

# PROBLEMS AND SOLUTIONS ON SOCIAL MEDIA FACEBOOK

Tukina<sup>1</sup>, Marta Sanjaya<sup>2</sup>, Muhammad Mikael R<sup>3</sup>

<sup>1</sup>Lecture, Faculty of Economic and Communication, Bina Nusantara University, Jakarta, Indonesia

<sup>2</sup>Lecture, Faculty of Economic and Communication, Bina Nusantara University, Jakarta, Indonesia

<sup>3</sup>Student, Faculty of Economic and Communication, Bina Nusantara University, Jakarta, Indonesia

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**ABSTRACT:** Internet-based Information Technology Computer (ITC) is massive on a global scale. This development took place with diverse society backgrounds of Indonesian society. The study explains with descriptive qualitative method. Research steps; observation, reviewing literature, searching and finding key informants, and conducting in-depth interviews. In qualitative research the role of researchers is crucial and the search for data enough if it can answer the research goals. After the data collected and Inductive analyzed, is to prepare the report. Hate speech on Social Media Facebook is complex and cannot be eliminated, but suppressed. Hate Speech can self-harm, family and society, lead to hostilities, conflicts that damage the Unity of the Indonesian. The problems of Hate speech; knowledge (insight) using media social Facebook low (Illiterate), "Euphoria politics" in communication, lack of maturity, psychological problems, and ethics of Communication low. Solution; Increasing Knowledge (insight) in Using Media Social Facebook, in communication thinking before; careful, smart and wise, prioritizing communication ethics, managing good communication and warning, blocking of accounts and legal consequences (penalty law).

**KEYWORDS:** technology, internet, Facebook, Hate Speech, Solutions

## I. INTRODUCTION

Industry 4.0 requirements itself was officially issued in Germany taken when Fair Hannover was held in 2011 (Kagermann et al, 2011). Germany has a great interest in this matter Industry 4.0 is part of its development plan policy called the 2020 High Technology Strategy (Hoedi Prasetyo, Wahyu Sutopo, 2018).

Modern life millennial era is marked by the development of massive Internet-based Information Technology Computer (ITC). The development of internet-based Information Technology has made the flow of information from various sources present amid Indonesian society. The development of Internet-based Information Technology has become the basic frame of community today in Indonesian.

Internet technology has an impact on the behavior and lives of today's generation. Today's children are so familiar with the internet through various devices, such as computers, laptops, and similar devices, there lives start from playing, communicating, socializing, channeling hobbies, and other aspects that cannot be separated from internet technology (Syaifuddin Chalim, E.Oos M. Anwas, 2018).

Social media today reflects a global culture of distinct nationalities. It has turned out to be an enormous player in shaping public opinions, perceptions and attitude towards the information circulated through different platforms. Communication, networking, sharing of information and getting news updates are the prime reasons for social media usage (Tanusha Jain, Vishal Pradhan, 2020).

The development of Social Media Facebook has covered in almost activities of people. People wherever, when and however, cannot be separated it. Many human activities in this era related to media social Facebook and some even reduced their roles and functions replaced by Facebook. Social Media Facebook plays a massive role and need by almost all people. Social media Facebook occupies and important place.

Many other functions of the communication media are now replaced by Facebook Social Media. Lately, it has become common for the roles of TV, Radio, and the other Media quickly replaced by social media Facebook. Social Media Facebook appears more up to date, featuring new and more extraordinary news. Everyone can also create their own news. The role that Facebook's social media complex includes in almost all areas of life. In the era of social media Facebook today, information cannot only be created not only by news agencies, news centres, but anyone can make it.

## II. LITERATURE REVIEW

**The beginning of the problems, need Solutions**

In the current era of Social Media Facebook, information comes from many sources; from clear to unclear and even anonymous. As a result of diverse sources and variation makes the flow of information many versions and variations. Information through social media Facebook involvement of many people from different regions. People active on Facebook from very have well education (literate) to even those who are not (illiterate). Using Social Media Facebook living areas include villages, remote areas, and foreign countries and even in other parts of the world. These situations are sometimes difficult to understand but have occurred as a picture of the global Social Media Facebook using. Massive information is not necessarily the same as interpreted by many people, especially if it with news that intersects with personal or group interests. Media Social Facebook with different interests, cultural, socio-political views, and even opposites. In situations mixed with the news and personal interests. Therefore, many problems that arise related to information that is true or false, hoax, or not.

