THE MOVEMENT AGAINST HOAXES IN INDONESIA: A CASE STUDY OF THE CEKFAKTA COALITION

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ABSTRACT

This study aims to identify the organizational structure and the dynamics of relationships among the founders, management, editors, and fact-checkers or journalists involved in the fact-checking procedures within the CekFakta Coalition, as well as their influence on decision-making processes and the qualifications required for each role. It explores the procedural dynamics, the availability and application of codes of ethics in fact-checking processes, the stages of fact-checking, content selection, and the implementation of ethical standards, and it gathers and analyzes various best practices related to fact-checking procedures to provide recommendations for effective workflow practices. The study uses a qualitative approach through a series of 12 in-person and online interviews, supplemented by one online Focus Group Discussion (FGD). The interview framework includes key aspects such as organizational structure and dynamics, fact-checking workflow, and best practices in the implementation of fact-checking. The findings reveal that the CekFakta Coalition was established by AMSI, AJI, and Mafindo as a response to the widespread disinformation ahead of elections, with each organization playing a role aligned with its characteristics—ranging from training, production, to technological support. Their workflows include stages of monitoring, selection, fact-checking, editing, and publication, with differing approaches in content selection, distribution flows, and emphasis on ethical codes within each organization. Despite differences in transparency principles, all three organizations agree on the importance of collaboration, documentation, and accountability in collectively combating misinformation.

Keywords: *Alliance of Independent Journalists, Indonesian Cyber Media Association, Hoaxes, CekFakta Coalition, Indonesian Anti-Slander Society*

INTRODUCTION

Today's digital space is filled with a variety of information that is shared freely without barriers as part of the interaction pattern of the information society. The term "information society" refers to a society whose primary activity relies on information processing, including production and distribution, supported by technology. Information is used for all elements of life and becomes an important part of the community's survival. Primarily, it is characterized by the sharing of information, whether for personal, social, educational, business, or even leisure activities.

PUSAD Paramadina and Mafindo (2023) identify three forms of information disruption: (1) Misinformation, which is false information spread with the belief that it is true without the intention of causing harm; (2) Disinformation, which is false information spread deliberately to deceive or harm others; and (3) Malinformation, which is true information but potentially harmful if disseminated. In short, disinformation, currently referred to as hoaxes, is information that is deliberately crafted to conceal the truth or distort facts in a

convincing yet unverifiable manner. First Draft then explains that there are seven types of hoaxes, namely (1) satire, (2) false connections, (3) misleading connections, (4) false content, (5) imitation content, (6) manipulated content, and (7) fake content.

Satire or parody is a form of criticism often presented in a humorous context, but it can lead to misinformation or disinformation if not understood adequately. False connections frequently occur when the elements in the news (headline, content, image, caption) do not support each other, such as in news with sensational headlines (*also known as clickbait*) that do not align with the content. Misleading content can occur when information is presented in a certain way to influence public perception, such as the use of cut images or quotes that support an inaccurate framing of the story. False content occurs when accurate information is disseminated in a different context, such as using photos that are not relevant to the event being discussed. Mock content appears to originate from a legitimate source but is fake. Manipulated content is the result of the modification of images, videos, or writings to change the original meaning. Meanwhile, phony content is completely false information, deliberately created to deceive, such as the example of Ratna Sarumpaet's lie that spread a photo of her with a bruised face that was the result of plastic surgery, not an act of violence.

Hoaxes spread through social media have several characteristics, including containing an invitation to spread information, accompanied by sentences such as "Spread this to everyone you know. If you don't, something bad will happen."; no clear identity, such as a date or verifiable information, only using terms such as "yesterday" or "somewhere."; no expiration date, which causes the information to continue to circulate and cause prolonged unrest; and unclear sources of information, often from untrusted or unverified news sites, and spread through social networks.

The 2022 National Digital Literacy Survey, conducted by the Ministry of Communication and information (Kominfo), now the Ministry of Communication and Digital (Komdigi), shows that Indonesians' ability to identify hoaxes remains very low. Only 32% of respondents feel confident that they can identify or recognize false news or information, even fake news or hoaxes. As many as 45% did not feel confident, and the rest admitted that they could not. The number of hoaxes circulating is increasing annually, as shown in Table 1 below.

