

# Pengaruh Afek dan Tipe Proses Kognitif dalam Membedakan Berita Palsu COVID-19 = Role of Cognitive Processing Types on COVID-19 Fake News Discernment Moderated by Affect

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## Abstrak

Jumlah berita palsu semakin banyak ditemukan di media sosial dan aplikasi chatting, khususnya ketika pandemi COVID-19 sejak 2020 silam. Berbagai usaha untuk mengangani berita palsu oleh pemerintah dan pengembang telah dilakukan, akan tetapi tidak sepenuhnya menghentikan munculnya berita palsu. Melihat masih sulitnya untuk menangani berita palsu, kemampuan membedakan berita palsu sangat diperlukan oleh individu untuk menghindari kesalahpahaman, hingga kerugian. Kemampuan membedakan berita dipengaruhi oleh tipe proses kognitif individu, yakni individu yang menggunakan otomatis atau heuristik cenderung gagal dalam membedakan berita palsu. Afek juga berpengaruh pada kemampuan membedakan berita palsu, semakin intens afek yang tengah dialami individu akan memperburuk kemampuan membedakan berita palsu. Berdasarkan hal ini, dilakukan penelitian hubungan tipe proses kognitif yang dimoderasi oleh afek pada kemampuan membedakan berita palsu. Ketiga variable diuji dengan menggunakan alat ukur Cognitive Reflection Test (CRT), Positive Affect Negative Affect Scale (PANAS), serta 12 berita palsu dan 8 berita asli yang dari situs berita tepercaya dan situs klarifikasi berita palsu. Patisipan penelitian merupakan Warga Negara Indonesia berusia minimal 18 tahun (N=147) dan menggunakan media sosial atau aplikasi chatting. Pengolahan data statistic menggunakan multiple linear regression analysis di aplikasi SPSS versi 25. Hasil pengolahan data menunjukkan baik afek negatif ataupun positif tidak memoderasi tipe proses kognitif dalam membedakan berita palsu, namun pendapatan dan jenis kelamin signifikan pada kemampuan membedakan berita palsu. Hasil penelitian tidak signifikan karena jumlah partisipan yang sedikit serta minim variasi pada demografi partisipan, yakni seluruh partisipan setidaknya telah menamatkan Sekolah Menengah Atas (SMA). Memperluas serta memperbanyak jumlah partisipan sangat disarankan untuk penelitian selanjutnya.

.....An increasing number of fake news were found on social media and chat applications, especially during the COVID-19 pandemic. Various efforts to deal with fake news by governments and developers have been made, but that does not really stop fake news from circulating in social media. Seeing that it is still difficult to deal with fake news, the ability to distinguish fake news is very much needed by individuals to avoid further misunderstandings that might lead to potential physical or mental loss. The ability to discern news is influenced by individual cognitive types, namely individuals who use type 1 or heuristics who are tend to fail in fake news discernment. Affect also change the ability to distinguish fake news, the stronger the emotions experienced by individuals will weaken the ability to distinguish fake news. A study was conducted on the relationship of emotion-moderated cognitive type to the ability to discriminate fake news. Cognitive types was measured by Cognitive Reflection Test (CRT), and using Positive Affect Negative Affect Scale (PANAS) for measuring emotion states. Twelve fake news and eight true news were assembled from reputable news sources and fake news clarification sites. Research participants are Indonesian citizens aged at least 18 years (N=147) and use social media or chat applications. Statistical data processing used multiple linear regression analysis in the SPSS version 25 application. The results of data processing showed

that neither negative nor positive emotions moderated the cognitive type in fake news discernment. Gender and income was significant. The results of the study were not significant because the number of participants was small and there was minimal variation in participant demographics, that is, all participants had at least graduated from high school (SMA). Expanding and increasing the number of participants is highly recommended for further research.