

FRAMING THE LIE: A LINGUISTIC ANALYSIS OF VIRAL FAKE NEWS DISCOURSE

Sholihatul Hamidah Daulay¹

Universitas Islam Negeri Sumatera Utara
e-mail: sholihatulhamidah@uinsu.ac.id

Dea Nita Aulia²

Universitas Islam Negeri Sumatera Utara
e-mail: deanita0304222044@uinsu.ac.id

Nazwa Atalia Zahra³

Universitas Islam Negeri Sumatera Utara
e-mail: nazwa0304222051@uinsu.ac.id

Abstract

In the digital era, fake news has become a powerful tool to influence public opinion, spread fear, and manipulate people's behavior. Language plays a significant role in this phenomenon, not only as a means of communication, but also as a tool of persuasion and misdirection. This article examines the linguistic strategies commonly used in the creation and spread of viral hoaxes, using a discourse analysis approach and framing theory. The focus lies on the use of emotional language, manipulative diction, hyperbole, metaphors, as well as narratives designed to establish false credibility and trigger strong emotional reactions. The article also discusses the constructive collaboration between language and visual elements such as images, memes and symbols that reinforce misleading narratives on social media. Data sources consist of 3-5 hoax news stories that have been clarified by fact-checking sites such as TurnBackHoax.id. Data collection was done through documentation techniques by downloading the hoax text and supporting information. Data analysis was conducted qualitatively through content analysis and comparison between the hoax text and its clarification. The findings of this article emphasize the importance of critical awareness of language and media literacy in dealing with disinformation, as well as the need for an interdisciplinary approach involving linguistics, communication, and digital media studies.

Keywords: *Framing, Fake News, Hoax, Linguistic*

1. INTRODUCTION

In a digital age characterized by a flood of information, the line between facts and lies has become increasingly blurred. One of the most worrying phenomena in the modern information landscape is the rampant spread of hoaxes or fake news. Hoaxes not only spread misinformation, but are also capable of triggering panic, deepening social polarization, and massively shaping public opinion. Behind the spread of viral hoaxes are deliberate linguistic strategies designed to

convince, incite, or mislead audiences. Language becomes the main tool in this process. Through the choice of diction, language style, narrative structure, as well as the use of metaphors and hyperbole, hoax producers frame false information as if it were the truth. This phenomenon is known as *framing*, which is the process of shaping meaning and perception through the way information is presented (Entman, 1993). When framing is used manipulatively, language can be an amazingly effective means of deception.

Previous studies show that fake news often uses more emotional and sensational language than factual reporting. Pennycook and Rand (2018) found that relying on emotions makes people more likely to trust fake news, while Vosoughi, Roy, and Aral (2018) revealed that fake news spreads faster on social media because algorithms prioritize content that triggers strong emotions like anger and fear. Recent research by Lutz et al. (2023) identified specific linguistic cues—such as negative emotional words and simple sentence structures—that shape how readers emotionally process fake news. Munusamy et al. (2024) further highlighted psychological drivers, including cognitive biases and the need for social identity, that motivate people to create and share disinformation. Despite these insights, gaps remain in understanding how different types of emotions specifically affect the perception and spread of fake news, as well as how individual psychology and language strategies interact to influence behavior. This underscores the need for an interdisciplinary approach combining linguistics, psychology, and digital media studies to uncover the mechanisms behind disinformation and develop effective countermeasures. Analyzing the language of hoaxes is crucial so the public can recognize them. In today's fast-moving information landscape, lying is no longer just a personal or ethical failing—it has become a strategic tool used in social, political, and cultural communication. Lies are often systematically crafted and spread by various actors through media, making them appear credible. As a result, rhetorically and visually polished falsehoods can match, and sometimes even replace, the truth in the public eye.