Social Media Facebook growing rapidly, sourced, and motivated by different levels of education, social, cultural, and economic and political views. Social Media Facebook with unequal background results in many complex problems. Social media Facebook is much different from the previous media. In the past, any information that would be presented to the public need through the gatekeeper/editorial board. This condition is contrary to today's where the gatekeeper/editor/news keeper does not necessarily exist.

The issue of hate speech becomes a widespread conversation and needs researched and find a solution. The era of Internet-based social media is often not understood correctly. Latest history has perceived progresses in the technology accessible to the common community for communication commitments, and a momentous sup surge in the usage of the internet, specifically social media networks. Usage of these systems has turned out to be an important part of contemporary life, so it appears serviceable to reconsider their usage for information-gathering commitments (Suman Yadav, Md. Aftab Alam, Ranjana Patnaik, 2020).

**Making Information, Require of Process,**

Making information requires not an easy process. Information on Media Social Facebook is so fast that sometimes it pays little attention to ethics, how to correct information. Any information that dissemination to the public needs accounted for honestly both in content, way, and process. As a result of social media Facebook, and sourced from various directions, but on the other hand, the information often coincides with the Hate speech in Indonesia.

The trend of internet users in Indonesia for the past three, they to increase. In 2015 the number of internet users numbered 96.5 million. In 2017 the number of internet users increased to 112.1 million. Based on this, then almost half of Indonesia's population is now connected to the internet. Population is connection to smartphones varying prices and able to run social media applications. Based on trends in the use of social media based on age groups In Indonesian. Facebook data is excellent as a social networking application that is in demand. Facebook access domination age18-34 years (Y., 2018).

Internet-based information technology is increasingly massive in the *millennial* era. This gave birth to the problem of the spread of Hate speech in society. Millennial are known to be the generation of youths born between 1977 and 2000. Millennial are well educated and well acquainted with the Knowledge and the environment. They are the generation that has a strong link with all sorts of knowledge available in the world (UDAY KIRAN MADHIRA, VIDYAVATI RAMTEKE, 2020).

Technological solutions (including electronic and digital ones) while for some Individuals is a way to free up personal time or a type of leisure time, for others it is a way of maintaining personal functional capacities and independence in everyday life. Assistive technologies and devices (ATD) or technical aids of rehabilitation (TAR) help people with disabilities, for example, wheelchairs and prostheses facilitate movement, hearing aids, proofreaders and devices for vision correction facilitate communication (Aleksandra Goriainova, Alina Pishnyak, Elena Khabirova, 2020).

**Need Safeguard and Hate Speech**

Social Media Facebook is a historical necessity that has brought changes in the process of communication between people. The communication process carried out with face-to-face, group communication and mass communication, has changed completely. These changes have consequences for the communication process. The communication process has consequences at the person, organizational and institutional level (Nurudin, 2013)

This is important to realize that information to the public needs safeguarded. Previously, safeguarding information shared with the public out by a supervisory board or the Editorial Board. With the editorial board, the news aired to the public and selected first, checked repeatedly, including the effects and impacts on the community. However, since the millennial er, information has developed very rapidly among with a backgrounds, with have different characteristics and interests.

The Hate speech and Social Media Facebook are two things that cannot separation. The Internet-based social media Facebook raises the issue of Hate speech. The internet-based information through Facebook is spreading information from a variety of and diverse sources and backgrounds. Diverse sources from people with various levels of education, from various organizations, and parties with interests. Hate speech on social media Facebook often appears and leads to reporting the Police, especially related to the Electronic Transaction Information Act (Undang-undang Transaksi elektronik/ITE, No. 19 Tahun 2016, 2019). Hate speech is increasingly widespread in social media Facebook and it is very interested in study. This research is very important because it will show problems and search the Solution.

