

# Pragmatic Meaning of Cigarette-Related Hoax on Social Media: Cyber-Pragmatic Study

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## Abstract

The relationship between hoaxes and the internet is really intricate and impactful. There are varieties of hoaxes spread in the internet. With their accelerated spread, ease of creation, virality, anonymity and pseudomity, hoaxes have easily provoked the public. As we know, hoaxes are described in such detail even the intrinsic function of language is not properly used. The language which is supposed to deliver ideas and communicate has been used improperly by irresponsible people who are trying to deceive or cause concern and fear. Hence, this research aims at increasing the awareness of hoaxes on social media especially the hoax of cigarette related news by understanding the pragmatic meaning of cigarette hoaxes spread in internet. By implementing the cyber-pragmatics perspective, the writer tried to describe the virtual external context in order to find the meaning of the hoax utterances. Cyberpragmatics is *an analysis of Internet-mediated communication from the perspective of cognitive pragmatics* (Yus, 2011). The data were taken from social media, such as facebook, twitter, instagram, tiktok and online news by implementing the note taking technique. All data which have been gathered were then analyzed by distribution analysis method with forward expansion technique (Rahardi, 2020). From the analysis of the data, there are 8 meaning of cigarette -related hoaxes found as follow; 1. influencing ; 2. defaming; 3. satirizing; 4. propagandizing; 5. questioning; 6. spreading commotion; 7. validating and 8. harrassing. By this research, public is expected to increase the critical awareness toward hoaxes spread in the internet so that they just don't accept all the information without any consideration.

**Keyword:** *Cyber-pragmatics, hoax, cigarette, media social, internet*

## Introduction

Smoking has been referred to tobacco dependency which is perceived as a pleasure that provides psychological satisfaction for the smokers. Smoking since adolescence has become a special concern because many studies have revealed that smoking in adolescence has a relatively strong tendency to become a daily smoker in adulthood. The younger a person is when they start smoking, the more cigarettes they will consume in their old age (Trimis, et al., 2020).

Smoking tobacco has been turning into an epidemic since it becomes one of the biggest public health issues in the world. In 2021, WHO stated that the tobacco epidemic killed around 8 million people every year. More than seven million cases of death were caused by smoking behavior, while 1.2 million deaths are caused by secondhand smoke which caused cardiovascular disease and respiratory problems. Tobacco Atlas in 2015, reported the number of active male smokers are as many as 942 million, while the active female smokers reached 175 million at the age of 15 years or more. Whereas, Smoking at a young age will lead to more human resources who are at risk of developing non-communicable diseases (NCDs) (Balatif, 2020).

Variety of diseases occurring due to the smoking habits makes not only formal parties but also the infomals keep trying to give therapies or medical treatment to cure the smokers' disease or even to give solution for them to stop smoking. Many of them

even can guarantee the success of recovery, however some of them failed. Even nowadays there are so many methods claiming that they can cure the disease of a smoker has suffered. The methods are spread through convincing languages which actually cannot be fully relied. The methods are often delivered as hoaxes which can be obtain easily from the internet. They spread hoaxes or fake news related to ways of curing diseases or health problem caused by smoking. For those who have high awarness of this related to smokers'disease news must carefully filter and do not automatically follow the tips they read from the internet.

Unfortunately, many of them are not aware of this situation. Without asking the profesionals or seeking another references, they directly apply what they have got from internet and even they are proud to expose or forward the fake information to other people. This not only happens in the treatment of smoking, but also in other aspect of smokers' lives, such as misinformation of cigarettes' composition, policy of cigarettes, ect. This rotation of fake news usually link fast to one another. If people are easily to trust any information without making sure about its truth, they might follow what they have got and often enough put them in worse health.

The spread of hoaxes related to smokers' treatment lighted the researcher's attention to conduct the cyber-pragmatic research on smokers' treatment hoaxes by describing the conventional external contexts and virtual external contexts. The main objective of this cyber-pragmatics research is to increase the awareness of the smokers or people who have their loved ones smoke so that they get more thorough in selecting information in internet. If this awarness can be implemented, there will not be any panic and confusion.

Now we have been entering the industrial revolution 4.0 where the internet users should be digitally literate. This study is trying to develop the people's critical awareness in interpreting hoaxes among the incoming flows of news everyday. According to *Merriem Webster Dictionary*, hoax (n) refers to an act intended to trick or dupe or something accepted of established by fraud or fabrication. This meaning is cleared by (Rahardi, 2020) that hoaxes intend to trick the readers to rely that some fake information they read is true. The hoax creator certainly realize that the news they create is wrong. However, they spread hoaxes on purpose to frame public opinion. Thus, the objectives of hoax is to create public opinion, shape public opinion, and form public perceptions about some information (Rahardi, 2020).

