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POST TRUTH ERA : SOCIAL MOVEMENT OF CADRE TEAM IN OVERCOMING HOAX OF HEALTH INFORMATION IN CIBEUSI VILLAGE, SUMEDANG REGENCY

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ABSTRACT

The post-truth era has become a new vocabulary for cadres who never give up on following this era. However, who would have thought that the post-truth era would also lead to a dilemma that troubled the cadre team in Cibeusi village. The cadre team incorporated from three RWs, including RW 06, RW 014, and RW 015, also showed their dedication through regular social activities. Therefore, researchers used a qualitative approach through data collection techniques in the form of observation and interviews. The results obtained show the following: 1) Designing social movements as an effort made by the Cibeusi cadre team in overcoming health information hoaxes and the post-truth era; 2) The Cibeusi cadre team's social movement implementation consists of 3 words, namely active, innovative, and creative; 3) Cadre team social movements include communication programs in the form of counselling and training involving academics or related medical personnel as the primary sources in providing literacy movement training programs; 4) Evaluation of the ongoing literacy movement as part of the success of the government health program output.

Keywords: *Post Truth, Social Movement, Cadres, Hoax, Health Information*

INTRODUCTION

"don't eat chocolate of x brand. It has dangerous ingredients. I was afraid when I heard it, but I was talking about it with other mothers, I don't know if it was true," a statement that came out of a cadre in Cibeusi, AD admitted that such health information is increasingly spreading among residents in his village. However, unfortunately, AD often got confused facing this situation, so that it also pushed her to try to find a way out.

Not only AD but other Cibeusi cadres also feel the same condition. Another cadre also explained various examples of hoaxes of health information that often-hit people in her village. "Hoax is the name. It is not clear whether the information is correct or not. You

know what is a hoax, especially about health hoaxes," that's how AI also said about her efforts in overcoming the hoaxes of health information. Based on the explanation of the two cadres, researchers could assume that the cadres were familiar with the term hoax. Nevertheless, these hoaxes became an everyday food that seemed to be spreading without realizing it.

Of course, this phenomenon should not drag on continuously, especially when we are currently discussing more and more about the existence of the post-truth era, in which the terms "post-truth" and "fake news" have become increasingly prevalent in public discourse. This phenomenon is increasingly interesting to be studied so that various

studies have emerged about the era of post-truth and health information hoaxes.

Lewandowsky, S; Ecker, UK; & Cook (2017) reveals the post-truth era, the increasing number of misinformation, how it affects people, and how to deal with it. They examine how misinformation can harm society. Besides, Lewandowsky et al. (2017) also summarize how people respond to corrections of misinformation and what types of corrections are most effective. They also suggest that the response should involve several recommendations to combat misinformation in the post-truth era (Lewandowsky, S., Ecker, U. K., & Cook, 2017). Subsequent research conducted by Lavorgna et al. (2017) is still concerned with health information in the post-truth era. Over the past few decades, patients have increasingly sought health information on the internet. This aspect of seeking information is critical, especially for people exposed to chronic pathology and require lifelong treatment. These people are usually very knowledgeable about the disease. However, they remain vulnerable to hopes of being cured or saved, often reinforced by misinformation, myths, legends, and therapies that are not always scientifically proven. The article reveals that some people prefer to rely on the internet as their primary source of information, often hindering the patient-doctor relationship. This situation is why a professional approach is crucial in this post-truth era: maintaining confidentiality, honesty, and trust in the medical profession (Lavorgna L, Lanzillo R, Brescia Morra V, Abbadessa G, Tedeschi G, 2017).

The two previous studies above reveal the importance of the post-truth era and health information to be studied in depth. When the public is fonder of health information through internet media, the post-truth era needs to be studied to find out the implications, especially in terms of hoaxes of health information. This statement is in line with the research raised by the researchers in this article, mainly to anticipate it so that people do not fall into prolonged health information hoaxes.

The importance of studying this topic is also supported by the existence of research data that raises the post-truth era, which is a challenge for health policy in the future.

Powell (2017), in an article he wrote entitled "This is my (post) truth, tell me yours: Comment on" The rise of post-truth populism in pluralist liberal democracies: challenges for health policy". According to him, the post-truth era has a connection. This is unclear with its impact, but in some ways, the post-truth era has implications for health information, one of which is the policy arguments put forward in the early British National Health Service (NHS) period (NHS) (Powell, 2017).