The concept of framing is an important key in understanding how lies can be accepted, normalized, or even legitimized by audiences. Framing is not only about what is conveyed, but also how something is conveyed - through word choice, point of view, narrative, and certain emphasis. Through this process, lies can be inserted into narratives that appear credible and logical. In this context, it is important to explore how lies are not only told, but also structurally produced through media and social communication mechanisms. This study aims to examine the process of framing lies in public discourse, especially in the context of the media, using the framing theory approach and critical discourse analysis. The focus of this study is not only on the content of the lies themselves, but also on the narrative structure, the actors involved, and the ideological interests behind them. Thus, this study is expected to contribute to a more complex understanding of the relationship between truth, representation, and power in contemporary society.

2. LITERATURE REVIEW

Framing theory was first popularized in communication studies by Robert M. Entman (1993). He explained that *framing* is the process of selecting certain aspects of reality to highlight in communication, thus creating specific interpretations, evaluations, and solutions to an issue. In the context of hoaxes, framing is used strategically to present information in a misleading way—not by creating new facts, but by highlighting parts of the information and ignoring others. This strategy allows hoax creators to direct the way the public understands certain events or figures. Framing is closely related to power and ideology because

who controls the narrative frame has an influence on people's social perceptions. In a political context, for example, framing can be used to reinforce stereotypes, corner political opponents, or create a common enemy (Lakoff, 2004).

Linguistic Strategies in Hoaxes: Language Styles that Influence Emotions. Research shows that fake news tends to use emotional and provocative language. Pennycook and Rand (2018) found that the use of emotional words such as “horrifying”, “shocking”, or “electrifying” was more common in hoaxes than in legitimate news. In addition, hoaxes also often use hyperbole, overgeneralization, rhetorical questions, and unsourced claims as a form of language manipulation. According to van Dijk (2006), rhetorical strategies in manipulative texts are often wrapped in neutral narratives but implicitly carry a certain agenda. Language styles such as the use of passive voice are also often used to hide the perpetrator or shift responsibility.

A study by Vosoughi, Roy, and Aral (2018) analyzing millions of tweets over a decade shows that fake news spreads faster and more widely than factual news. One of the main factors is the shocking and novel nature of fake news, which provokes more emotions and encourages people to share. From a psychological perspective, this effect is known as emotional contagion - where users who are exposed to emotional information tend to be affected and spread the information further (Kramer et al., 2014). This is exacerbated by social media algorithms that prioritize content with high reactions, without assessing its veracity.

Repeated Exposure Effect: Illusion of Truth and False Beliefs. One of the

most significant impacts of hoaxes is the *illusory truth effect*, which is the tendency of individuals to believe misinformation that they have seen repeatedly. Pennycook, Cannon, and Rand (2018) show that even when individuals know that information is a hoax, repeated exposure can still increase the perception of its accuracy. This phenomenon explains why clarifications and rebuttals are often not enough. The human brain processes familiarity as an indicator of trustworthiness, so widespread hoaxes become true simply because they are frequently seen.

The study of lying in public communication requires a multidisciplinary approach that includes communication theory, social psychology, discourse analysis, and media and cultural studies. One of the main theories used in analyzing the process of delivering messages, including lies, is framing theory. Goffman (1974) in his work *Frame Analysis* explains that individuals interpret social reality through interpretative frames formed by experience and social structures. This frame becomes a tool to simplify and structure information so that the audience can understand it. In addition to framing theory, McCornack's (1992) information manipulation theory explains that lies can arise from messaging strategies that deliberately hide or modify information. Lies do not always take the form of explicitly false information but can also arise through the omission of valuable information or rearrangement of context. Meanwhile, Ekman (2009) in his research on the signs of lies shows that although lies can be recognized through facial expressions or body language, in the context of modern media, lies are often

hidden behind planned visual and narrative constructions.

From a critical perspective, Foucault (1980) links the production of truth and lies to power structures. He emphasized that "truth" in society is not a neutral objective entity, but the result of social construction shaped by dominant discourse. Fairclough (1995) then developed this approach within the framework of Critical Discourse Analysis (CDA) to show how language and discourse are used to maintain power relations, including through legitimized lies. In the context of the media, Ward (2009) discusses the challenges of journalistic ethics when journalists are faced with economic, political, or ideological pressures that can encourage misleading framing. The phenomenon of post-truth politics studied by Keyes (2004) shows that emotional and convincing lies are often more accepted than complex truths. This is supported by Nyhan and Reifler's (2010) research which shows that corrections to misinformation are often ineffective and can even reinforce belief in misinformation.