**III. METHODS**

**Qualitative Research**

We chose a qualitative approach for this study to better understand the knowledge transfer processes from farmer to farmer through dialoguing and integration of other actors in the cassava value chain. Qualitative methods have potential to provide deep insight, understanding and experiences of individuals (Thomas, J.R., Nelson, J.K., Siverman, S.J., 2018) (Nana Afranaa Kwapong , Daniel Adu Ankrah , Dominic Boateng-Gyambiby , Joseph Asenso-Agyemang , Lydia Oteng Fening , 2020).

This research is descriptive qualitative, focus on goal of research. In qualitative research, the structure of operationalization, which is better known as “research theme structure” (IMELDA HUTASOIT, DEDDY LEOKUNA, FERNANDES SIMANGUNSONG, 2020). The present qualitative research, using semi-structured interviews, allowed us flexibility for probing questions to obtain more in depth and comprehensive data (Gustavo González-Calvo, Alejandra Hernando-Garijo , David Hortigüela Alcalá , Ángel Pérez-Pueyo, 2020).

**Data Collection Methods**

In this study, the data: Primary Data; obtained through observation of Hatred on Social Media Facebook based on specific time targets, in-depth interviews using interview guides (structured) that has prepare the chosen people (key informants). Besides Primary Data, this study also uses secondary data. Secondary data obtained through research that the author has done, search journals, books, papers, and information search through the internet (browser).

**Data Analysis Method**

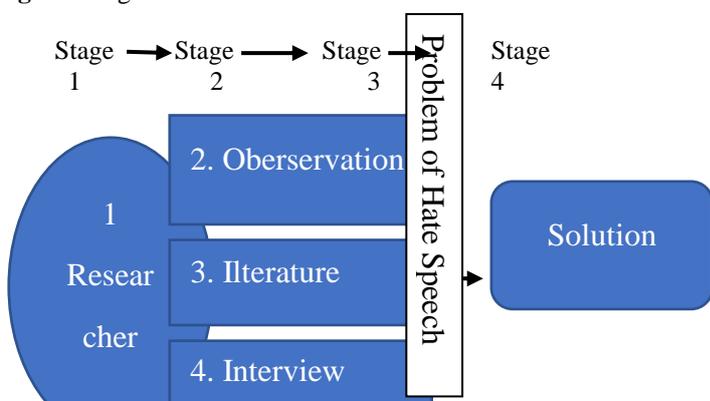
Qualitative data obtained from the field are then analyzed inductively based on established research goals. In qualitative research, descriptive data analysis is a very important part because of this analysis the research findings obtained. Analysis of descriptive qualitative data has no standard guidelines, does not process linearly, and there are no systematic rules. In Qualitative Research the main benchmark is the researcher himself.

Data analysis is an activity to organize, sort, group, give code or mark, and categorize it. Research Objectives are the direction for researchers. Through a series of qualitative data research activities that are usually scattered about simplified to finally be understood easily. Researchers collect data, sort and analyze based on research goals. The data obtained to answer the research goals. Through this analysis process, meaningful information as material to written in the research report. To reach the level of understanding and deep understanding, a researcher needs to have ingenuity, creativity, conceptual sensitivity, and experience.

**Framework for Research**

This research will focus on Problems of Hate Speech and solutions on social media Facebook. Social media Facebook is massive Development in Indonesians. For detail look figure Stage of Research. Stage of Research 1, 2, 3 and 4 is sequences. If the research objectives have not been achieved, it will return to stage 1.

**Figure.** Stage of Research



#### IV. RESULTS AND DISCUSSIONS

##### **Hate Speech on Social Media Facebook**

Hate Speech spreading on social media Facebook of Internet-based Information Technology Development. Hate speech is increasingly felt especially in the political year when the 2019 General Election was held in Indonesia. In the political years, some people using Facebook's social media increased sharply. Some people spread information without thinking carefully about its impact, for themselves, others, society and the Indonesian State. Ideally spread information through Facebook social media accompanied by awareness of its effects. Information containing Hate speech can spread widely and have a detrimental impact on the lives of people and the community and the State of Indonesia.