However, in this study, researchers have another value of originality, not examining the impact of post-truth at the health policy level. On the other hand, researchers saw a phenomenon that occurs at the level closest to society, namely the cadres. How do cadres overcome the post-truth era movement and the health hoax flow information around them? This question is the focus of the research expressed by researchers in the discussion section. The post-truth era has become a new vocabulary for Cibeusi cadres who never give up following this era.

Nevertheless, who would have thought that the post-truth era also led to a dilemma that troubled the cadre team in Cibeusi village. That is what made the cadre team take the initiative to overcome the emergence of health information hoaxes. The cadre team, which is part of 3 RWs, including RW 06, RW 014, and RW 015, also shows their dedication through regular social activities. Uniquely, most cadre members are aged 40 years and over and have a maximum high school education, but they are very enthusiastic in carrying out these social activities. This phenomenon is interesting to be revealed as a result of the research findings in this article.

RESEARCH METHODS

In this study, researchers chose a qualitative approach with the case study method as a suitable method to reveal this phenomenon. As quoted from Creswell (2016) regarding the case study method, research also used case studies because they have unique cases explored in depth (Creswell, J. W., & Poth, 2016). According to him, the case's uniqueness emerged from the context of the

events, history, or the uniqueness of the topics raised.

The post-truth era itself is a uniqueness that can be thoroughly and contextually studied. Researchers were keen to explain, not only in terms of the post-truth era but also the social activities carried out by cadres in overcoming the increasingly rampant hoaxes of health information.

The data collection techniques used in this study, as described (Creswell, J. W., & Poth, 2016), are as follows:

1. Observation, this technique was carried out by researchers in Cibeusi village within two months. This method is to identify the phenomena in the study. Researchers started the observation by meeting with the local RW, then the Cibeusi village cadres, who carried out social activities in overcoming the post-truth era and health information hoaxes.
2. In-depth interviews, the authors found several primary informants as sources in this study. Researchers conducted interviews using informant retrieval techniques through purposive sampling technique, namely selecting informants according to the criteria required by the researchers. In this case, researchers conducted interviews with the RW head, the Cibeusi village cadre team, the local community.
3. Literature study, the following data collection technique is by selecting various references to international and national journals and books relevant to the researchers' research topic.

The withdrawal of informants in the study was to use the purposive sampling technique to select the required informants. Therefore, researchers could also determine some of the primary informants below:

1. WI, an active cadre who has been a family planning cadre for six years in Cibeusi village
2. AD, an active cadre who has only joined for one year but has strong motivation and enthusiasm to become a cadre

3. AI, an active cadre who has been joining for about six years as a family planning cadre in Cibeusi village
4. DD, the local RW in Cibeusi village

RESULT AND DISCUSSION

In this section, researchers describe exciting findings of the social activities carried out by the cadre team in overcoming the post-truth era and health information hoaxes in Cibeusi village. The following is a complete discussion.

The findings produced by researchers are different from those expressed by Juliani (2017) in a previous research study. Juliani explained the efforts to reduce the spread of hoax information and turn social media into social-friendly media to oppose the spread of hoaxes on various social media. Besides, it can also avoid the impact of information that contains harmful content. The results show that hoax information can be reduced by increasing media literacy and social media literacy. The Indonesian government has also enacted laws regulating the dissemination of hoax information, including the Information and Transaction Law (Juliani, 2017).

Furthermore, Sari, Diana & Yalia, Mulyono (2019) also produced different findings from the author. They assessed the importance of strengthening communication and socialization among officials that impact ICT utilization policies, increasing resources, strengthening policy support facilities in implementing ICT utilization policies. This is a step in developing tourism in the city of Cirebon (Sari, Diana & Yalia, 2019). In these findings, the authors see that technology and information technology policies can then be used as policy support. Even though in this post-truth era, technological sophistication, especially social media, is a means of spreading hoax information, but this is not seen in Sari, Diana & Yalia's (2019) research. Based on the explanation from the two works of literature above, there is a contradiction between Juliani's research (2017) which examines the implications of hoax through social media in the post-truth era, and Sari's research, Diana et al. (2019), who see media technology as a policy supporter. However, researchers can reveal other findings that are

different from the perspective of the cadre team trying to tackle hoaxes of health information in their village.