By combining these perspectives, this research positions itself within an interdisciplinary study that seeks to understand how lies are produced, framed, and accepted in contemporary society, and what the implications are for democracy, communication ethics, and public trust. As the production and consumption of digital information increases, the ability to think critically about texts becomes especially important. Media literacy is not just about distinguishing right from wrong but also understanding how language is used to shape reality. Critical linguistic literacy (*critical language awareness*) encourages readers to analyze the discourse structure, communicative intent, and ideology behind texts.

Educational institutions have a significant role in developing this competency. Educational programs that integrate discourse analysis, media studies, and digital technology are essential for forming digital citizens who are resilient to information manipulation.

3. RESEARCH METHOD

This research uses a descriptive qualitative design (Creswell, 2013) that aims to describe how language is used in fake news to influence readers. The focus lies on word choice, language style, and the way misleading information is organized. The data source consists of 3-5 hoax news texts that have been widely spread on social media in the last two years and have been clarified by trusted fact-checking sites such as TurnBackHoax.id. Data collection was conducted through the documentation method (Flick, 2014), which involves downloading hoax texts from the internet along with additional information such as title, publication date, and dissemination platform.

This research used content analysis (Krippendorff, 2018) to examine word choice (e.g., emotional, or provocative words), language style (e.g., threats, rhetorical questions), and structure of information presentation (e.g., exaggerated, or twisted elements). The comparison technique was used by matching hoax news with clarifying news to reveal differences and manipulation of information. The results were presented in the form of descriptive narratives and thematic tables, in accordance with the data display and interpretation model of Miles, Huberman, and Saldaña (2014).

4. RESULT AND DISCUSSION

4.1 Results

The following are the findings of some viral fake news found on social media.

Table 1. Lapindo mudflow has stopped.

Fake News	Clarification
The Instagram account “folkjtm” on Friday (21/03/2025) uploaded a video [archive] reel containing claims that the Lapindo mudflow in Sidoarjo has stopped. Here is the full narrative: <i>“Viral!!! Lumpur Lapindo Berhenti Menyembur Tapi Masih Ada Asap, Pakar Geologi: Pertanda Positif”</i> As of Tuesday (8/04/2025), the content has received more than fifty-seven thousand likes and has been re-shared more than 1,000 times. 	Mafindo's Fact Checking Team (Turnback Hoax) first investigated the veracity of the claim by entering the keywords “Lumpur Lapindo berhenti menyembur” into the Google search engine. As a result, a Kompas.com article was found, “Ramai soal kabar semburan lumpur lapindo berhenti, bagaimana faktanya?.” According to the article, which was published on Monday (24/03/2025), the claim about the cessation of the Lapindo Mudflow is not true. In his interview with Kompas.com, Legiman -a local resident who also works as a tour guide in the Lapindo Mud area - explained that the mudflow is still ongoing. However, the volume has decreased. In addition, there is still white smoke and the smell of gas around the embankment.

Based on table 1, we can analyze language into:

- 1) Word Selection: The word "Viral!!!" is provocative, drawing attention with a sense of urgency. The claims "Berhenti Menyembur" are emotional, and "there is still smoke" create ambiguity.
- 2) Language Style: The phrase "Pakar Geologi: Pertanda positif" without

a clear source gives the impression of false credibility. This style shapes opinions emotionally even without a direct threat.

- 3) Compilation of information: Claims are simplified and contradictory, without explanation or scientific sources. This leaves room for speculation and is potentially misleading.

Table 2. President Prabowo signed a decree dismissing fifty-five regional head officials.