Table 1.
Distribution of Hoaxes from 2018 to 2024

Persebaran Hoaks (2018-2023)				
Tahun	Total Hoaks	Hoaks Politik	% Hoaks Politik	Keterangan
2018	997	488	49,94	80-an hoaks per-bulan
2019	1221	644	52,0	100-an hoaks per bulan
2020	2298	700	30,5	190-an hoaks per bulan; hoaks kesehatan sebanyak 843 (36,7%)
2021	1888	428	22,7	150-an hoaks per bulan; hoaks kesehatan sebanyak 467 (24,7%)
2022	1698	549	32,3	140-an hoaks perbulan; hoaks kesehatan 242 (14,3%)
2023	2330	1292	55,5	200-an hoaks perbulan; hoaks kesehatan 150 (6,4%)
2024 (sampai Juni)	2119	1000s	48,9	350-an hoaks per bulan

Amid this massive flow of information, not all information circulating is true, accurate, or trustworthy. Misinformation or deliberately manipulated information (disinformation) often spreads more quickly and is more easily believed because it is emotionally charged, provocative, or aligns with certain prejudices. Anyone can disseminate content soon through social media, instant messaging apps, and other digital platforms. This has given birth to a new online activity: fact-checking.

Fact-checking is the process of verifying the truth of information, claims, or public statements by comparing them against evidence, data, or trusted sources. This process is carried out systematically and objectively by journalists, media organizations, or independent institutions to ensure that information is accurate and not misleading. The aim is to filter and correct misinformation or intentionally deceptive information (disinformation), provide clarification and contextual explanations for claims circulating in the public sphere, and improve public media and information literacy.

Fact-checking is not only about correcting information, but also protecting the integrity of information in society. Without this process, the public sphere could be filled with lies, and the public will find it difficult to distinguish between what is true and what is misleading. Fact-checking is a vital tool in the digital information ecosystem, helping to combat hoaxes, strengthen democracy, and safeguard the public from information manipulation.

The network of fact-checking organizations has expanded significantly, and these organizations are recognized as a crucial element in the effort to combat the spread of disinformation, misinformation, or hoaxes in society. Fact-checking can be understood as a democracy-building tool that emerges when democratic institutions are perceived as weak or threatened (Amazeen, 2017).

The task of fact-checking, which involves assessing the veracity of a claim, is commonly performed by journalists and is increasingly relevant to ordinary citizens (Vlachos & Riedel, 2014). Pal and Loke (2019) emphasized that fact-checking websites play a crucial role, with features such as acquisition, disclosure, verification, presentation, interaction, and diffusion enhancing their effectiveness. Fact-checking organizations, which are crucial in the digital age, are typically involved in verifying the accuracy of information, especially in the context of news and public discourse (Vizoso & Vázquez-Herrero, 2019; Graves & Amazeen, 2019).

There have been many comparative studies on the performance of fact-checking organizations, such as the effectiveness of binding factual accuracy (Porter & Wood, 2021), fact-checking strategies to improve digital accuracy (Humprecht, 2020), differences in the characteristics and working methodologies of fact-checking organizations (López-Marcos & Vicente-Fernández, 2021), the scope and process of verification/fact-checking, and the division of roles within organizations (Karadağ & Ayten, 2020), as well as a comparison of procedures and the role of the public (Moreno-Gil et al., 2021).

Schuldt (2021) analysed government fact-checking in three Southeast Asian countries—Malaysia, Singapore, and Thailand — and found that correction practices across sites primarily serve to combat the reporting of false information, assuming an important role in strategic political communication. Southeast Asians distrust official news sources due to their experiences with political manipulation and press corruption, and instead seek

alternative sources of information from sources they consider more 'trustworthy' on social media (Tapsell, 2020).

Similarly, qualitative research conducted in Malaysia by Omar (2023) indicates that Malaysia needs to prepare to address the challenges of new regulations related to online content, in addition to ongoing efforts to improve the quality of Malaysian media and strengthen public resistance to misinformation. Achieving these goals requires collaborative efforts. Facing these challenges, there is a need for standardized working guidelines on how to standardize fact-checking procedures.

Micallef et al. (2022) add to this discussion by identifying the manual and labour-intensive nature of current fact-checking practices as a barrier to scaling and proposing suggestions for improvement. Slijepčević et al. (2021) emphasize the importance of investigating the influence of oligarchs in the media on the current and future progress of the fact-checking movement.