Meanwhile, researchers' results can be seen from the research contribution in the study of health information in the post-truth era through social media. The research informants, a team of cadres in Cibeusi village, are actively trying to overcome the hoax of health information. In the following, researchers describe the results of the research question.

Designing and promoting social movements in the prevention of health information hoaxes

This stage is the design of a social movement by PKK cadres in Cibeusi village. Researchers saw informants active in trying to overcome hoaxes of health information. According to WI, this hoax is nothing new for them, especially with the various social media facilities that the cadre team in the village has used.

As an active family planning cadre for six years, WI recognizes the importance of overcoming health information hoaxes that are increasingly spreading on social media in particular. Therefore, according to WI, one effort that can be made is to promote the social movement of the Cibeusi cadre team.

"Hoaxes spread fast, so if we wait, we cannot do anything. Finally, we hope that with a social movement like this, we will understand and know how to minimize health hoaxes, "stated WI. (WI, 2019).

This statement was supported by AI, who had joined for a long time as a cadre team in Cibeusi village. AI admitted that most people already knew about hoaxes, but often when health information hit, it was still difficult to distinguish whether the information was a hoax or not.

"Sometimes, yes, even though we already know about hoaxes, we tend to be confused on how to deal with it," said AI in the interview (AI, 2019).

The interview excerpt was also strengthened by searching the literature researchers found about the spread of health

information hoaxes. When the cadres in Cibeusi village experienced this situation, researchers could see that they realized that efforts needed to be made. They should not get caught up in hoaxes of health information anymore, which can quickly spread through social media.

Krishna, A., & Thompson, T. L. (2021) show that currently, the phenomenon that occurs is that more and more people choose to get health information online. Health-related topics continue to be the target of misinformation. Therefore, health communication as an academic discipline faces challenges of stemming the flow of misinformation and correcting the beliefs of misinformed individuals. That is why Krishna & Thompson (2021) review research on health-related misinformation and interrogate the nature of health-related misinformation. They also emphasize a conceptualization of health communicators who are misinformed but outspoken, or in what they call health misliterate (Krishna, A., & Thompson, 2021).

Implementation of the active, innovative, and creative Cibeusi cadre team social movement

In the next stage, the informants indicated that the desire to carry out a social movement was not enough if there was no action. Therefore, researchers also found that they were trying to implement the social movement. AI stated that the social movement carried out by the cadre team was called the literacy movement. The literacy movement is an effort to deal with hoaxes of health information promoted sustainably at the village hall.

As a member who has only joined the cadre team for 1 year, AD has the same desire to overcome the health hoaxes that often hit her and her immediate environment.

"Yes, most of the hoaxes are about health, especially about family planning. Yes, it is still the same until now mothers have not wanted to use IUD KB because of hoaxes, they read that these IUD could detach or move to another part inside our body" added AD (AD, 2019).

As shown from the statements above, AD explained the importance of social

movements carried out by the cadre team. The various problems they face in the field have proven to encourage the cadre team to deal with the health hoaxes that hit them. Therefore, this social movement is also called the active, creative, and innovative literacy movement. Active, which means that the cadre team tries to participate actively in every literacy program promoted in collaboration with academics from universities and medical personnel at the health centre or the nearest health office. Creative means that the cadre team tries to redesign the messages that have been obtained from the literacy movement to be implemented in outreach practices to the community in Cibeusi village. Innovative, meaning that the cadre team strives to follow the literacy movement provided by academics or reliable medical personnel.

Communication program in the form of counselling and training involving academics or medical personnel

The researchers saw that the social movement consisted of a communication program in counselling and a training program for cadres based on the observations made. Researchers also observed the enthusiasm of the cadre team in participating in this social movement.

Figure 1: Social Movement for Health Information Literacy Training for Cibeusi Village Cadres, (Source: Research Results, 2019)

The picture above is one of the documentation of a social movement in training to increase health information literacy for cadres. In this picture, researchers also want to convey an active, creative, and innovative literacy movement. The cadres took turns telling the phenomenon of the

health hoax that had been bothering them all this time. Besides, the cadres were also trained to improve literacy in excellent and correct health information. In this social movement, the cadres involved a team of academics from the university and coordinated several training activities held by the nearest health office.

The social movement is a social process carried out by cadres as a manifestation of social action. It was named that because it showed how the cadre team followed up on hoaxes of health information. Social movements are collective behaviour that begins with shared interests and long-term goals, namely changing or maintaining the society or institutions that exist in it. Another characteristic of social movements is the use of different methods outside the existing institutions (Sunarto, 2004).