Fake News	Clarification
TikTok account “sriyadicahklaten” uploaded an image [archive] on Monday (3/3/2025) claiming President Prabowo signed a decree dismissing fifty-five regional head officials. Here is the full narrative: <i>“Agar Kedepannya Satu Komando, Tidak Ada Pembangkangan Ketika Ada Intruksi Dari Presiden”</i> Until this article was published, this content has been watched fifty thousand times and liked by more than five hundred other TikTok accounts. 	The Mafindo Fact Checking Team (Turnback Hoax) traced the veracity of the claim. “Prabowo taken SK pemecatan 55 pejabat kepala daerah” using Yandex Image Search. As a result, the uploaded image can be confirmed to be a combination of different photos. The picture shows Prabowo giving a speech. The original photo can be seen in the Antara NTB article. In addition, there is also a photo of Megawati Soekarnoputri from the Gelora article and Rano Karno from the Detik upload article. Turnback Hoax also conducted a narrative search using the Google search engine with the keyword “Prabowo taken SK pemecatan 55 pejabat kepala daerah” The results found one upload with the same title from the Youtube channel “Kajian Online”. In the video, there is no information that Prabowo fired fifty-five regional head officials. This video only discusses Prabowo's message to the elected regional heads to participate in retreat activities held at the Military Academy, Magelang on February 21-28, 2025.

Based on table 2, we can analyze language into:

- 1) Word Selection: the phrases "Satu komando" and "Tidak ada pembangkangan" are provocative and authoritarian. They emphasize absolute power and trigger emotional responses, especially regarding political freedom.
- 2) Language Style: Uses an authoritative and inflammatory style without including evidence or official sources. There are no rhetorical questions or explicit threats, but the narrative contains psychological pressure through strong and intimidating diction.
- 3) Compilation of Information: Claims about the decree dismissing fifty-five regional heads are presented without official evidence or citation of reliable sources. The narrative is exaggerated as if the decision is final, even though there has been no confirmation from the government.

Table 3. Vehicles with 2 years late tax registration will be immediately confiscated.

Fake News	Clarification
There was a video upload [archive] shared by TikTok account “n. torus” informing about STNK that is 2 years late in not doing taxes, then when getting a ticket, it will be immediately confiscated by the police. The video is accompanied by the following voice over: <i>Akhirnya undang-undang perampasan aset resmi disahkan. Tapi undang-undang perampasan aset rakyat. Jadi nanti kendaraan yang two tahun pajaknya mati tuh bakal disita sama negara. Giliran kayak begini aja cepet, Pak, Bu.</i> <i>Giliran undang-undang perampasan aset</i> <i>Buat para koruptor yang udah jelas-jelas bikin negara kita tuh hancur. Itu kok gak selesai-selesai? Emang bener-bener nih para perwakilan rakyat kita nih memang bener-bener kerjanya gercep gitu. Gercep kalau undang-undangnya menyusahkan rakyat.</i> Until this article was written, the upload has been played more than six hundred thousand times, with more than seven hundred interactions through comments. 	Mafindo's Fact Checking Team (Turnback Hoax) tried to trace the source through the search engine “Google” by entering the keywords “kendaraan dengan STNK telat pajak selama 2 tahun akan disita”. “Berita Hoaks: STNK Mati 2 Tahun Tidak Akan Disita”, published on Thursday (20/03/2025). The news was denied by Dirgakkum Korlantas Polri Brigadier General Pol Raden Slamet Santoso. He emphasized that the information was not true, and until now there has been no change in the ticketing rules in accordance with the current regulations.

Based on table 3, we can analyze language into:

- 1) Word Selection: The use of phrases such as "Undang-undang perampasan aset rakyat" and "Gercep kalau menyusahkan rakyat" are provocative and emotional. These words corner the government without any solid basis and provoke public anger.
- 2) Language Style: The content uses a sarcastic and inflammatory voice

over, juxtaposing the issue of vehicle tax with corruption to form a negative opinion. This style of delivery is not neutral and is full of assumptions, without data confirmation.

- 3) Compilation of Information:
 - a. Based, comparing two different legal issues to reinforce an exaggerated narrative. There is no official reference regarding the confiscation of vehicles with 2

years of dead tax, thus triggering misinformation and unrest.