Several fact-checking organizations have been established in Southeast Asia, including Cekfakta.com in Indonesia, the JOMCHECK Alliance in Malaysia, and VERA Files in the Philippines. These organizations aim to disseminate fact-checking information to the public and mitigate the impact of misinformation and disinformation on democracy. The website https://www.jomcheck.org/ explains that the JOMCHECK Alliance is Malaysia's first academia-media-civil society fact-checking alliance, which mitigates the impact of misinformation and disinformation on democracy in Malaysia and disseminates fact-checking information to the public. As a non-partisan, non-profit alliance established in 2022 by a group of journalists and academics, the JOMCHECK alliance is based on a partnership model that brings together various stakeholders and is inspired by existing collaborative fact-checking models in neighbouring countries such as CekFakta from Indonesia, tsek.ph, and FactsFirstPH from the Philippines. Meanwhile, as reported by the website https://verafiles.org/about, VERA Files is an independent, non-stock, non-profit media organization founded in March 2008 and registered with the Securities and Exchange Commission (Company Registration Number CN200808072). Founded by six veteran Filipino women journalists, the organization is dedicated to investigating current issues in the Philippines.

In the Indonesian context, fact-checking organizations are expanding on a national scale and are connected to various global organizations that are leading the ongoing fight against misinformation and hoaxes. Research conducted by Rahmawan et al. (2022) shows that fact-checking organizations in Indonesia still face several challenges in terms of standardizing fact-checking methodologies, measuring and evaluating the "impact" of fact-checking activities, and managing fact-checking resources.

Quoted from its website https://cekfakta.com/about, Cekfakta.com is a collaborative fact-checking project between Mafindo (Masyarakat Anti Fitnah Indonesia), with several online media members of AJI (Alliance of Independent Journalists) and AMSI (Indonesian Cyber Media Association), and supported by Google News Initiative. It was first launched at the 'Trusted Media Summit 2018' event held in Jakarta on Saturday, May 5, 2018, after the signing of an MOU by 22 Editors and the Chairman of Mafindo.

To improve the performance of fact-checking, it is essential to conduct in-depth research on how the practice of fact-checking works, incorporating patterns within the CekFakta Coalition's organizational structure and the relationships between founders,

management, journalists, and fact-checkers, as well as the dynamics of fact-checking work within the coalition.

RESEARCH OBJECTIVES

The issue of false and misleading information is a crucial concern that requires increased public awareness and prompt attention from law enforcement agencies, public institutions, and, in particular, the research community (Zannettou et al., 2019). A network of fact-checking organizations, such as Cekfakta.com in Indonesia, plays a crucial role in combating the spread of misinformation and ensuring the accuracy of information presented to the public. This study aims to conduct an in-depth analysis of the organizational structure, the dynamics of relationships between stakeholders, and the working procedures used in conducting fact-checking in the three organizations.

Specifically, this research aims to:

1. Identify the organizational structure and relationship dynamics between founders, management, editors, journalists, and fact-checkers related to fact-checking procedures within the CekFakta coalition, as well as the influence of the decision-making process in fact-checking, and the qualifications that must be possessed in each role.

2. Exploring the dynamics of work procedures, availability, and application of the code of ethics in conducting the fact-checking process in the organization's fact-checking process and stages, content selection, and application of the code of ethics in the fact-checking process, and

3. Collect and process various best practices related to the fact-checking process as material for recommendations for implementing good work procedure practices related to fact-checking procedures.

By analysing the various responsibilities borne by relevant parties, this research aims to identify the primary obstacles faced and opportunities to enhance existing tools, policies, and technologies in fact-checking (Juneja & Mitra, 2022).

RESEARCH QUESTIONS

To answer the research objectives as described above, this research is expected to answer several problem formulations as follows:

1. How is the relationship between founders, editors, management, and fact-checkers in the organizational structure and job descriptions related to fact-checking in the organization?

2. How are the dynamics of work procedures in conducting the fact-checking process, and the availability and application of a code of ethics in the implementation of fact-checking work?

3. How do the good practices of fact-checking compare across the three founding organizations of the CekFakta Coalition?

RESEARCH URGENCY AND CONTRIBUTION

In modern media environments, fact-checking is becoming increasingly important, particularly in the context of political coverage and the dissemination of false information on social media (Nyhan & Reifler, 2014; Guo et al., 2021). This poses a challenge for fact-checkers, given the sheer volume of content that must be checked daily, while the number

of fact-checkers is minimal. Another challenge is related to verification content that receives counterclaims from various parties because it is considered inaccurate or unbalanced.