There are various motives why people spread hoaxes. Iswara and Meinarni (2018) mentioned there are several things that are deliberately informed and lead to hoax action, among others ideology, pollitical affiliation, economic, and popularity. While Handayani et al (2019) found that the motivation of spreading hoaxes were the information being shared looks accurate, the information looks important, the information seems useful, the information is the latest information, and the information being shared can provide an understanding of an event or situation. However Rahardi (2020) straightly said that actually hoaxes tended to to test the intelligence, accuracy, sharpness, or foresight of social media users. They could appear in a variety of manifestations ranging from just horsing around and being sarcastic, politically-motivated in the form of propaganda or the framing of mass opinion, socially motivated in the form of actions to agitate a group of citizens, etc. Therefore Hoaxes often exist in the middle of communities whose critical abilities are weak. In addition hoaxes are the continuity of an uncomplete unresolved issue. So, people will keep asking about this . As the impact of this unclearness, hoaxes are spread mercilessly.

In the Indonesia, hoaxes started to appear in 2014, especially during the 2014 presidential election campaign. However, In the 2017 Jakarta election, the use of hoaxes escalated. The circulation of hoaxes intensified during the election period when sectarian tensions have been high because of the blasphemy trial for Basuki Tjahja Purnama or Ahok, the then Jakarta governor (Akhni,2024). They were widespread as a result of the incessant presidential campaign through social media which aimed at destroying the image of political opponents, and unfortunately social media played a dominant role in spreading them. In this case, the social media which primarily functioned to build good and useful public relations, to create quality social relations, turns out to have been hijacked to spread fabricated news to bring each other down. (Rahardi, 2020)

The description about misusing of social media above also shows us that the intrinsic function of language is contradicting to the nature of language itself. Language is supposed to become a tool or symbol to establish communication one another, not to create hoaxes which can cause fear and panic in the communities. Rahardi (2020) classified the characteristics of hoxes we need to notice such as They usually have a large perlocutionary force as the hoax can go viral through social media; have negative messages which certainly can cause panic, confusion, and anxiety among the readers, which can turn sour unless handled properly; have a stereotypical discourse that ends with an appeal to immediately forward the negative news to go viral, both accompanied by threats and without threats; take advantage of the goodwill of the readers who typically do not examine critically whether the information is fact or hoax, before passing it on to other parties in social media; and are characterized by assumed names of the content spreaders, hiding under fake identities and social media profiles.

Cyber-pragmatics theory is implemented in analysing the research dealing with the Smokers' Treatment Hoaxes on Social Media. This new branch of pragmatic study was firstly introduced by Yus (2011). Cyber-pragmatics is trying to respond the impact of the development of information technology and its influence on language. When internet gradually develops, the aspects contained in the pragmatics are certainly shifting and changing as well and these changes and shifts of aspects in pragmatic studies are accommodated in cyber-pragmatics. The new pragmatic perspective refers to internet-based context-based communication. Thus, all data in Cyber-pragmatics originate which is by Francisco Yus and Mirriam A. Locher, it is called internet-based communication or 'internet-mediated communication.' The data are natural internet-based speeches, and manifests on social media which can be easily obtained from Twitter, Whatsapp, Email, Blogs, Websites and any other social media platform.

## **Method**

Every research must be designed by empirical steps started from the collecting the data, then continued into analyzing data until coming to the serving the data analyze. This research implements the descriptive qualitative method since this study focuses on describing the language phenomena in the society. This concept is also aligned with Moleong in Rumpajanji and lantu (2023) that the descriptive qualitative research explains to understand the phenomenon of the subject of research, behavior, perception, motivation, action, etc., holistically, and the way of describing the result in the form of words and sentences. Therefore this method is considered to be appropriate in this study. The data of this research is the utterances containing hoax of smoking treatments in form of statement, interrogative, imperative or prohibition.

All data are taken from social media such as facebook, twitter, instagram, tiktok and web by listening method. The techniques used in data collecting are recording and note taking. All data which have been gathered then passed the process of inventarizing, selecting, classifying, identifying, and then analyzing Sudaryanto in Rahardi (2020). All selected data were analyzed by distribution analysis method with forward expansion technique. Since this research also deals with the virtual external context, then the contextual method or the identity method namely the extra linguistic is also implemented. Extra-lingual analysis method refers to the factors outside of the language itself that influence the meaning and interpretation of the text. These features include the context in which the text is produced, such as the specific situation, needs, and purposes of the writer. In the end, the analysis results were then formally presented in words and tables

## Results

The result shows that all hoaxes related to cigarette news present the pragmatics meanings. All these meanings certainly can cause fear, concern, and disruption. The result can be seen below this table.