Table 4. Disbursement of Ministry of Finance's social assistance fund

Fake News	Clarification
The Facebook account “community assistance social assistance” on Monday (07/04/2025) uploaded an [archive] link featuring an image of Finance Minister Sri Mulyani and the logos of the Ministry of Finance and OJK. The uploader wrote that the public could register for social assistance (bansos) in the form of cash by answering a quiz and sending the answers via Messenger. Here is the full narrative: “INFO BANSOS...!!!” <i>Alhamdulillah pencairan Dana Bansos 2025 Akan cair dalam bentuk uang tunai.</i> <i>Cek dan Daftar Penerima Bansos Terbaru 2025 Via Messenger”</i> As of Thursday (17/04/2025), the post has been liked 210 times and has received 378 comments. 	Turnback Hoax then entered the keywords “hoaks bansos kementerian keuangan.” As a result, the kemensos.go.id article “Beware of Hoaxes related to Social Assistance” was found. The content warns of the many chain messages containing links with false information (hoaxes) related to the disbursement and/or registration of social assistance. The Ministry of Social Affairs (Kemensos) has never created a page and link to register or disburse social assistance. The Ministry of Social Affairs explained that the recipients of social assistance for the Basic Food Card / BPNT and PKH programs are people who have been registered in the Integrated Social Welfare Data (DTKS). If there are eligible to receive who have not been registered in DTKS, they can be proposed by the local government or submit it themselves through the Social Aid Check Application in the Usul- Sanggah menu.

Based on table 4, we can analysis of language into:

- 1) Word Selection: The use of phrases such as "INFO BANSOS...!!!" and "Alhamdulillah pencairan dana bansos 2025" uses emotional and religious language to build trust and attract attention. Excessive exclamation marks add a sense of urgency and importance.
- 2) Language Style: Persuasive and alluring language is used to mislead the public by promising cash without clear conditions. There is no official information, but it is wrapped in the names of credible institutions such as the Ministry of Finance and OJK to strengthen the impression of legitimacy.
- 3) Compilation of Information: Information is prepared without

legal basis and official procedures and asks the public to fill out a quiz and send answers via Messenger-a strong indication of fraud mode. This presentation is misleading and

manipulative, utilizing the issue of social assistance to deceive the public.

Table 5. Launching of BLT Program for UMKM of Rp 5 million

Fake News	Clarification
An upload [archive] from the Facebook account “Owanda” on Thursday (10/4/2025) shows information from the Ministry of MSMEs stating that there is direct cash assistance (BLT) of IDR 5 million for micro, small and medium enterprises (MSMEs). The following is the narrative that was shared: <i>kabar gembira untuk para UMKM. Tahun ini telah di luncurkan program BLT UMKM yakni bantuan terhadap seluruh peglot UMKM</i> <i>Dengan nominal sebesar 5.000.000 terbuka luas untuk seluruh masyarakat Indonesia</i> As of Wednesday (16/4/2025), the post has been liked by more than eleven users and received fifty-one comments. 	Adapted from kompas.com Fact Check article. Fact Check kompas.com traces the truth of the claim by visiting the official Instagram account of the Ministry of MSMEs that has been verified. In the account, there was an upload on Thursday (30/1/2025) which denied the existence of a BLT of IDR 5 million for UMKM players.

Based on table 5, we can analyze language into:

- 1) Word Selection: The phrases "Berita bagus" and "terbuka lebar untuk seluruh orang Indonesia" are emotional and convincing, used to attract attention and raise expectations without valid information. The use of the number "Rp5,000,000" also reinforces the suggestive effect.
- 2) Language Style: The language style used is persuasive and opinionated, with unstandardized spelling and

sentence structure common feature of fake content. No official sources or links to government websites.

- 3) Compilation of Information: Information is organized in a general and vague manner, with no information on timing, registration mechanism, or recipient requirements. This opens opportunities for fraud and misleads the public with fictitious aid claims on behalf of the Ministry of MSMEs.