Spread of hatred that can harm yourself and others and the wider community. For yourself the spread of hatred (viral) will damage your reputation and personal integrity, self-reputation and career. Hate Speech can also threaten and harm the wider community because things develop that are not true, disgrace, and slander. Hate Speech can also damage norms, morals, friendship fraternity, work relations, and result in disharmony and community stability. For personal Hate speech actors who spread storing into a media trail, track record, and profile for someone. Even an educated (lecturer) Case of higher education in North Sumatra the Spreader of the Surabaya and Fairly Hate Tests of Hatred for Surabaya Bomb Bombings (Dosen USU Penyebar Ujaran Kebencian Soal Bom Surabaya, 2019)

Hate Speech on Facebook's social media has impact to people. Hate speech is available at various levels of education. Hate speech that has spread can have an impact on legal consequences (legal issues). Actors of hate speech spread news that was harmful, hurtful to others, and even biased heads of state. So, if viewed from the perpetrators it can anyone, including with various levels. See the Case of Aida Konveksi, who suspension of committing hatred in the form of insults to the authorities and Constitutional Justices in Blitar East Java. That case learning for all people In Indonesia. These actions besides being very painful to others, are very damaging to their good name, integrity and making a track record of 'negative self-profile' (Viral, Wanita di Blitar Hina Jokowi, 2019).

Hate Speech is an act that is very harmful not only other people, other parties and the community. Hate speech harmful to the perpetrators who spread the news. As for the perpetrators, demeaning the name of damaging the self and self-respect, it can also result in existing laws, especially the Electronic Transaction Law (ITE Law), other laws and be subject to sanctions from the public.

Hate Speech spreads rampant during the 2019 Presidential and Vice-Presidential Election campaign. Hate speech is usually related to Carelessness in spreading the news, spreading the truth, but not right and in context, causing noise and incorrect information. Disseminating information that has expressions of hatred, carelessness without being checked by the truth. That resulted three women at Kerawang sentenced to six months in prison for being proven to spread untrue news. The untrue news included "... if Jokowi elected then ... Azan would be banned ...", such news spread quickly on Instagram, Twitter and Facebook. As a result, the three women arrested and detained on charges of spreading hate speech (Tiga Emak-emak Penghina Jokowi Menangis dan Bersyukur Divonis 6 Bulan Penjara, Ini Penjelasannya, 2019).

##### **Problems of Hate Speech**

Information Age Internet-based technology Development in the last five-years had been very fast. These developments move completely real, fast and instant. The rapid development is not in line with and followed by insight related to internet-based information well. As a result of these conditions, there is a gap between rapid

development and mastery of Internet-based Information Knowledge correctly. Internet-based information technology domination almost all Indonesian people from rural to urban, domestic to foreign (global), and from the less educated to the well-educated, see table below.

**Table Technology Development based on Internet, Problems Hate Speech and Consequences**

<b>Technology Development based On Internet</b>	<b>Problem of Hate Speech</b>	<b>Consequences</b>
Un massive – massive	Knowledge, Insight using Media Social Facebook low, lack of thinking (Illiterate)	Less control, Spread of Hate Speech
	Desire of Political Interest Excessive –Euphoria- Politic in Communication	Hate Speech in large society
	Lack of Maturity	beginning hate speech, acting immaturely
	Psychological Problems	Many Psychological Background (factors) to understand how Hate Speech is increasing. Generates Many Types of Hate Speech
	Ethics in Communicating Low	not knowing (Blind) what is right, what is good, Communicating in the dark, -Hate Speech- spreading, Losing control in communication

The rapid development of Information Technology ideally follow knowledge (insight) and understanding of the use of Information Technology properly. In fact, between the use of Internet-based Information Technology, knowledge and understanding of the use of Information Technology properly in media social Facebook is not always in line together. In fact, there any people who are active on Social Media Facebook, but do not have adequate knowledge and understanding of the internet-based technology properly.

The mastery and use of extensive internet-based information is in fact not balanced with the knowledge and understanding of the correct use. Sometimes there are some people who do not understand even forget and are less aware that information needs conveyed in a way that is good, right (ethical) and wise. Ideally, information tested before being distributed. To be good and right information also needs to pay attention to how to create, process and context. True information can wrong if the process and context are wrong. So information, it can right or wrong.

