

ABSTRACT

This study discusses the communication strategy of the hoax literacy campaign conducted by the Department of Communication and Informatics (Diskominfo) of Tasikmalaya City in its efforts to educate the public about hoaxes. The purpose of this study is to identify and analyze the communication strategy of the hoax literacy campaign implemented by Diskominfo Tasikmalaya, with an emphasis on the formulation of persuasive messages through the RACE model framework (Research, Action, Communication, Evaluation). This study employs a qualitative method with a case study approach as proposed by Creswell. Data were collected through interviews, observations, and documentation. The results of the study show that in the Research stage, Diskominfo conducted hoax monitoring through public reports and social media. In the Action stage, the campaign messages focused on digital education and persuasion. The Communication stage was carried out both online and offline through social media content and face-to-face activities, while the Evaluation stage remained internal and relatively simple. Overall, the communication strategy of the hoax literacy campaign was implemented systematically using the RACE model with the application of persuasive communication that integrates ethos, pathos, and logos. The study suggests that continuous innovation in the hoax literacy campaign strategy and broader cross-sector collaboration are needed to make anti-hoax messages more effective in reaching diverse community groups. This research can serve as a reference for developing communication strategies in other government institutions and for future studies.

Keywords: communication strategy, hoax literacy, persuasive communication, RACE model, Diskominfo Tasikmalaya City.