4.2 DISCUSSION

The analysis reveals a clear pattern in how hoaxes spread: they focus on sensitive, everyday issues—such as social assistance, tax policies, government layoffs, or UMKM programs—and use emotional, persuasive, and provocative language to grab attention and encourage sharing. To appear credible, these hoaxes often name real institutions (like the Ministry of Finance, OJK, or the President) or public figures, even though no official sources or verifiable evidence back them up. Many also contain warning signs, such as typos, awkward phrasing, or suspicious instructions—like signing up via WhatsApp or completing quizzes—which are typical of scams or misleading content. This highlights a major challenge: many people still lack strong digital literacy and fact-checking skills. Social media platforms, where most hoaxes circulate, rarely filter unverified information, and the “illusory truth effect” makes people more likely to believe false claims simply because they’ve seen them repeatedly.

Research shows that emotional language weakens critical thinking (Pennycook & Rand, 2018; Lutz et al., 2023), and hoaxes often use framing techniques (Entman, 1993)—such as exaggeration, metaphors, rhetorical questions, and unsourced narratives—to shape public perception. Fighting disinformation requires more than individual caution. It demands stronger media and language education in schools, community-based awareness efforts, and collaboration among government, educators, media, and civil society. An interdisciplinary approach combining linguistics, psychology, and digital media is essential to design effective policies and literacy programs.

Most importantly, everyone should pause before sharing: verify information through official websites or trusted sources and avoid spreading content just because it seems urgent or convincing. Collective action—including reporting false content and amplifying official clarifications—is vital to protect public trust, prevent financial or psychological harm, and strengthen resilience against hoaxes.

5. CONCLUSION

This research shows that language is not just a tool for communication—it’s also powerful in shaping how people see the world and spreading false information, especially through viral hoaxes online. Hoaxes often use emotional words, provocative phrasing, misleading stories, and visual symbols to make lies seem true. They focus on sensitive, real-life issues that matter to people and wrap them in emotionally charged messages to spread quickly on social media. This spread is made worse by social media algorithms that favor content with high engagement and by the “illusory truth effect”—the tendency for people to believe something just because they’ve seen it many times.

To fight this, we need to strengthen public media and language literacy through digital education and training. Teaching people to think critically about the language they see and to check information sources is key to recognizing and resisting hoaxes. It’s also essential for the government, schools, media, and civil society to work together to build a digitally informed public that can resist disinformation. An interdisciplinary approach—combining linguistics, psychology, and digital media studies—is vital to creating effective, long-term strategies against hoaxes.

REFERENCES

- Bruner, J. (1991). The Narrative Construction of Reality. *Critical Inquiry*, 18(1), 1–21.
- Creswell, J. W. (2013). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (3rd ed.). SAGE Publications.
- Daulay, S.H., (2019). *Language and Society*. Medan: Lembaga Peduli Pengembangan Pendidikan Indonesia (LPPPI). ISBN. 978-623-90653-3-1
- Daulay, S.H. (2014). Types of code mixing on Facebook status. The 2nd ELITE International Conference, Vol. 38, 365–371.
- Daulay, S. H., Bahar, T., Putri, A., & Batubara, P. F. (2023). Various wordings of propaganda on social media: Cases from Instagram application. *Journal of Linguistics, Literacy, and Pedagogy*, 2(2), 100-107. <https://dx.doi.org/10.30870/jllp.v2i2.17800>
- Daulay, S. H., Nasution, A. H., Ningsih, F. R., Berutu, H., Irham, N. R., & Mahmudah, R. (2024). Code switching in the social media era: A linguistic analysis of Instagram and TikTok users. *Humanitatis: Journal of Language and Literature*, 10(2), 373-384.
- Daulay, S. H., & Lubis, R. A. (2024). Tweeting Between the Lines: Exploring Code Mixing in The Twittersphere. *Jurnal JOEPALLT (Journal of English Pedagogy, Linguistics, Literature, and Teaching)*, 12(2), 226-236.
- Daulay, S. H., & Aulia, D. N. (2024). Understanding the Role of Language on Twitter: From Hashtag to Discourses. *EBONY: Journal of English Language Teaching, Linguistics, and Literature*, 4(2), 148–156. <https://doi.org/10.37304/ebony.v4i2.12693>
- Daulay, S. H., Rizky, F. M., & Lubis, R. A. (2025). From Tweets to Tension: How Language Shape Hoaxes and Hatred in the Twitterverse. *Kajian Linguistik Dan Sastra*, 4(2), 339–346. <https://doi.org/10.22437/kalistrav.4i2.43702>
- Ekman, P. (2009). *Telling Lies: Clues to Deceit in the Marketplace, Politics, and Marriage* (3rd ed.). W. W. Norton & Company.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58. <https://doi.org/10.1111/j.1460-2466.1993.tb01304.x>
- Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*. Longman.
- Flick, U. (2014). *An Introduction to Qualitative Research* (5th ed.). SAGE Publications.
- Foucault, M. (1980). *Power/Knowledge: Selected Interviews and Other Writings, 1972–1977*. Pantheon Books.
- Goffman, E. (1974). *Frame Analysis: An Essay on the Organization of Experience*. Harvard University Press.
- Keyes, R. (2004). *The Post-Truth Era: Dishonesty and Deception in Contemporary Life*. St. Martin's Press.
- Kramer, A. D. I., Guillory, J. E., & Hancock, J. T. (2014). Experimental evidence of massive-scale emotional contagion through social networks. *Proceedings of the National Academy of Sciences*, 111(24), 8788–8790.