To be good and right information related complex things. Making information starts from the process, content, context, time and concerns attitudes, behaviors, values held by people. And the information itself cannot be released from its context. This requires that information that is true and good requires careful and discretion of the actors to communicate and be aware of the impact of an information. Without based on that, then hate speech attached to information will make information difficult to find the truth of an information itself.

In true and good information there will be no element of hate speech if the process, procedure, content and the context. Besides that, good and correct information also needs guarded and monitored by actors, the public, and the government. The Ministry of Communication and Information of the Republic of Indonesia needs to supervise and maintaining so that information in the right direction.

Hate Speech on Social Media Facebook occurs because of the mirror of the rapid development of internet-based information on the one hand without being balanced with knowledge, understanding, and ways of communicating and good behavioral attitudes. Some people even think that communicating is free, including spreading hate speech. Whereas the massive internet-based information development accompanied by understanding and knowledge related to communication properly. As a result of this, hatred became widespread amid society.

Politics cannot be separated from the game of interests. In state that embraces democracy, political interests are different. These political interests grow and develop and even compete, can opposing and toppling each other. Political interests channeled through political parties, as well as other channels. Political Channels are visible or

hidden (latent). Politics alone cannot be separated from political interests and compositions. In political competitions each political contesting tries to win and defeat the other. As a result of political contesting, all means have desire willing to win. Such a condition, especially if we forget about political ethics, what happens is the birth of increasingly massive hate speech amid society.

To win political composition in the political contesting it uses communication as the main backbone. Communication by prioritizing the dominant political interests, desire (minus political ethics) to win in various way makes the potential from early birth, fertility and the spread of hate speech in the large society. In a normal situation, the interests of communication and political interests based on political ethics so that hate speech can suppressed. This is different when in political situations and tensions rise as in the 2019 Presidential and Vice-Presidential Elections in Indonesia. A strong political interest pulls causes "Euphoria Politics in Communication" and make hate speech to strengthen and spread among the people.

In the process of communication there is maturity on Social Media Facebook, communication will go well and correct. Someone who is mature in communicating through social media Facebook will make communication run carefully. Mature in communication need think first before spreading, be wise and aware of the impact of information. Negative impact of Information can influence to themselves, the community and country of Indonesia. Likewise, it is far from mature in communicating through social media Facebook, hatred will be more widespread. Maturity and prudence in communicating through Facebook are keywords so that the Test of Hate does not spread widely amid Indonesian society.

Hate Speech on Media Social Facebook cannot be separated from the psychological condition of a person (information source). Communication is a process that involves a person's psychological condition. In the realm of democracy, the psychological conditions of one another are not necessarily the same. There are some people who can't hold their emotions, like anger, temperament, are too selfish, and can't hold back and aren't ready to lose. The psychological attitude in political competition tends to give birth to Hate speech.

Hate speech Cause feelings of hurt, disappointment, personal grudges that are sometimes less rational or even irrational. Psychological problems in a person become the background of the source of the first message. The issue of Hate speech cannot be separated from the psychological problems of people who give birth to messages / information. When people use social media Facebook is emotional, tendentious and temperament and easily carried away (Indonesian: "Bawa Perasaan/Baper") then that's where hatred finds a moment.

Hate speech through social media Facebook will become more widespread. Attitude support Hate speech; disappoint, vengeful, emotional, sometimes irrational, plus the nature of always wanting to win and not accepting the reality. This is so, emphasizing that the problem of psychology and hate speech on Facebook's social media cannot be released. Someone who is too emotional, wants to always win, does not want to lose, inhibits others and makes them fail to make the seeds of hatred emerge.

Hate speech will be more widespread, especially if it supporting issues of ethnicity, religion, race (racial / racist) and between groups and problems of social class in the community. Hate Speech through social media Facebook relation issues of Religion, Race and Inter groups. That can trigger mass dislike, caused "racist" problems, trigger widespread riots and conflicts and ultimately endanger the unity and integrity of the Republic of Indonesia.

