

ABSTRACT

Hoax that is increasingly widespread and is considered as a truth will have an impact and influence a person's opinion and the public if has reached the consensus stage. Like the Covid-19 hoax circulating on social media Facebook in Mancagahar Village where the hoax succeeded in influencing the opinion of the village community to believe in the hoax. The purpose of this study was to find out whether hoax had an effect on public opinion and how much influence it had. The independent variable in this study is hoax and the dependent variable is public opinion. This research uses quantitative research methods by distributing questionnaires to 100 respondents. The data analysis technique used is descriptive analysis, correlation coefficient analysis and determination, and simple linear regression analysis. The results of this study indicate that there is influence of hoax to public opinion with the amount of influence given is 75.86% while 24.14% is influenced by other factors that were not examined in this study.

Key Word : Covid-19, Social Media, Facebook, Hoax, Public Opinion