

## **ABSTRACT**

*Based on the phenomenon from the author who states that the number of social media users, the spread of hoaxes in Indonesia is increasing. The spread of hoaxes is certainly a big problem and requires great attention in an effort to prevent the spread of hoaxes. This study aims to determine the marketing communication strategy of sindonews.com through the no hoax campaign. This research uses a qualitative method with a descriptive analysis approach. The paradigm in this study uses post-positivism. Data collection techniques were carried out by observation and a series of in-depth interviews with 2 key informants and 1 supporting informant from Sindonews, namely the marketing communications division, social media officer, and one Sindonews journalist, and 1 Telkom student as a supporting informants to help obtain the information desired by the author. Sindonews pays attention to 3 basic components in helping the process of marketing communication activities, namely planning, implementation and evaluation. As for implementing these marketing activities, Sindonews.com is very concerned about the source of the credibility of each message that will be conveyed through the media as an effort to build public trust to improve the company's image. To emphasize the message, Sindonews.com uses the no hoax campaign as a promotional medium in spreading the message that Sindonews.com is a reliable and anti-hoax news portal.*

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