Hate Speech through Social Media Facebook will strength, especially if wishes, hopes that are not expressed by a person or group accumulate in political interests. Desire, hope is with hatred directed to the party or others as the cause. Hate Speech is getting stronger directed at people, or other parties even though it has never been proven. The nature of hate speech based on hatred priority than rationality and thinking first. Judging from the results of such Hate speech, then Hate speech is something that can give birth to crime and needs punished (-Criminogenic-). In this case, there is an Electronic Transaction Law (ITE Law) present.

Ethics and morality in Communicating through social media Facebook is needed so that communication runs well and wisely. Communication has ethics and morality, and it cannot be separated including in the use of Facebook social media. When communicating through social media Facebook is not based on ethics and morality, the hate speech will become more widespread. During using social media, Facebook is increasingly based on ethics and morality, so there is less hate speech and instead of versa.

Hate speech on social media Facebook will be more widespread if ethical and moral issues abandoning. Ethics and morality need in line with communicating well and wisely. Communicate well and wisely cannot be separated from the ethics and morality of communication.

By the political year 2019, involvement in political activities would increase without ever being aware of the need for communication ethics and morality. The condition is the occurrence of gap between good, wise and ethically based ways of communicating with reality in the field. That gap makes some people communicate through social media Facebook, but do not heed the existing ethics and morality. Ethics and morality decreased during the political years, especially the Presidential elections 2019 decreased in Indonesia, result in increased and widespread Hate speech.

### **Solutions Hate Speech on Social Media Facebook**

The Hate speech that is spread through Social Media Facebook which includes the thoughts of a person and a group. Hate speech always filled with hatred will prevent individuals and the community from thinking ahead for the better future. Hateful thoughts like cancer will gnaw at someone so they don't see things well in a person or party.

Then, the positive things done by certain parties for their own good cannot be done because their minds covered Hate speech. The mass demonstrations that took place during the 2019 Presidential Election that took place in Jakarta resulted in many demonstrators intentionally leaving their jobs and a number of offices being forced closed. Losses due to the demo were not thought by the demo participants.

Hate speech on Social Media Facebook need immediately sought a solution it will have an impact on peace and tranquility in the community. And this can lead to division, unity in Indonesian society, which is famous for its diversity based on Pancasila values. If the community divided, it will be difficult to become a developed and competitive nation in the International world.

### **Knowledge (Insight)/Literate in Using Media Social Facebook**

Knowledge (insight)/Literate need in using media Social Facebook. Before spreading information on Social Media Facebook, you need to think about it first, don't spread bad information and think about the impact that will result. Being a wise and smart Facebook user needs promoted and improved. An advanced society based on the internet technology needs balanced with wise thinking. Without that, it will be able to make problems that can harm not only society and the state but also yourself.

Does not add spice to the news posting Information containing hate speech available. Be a wise reader of posts, not easy to believe in what post even though the one doing the posting is a public figure, a famous and trusted religion. Postings by figures need checked first with other sources and if necessary, ask sources advance that can accounted for.

### **Need Careful, Smart and Wise on Social Media Facebook**

Every Individual expected to be more careful and wiser in using Facebook's internet-based social media. Carefulness is very necessary because if it spreads it becomes spread (viral) it will be difficult to withdraw. Posts that spread to cyberspace will be able to continue to spread. Words written online on Facebook (Examination) that spread, if there is an element of hate speech will be a digital footprint for the culprit and difficult to remove.

The digital footprint is a track record, which is a life record for someone. A person's life record is positive, and some is negative. If the profile track record is good or positive, it will be positive and vice versa. In using Facebook, wise choices make us aware that we not random to give information that contents Hate speech or other information that is not yet clear. The role of the family needs to be increased so that it becomes an important part in teaching how to wisely social media, especially for children.

The public must a wise reader and not easily believe in what seen, read before the truth is known. Information shared through Media Social Facebook at this time has a lot of news that turns out Hoax. Community leaders, including religious leaders, should not abuse the beliefs given and disproportionately favor certain groups. Community leaders should support the government to create peace and peace in society by spreading posts about positive and constructive things.

The government needs to do education about how to wisely use accounts on Facebook social media. Everyone needs a wise reader and not spread news that content Hate speech because there is no benefit at all. Better to spread positive news that can build society and the country Indonesia.