Table 1. Meaning of Hoaxes Found

No	Data	Pragmatics meaning of hoaxes
1	"It used to be ignored, but now it is sought. Actually, we cannot prohibit anyone to smoke, even the vapers themselves keep smoking conventionally, therefore there is a term namely " hybrid vapers'. However, for those who want to keep smoking must know the function of vape as the nicotine delivery system. The purpose of vaping is smoking without tar. Vape is 95% safer than conventional cigarette. So, my lovely Bolo Noirs, just remember that vape is not cigarette. It is the best solution to stop smoking. By vaping, you'll have a better quality of life, then you can decrease your amount of smoking." ( <a href="https://www.facebook.com">https://www.facebook.com</a> )	Influencing
2	"The lime juice can purify the smokers' lungs" ( <a href="https://www.instagram.com">https://www.instagram.com</a> )	influencing
3	"Cigarette is the culture of the locals in Mentawai." ( <a href="https://twitter.com">twitter.com</a> )	disgracing
4	"Smoking is haram, however the ashtray is halal. Furthermore it is consumed with the chili sauce and soy sauce. So yummy (emoticon of smirking is followed)" ( <a href="https://www.facebook.com">www.facebook.com</a> )	satirizing
5	"Indonesian cigarettes (Kretek, red: clove cigarette) are actually harmless like the light one. The warning saying " smoking can cause.... ect" is only applied for the light cigarettes. The Kretek has actually been mixed with compounds neutralizing tar and nicotines. In fact, the warning is continuously presented and propagandized so that the kretek is not sold out, and then the factories will be taken over by the American. Those who will get richer and richer are the capitalists from America. Now, there are more factories are acquired by Philip Morris. Even one of the doctors was asked why he prohibited his patients from smoking, but unfortunately he could not explain scientifically and eventually he just answered that it was just the instruction from his boss " ( <a href="https://www.facebook.com">www.facebook.com</a> )	Propagandizing.
6	"Prior people said that after being circumcised, the person was asked to smoke in order to make the circumcision wound heal fast. Is it correct?"( <a href="https://www.facebook.com">www.facebook.com</a> )	Questioning
7	"Cigarette filters are made of pigs' blood. Do you still want to smoke?" ( <a href="https://www.facebook.com">www.facebook.com</a> )	Spreading commotion

- 8 “Smoking can heal tuberculosis, my father stayed healthy until he got old.” Validating  
(twitter.com)
- 9 “Cigarettes are not addictive. As a proof, a smoker is able not to smoke for more or less than 14 hours during Ramadhan” (x.com) Validating
- 10 “WHO: Smoking, one of solution to prevent the Covid-19. In Indonesia, Beside 60% of the cigarettes we have smoked is used for tax, in fact smokers are hated by Covid-19. I am not ging to discuss about the pros and cons of smoking since it must have been well understood. It is our responsibility to keep our healthy. However, inspite of the cigarette controversy, as what WHO deliver that the habbit of smoking can be a solution to anticipate Covid-19. Harrassing

## Discussion

After analysing all data, it can be concluded that there are some intention of hoax spreading related to smokers' treatment news in media social. Each explanation is presented below this section.

### Datum 1. Hoax of smokers' treatment



The screenshoot of the picture above was taken from <https://www.facebook.com/groups/2632856280319647/search/?q=dulu%20dicuekin%20sekarang%20dicariin>. This picture was posted in a facebook vape group by Noir, the producer of e-liquid vape . The naration says “ *It used to be ignored, but now it is seeked. Actually, we cannot prohibit anyone to smoke, even the vapers themselves keep smoking convetionally, therefore there is a term namely “ hybrid vapers’*. However, for those who want to keep smoking must know the function of vape as the nicotine delivery sytem. The purpose of vaping is smoking without tar. Vape is 95% safer than conventional ciggarette. So, my lovely Bolo Noirs, just remember that vape is not cigarette. It is the best solution to stop smoking. By vaping, you’ll have a better quality of life, then you can decrease your amount of smoking.

The main difference between conventional cigarettes and vape or any related e-cigarettes products is that the latter don’t contain tobacco, however it is not just the tobacco in cigarettes that causes cancer. Traditional cigarettes contain a laundry list of chemicals that are proven harmful, and e-cigarettes also have some of these same chemicals. Food and Drug Administration (FDA) has pointed out that vape or any other e-cigarettes contain detectable levels of known carcinogens and toxic chemicals to which users could be exposed. In e-cigarette cartridges marketed as “tobacco-free,” the FDA detected a toxic compound found in antifreeze, tobacco-specific compounds that have

been shown to cause cancer in humans started from the DNA damage ( McGinley, 2018; Kaisar et al, 2016).

