

DISRUPTIVE INNOVATION: A CASE OF SOLVING HOAX INFORMATION IN INDONESIA

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ABSTRACT

The research discussed hoax information as an effect of disruptive innovation and how to solve it in society. It applied a qualitative descriptive method with a case study focusing on hoax information of 10 million Chinese workers who came to Indonesia. The research was a library research conducted through various sources of literature and journals. Data analysis was carried out by answering the points that were analyzed and cross-checked to other data sources in order to answer the research questions. It is found that living in the millennial changes rapidly; various forms of innovation are born and developed very quickly, and so do the problems and challenges. To prevent the spread of hoax information, some efforts need to be done to understand the process, ethics implementation, law enforcement, and accountability of information.

Keywords: *disruptive innovation, Information Communication of Technology (ICT), millennial era, hoax information*

INTRODUCTION

Disruptive innovations have grown and extended together with modern society in the globalization era. Disruptive innovations are the central discussion in exploring various new innovations that are challenging to solve in society. The research needs to be conducted based on the availability of disruptive innovation that brings up hoax information in society. It seems that Indonesian society still unprepared to get hoax information. Therefore, the research will be focusing on how to solve hoax information that is very popular in Indonesia, especially in the election period in 2019.

Disruptive innovation has developed during this era. Christensen (1997) has introduced the theory of disruptive innovation and explains why mature companies with good management and executive abilities would lose its market dominance. Subsequently, disruptive innovation has attracted widespread attention in academia and the business community, and it has become a research hotspot in the field of strategic management and innovation

management. Disruptive innovation could achieve a technological leap.

The theory of disruptive innovation presents some intriguing inconsistencies. The original concept has gained widespread currency among practitioners, and the term disruption has entered the prevailing business lexicon (Christensen et al., 2018). Disruptive innovations in the Information Communication of Technology (ICT) era are much in use in today's life. The era of social media demands new discoveries that can solve the problems of human development, especially in the field that can generate economic benefits (business).

Innovations in information are the application of creative ideas in practical life. Innovations cannot be released with creative thinking power in solving the problems faced by humans. The four factors help to characterize where innovation is taking place. Innovation can occur in media products, such as media platforms or genres; in media processes, such as ways of producing and delivering media products; in media positions, such as audiences and markets; and

in media paradigms, such as businesses or revenue models (Morlandsta, 2019).

Advanced innovations in information are closely related to the level of creativity that is done as a result of the thinking power. Innovations are the ability to present new products and a new way into real life. The process of innovation can signify to process, to create, to combine various relations of data, variables, parts, components, and complements into something new and or different from before. The innovation processes will continue to grow following the development of research conducted, especially in campus life. ICT will always offer novelty, new soul, and spirit.

In language science (etymology), the word innovation comes from the Latin; *in + Novus, Nova-re. Novus, novare* means to enter; the work *Novus* means new that the verb becomes *Nova-re*, renew. From that terms, it can be said that innovation is entering something new, entering renewal, and delivering-new things. When there are new useful things found in society, innovations appear. Innovation needs to be perceived positively; that is for the good of humans who wants new things. New things can be product goods, services, thoughts, and others. The birth of new things can be strengthening the market, shifting the market, and replacing or removing other things that have already existed.

The development of innovation information technology in this era of 4.0 has shifted in the forms of goods, services, and thoughts that are amazingly fast. If a person or the government does not keep up with the time where rapid innovations develop, it can be ascertained obsolete and outdated. Rapid developments resulted from the internet-based innovation in information technology has produced the disruptive innovations that are so massive and terrible.

The ability to innovate is fundamental importance in this millennium era. Innovations present new products and services, and without innovations, the companies will not be able to survive because the needs, desires, and demands of customers change and renew. Customers will not always consume the same product. They will look for other products from other companies that are deemed to meet their needs. Innovation is necessary to continue the business in accordance with the wishes of consumers.