- <https://doi.org/10.1073/pnas.1320040111>
- Krippendorff, K. (2018). *Content Analysis: An Introduction to Its Methodology* (4th ed.). SAGE Publications.
- Lakoff, G. (2004). Do not think of an elephant! Know your values and frame the debate. Chelsea Green Publishing.
- Lutz, B., Adam, M., Feuerriegel, S., Pröllochs, N., & Neumann, D. (2023). Which linguistic cues make people fall for fake news? A comparison of cognitive and affective processing.
- McCornack, S. A. (1992). *Information Manipulation Theory. Communication Monographs*, 59(1), 1–16.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). SAGE Publications.
- Munusamy, S., Syasyila, K., Shaari, A. A. H., Pitchan, M. A., Kamaluddin, M. R., & Jatnika, R. (2024). Psychological factors contributing to the creation and dissemination of fake news among social media users: a systematic review. *BMC Psychology*, 12(1), 1-15.
- Nyhan, B., & Reifler, J. (2010). When Corrections Fail: The Persistence of Political Misperceptions. *Political Behavior*, 32(2), 303–330.
- Patton, M. Q. (2002). *Qualitative Research and Evaluation Methods* (3rd ed.). SAGE Publications.
- Pennycook, G., & Rand, D. G. (2018). Reliance on emotion promotes belief in fake news. *Cognitive Research: Principles and Implications*, 3(1), 1-14.
- Pennycook, G., & Rand, D. G. (2018). The implied truth effect: Attaching warnings to a subset of fake news stories increases perceived accuracy of stories without warnings. *Management Science*, 66(11), 4944–4957. <https://doi.org/10.1287/mnsc.2019.3478>
- Pennycook, G., Cannon, T. D., & Rand, D. G. (2018). Prior exposure increases perceived accuracy of fake news. *Journal of Experimental Psychology: General*, 147(12), 1865–1880. <https://doi.org/10.1037/xge0000465>
- Sari, R., Lubis, A. K., & Daulay, S. H. (2024). Facts and Features of Human Language in Social Media: Interaction and Culture of Alpha Generation. *Journal of English Language Teaching, Linguistics, and Literature Studies*, 4(2), 108-121.
- van Dijk, T. A. (2006). Discourse and manipulation. *Discourse & Society*, 17(3), 359–383. <https://doi.org/10.1177/0957926506060250>
- Vosoughi, S., Roy, D., & Aral, S. (2018). The spread of true and false news online. *Science*, 359(6380), 1146–1151. <https://doi.org/10.1126/science.aa.p9559>
- Ward, S. J. A. (2009). Journalism Ethics. In K. Wahl-Jorgensen & T. Hanitzsch (Eds.), *The Handbook of Journalism Studies* (pp. 295–309). Routledge.
- Wiranda, A., Alqawwi, T. A., & Daulay, S. H. (2024). Identifying Swear Words Uttered by Indonesia Gamer on Live Streaming. *JALC: Journal Of Applied Linguistic and Studies of Cultural*, 2(2), 1-12.