Related to the explanation of vape above, let us notice the key sentence “ Vape is the best way of quitting smoking”. The tendency of this sentence is clearly influencing people who smoke to use the vapes instead. Literally, the word *influence* (verb) means to affect or change how someone or something develops, behaves, or thinks. This content can be worrisome since the language was not properly functioned as it is supposed to be. The language should be used to deliver information communicatively and does not create the obscurity and confusion. However in this context, just because of business matter, the creator misused the language in order to grab the customers' attention. No matter what the effect is. They just want to influence the readers that vaping can stop someone from smoking habit, so that they will buy their products. In fact, the claim that vaping is the solution to quit smoking is actually a misleading assumption. So far, there are no large, high-quality studies looking at whether e-cigarettes can be used to cut down or quit smoking long-term. Therefore, if someone really wants to quit smoking, they must be able to make every effort and highly motivated to do it. So clearly, the content above represents a manifestation of hoax which means influencing. Another hoaxes meaning to influence also can be seen at datum 2 below.

#### Datum 2. Hoax of lime as medical treatment for smokers



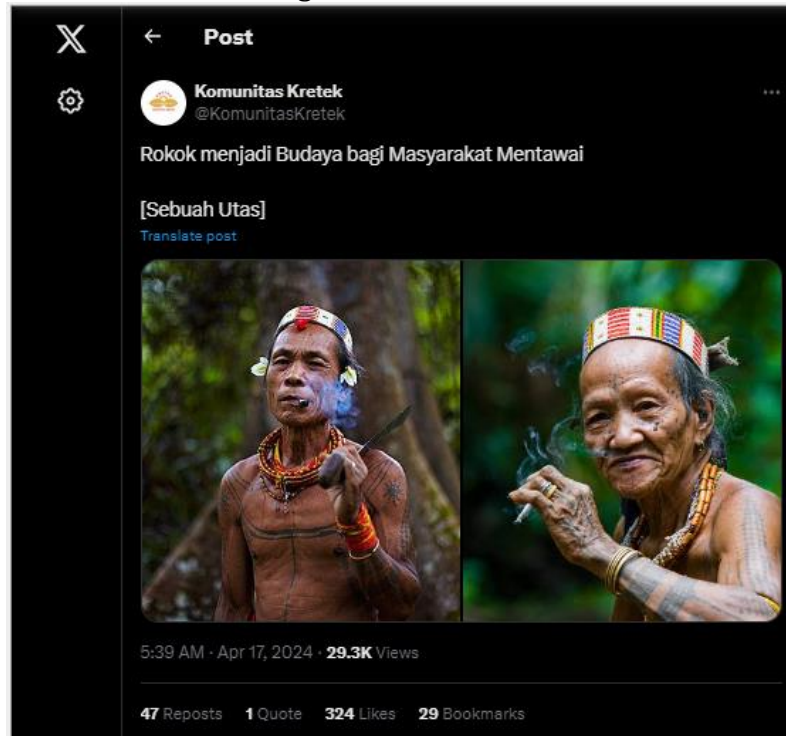
This content was taken from <https://www.instagram.com/p/CUM7ECqBFYA/>. The context of this hoax was that lime juice can neutralize human lungs from nicotine. The claim of the narration stated that lime juice contained minerals and vitamin which can purify the lungs from nicotine up to 70,65%. It also stated that lime juice can be used as an alternation to quit smoking.

The key sentence in the content is “ *The lime juice can purify the smokers' lungs*”. If the readers are not aware that this content is hoax, they certainly forward this information to others. And even more risky, they just go to market and buy the lime to get the juice to be consumed. However, this information is misleading. According to Moh. Arifin Nawas, a pulmonologist, which was released in *Liputan.6*, saying, “There is not any correlation between lime and lung, since the cigarette smoke passes the



respiratory, while lime juice enters the digestive track. In order to clean the lungs from the cigarette smoke, people can just consume mucolytics. Besides, there have not been any scientific research proving that natural ingredients can clean the lungs from the cigarette smoke". Being confirmed by the experts, it can be surely stated that lime juice can clean the lungs from the cigarette smoke is just a hoax which has a meaning pragmatics of influencing. In this context, the readers are influenced to consume the lime juice as the medical treatment to make the smokers' lungs healthier. Another manifestation of cigarette hoax which means to disgrace can be seen below.