One would expect service or goods with new ideas that are more in line with ever-changing desires and expectations toward better, more effective, more useful, and newer in every way. Innovation can also be based on things or something old but updated based on the old idea into a new form or something. Thus, continuous innovations are necessary so that companies can stay in business. Innovation is something about goods, services, or ideas that are felt new by someone. Along existed ideas can be said as an innovation for people who have just seen or felt it (Baldacchino, 2008).

Everyday experiences speak to the accelerated

pace of innovation in this era of continual change. Sometimes, innovations enhance the value of existing products and services. At other times, they render existing business models obsolete, disrupt value-networks, prompt providers to rethink who their customers are, and lead customers to rethink what they value (Kumaraswamy, Garud, & Ansari, 2018).

The era of disruptive innovation gave birth to the spread of information hoax. The effect of disruptive innovation is the spread of hoax information in Indonesia. The aim of research focuses on developing awareness of problems arising from the spreading of hoax information and effort to solve it in Indonesia.

METHODS

Research in social science yields valuable information and expand understanding, even if not one hundred percent guarantees perfect results or offers absolute truth. Some people distrust research-based knowledge involving some media commentators, even mocking professional researchers, and steady results. Direct comparison between alternative ways and making decisions, researches easily win hands down. The principles and findings of social research make more important decisions (Neuman, 2006).

The research applies descriptive qualitative research. Hoax information as data is collected through its availability in the society. The literature study is done to explain clearly the case of hoax information in Indonesia. Journal observation is conducted as a research technique that plays a significant role in qualitative research. The approach used is a qualitative method that aims to explain the phenomena of hoax information in-depth through data collection.

Qualitative approaches are certain traditions in social science that are fundamentally dependent on observations in humans, both in the region and in their terminology. Qualitative methodology is a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior. The type of qualitative method used in this research is a case study.

The reason for using the case study indicates that it has mainly been used in the social sciences and be especially valuable in practices-oriented fields. However, despite this long history and widespread use, a case study research has received little attention among the various methodologies in social science research (Starman, 2013). The case study is a strategy of inquiry in which the researcher explores in depth a program, event, activity, process, or one or more individuals. Cases are bounded by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period (Creswell, 2009). The case study is an inquiry strategy where researchers explore and understand deeply about some or all the programs, events, activities, and processes (Juliswara, 2017).

A case study chosen in the research is Chinese

workers who come to Indonesia under the government of President Joko Widodo. It is a stand out hoax information that raises many questions in public. Creswell (2007) has described a case as a limited system (for one case) or multiple double systems (for more than one). The meaning of limiting is that the researchers make a prominent statement in the purpose and focus of the research. This research will focus on one case related to hoax information foreign workers from China so that the discussion is more focused and can answer the overall problems. The case study is one of the types of approaches proposed (Creswell, 2007).

This type of case study approach is a type of approach used to investigate and understand an event or problem. That approach has occurred by collecting various kinds of information, which are then processed to get a solution so that the problems revealed can be resolved. Case studies are a method for understanding individuals who have carried out an integrative and comprehensive manner in order to obtain an in-depth understanding of the individual and the problems he/she faces to solve the problems and gain good self-development. As for what distinguishes research with a case study approach with other types of qualitative research approaches is found in the depth of the analysis in a case that is more specific. Data analysis and triangulation are used to test the validity of the data and find the objective truth. This method is very appropriate for analyzing certain events in a certain place and time.

Case study research encompasses a great deal more complexity than a typical case report. It often incorporates multiple streams of data combined in creative ways. Distinctions include the investigator's definitions and delimitations of the case being studied, the clarity of the role of the investigator, the rigor of gathering and combining evidence about the case, and the contextualization of the findings. Delimitation is a term from qualitative research about setting boundaries to scope the research in a useful way rather than describing the narrow scope as a limitation, as often appears in a discussion section (Alpi & Evans, 2019).

RESULTS AND DISCUSSIONS

Disruptive innovation cannot be separated by technology development, especially in the information era. In the millennium era, Information Communication of Technology (ICT) are united and cannot stand alone. The growth of ideas into innovations develops technology. The background of technology development is innovations. Innovation and technology are an important part of globalization that has changed the lives of human beings, plants, and the environment dramatically.

