ABSTRACT

News Presentation on The Fact-Check Channel of Online Media Kompas.Com (Qualitative Content Analysis Of 2024 Election Hoax Debunking News)

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This study examines the presentation of debunking news related to hoaxes during the 2024 election on the Cek Fakta channel of Kompas.com using a quantitative content analysis approach. The objective is to understand how Kompas.com counters election-related hoaxes and to identify patterns and verification techniques used. The analysis covers the structure of debunking news, the format of hoax presentation, the media used for hoax distribution, and the verification techniques employed by the Cek Fakta team. The findings show that debunking news on Kompas.com is consistently structured into five main parts: headline, lead, hoax narrative, fact-checking process, and conclusion. The headlines are always prefixed with tags such as "[HOAX]" or "[CLARIFICATION]" to emphasize that the information being addressed is false. The lead explains the circulating hoax claims, while the fact-checking process details the verification steps conducted by the team. This study highlights the significant role of Kompas.com's Cek Fakta channel in combating hoaxes during the 2024 election through systematic, data-driven verification methods and adaptation to trends in visual content on social media. Beyond clarifying false information, the debunking news presentation also educates the public on information literacy, providing a crucial contribution to preventing the spread of hoaxes, particularly during critical moments like elections.

Keywords: *Hoaxes, 2024 Election, Kompas.com, debunking, quantitative content analysis, social media.*

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