### Datum 3. Hoax of Cigarette as traditional culture



That content was taken from <https://x.com/KomunitasKretek/status/1780471213510558205>. The narration of the content says "Cigarette is the culture of the locals in Mentawai". The Mentawai tribe is known as a tribe living in the Mentawai Islands, Siberut Island, West Sumatra. This tribe is well known for its local wisdom believing that forests are the heart of life. They live by utilizing natural products to meet their daily needs. Having been existed since 500 BC, the Mentawai is believed to be one of the oldest tribes in the world.

Based on the Cambridge dictionary, the word *culture* (noun) means the way of life, especially the general custom and beliefs, of a particular group of people at a particular time. From the statement, it can be linked that smoking cigarette has become the locals' way of life in Mentawai. Cited from *Kompas.id*, smoking is not the culture of Mentawai society at all. Joel Salaisek, one of the indigenous Mentawai people explained that for Mentawai people, smoking has been long known. However, only the old people smoked or the *sikerei*, the traditional healers. They smoked the *kretek*, the traditional cigarettes, made with blend of tobacco, cloves and other flavor, wrapped by palm leaves or in the prior times, they used young taro leaves to wrap the tobacco. He also added that formerly, young men in Mentawai rarely to smoke. However, around 1990, the

consumption of cigarette increased along with the widespread of filter cigarettes in Mentawai. In recent news adapted taken from <https://www.kompas.id/baca/humaniora/2023/10/16/rokok-yang-mengisap-kehidupan-orang-mentawai>, there was an article titled *Cigarettes sucks the life out of Mentawai people*. This article actually have reinforced that cigarette is actually not the part of Mentawai culture. It only transforms as life style along with the era which is continuously developing.

Based on that description above, the creator of the content certainly can mislead the reader toward the culture of Mentawai. If readers do not digest this information very carefully, they might have negative impression toward the Mentawai's culture saying that smoking is one of Mentawai's culture. Clearly, the meaning of the statement is to defame the Mentawai's culture since it damages the reputation of Mentawai by saying or writing bad things about them that are not true. Here again, the language was not used as it's supposed to be delivered. Beside defaming, another hoax manifestation representing the meaning of satirizing can be seen below this datum.

#### Datum 4. Hoax of Indonesian Ulema Council



This page was taken from <https://www.facebook.com/fegry.putra/posts/pfbid037nYj1gKzHP41Eexy5MrcDKKFBkpfGwsH3cxmZW41LjXgsfyHSReb4NkCuJxXjXmPI?rdid=9FfGX9WoOEMu8F3c>. The context of the picture is that there is a picture of a cigarette ashtray covered with a small sticker of Indonesian Ulema Council. The caption says, “ Well, how freak this MUI is. It embarrassed moslems just because of money. I am just looking forward to seeing the label of halal stucked on the Santa Claus hat”. Beside the caption, there is also key sentences attached in the picture saying, “Smoking is haram, however the ashtray is halal. Furthermore it is consumed with the chili sauce and soy sauce. So yummy (emoticon of smirking is followed)”.

Indonesian Ulema Council is a religious council which operates as a pivotal institution, consistently navigating through the challenges of criticism and public

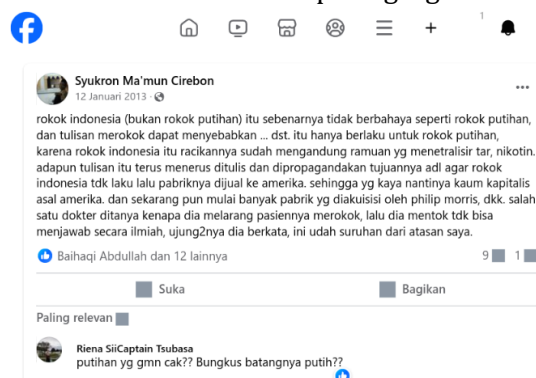


scrutiny, both from governmental entities and within the Muslim community itself (Muhaimin and Muslimin, 2023). Kuntari (2009) saying that Fatwa Commission of the Indonesian Ulema Council (MUI) has just issued three fatwas relating to smoking forbidden, namely the prohibition of smoking in public places, for children, and pregnant women. Therefore it can be concluded that it is really impossible that MUI itself gave licence to stick a halal label to things relating to cigarettes tools, which in this case, it refers to an ashtray. However, a confirmation delivered by the secretary of Fatwa Commission of the Indonesian Ulema Council via *Liputan6.com*, Asrorum Niam Soleh stated that MUI strictly never gave the licence the halal fatwa to be stuck to ashtray. The information spread was totally hoax. The same information was also delivered by Executive director of Indonesia Halal Watch, Ikhsan Abdullah saying that the product of ashtray is not necessarily certified “halal”. It might be stated there in order just to grab the customers’ attention.”