The social process carried out was intended to have a further understanding in overcoming hoaxes of health information circulating in the community. Therefore, this social movement also consists of an extension program and training to increase the competence of cadres. This movement is the right step in answering the challenges of needs in the post-truth era when health hoaxes are increasingly rampant.

Evaluation of social movements carried out by the Cibeusi cadre Team

The final step taken by the Cibeusi cadre team was also in terms of evaluating ongoing social movements. If it ran as needed in dealing with various hoaxes of health information that developed in the community, the cadre team would continue the program. In one of the literature referred to, researchers found Mayer et al. (2017), who revealed that social movements manifest themselves through various organizations. Such organizations are subject to a range of internal and external pressures that affect their feasibility, internal structures and processes, and their ultimate success in achieving their goals. Successes and failures in achieving goals and problems of coordination and cooperation between movement organizations are treated (Mayer, N. Z., & Roberta, 2017).

Reflecting on the references above, an important part described in this study was evaluating social movements running. In this case, researchers analyzed that the literacy movement promoted by cadres in overcoming the health hoaxes faced so far was a critical

point to evaluate its sustainability. Therefore, in the section below, researchers try to elaborate through the table to make a clear explanation of the results of the research carried out.

Tabel 1
Cibeusi Cadre Team in overcoming Health Information Hoax in the Post-Truth era

<i>No</i>	<i>Steps Obtained</i>	<i>Parties Involved</i>	<i>Goals</i>
1.	Designing and sustainably promoting social movements with a thematic concept	Cadre Team Cibeusi	Have a literacy movement program plan
2.	Implementation Social movements called literacy movements that are active, creative, and innovative.	Cadre Team, Informants from University academics or the nearest medical personnel	Carry out the literacy movement program
3.	The social movement carried out consisting of an outreach program for residents and a training program to increase the competence of cadres delivered by academics or closest medical personnel	Cadre Team, Academics, and Medical personnel from the nearest Public health Centre and Public health Office	Carry out the literacy movement program
4.	Evaluation of social movements that have been running	Cadre Team Cibeusi	Evaluating social movements that have run

Source: Researchers, 2019

Referring to the results of this study, researchers see a step that has taken place. As references to previous research compiled by Dida, S., Hafiar, H., Kadiyono, A. L., & Lukman, S. (2021) showed the results of research that corroborate the data obtained by the researchers regarding health information. It is said that health information was a commodity that was much sought after by Indonesians because of the increasing awareness of healthy lifestyles. However, the circulation of health information continues to be disrupted by misinformation and disinformation, particularly on social media and chat platforms such as WhatsApp. Digital information exchange often involves health workers; they are considered credible source of health information. This study aimed to describe the attitudes of health workers towards health information, determined by

gender, educational attainment, and age differences. Health information in this study is information circulating on WhatsApp. We divided the age difference into four digital generations: baby boomers and Generation X, Y, and Z. The results supported that attitudes to health information were determined by educational attainment and generational differences and that gender differences did not affect. (Dida, S., Hafiar, H., Kadiyono, A. L., & Lukman, 2021).

Besides, researchers also found other literature on the importance of health literacy by Jean, B. S., Jaeger, P. T., Jindal, G., & Liao, Y. (2020). They expressed efforts to increase public health literacy and reduce health inequalities in their communities. The rampant and rapidly increasing health injustice that occurs daily throughout the world, primarily caused and exacerbated by

health information inequality - something that libraries and librarians play a vital role in dealing with by ensuring the physical and intellectual accessibility of information for all. Furthermore, researchers presented a timely case study to emphasize the importance of fairness of health information, looking at the importance of health literacy as we navigate the COVID-19 pandemic. The findings also revealed the librarians' efforts to address health disparities in their communities and were eager to participate and expand these efforts, bringing us closer to health justice. (Jean, B. S., Jaeger, P. T., Jindal, G., & Liao, 2020).

Based on some of the literature above, it is increasingly evident that a community that carries out social movements, in this case in the form of counselling or socialization, to increase health information is an effort to prevent hoaxes in spreading health information through social media.