This research is important to conduct so that there is a standardization of fact-checking work procedures based on the experience of the fact-checking organizations studied, both in terms of technical and content, such as the dynamics of relationships within fact-checking organizations, the selection of false information content to be verified, and the application of a code of ethics. Additionally, this research will yield findings related to the good practices and innovations employed by each organization, enabling other organizations to learn from them.

METHODS

This research employs a qualitative approach, utilizing a case study as the primary research method. The unit of analysis includes three fact-checking organizations in Indonesia that joined the CekFakta Coalition. The research subjects are three major organizations: AMSI, AJI, and Mafindo. Table 2 below illustrates the profiles of the research informants.

Table 2
Profile of Research Informants

No	Organization	Position	Education	Interview	IV*
1	Mafindo	FC** - Junior	S1 Islamic Broadcasting Communication, UIN Raden Mas Said, Surakarta	Sat, 11/18/23, 14.00 via zoom	1,2,3
2	AJI/Tempo Group	Secretary General, Journalist, Senior FC	S1 History Education, University of 17 August 1945, Banyuwangi	Wed, 11/22/23, 15.00 AJI Secretariat	1,2
3	AMSI/Tempo Group	Founder / Chairman / President Director of PT Info Media Digital	Masters, University of Westminster, UK	Mon, 27/11/23, 17.00 Tempo Building	3
4	Mafindo	Founder/Presidium Chairman	M.Sc., TU Munchen	Sat, 28/12/23, 19.00 Via zoom	1,2
5	AJI	Founder/coordinator of cekfakta.com	S1 Communication UNPAD	Wed, 22/11/23, 17.00 AJI Secretariat	2,3
6	AMSI/Suara.com	News Editor/FC	S1 English Literature, Ahmad Dahlan University Yogyakarta	Mon, 27/11/23, 13.30 Suara.com Office	3
7	AJI	Founder / Chairman	S-1	Tues, 11/21/23, 15.00 via zoom	1,3
8	Mafindo	Co-founder/Chief Editor FC	S1 Informatics Engineering, ITB	Sat, 11/20/23, 13.30 Graha Sentana	3
9	AJI/Kompas.com	Junior FC/Journalist	S1 English Literature, Sebelas Maret University	Sat, 4/12/2023, 11am Hakui Kopi, Solo	3
10	AMSI/Liputan6	FC/Journalist	Master of media and business, Mercubuana University	Mon, 18/12/2023, 12.00 Unika Atma Jaya BSD	3
11	Mafindo	Co-founder/FC Specialist	STMIK Yogyakarta	Mon, 18/12/23, 14.00 Unika Atma Jaya BSD	3
12	AMSI	Executive Editor - cekfakta senior (suara.com)	Master of Journalism	Mon, 27/11/23, 15.00 Suara.com Office	2,3

*IV (Interviewer) 1: Rutmalem, 2: Loina, 3: Lestari
** FC = Fact-checker

The organizational structure and dynamics of the fact-checking process in the three organizations were explored by examining the relationships between founders, management, editors, and journalists or fact-checkers. This research documents a series of 12 face-to-face and online interviews, as well as one online Focus Group

Discussion (FGD). The interviews were conducted with 12 informants in a careful and targeted manner. They were conducted separately with the founders, management, fact-checkers, and prominent editors of each institution. At the same time, the FGD was attended by two representatives from Mafindo, two representatives from the website manager of cekfakta.com, and two representatives from AJI, to gain in-depth insights into the factualization process and methodology applied by the three founding organizations of CekFakta.com.

The interview framework covers key aspects related to ethical principles, human resources, and challenges faced in carrying out fact-checking activities through the following questions (1) Organizational structure and dynamics including reasons for establishment, respective roles, interaction and communication dynamics, decision-making processes related to the fact-checking process, (2) Fact-checking work dynamics including procedures, steps, tools, ethics and written SOPs, implementation of IFCN Principles and challenges and problems in implementing fact-checking, and (3) Good practices, innovations, uniqueness, and recommendations for implementing good work procedure practices related to fact-checking procedures.

