

## ABSTRACT

*The development of information media has peaked by the introduction of Internet. This give rise to cases about the spreading of false information on internet. This thing's happened by the works of people who have no sense of responsibility on spreading or making an information on the internet, especially on social media. The spreading of false information on the internet has been known by the term "hoax", hoax means spreading an information or news that the truth is not clarified yet, so that people who consume the information would become anxious, this thing could lead to a conflict between the people, in the other words, hoax could divide the people. This research use a qualitative descriptive method with post-positivism paradigm. The data that is used in this research is received by doing an observation, a field survey, and an interview. The received data is in form of information, documentation, and not in form of numbers. The result of this research is the implementation of communication strategy by the ministry of communication and information on preventing hoax in Indonesia by building the main foundation of hoax prevention which is the act number 19 2016 about the change of the act of ITE on prohibition of spreading a false information or hoax, so that anyone who did that could be punished. Next strategy is forming a team of digital forensic under the supervision of Director General of informatics application who's in charge of overseeing, analyzing, and taking action on all form of hoax and negative content on social media or all other internet sites. Next is doing a socialization on using social media and meet the people directly to tell them not to spread hoax in order to prevent the spreading of hoax by doing a self censorship on themselves and asking people to report to [aduankonten.id](http://aduankonten.id) in case they found a hoax information..*

*Keywords: communication strategy, hoaxes, public relations, Ministry of communications and Informaticsc*