## **Ethics of Communicating**

Communicating needs accompanied by a correct understanding is related to the delivery of messages with certain channels (media), processes and procedures. The communication process also cannot be separated from the way, time and context. Awareness of communicating well means to communicate based on ethics. Ethical communication realizes the need for communication carefully and responsibly, must not insult, humiliate, and hurt another person or party.

In communicating, it is also necessary aware of the impact / effect of every word that said. There is a result of the words in which there are expressions of hatred both, socially, culturally and can also have legal / criminal consequences (by the provisions of existing laws). In speaking it is also necessary to pay attention to others, not only to impose it from one's own angle.

Interest differences in politics are natural. These political differences need accompanied by a good understanding and communication knowledge. Good political communication needs put forward to create harmony, and peace of society. If political communication goes well, the unity and integrity of the Indonesian state maintained. This also needs to reduce poverty, unemployment, improve communication quality and live better.

## **Managing Communication, Good Communication**

The Hate speech on Social Media Facebook can go up and down due to modern society complexity. The speech of hatred is relative and extended to a negative mass. Hate Speech depends on people's development lives, the level of pressure and difficulty of life and the pattern of power (politics) in managing existing communication.

Hate Speech on Social Media Facebook related to how to manage the country by the authorities. The more authority directs, disseminates information properly and to the widest extent of understanding and comprehension. The speech of hatred will decrease and vice versa the less or even fails to manage communication, the speech of hatred will also be more widespread.

## **Warning, Blocking and Law Enforcement**

In facing the rapid development of internet-based information technology, the Police must responsive. The police through, cyber police, need more active and responsive to patrol Facebook accounts that have the potential to spread Hate speech. Cyber police need to be increasingly advanced and must be able to maximize the network of cooperation to all government agencies, especially with the Ministry of Communication and Information. The government must take firm action against those who deliberately spread Hate speech. The parties are religious figures known to the public, if a mistake by spreading hate speech, they should arrested and acted on.

The Ministry of Communication and Information has authority to check and even block the internet, including social media, Facebook, which content Hate speech. It is necessary to prevent early Facebook accounts that have the potential to spread hate speech and be immediately reminded. However, if reminded there are no changes, blocking can done. If it reaches an advanced level and endangers itself, other people and groups and the Unity of the State, law enforcement efforts made. Law Enforcement Efforts are the latest efforts if various methods of prevention have carried out early and preventive. If through Law Enforcement Efforts, the efforts that can done by implementing the Transaction Electronic Law (ITE Law in Indonesian) and other related laws.

Be aware, efforts to tackle occurrence Hate speech crimes on Facebook's social media done through legal means (penal) and May not go through court (non-penal). Penalty measures consist of imposing sanctions on perpetrators and disseminating Hate speech by imprisonment accordance what has determined in the legislation. While the non-penal effort is to give counseling and socialization to the wider community. Community must aware of the ethics of communication and the impact of the use of information on Social Media Facebook.

The need for more collaboration between law enforcement officials, Community Organizations (CSOs) and the community to conduct prevention and overcoming hate speech in various social media Facebook. These efforts are mainly for people who do not understand and know Hate Speech is and its impact. The people must know impact Hate speech to the lives of the people and the Unity Indonesia.

## V. CONCLUSIONS

Hate Speech on Social Media Facebook cannot be eliminated but can be suppressed. Not all utterances / talks need disseminated to the wider community (public), it needs Knowledge (insight) about the impact on themselves, others, society and the Indonesia. The Problems of Hate speech on Media Social Facebook; Knowledge, Insight using Media Social Facebook low (Illiterate), “euphoria politics” in communication, Lack of Maturity, Psychological Problems, Ethics in Communication low. Hate speech can Hostilities, conflicts destroy the Unity of the Indonesian state. Solution to the Problem of Hate Speech on Facebook's social media; need knowledge (Insight) well (Literate) in using Media Social Facebook, before Disseminating Information needs considered, Careful, Smart and wise, prioritizing communication ethics, managing Good Communication, Warning, Blocking of Accounts and Law Enforcement.

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