RESULTS AND DISCUSSION
Cekfakta's Organizational Structure and Dynamics

Cekfakta.com is a collaborative fact-checking project by Mafindo, AJI, and AMSI, launched during the Trusted Media Summit 2018 in Jakarta on May 5, 2018. The coalition was inspired by similar movements in various countries, particularly due to the prevalence of political misinformation and disinformation ahead of elections. In Indonesia, the fact-checking movement involves not only journalists and media organizations but also people from various backgrounds who unite to combat hoaxes in the digital world.

In more detail, Informant 1 explained the process of establishing Cekfakta.com as a result of a collaboration inspired by the CrossCheck initiative in France during the 2017 Presidential Election. France, as a country concerned with the spread of hoaxes, especially after the events during the 2016 US Presidential Election and the previous Brexit referendum in the UK, formed a collaboration between several newsrooms to combat the spread of hoaxes during the 2017 Presidential Election. After that, in February 2018, Mafindo held a Muskernas with AJI and AMSI in Jakarta.

The meeting resulted in two main points: first, building a curriculum for fact-checking training, now known as the GNI Training Network, and second, initiating collaboration with online media. Mafindo is responsible for the technology side, using an API technology called Yudistira. This technology became the basis for collaboration with the media. Media directors attended the meeting to launch the model during the Indonesia Trusted Media Summit in May 2018 in Jakarta.

In addition, Informant One also emphasized that the Cekfakta collaboration is a long-term endeavor and does not end with the 2019 elections.

"Well, the difference with CrossCheck in France, CekFakta is a long-term collaboration. So it doesn't stop when the 2019 elections are over. So that's the difference, so this coalition is a long-term coalition. It's a coalition that is still going on. So we went through the duration of the pandemic, we are also collaborating for the 2024 elections." (Transcript of interview with Informant 5: 58-98)

Table 3.
Profiles of founding organizations of the CekFakta Coalition

	AJI	AMSI	Mafindo
Founding History	Founded on August 7, 1994 in Bogor by young Indonesian journalists to fight for press freedom, born as a resistance of the Indonesian press community against the arbitrariness of the New Order regime (Informant 8)	Established in 2017 as a digital media consortium. As a new media entity, digital media does not yet have representation in the Press Council. At the publisher level, there are television associations, radio associations and newspaper associations, but no online media association. (Informant 3)	It was established in early December 2016 because it realized that fighting the spread of hoaxes requires a more systematic and organized effort. By becoming a legal entity, MAFINDO can be recognized as a clear entity, has a clear legal position, and can cooperate with many parties. This is the reason why MAFINDO was established as an incorporated association, due to its nature as a community. (Informant 5)
Organizational structure	Management (volunteer), consisting of: Chairman, Secretary General; Organization; Advocacy; Education, Ethics and Profession; Employment; Broadcasting; Data and Information; Internet; Business and Funds; Gender, Children, and Marginalized Groups; International and Inter-Institutional Relations UKJ Examining Board Regional Ethics Council National Ethics Council Organizational Consideration Council Secretariat (professional) (Informant 8)	Management (volunteers), consisting of: Chairperson, Deputy Chairperson, Secretary General, Deputy Secretary General, General Treasurer, Deputy General Treasurer: Organization and Membership; Media Advocacy and Regulation; Education, Research and Development; Business and Partnerships; Technology and Information Korwil Honorary Assembly Advisory Board and Organizational Supervisor Secretariat (Professional)	Management (volunteers), consisting of: Presidium Board Regional Committee Supervisory Board Ethics Board Expert Team Secretarial Office (Professional) includes the secretary of the association, fact-checkers, IT, Finance, Partnership and Community Development, Human Resources and Program Coordinator (Informant 13).
Internal Communication Media	WA Group, Meeting	WA Group, Meeting	WAGrup, Signal, Communication Meeting on Slack and Telegram for fellow Fact-Checkers (Informant 13; Informant 1)
Reasons for joining CekFakta	Cek Fakta as part of nourishing the digital world & responding to hoaxes in society (Informant 8)	As a publisher association, it can encourage online media to maintain the quality of their news and encourage the production of CekFakta articles (Informant 3)	Role as a public representative, as a glue and unification of media, collaboration between media for Cek Fakta, Efforts to eliminate competition and facilitate media (informant 5)

To find out more about the founding organizations of the Fact Check Coalition as mentioned in the history of its establishment, Table 3 above describes the profile of the

founding organizations of the Fact Check Coalition (AJI, AMSI, and Mafindo) from the aspects of the history of the establishment of the organization, organizational structure, decision-making patterns within the organization and the media used to communicate. This profile is important to know because it will affect the way and form of activity of each founding organization.