The hoax maker of the content above was really creative in finding the potential issue to be twisted and spread to public as fake news. It is certainly very sensitive and can raise riot since what the creator has created is related to religious institution. For those who directly swallow this information surely can be misled and felt disappointed at MUI as the official institution. The sentences *Smoking is haram, however the ashtray is halal. Furthermore it is consumed with the chili sauce and soy sauce. So yummy* (emoticon of smirking is followed) has an intention that the creator tried to satirize MUI. Contextually the word halal and haram collocate with food consumption, yet here the word halal is aligned with an ashtray. It creates a sense of humor when the sentence comes up *Furthermore it (an ashtray labelled with halal) is consumed with the chili sauce and soy sauce. So yummy*. However, by this sentence, the creator tried to criticize MUI in a humorous way to show that they are wrong and have faults. In addition, the emoticon of smirking emphasize the meaning of the hoax spread.

Public is the ultimate goal of hoax production. If society is well knowlegded and has high critical thinking, hoaxes spreaded cannot cause various polemics. Yet, fake news which is currently a phenomenon, has raised concern, fear and riot in every circle of societies. This content below is a manisfestation of hoax representing the meaning of propagandizing.

Datum 5. Hoax of comparing cigarette



The narration of the content says “ *Indonesian cigarettes (Kretek, red: clove cigarette) are actually harmless like the light one. The warning saying “ smoking can cause.... ect” is only applied for the light cigarettes. The Kretek has actually been mixed with compounds netralizing tar and nicotines. In fact, the warning is continuously presented and propagandized so that the kretek is not sold out, and then the factories will*

*be taken over by the American. Those who will get richer and richer are the capitalists from America. Now, there are more factories are acquired by Philip Morris. Even one of the doctors was asked why he prohibited his patients from smoking, but unfortunately he could not explain scientifically and eventually he just answered that it was just the instruction from his bos."*

This content indicates a comparison between the kretek cigarette and the light ones. It said that kretek cigratte is safer than the latter since the ingridients in Kretek can netralize the nicotine and tar composed within. However, in fact both of the product are the conventional cigarettes containing nicotine inducing addiction. Nuryunarsih et al ( 2021) viewed that actually the *kretek* often supplies more tar and nicotine that the conventional ones. These substances can increase the risk of cancer and any other diseases. Cited from the review, several studies found a significant association between smoking kretek cigarettes and several health risks namely cancer, disease of circulatory system and blood respiratory disease, dental and oral health except oral cancer, endocrine nutritional and metabolic disease. Therefore in short, it can be strongly summed up that clove cigarettes are at least harmful as the regular ones.

That explanation above has confirmed that the narration in the content is absolutely a hoax which can mislead the readers. The tendency of the content is to propagandize the *kretek*. As the defenition of propaganda (noun) is information, ideas, opinions, or images, often only giving one part of an argument, that are broadcast, published, or in some other way spread with the intention of influencing people's opinions. The creator of the hoax tried to propagandize people to choose *kretek* over the light ones by claiming that kretek is safer than the light ones. However it is completely incorrect. This perspective should not be supported eventhough the *kretek* is the traditional product of Indonesian cigarettes. Increasing one of Indonesian cigarettes should not have been conducted by degrading another product. In addition, the designation of " America and American capitalist" denotes a sense of sentiment that the country acts as the "culprit". For more serious effect, it can be considered as an global defamation.

Another pragmatic meaning of hoax spreading in the internet is questioning. As it is taken from *cambridge.com* , question (v) means to ask a person about something or to express doubts about the value or truth of something. So what is being asked is the truth about something, not the opposite. Terry Heick, a Founder & Director of TeachThought, humanist, technologist, futurist, and macro thinker extraordinaire, explains in detail about question. He explained the meaning, the purpose or even he mentioned that there are two types of questions namely good and bad questions along with their characteristics. Let's see an example of a bad question which is manifested as a hoax below.

Datum 6. Hoax of recovering circumcision after smoking



This content was taken from <https://www.facebook.com/profile/100036348602489/search/?q=sunat>. The narration of this content says, “Prior people said that after being circumcised, the person was asked to smoke in order to make the circumcision wound heal fast. Is it correct?” The narration is firstly started with a statement, saying that smoking can heal the cicumcision faster. However, in the end of the narration, there is a statement which question the truth. For those who see this content without critical thinking and filter, they can just trust the content and then be misled. They might share this content one another or even practice this. This is significantly risky since according to Chiang et al (2022) explained that Carbon monoxide has a greater affinity for haemoglobin than the affinity of oxygen for haemoglobin. Its presence negatively affects oxygen delivery to the tissues. Besides, nicotine stimulates nicotinic acetylcholine receptors and triggers the secretion of neurotransmitters, such as serotonin, dopamine, noradrenaline, adrenaline, vasopressin, and serotonin. These complex compounds have been proven to impact the wound healing course and tissue oxygenation. In short, smoking is associated with an increased risk of surgical site infection, wound disruption, and postoperative pulmonary complications. Hence, the information regarding if smoking can make the circumcision wound heal fast is categorized as a hoax which means is to question. Another pragmatic meaning of hoax found is to spread the commotion. The content of the hoax can be seen below.

