

ABSTRACT

The media is a source of information for the public, especially in this sophisticated era, but the information circulating does not always contain the truth, otherwise known as hoaxes. The spread of hoaxes occurs when there is a critical situation that is in the spotlight of the community. The more precarious the situation is, the more hoaxes will be, and their spread will be higher so that they can have various impacts. This can happen, because the media see opportunities for profit. The media can easily construct a reality to produce information that is ready to be disseminated to the public without paying attention to the truth. And without realizing it, in addition to the media's role as a source of information, the media can also play a role in driving public opinion. In addition to this in the real world, this is also depicted in the film Contagion and will be described in this study using a qualitative content analysis approach which will be linked to the social reality construction theory of Peter L. Berger and Thomas Luckmann, which is divided into several ideas, namely externalization, objectivation, and internalization..

Keywords: Hoax, Public Opinion Leadership, Reality Construction, Film, Construction the reality of Peter L. Berger and Thomas Luckmann