

ABSTRACT

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CONTENT WRITING ACTIVITIES OF THE ANTI-HOAX TASK FORCE AT THE INDONESIAN JOURNALISTS ASSOCIATION

Content writing activities carried out by the Anti-Hoax Task Force of the Indonesian Journalists Association (PWI) aim to strengthen digital literacy and fight the spread of hoaxes in society. In the fast-paced information era, hoaxes pose a serious threat to the quality of public information. Through this activity, the PWI Anti-Hoax Task Force focuses on creating educational content that is easy to understand, fact-based, and relevant to the needs of society. The content writing team works collaboratively to compile articles, infographics, videos, and social media campaigns that contain information about how to recognize hoaxes, the importance of source verification, and the negative impact of spreading fake news. Apart from that, the content is also designed to increase awareness of social media ethics and encourage internet users to be more critical. This activity involves various parties, including journalists, academics and information technology practitioners, to ensure that the content produced is of high quality and on target. The results of this activity are distributed through digital platforms and PWI media partners, reaching a wide audience. With this strategy, the PWI Anti-Hoax Task Force seeks to create a healthy information ecosystem and support efforts to eradicate hoaxes in a sustainable manner in Indonesia.

Keywords: Content Writing, Anti-hoax task force, Indonesian Journalist Association, Content.