Datum 7. Hoax of cigarette filter made of pig blood



This content was redirected from <https://www.facebook.com/watch/?v=1360472864147386>. The narration of the content

sais, “*Cigarette filters are made of pigs’ blood. Do you still want to smoke?*” This is actually a hoax which was firstly released in 2010. That statement is totally incorrect. In fact, cited from Antara News.com, The Indonesian Food and Drug Authority had examined samples of local and imported cigarettes in central laboratory of national Indonesian food and drug authority and found that all of them were not detected of containing pigs’ DNA. In case, the MUI (Indonesian Ulema Council) also confirmed that the finding had also been verified. In conclusion, the statement of saying that the cigarette filters contained the pigs’ blood is truly a hoax.

The spread of hoax like this content certainly can cause a big commotion, as Indonesia is the largest Muslim country in the world. This condition is supported by Hidayat and Darmadi (2019) saying approximately 87 % of its population which are more than 260 million people, Islam is the most adhered to religion and makes Indonesia as the largest Muslim population in the world. If it is related to muslim, pork is prohibited to consumed since pigs are an intermediary host for several parasitic diseases which can then be transmitted to humans. In pork, the cysts of *Taenia solium* worm and *Trichinella spiralis* are sometimes found. Both can cause parasitic diseases in the human body (Yuningsih in Farid and Basri, 2020), besides in the prespective of teaching in Islam, it is haram to eat pork ( Farid and Basri, 2020; Brondz, 2018 ). So, if readers, especially the muslims are not aware of this content, they will think that they already break the religious rules and directly commit sin. Whereas, the content is just a hoax which can spread commotion which can create the noise and the confusion.

It has been known that in general, the purpose of hoax is to deceive and manipulate. We know that the hoax spread never gives positive impact, that is why readers are expected to have high and critical awareness about the information they read via media social. This hoax below tends to validate an information he delivered. The screen shot can be seen below.

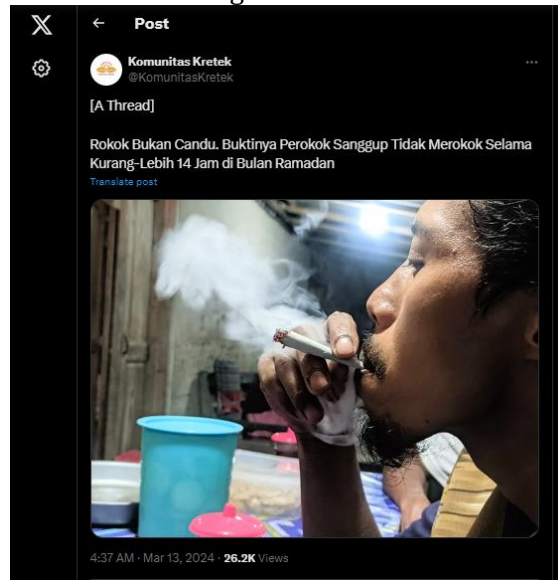
Datum 8. Hoax of cigarette as a healer



This datum was redirected from <https://twitter.com/JamilOmjames1/status/1785617522169102359>. It said, “ Smoking can heal tuberculosis, my father stayed healthy until he got old.” Based on the content, the purpose of the statement in the status was to validate. According to cambridge dictionary, the word *validate* means to prove something is correct. So, the creator of the hoax tend to validate that smoking can heal TBC, even he mentioned that his father had been staying healthy in his old age because of smoking. This can’t be true since there are a lof of references stating that smoking can increase risk of acquiring TBC. (Koesoemadinata et al, 2020; Adegbite et al, 2020; Feng et al, 2023). However, The program of smoking cessation must be strongly promoted in order to reduce the TB incidence and prevent the TB transmission. What happened the person in the content is

just an anecdotal evidence while the fact which is already explained in this study has been scientifically proved. For those who are smokers, after reading the content, might feel that smoking actually can give positive impact especially for the people who suffer from TBC. It can be more concernful if this idea is forwarded to other people. The purpose of validating in hoax also can be seen below this content.