For example, in this study, PKK cadres who are members of Cibeusi village took the initiative to carry out a social movement in the form of information literacy education to overcome health hoaxes circulating among the community. The table above shows the stages or steps taken in overcoming hoaxes in the post-truth era. This stage is an actual implementation of the social movement in question. Even though it is not a significant movement, this will positively impact increasing public health literacy, so that it is not easy to believe hoax information. Dida, S., Hafiar, H., Kadiyono, A. L., & Lukman, S. (2021) also implied that health information was a commodity that was much sought after by Indonesians due to increased awareness of healthy lifestyles. However, in reality, the circulation of health information is continuously disrupted by misinformation and disinformation, especially on social media such as WhatsApp Group. (Dida, S., Hafiar, H., Kadiyono, A. L., & Lukman, 2021).

Health Literacy Model Analysis

In this section, researchers analyzed a health literacy model relevant to the phenomena that informants faced regarding health literacy, hoaxes, and the post-truth era. The increasingly rapid development of health information flows it challenging to distinguish between hoaxes or not. In this case, the health

literacy model shows that three factors can influence it, namely culture and society, education, and the health system. Look at Figure two below.

Figure 2: Health Literacy Model Analysis (Source: Sudhir, Niles, Goel, Chandrashekar, Jain, Saxena, 2013)

Based on the explanation of the research results above, researchers analyzed the relationship with the health literacy model expressed by Hongal et al. (2013). According to him, health literacy is the level at which individuals can acquire, process, and understand basic health information and services needed to make informed health decisions. This is due to the intersection of low literacy and understanding of primary health care information (Hongal et al., 2013).

Nutbeam, D., & Lloyd, J. E. (2021) Evidence of a social gradient in health literacy has been found in all reported national population surveys. Health literacy is an intermediate determinant of health but not a panacea for health inequities created by the inappropriate distribution of opportunities and resources. It is possible to optimize the contribution that health literacy made in mediating the cause and effect of established socio-health determinants. Existing interventions demonstrate the feasibility of increasing health literacy among high-risk populations, but research is still underdeveloped, and its effects on health inequities are largely untested. Future research on health literacy interventions should focus on (a) improving the quality of health communication that reaches a diverse population, particularly by increasing frontline professional skills and support; (b) enable people to develop transferable skills in accessing, understanding, analyzing and applying health information; and (c) ensure that priorities are proportionate to needs by

reaching and engaging population groups that are not proportionately affected by low levels of health literacy (Nutbeam, D., & Lloyd, 2021).

Therefore, researchers analyzed that the things expressed in the health literacy model were also proven by the findings produced by researchers in this study, namely socio-cultural factors; health system; education system; and the expected outcomes in a health program. These four things, of course, trigger the birth of good health literacy owned by cadres.

In this case, cadres of Cibeusi village are trying to overcome health hoaxes in the post-truth era through a literacy movement in their village, reflecting socio-cultural factors and outcomes from government health programs. Indirectly, the literacy movement can improve two indicators listed in the health literacy model (Hongal, 2013), namely starting from socio-culture; and expected health program outcomes.

If cadres are accustomed to running a literacy movement based on their awareness, then this will affect the socio-cultural factors prevailing in the village. Also, increasing cadres' knowledge of health information will help the government health program outcomes to be successful because cadres become aware of the hoaxes of health information spreading in their communities. This finding is essential in this study so that the researchers can reveal a social movement carried out by the PKK cadre team to minimize health hoax information in the post-truth era. Even though the informants did not know about the post-truth era initially, they were able to understand the high-speed exchange of information through social media. Especially when information about health hoaxes is disclosed, there is awareness from the informants to minimize the development of these hoaxes in the community.

CONCLUSION

Based on the research done, this article describes the findings obtained showing the following: Designing and promoting social movements as an effort made by the Cibeusi cadre team in overcoming health information hoaxes and the post-truth era. Implementation of the social movement of

the Cibeusi cadre team consisted of three words, namely active, innovative, and creative. The social movement of the cadre team includes a communication program in the form of counselling and training that involves academics or related medical personnel as the leading resource in providing the literacy movement training program.

4) Evaluation of the literacy movement that has been running as part of the success of the government's health program outcomes

Suggestion

In this section, researchers provide suggestions regarding the implementation of the literacy movement carried out by cadres as an effort to overcome these health hoaxes. In this post-truth era, all health information can spread quickly and easily. Even things that are not necessarily true can be justified health information as well. Therefore, the cadre team should improve synergy with the health workers, the health office, related academics, community leaders, and local villagers. That way, it can be implemented as part of an evaluation of the ongoing literacy movement.

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