

## **ABSTRACT**

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***The Existence of Mafindo (Masyarakat Anti Fitnah Indonesia) Turn Back Hoax in Media Literacy Era in Society Regarding Hoaks in Indonesia***

*Keywords: Existence, Literacy Media, Mafindo*

*(xii + 60 + Attachments)*

*The FAFHH program (the great Anti-Defamation Forum and Hoax) of the Indonesian anti-hoax community released a hoax news reporting service called Mafindo (Turn Back Hoax). Mafindo (Turn Back Hoax) is an application based on crowdsourcing data that is designed to collect various slanderous and hoax information circulating on the internet. The purpose of this research is to find out the existence of Mafindo (turn back hoax) in the era of media literacy in the community related to hoax in Indonesia. This writing is done using the Constructivism Paradigm using qualitative descriptive methods. The theory used in this study is Jenkins' new media literacy theory chosen in this research because the phenomenon studied is the Turn Back Hoax program on social media. The results of this study indicate that the existence of Mafindo as a community working to handle the spread of news hoaks in the era of media literacy can be said to be successful. Mafindo's success can be proven by being active in various social media, especially websites and social media. In addition to these two things, Mafindo also has an application called Hoax Buster Tools.*

*Bibliography (2004-2019)*