AMSI, or Asosiasi Media Siber Indonesia, is a non-profit organization formed by 26 editor-in-chief and cyber media companies in Indonesia on April 18, 2017. Its members are cyber media companies that meet the standards of press companies as outlined in Press Council regulations. AMSI's goal is to build a healthy, quality cyber media ecosystem that complies with the code of ethics and serves the public interest. AMSI was born in response to the spread of misinformation on social media, with the determination to create a high-quality and sustainable cyber media ecosystem. Currently, AMSI has 157 members from 17 provinces in Indonesia, and actively organizes various activities, including training, education, and mentoring, related to editorial management, business, technology, and branding.

AJI, or the Alliance of Independent Journalists, was founded on August 7, 1994, by young Indonesian journalists in response to the New Order regime's ban on critical media. Solidarity action developed after the Sirnagalih Declaration on August 7, 1994. During the New Order, AJI operated clandestinely, with around 20 organizers and fewer than 200 members. This secretive activity led to some members going to jail. AJI became a pro-democracy organization, defended press freedom, and gained recognition from both within and outside the country. On October 18, 1995, AJI joined the International Federation of Journalists (IFJ). Although press freedom increased after reformasi, AJI faced challenges such as media closures and increased violence against journalists, including in a hostage-taking case in 2003 where AJI was involved in the release efforts. MAFINDO, which stands for Masyarakat Antifitnah Indonesia, is a Civil Society Organization (CSO) that focuses on hoax prevention. They started as an online movement in 2015 and were officially established on November 19, 2016.

Mafindo is recognized as a pioneer in various anti-hoax initiatives, including crowdsourced hoax busting, digital literacy education, CekFakta.com, and public awareness campaigns to highlight the dangers of hoaxes. With a vision to help build an active and peaceful civil society, Mafindo is committed to collaborating with others to fight hoaxes and hate. They also focus on developing a strong, credible, and accountable organization. With the integration of positive social aspects, Mafindo aims to create a society that is smart and resilient to the spread of hoaxes. Their products and services include hoax reports, an anti-hoax search engine (ASE), and a WhatsApp hoax detection tool (WHB).

The founders of the Fact Check Coalition, namely AMSI, AJI, and Mafindo, have unique reasons and motivations for joining the coalition. AMSI, as an association of publishers, has joined forces to encourage online media to maintain high news quality and promote the production of fact-checked articles. AJI, which comprises journalists from various media organizations, views Fact Check as part of an effort to nurture the digital ecosystem, particularly in the face of the spread of hoaxes ahead of the election. Meanwhile, Mafindo is expected to be a counterweight in the coalition by focusing on common interests in fact-checking activities. The joining of Mafindo aims to unite the media, eliminate the ego

of competition between media, and allow media friends to focus on fact-checking content without worrying about technology or other distractions.

Each founding organization in the Fact Check Coalition has a distinct role, determined by the nature of each organization. AMSI encourages its members, both IFCN-certified and non-certified, to produce fact-checking articles. AJI, whose members are journalists, provides training for journalists to conduct fact-checking, and these skills can be applied in the media organizations where they work. AJI also collaborates with academics and the community to promote media literacy. Mafindo supports media organizations and journalists by creating information technology systems, such as API Yudistira and the website cekfakta.com, to ensure that the production and distribution of fact-checking content are well-documented and socialized to various parties, including the public.

The following research question is to find out the dynamics of work procedures, the availability and implementation of a code of ethics in conducting the fact-checking process in the three (3) organizations, specifically for the process flow, content selection criteria, and publication media. Table 4 below outlines the fact-checking procedures employed by each of the CekFakta Coalition organizations.

