

UPNVJ Holds National Seminar 'Fighting Election Hoaxes on TikTok'

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Public Relations UPNVJ - Jakarta "Veteran" National Development University (UPNVJ) held a national seminar entitled "Fighting Election Hoaxes on TikTok" on Monday, January 29 2024. This seminar in the Bhinneka Tunggal Ika Hall gathered experts and stakeholders to discuss strategies fighting disinformation, especially regarding elections on the TikTok platform.

The seminar event began with an opening by Khoirunnisa N. Agustyati, Executive Director of Peludem. He said that students with the right to vote in the 2024 election need to have critical awareness of political broadcasts on TikTok.

From the UPNVJ side, Deputy Dean 3 FISIP UPNVJ, Musa Maliki, PhD highlighted the "virtual world" phenomenon that has emerged since the 80s from Baudrillard.

"Today's world can no longer be differentiated between real reality and virtual reality, because Generation Z and Alpha have lived in a world since the beginning without any distinction or boundaries," said Musa.

As the keynote speaker, Anita Wahid from the TikTok Asia Pacific Security Advisory Board discussed the importance of fighting hoaxes. He said that, "hoaxes can trigger divisions and manipulate people's behavior."

"Therefore, students must be aware of the dangers of hoaxes which have proven effective in the 2024 and 2019 elections," he said.



This national seminar event in talk show format also involved a discussion hosted by News Anchor from CNN, Elvira Khairunnisa. Speakers in this talk show include Rofi Uddarojat from TikTok Indonesia, Luky Djani and Lia Wulandari from UPNVJ, M. Ihsan Maulana from Luludem, Silma Sufi Agbas from Mafindo, and Masita Marasabessy, Chair of UPNVJ's BEM.

The discussion includes strategies for dealing with hoaxes, TikTok's role in moderating content, and collaborative efforts in eliminating disinformation.

This seminar marks a collaboration between academic institutions and stakeholders in the social media industry, which marks an important momentum in efforts to fight hoaxes in the digital era.

This event also emphasized the importance of cooperation between various parties in dealing with hoaxes, especially in the context of elections on social media. With guidance and effective cooperation, it is hoped that this seminar can increase critical awareness and the community's ability to identify and fight disinformation.

Apart from the talk show, there was also the signing of an Implementation Agreement at the seminar as proof of UPNVJ's cooperative ties with its partners. The seminar also included stand up comedian Ali Akbar and performances by national artist Adhitia Sofyan which added to the excitement of the event.

Finally, this seminar aims to convey the message that eliminating hoaxes on social media, including TikTok, is a shared responsibility involving content creators, the government and other stakeholders in the digital media ecosystem. (*wit/PRUPNVJ)

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