The right process in disseminating information is confirmation, clarification, and validation. Example of hoax news that causes unrest is news about 10 million Chinese workers who enter Indonesia. It is mentioned

that Indonesia would be the arrival of foreign workers from China with an unmitigated amount of 10 million, some of which even have reported reaching 20 million people. This has caused fears for the public that job vacancies will decrease because they are filled by foreign workers from China. In fact, in Indonesia alone, the unemployment rate is still quite high.

This information is later confirmed by President Joko Widodo, who also clarifies this issue. According to him, the number of foreign workers from China is around 21.000 people. This amount is said to be much smaller than the number of Indonesian migrant workers in Hong Kong, which reaches 153 thousand people. President Joko Widodo also considers the issue circulating about foreign workers to Indonesia is illogical because the wages of working in Indonesia on average are still Rp1,5 million to Rp3 million, slightly lower than in China, which can be paid up to more than Rp5 million (Khotimah, 2017).

Most Indonesian people are familiar with the development of technology in the era of globalization now. This is proven by the behavior of people who like using high-tech equipment. The ICT developments should get the first rank in order to contribute to changes in the social conditions of the world. The development of telecommunication technology that is increasingly advanced can be interpreted as the loss of distance, which separates individuals. In fact, it often causes worry in the community. For example, the existence of foreign workers (TKA) from China that causes a polemic in the community, and finally, it becomes too excessive, even considered invalid (hoax information).

Later, the validation happens when the police investigate some parties related to the spreading of hoax information or news disseminator. The Head of Public Relations Division of the National Police Headquarters, Awi Setiyono, has said, "This information is distributed by several individuals through websites, online media, and social media." Since December 23, 2016, the Metro Jaya Police Crime Sub-directorate has made information reports and has carried out investigations. This is still a process of online media reporting that then tracks the news source, browse the web and social media that uploads hoax news (Anggraini, 2018).

Finally, it can be realized that the development and changes in ICT today are so fast without space and boundaries. Because of that, it is necessary to anticipate or prevent hoax information/news early, especially through social media. To prevent the spread of hoax information, some efforts need to be done. The first, Disruptive innovations in information, are born with a long process that lasted a long time. Some ideas have been built for years and centuries. The creation of information has an almost complicated process. The process is in accordance with the high thinking, high idea, and high manner of creating new things. New things can be created with a long process through researches and development with high value and cost. In the millennium era, life changes so quickly that

many disruptive innovations are born. In all fields of life, human beings are willing to have new things with better value.

ICT in the millennium era grows rapidly. Growing quickly means changing very fast and deep. Understanding the process is important so that people can recognize disruptive innovations in life in the millennial era today. Identifying disruptive innovation requires insight reinforcement in the process of how information makes. It requires the right insight, value, and meaning of human life in the modern era. Weak information (contrary to strong information) in a disruptive innovation process can cause deceptive information (hoax information). Hoax information occurs because some people do not know the exact process in which information is carried out. In this process, clarification and validation information are needed so that the birth is valid (correct).

Second, the era of disruptive innovation needs ethical behavior and attitude. Ethics makes all information activities in the good corridor and corresponding good ethics and behavior. Attitude and behavior are the basic ability to succeed in life. Ethics is an ability associated with success in life. No one succeeds without good characters, attitudes, or behavior. Ethical behavior means a good attitude seen in daily activities. Without ethics and good behavior, the information will lose their meaning and direction. Disruptive innovations naturally have the same meaning as an ethical life. Excellent and ethical behavior make information in the positive soul, positive direction, and not hoax information.

Disruptions occur in all fields of life; any profession has a code of conduct. The code of conduct is the bond of regulation about ethics in real implementation. In doing innovations, inventions, new products, and new markets have high values in business. To produce high value in business, it needs the code of conduct. In the natural spiritual life, all human life goals have a positive soul. The code of conduct makes information has the right direction or an accurate way to make meaning in life. Life has norms, laws, and positive actions. Therefore, the code of conduct has the meaning in life, so the direction of information is on track.