Table 4

Fact-checking Procedures in the Founding Organizations of the Fact-Check Coalition

	AJI	AMSI	Mafindo
Content Selection Criteria	Those that have a big impact on or become a big issue in society.	• Opinions will not be checked. • Use of Meta dashboard to rank content based on engagement level (tier 1, 2, 3), with tier 1 getting a lot of engagement, especially content that has the potential to attract public attention. • While gift-giving content may be considered trivial, the Meta dashboard shows that it has a huge impact with the potential to engage millions of people.	• Content that is of public concern and potentially harmful • Content that is untrue but not related to public interest.
Content Publication Flow	• The writer starts the writing process and uploads it to the CMS. • Editors check, edit and adjust titles before publication. • Articles are adapted into infographics and videos for social media.	• Two models of article submission to CekFakta.com are used: RSS (automation) and manual verification. • Unincorporated media partners must go through verification by the Mafindo team in the CMS. • Request for assistance to the Mafindo team to filter media that meet the standards.	The approval process involves two stages or two editors, namely the Junior Fact-Checker coordinator, the second editor is peer-reviewed.

In summary, the stages of the fact-checking process in the CekFakta Coalition are as follows:

1. The monitoring stage involves searching for hoax content on social media or verifying content reported through the organization's external communication channels. In collaboration with META, the three organizations gain access to a Facebook dashboard, where various information circulating is assigned a tier level, ranging from 1 to 3. Tier 1 indicates content that receives much *engagement*, typically including content such as gift sharing. On the dashboard, you can view which content has gone viral and needs verification to determine if it is a hoax. Additionally, the three organizations receive content complaints from various parties to be fact-checked.

2. The selection stage ensures that only content that can be verified is selected, as not all information circulating can be verified. Opinions, for example, cannot be checked. The criteria for content selection are (1) public interest, (2) high virality, and (3) criteria that can be checked.

3. Fact-checking stage

4. The editing stage ensures that the fact-checking process has been carried out correctly, that the references are accurate, and that there are no further errors.

5. The publication stage for content that has been checked is carried out by the media partner. Media partners are under no obligation to publish. The fact-checking process is in place at the organization according to policy, which first conducts fact-checking to share with CekFakta.

Some notes related to the fact-checking process carried out by the three organizations are (1) The results of the check can be used together; (2) If there is criticism, the method can be discussed; (3) If there is doubt, it can be double-checked by other media friends (informants 8, 136-148, 214). In summary, this task was explained by an informant as follows:

> "We are a collaboration, ma'am. Sometimes there are AJI friends as journalists, as individuals who have done fact checking, for example, it is usually shared in the fact check, or Mafindo friends have done fact checking first. Well, there is communication between these three organizations, whether AJI, AMSI, or Mafindo. Well, the results of the fact check can be used together. But the way it works is in each media company. So, as long as there is no mistake because we can also check the results of the fact check with each other."

The three organizations in the CekFakta Coalition have the same approach in the process of selecting content to be verified, namely content that has a major impact on society and is related to the public interest. for the content publication flow, the three organizations have an approval process before the content is published. This aims to ensure the accuracy and quality of the content presented to the public. However, there are slight differences from each organization to publish content, AJI starts the writing process and uploads it to the CMS. The editor then checks, edits, and adjusts the title before publication while AMSI uses 2 models of article submission to CekFakta.com: RSS (Automation) and manual verification. Unincorporated media partners must undergo verification by the Mafindo team in the CMS. Requests for assistance to the Mafindo team to filter media that comply with the standards and approval process at Mafindo involve two stages or two editors, namely the Junior Fact-Checker coordinator, the second editor is peer-review. In addition, each organization can also be concluded to have a code of ethics that applies in each organization to be obeyed by each of its members.

The last part of this research is related to the findings regarding challenges, best practices and innovations related to the fact-checking process of the three organizations as a recommendation for implementing good working procedure practices related to fact-checking. The results from each organization regarding best practices, innovations used, and what recommendations can be given to improve the quality of fact-check organizations. In the process, the three Fact Check coalition organizations also encountered various challenges as described in Table 5 below.

Table 5

Challenges Faced by the Fact Check Founding Coalition

AJI	AMSI	MAFINDO
Many examples of disinformation come from the state, especially through appeals or statements by police officers.	Social media produces information quickly, and any individual can create information. The challenge is that not everyone has the same understanding and capacity.	The fact-checking profession is new in Indonesia, not protected by press laws. Risk of doxing and liability that may arise from fact-checking. Challenges that need to be addressed through joint exercises to identify and manage biases.

Each coalition organization has different challenges. Social media's rapid production of information and the ability for individuals to create information demonstrate the complexity of dealing with the large volume of information that quickly develops in the digital world. The challenge is that not everyone has the same level of understanding and capacity, which highlights the differences in background knowledge and capabilities that can impact fact-checking efforts.

