistake | 20 | 100% | 100% | 100% |
| Valid | Total | 20 | 100% | 100% | |

Source: Research Results, 2023

**News Source Appropriateness Category**

Journalists obtain various information as news material by way of interviews or documentation. The nature of journalism that does not allow personal opinion to be included in a story makes it quote statements from news sources because news must be objective (Dunwoody, 1982). Thus, journalists need to be careful and must not misunderstand and quote statements from expert sources that become news references. Journalists' discrepancies in citing news sources make news content inaccurate. The source quotations in this study are indirect quotations (journalists report or quote sources from other media).

**Tabel 2 Validasi Tipografi (Kesalahan Penulisan)**

| Validity test | Description | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
|---|---|---|---|---|---|
| Name | There is a mistake | 0 | 0% | 0% | 0% |

| | | | | | |
|---|---|---|---|---|---|
| | No Errors | 20 | 100% | 100% | 100% |
| place | There is a mistake | 0 | 0% | 0% | 0% |
| | No Errors | 20 | 100% | 100% | 100% |
| Date | There is a mistake | 0 | 0% | 0% | 0% |
| | No Errors | 20 | 100% | 100% | 100% |
| time | There is a mistake | 0 | 0% | 0% | 0% |
| | No Errors | 20 | 100% | 100% | 100% |
| number | There is a mistake | 0 | 0% | 0% | 0% |
| | No Errors | 20 | 100% | 100% | 100% |
| address | There is a mistake | 0 | 0% | 0% | 0% |
| | No Errors | 20 | 100% | 100% | 100% |

Source: Research Results, 2023

**Typography Category (Writing Errors)**

The data results in Table 2, show that there are no writing errors in writing time, numbers, addresses, dates, and places. In the post, the writing of the time, number, address, date, and place is appropriate.

**Category of photo suitability with news content**

Of the 20 news samples that I analyzed, there was 1 piece of news that did not match the content of the news made on the @liputan6 social media account. For example, news with the title "Jokowi asks residents to report if they find damaged roads in their area via Instagram", the photo displayed does not match the content of the news, but a photo when the RI 1 car is in Lampung Province. This conclusion is drawn from the analysis of each related photo that represents a news post uploaded by the liputan6 social media account. The majority of news is equipped with real photos of the events raised (not in the form of illustrations or cartoons). One example of the news posted by liputan6 social media with the title, "The Aftermath of Viral Criticism of Broken Roads in Lampung". The video was posted by Bima, a local resident who felt the direct impact of poor road infrastructure. Bima was upset to see that the road conditions in Lampung had not improved. With courage, Bima decided to criticize the condition of the road so that the voice of the people could be heard and change could occur.

**Table 3 Photo Conformity Validation with News Content**

| Validity test | Description | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
|---|---|---|---|---|---|
| Photo Suitability | There is a mistake | 1 | 5% | 5% | 5% |
| | No Errors | 19 | 95% | 95% | 95% |
| | Total | 20 | 100% | 100% | |

Source: Research Results, 2023

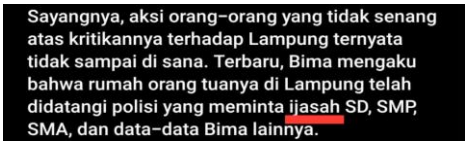
**Category Accuracy of title, spelling, grammar, and meaning in news content**

Research data shows that as many as 20 news items are 100% accurate (there is a match between the title and the news content). Journalist @Liputan6 writes titles that are informative and tend to be to the point (briefly and directly referring to the content to be conveyed). Regarding spelling, Reah said that journalistic language applies standard Indonesian in the preparation of vocabulary, structure, and discourse (Suherdiana, 2020). References for placing the spelling correctly are contained in PUEBI (General Indonesian Spelling Guidelines). The things that fall into spelling errors include inappropriate placement of capital letters, italics, abbreviations and acronyms, prepositions, word combinations, writing numbers and numbers using periods, commas, dashes, colons, and semicolons that are out of place (Balaibahasakalsel, 2020).

**Table 4 Appropriateness Validation of Title, Spelling, Grammar, and Meaning of the news content**

| Validity test | Description | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
|---|---|---|---|---|---|
| Judul | There is a mistake | 0 | 0% | 0% | 0% |
| | No Errors | 20 | 100% | 100% | 100% |
| Ejaan | There is a mistake | 5 | 25% | 25% | 25% |
| | No Errors | 15 | 75% | 75% | 75% |
| Tata Bahasa | There is a mistake | 1 | 5% | 5% | 5% |
| | No Errors | 19 | 95% | 95% | 95% |
| Arti | There is a mistake | 0 | 0% | 0% | 0% |
| | No Errors | 20 | 100% | 100% | 100% |

Source: Research Results, 2023




Source: Liputan6, 2023

Of the 20 news samples, 19 news or 95% were free of grammatical errors and 1 news, or 5% had grammatical errors (table 4). In the news in Figure 1 it says "diploma", there is a grammatical error that should be in the KBBI, namely the correct one is a diploma. The results of the data in Table 4 show that there are 19 news stories (95%) that are accurate (no grammatical errors were found).

As for spelling, 15 news stories, or 75% of the news were accurate (no errors in spelling were found), while as many as 5 news stories or 25% were inaccurate (found errors in spelling). This error can be seen in the caption "the parents were also summoned by the regent of East Lampung" an error in writing capital letters on the Regent of East Lampung, with the caption "educating children by the regent" an error in writing capital letters on the Regent's part, the caption "in Rumbia sub-district" an error in writing capital letters in the Rumbia District because in the EYD the word District is accompanied by the name of the District, the initial letters are capitalized, and finally with the caption "local government" an error in writing capital letters should be written Local Government using capital prefixes.

**As many as 20 new samples or 100% show no errors in meaning.**

Reporting shows a very accurate accuracy rate of 99.09%. This can be seen from the accumulated average accuracy where the total indicators are no errors and there is conformity in the four operationalization variables divided by the total number of indicators there are errors and there is no conformity, namely 6.56% divided by 5.99% resulting in 0.913% rounded up in estimates to 0.91%. Thus, 100% - 0.91% yields 99.09%. This figure is included in the very accurate category (Bungin, 2005). Apart from that, raising the level of accuracy also shows that liputan6.com applies the function and role of the news media which applies the principle of news accuracy.

## CONCLUSION

Referring to the description and discussion of the research results, this study concludes that the social media @Liputan6.com applies good accuracy. This can be seen from the news structure, especially on the topic of criticizing damaged roads in Lampung Province. A total of 20 news samples were collected, found, analyzed, and counted. The results show that there are errors in the categories that experience inaccuracies, namely in the categories of photo suitability, spelling, and grammar in the news content. Categories that have scattered errors are found in the suitability of

photos indicated in one news with a percentage of (98.5%), then spelling indicated in five news with a percentage of (25%), and errors in grammar indicated in one news with a percentage of (5%).

The accumulated average accuracy is the total indicator of no errors and no conformity. So the operationalization of the variable is divided by the number of indicators of no errors and no conformity, namely 6.56% divided by 5.99% resulting in 0.913% if rounded to 0.91%. With this, 100%-0.91% results in 99.09%. This figure falls into the very accurate category so it can be concluded that the news delivered through social media @Liputan6 is accurate.

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