Third, regulation (law) is needed to face up disruptive innovations to be hoax information. Regulations are based on policies in a state. All state policies must be based on clear regulations by the House of Representatives (Parliament). Unclear regulations will make hoax information looks annoying and can be contrary to the meaning of information. Disruptive innovations without clear regulations can have hoax information and opposite the law. Disruptive innovations in information with clear regulations will be in the positive soul, above the law. Without that, disruptive innovations in information drive to hoax information. It is important for policymakers to anticipate and prepare for the coming of new technologies. Early anticipation is needed so that the arrival of new technologies in

information will be swiftly adopted by the market. In the field of mobile technology in the information era, the role of policymakers may refer to the national regulators (government).

Ideally, disruptive innovations in information follow proper regulations. Rigid regulations make information cannot grow well. However, without proper regulations, it will create real hoax information, no innovation, distrust, and opposite law (criminal). All people must be conscious that ICT is like a knife having two sides; those are negative and positive sides. Having a positive side means that supervision must be based on clear regulations. Clear regulations and application mean information will be in a positive soul and positive direction to reach the goal of the state the welfare.

Disruptive innovations in information need clear regulations, supervision, and law enforcement that must be implemented in real life. Disruptive innovations, regulations, and laws are in line with the human goal or human direction. Therefore, disruptive innovations in information need regulations and laws to guarantee a good life. The right information and laws cannot be separated. That means law enforcement is needed properly and always be updated; the implementation in real life must be in line with the growth of the ICT era.

Fourth, disruptive innovations in information need responsibility in the process and have consequences (accountability). The information concerns with human life and has the precondition, doing condition, responsibility, and accountability to human life. When human life in the internet era grows so fast, especially in information, human's sensitive feelings follow that condition. Humans have a responsibility to other humans, such as problems and challenges. Disruptive innovations in information, responsibilities, and accountability are inseparable; they grow together and suit them. Problems in the millennial era are complicated. These innovations are fast, precise, and have a certain direction that is very valuable and complements life with rapid change.

Disruptive innovations in information have accountability for other human lives. All information will be accepted by society if the innovation suits the human need. In the era of millennial 4.0, human desire is always changing so fast. New information in disruptive innovations is accepted by humans if needed appropriately. Without it, innovations will lose the use and meaning. It, in the end, will be accepted by humans if suited to human life and can solve the problems in life. If new information and the right renewal of human needs can solve problems quickly, then innovations have accountability in human life, accountability in the process, and the end. Without that, it will fertilize the information hoax that opposes the law.

Society has an important role, especially in the information. Communities live together; they have needs, fill in, be willing, and be able to determine the presence of new products and new ideas that are

acceptable or not. Acceptance of new information is a determining factor in disruptive innovation. Accepting new information can mean removing or replacing old products and making old products lose use and meaning. Acceptance in human life in the millennium era means creating a new thing or losing all. In the process, responsibility correlates with social acceptance in seeing new things, the new way, or all new information. Without responsibility, innovations in information can lose meaning in people's lives and cannot gain advantages or profit. Income, profits, and support in the millennial era can disappear and rise in a fast time.

CONCLUSIONS

Disruptive innovations break the dominant rules and create new information. Disruptive innovations in information grow fast with innovation development based on the internet. The change revolution is fast and needs positive insight. Disruptive innovations in Information and ICT can influence the birth of hoax information. In the case study of foreign workers from China shows that the information is not true (hoax information). The research contribution is that it needs communication with the correct information with the right process and way.

The implication of the research, disruptive innovations in information have problems that are hoax information. The challenges of how to prevent information hoaxes are understanding the process, need an ethic, law enforcement, and accountability. Innovations in information where it is not growing properly can be disruptive, opposite of the law. Society must be aware of and need excellent communication.

Research limitation shows that information grows with ICT. Therefore, it needs awareness in good and right communication. Recommendation, in future research, it is very urgent how to make society can disseminate information with the correct way (right) and wisdom. Society needs awareness to be literate in excellent communication, in process, and way.

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