The new profession of fact-checker in Indonesia, unprotected by press laws, shows the legal vulnerabilities and protections that need to be considered in carrying out the fact-checking function. The risk of doxing and liability that may arise from fact-checking suggests that safety factors and personal impact must be considered when performing fact-checking tasks. The challenges that need to be addressed through joint exercises to identify and manage bias emphasize the need for awareness and joint efforts in minimizing the influence of bias in the fact-checking process.

Brooke (2022) emphasized the importance of collaboration in fact-checking, with a focus on the role of international and inter-institutional alliances. Increased cooperation between journalists from different newsrooms leads to confrontations between routines, professional cultures, and editorial identities. Collective editorial decision-making allows competing newsrooms to make strategic joint decisions about what to report and what to ignore (Smyrnaios et al., 2019). Each of the founding coalition organizations of Cek Fakta has a different role: AMSI encourages the production of fact-check articles, AJI provides training and collaborates with academics and communities. At the same time, Mafindo supports media and journalists with information technology systems and *grassroots* or community-based principles. Mihaylova et al. (2018) introduced the concept of fact-checking in

communities, emphasizing the importance of employing a customized approach to verify the accuracy of information. This multifaceted model incorporates information from answers, author profiles, entire forums, and external official sources. The proposed solution can have a significant impact, especially at the *grassroots* level, if every individual is aware and fully understands their rights and role within this system (Cruz, 2021).

CONCLUSIONS

This research was conducted to achieve the objectives of (1) Identifying the organizational structure and relationship dynamics between founders, management, editors, and fact checkers related to fact checking procedures in the three organizations, (2) Exploring the dynamics of work procedures, availability and application of codes of ethics in conducting the fact checking process in the three (3) organizations, and (3) Collecting and processing various best practices related to the fact checking process from the three organizations as material for recommendations for implementing good work procedure practices related to fact checking procedures.

The results showed that, in terms of organizational structure, the establishment of the three coalitions was based on the spread of misinformation and disinformation ahead of the Indonesian elections. The Fact Check Coalition is an alliance of media organizations, journalists, and civil society organizations. The three organizations recognize the need for continuity of this alliance, given the widespread circulation of hoaxes on social media today. The process of work dynamics in each organization follows a fixed procedure that can be summarized into five stages: monitoring, selection, fact-checking, editing, and publication. Each founding organization in the Fact Check Coalition has a distinct role, determined by the nature of each organization. AMSI encourages its members, both IFCN-certified and non-certified, to produce fact-check articles. AJI, whose members are journalists, provides training for journalists to conduct fact-checking, and these skills can be applied in the media organizations where they work. AJI also collaborates with academics and the community to promote media literacy. Mafindo supports media organizations and journalists by creating information technology systems, such as API Yudistira and the website cekfakta.com, to ensure the production and distribution of fact-checking content is well-documented and socialized to various parties, including the public. The results of fact-checking: (1) The results can be shared; (2) If there is criticism, the method can be discussed; (3) If there is doubt, it can be double-checked by other media friends.

The three organizations in the Fact Check Coalition have different approaches to content selection, publication flow, and code of ethics. AJI focuses on high-impact content, AMSI utilizes the Meta dashboard and two article submission models, while Mafindo examines content that has the potential to harm the public. Each organization can also be said to have a code of ethics that applies to its members and is to be obeyed by each of them. Moreover, the Fact Check Coalition itself already has a written code of ethics. When dealing with the principle of source transparency, there are differences in the policies of the three founding organizations. AJI emphasizes conducting deeper investigations; AMSI emphasizes that source transparency is a form of showing accountability; Mafindo emphasizes the archiving process of each source.

Each coalition organization has different challenges. Social media's rapid production of information and the ability for individuals to create information demonstrate the

complexity of dealing with the large volume of information that quickly develops in the digital world. The challenge is that not everyone has the same level of understanding and capacity, which highlights the differences in background knowledge and capabilities that can impact fact-checking efforts.

The challenge for the fact-checking profession is that it is not protected by press laws, indicating the legal vulnerabilities and protections that need to be considered in carrying out the fact-checking function. The risk of doxing and liability that may arise from fact-checking suggests that safety factors and personal impact must be taken into account when performing fact-checking tasks. The challenges that need to be overcome through joint exercises to identify and manage bias emphasize the need for awareness and joint efforts in minimizing the influence of bias in the fact-checking process.

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