Datum 9. Hoax of cigarette is not addictive



The content above was taken from <https://x.com/komunitaskretek/status/1767771980345000384?s=48&t=siPihsHbV0iC KztKx9Jwpg>. There is a narration saying “ *Cigarettes are not addictive. As a proof, a smoker is able not to smoke for more or less than 14 hours during Ramadhan.*” Many studies have explained that cigarettes contain nicotine which has an addictive effect. The nicotine binds to receptors in the brain's nerves. This binding results the release of dopamine. Dopamine is a chemical compound produced by the body that brings a sense of pleasure, joy, motivation and self-confidence to humans and as a matter of fact, these sensations are what smokers want which causes addiction. ( Villanti et al, 2019; Swatan et al, 2020). This content is trying to ensure the public that smoking is not addictive, even the creator mention the evidence saying that *a smoker is able not to smoke for more or less than 14 hours during Ramadhan*. This is totally incorrect since many studies have stated that smoking can cause addiction.

We know that the purpose of hoax never deliver something referring to fact. What is more terrible is that the creator of the hoax even often harrase the fact. This kind of situation can be seen in datum 10 below.



Datum 10. Hoax of smoking as a solution to prevent Covid-19

### WHO : Merokok, Salah satu solusi pencegahan Covid-19.



Rachmad Rofik [Follow](#)  
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*Di Indonesia, selain 60% dari rokok yang kita hisap adalah pajak untuk negara, ternyata perokok tidak disukai Covid-19.*

Pro kontra merokok dan perokok tidak akan saya bahas disini, karena saya anggap kita sudah mafhum terkait hal tersebut. Kesehatan kita adalah tanggung jawab kita, dibalik semua kontroversi rokok ternyata kebiasaan merokok tersebut merupakan salah satu solusi dari WHO untuk antisipasi Covid-19.

Berikut saya nukilkan dari web WHO terkait Q&A (tanya jawab) terkait Covid-19 yang belum ketemu obatnya.

The narration of the content starts with “WHO: Smoking, one of solution to prevent the Covid-19. In Indonesia, Beside 60% of the cigarettes we have smoked is used for tax, in fact smokers are hated by Covid-19. I am not ging to discuss about the pros and cons of smoking since it must have been well understood. It is our responsibility to keep our healthy. However, inspite of the cigarette controversy, as what WHO deliver that the habbit of smoking can be a solution to anticipate Covid-19”

From the narration we can draw that cigarettes can protect smokers from Covid-19. This information is really fallacious, or even tend to harrase the fact since numerous of studies have showed that there is not any positive relation between smoking and covid-19. However, smoking is associated with a higher risk of having complications owing to COVID-19 infection since Smoking weakens the immune system and decreases lung function (Ismail et al, 2022). So, in this context, the creator even harrasse the information. If this information is wholly accepted without any critical awareness, public will get misled. Or, it is very desolating if those who really believe this information try smoking just in order to stay away from the covid-19. Once again, having critical awareness toward the spreading information in social media is very crucial in this era.

The cyber-pragmatics research of Cigarette Hoaxes on Social Media found 7 pragmatic meanings in the hoaxes. Those pragmatic meanings of hoaxes were found based on the analysis of virtual external contexts. This contexts plays an essential role in elaborating the pragmatic meanings of hoax because all data in this research are locally adapted from social media. In short, the perspective of cyber-pragmatics in linguistic study really helps public so that they are not easily provoked by hoaxes spread in virtual plat forms.

## Conclusion

In this digital era, the easy accessibility of social media has been facilitating the rapid spread of all types of information, including all forms of hoaxes. In order to



response the various issues, someone must be able to have a good understanding of the issue. By applying a cyber-pragmatics approach with virtual external contexts can significantly enhance the understanding of hoaxes. This is very important for public so that they don't get easily provoked. Public should be able to increase their critical awareness toward such kind of these hoaxes. What ever it is, the purpose of spreading hoaxes never deals with positive things. That is why public should be smarter and more careful to trace the truth at first.

Based on the research and data analysis, the study showed that there are seven pragmatic meanings reflected in cigarette hoaxes on social media, namely : 1. influencing ; 2. defaming; 3. satirizing; 4. propagandizing; 5. questioning; 6. spreading commotion; 7. validating and 8. harrassing. Conducting further and extensive various data analysing can significantly show variety of pragmatics meaning as well. By this research, we are encouraged to increase our critical thinking toward every information we meet everyday, especially in virtual context. If this condition continue consistantly, the creator of hoaxes which does not use the language properly as its nature will gradually lose its power to release the fear and chaos in the virtual context.

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