

ABSTRACT

The aim of this research is to find out the socialization conducted by Divisi Komunikasi dan Publik Diskominfo Prov. Jabar, titled “Information Dissemination Through Jukrak Media” regarding hoax affecting the knowledge of students who attended the socialization in SMK 1 Pangandaran. The method used is quantitative method by distributing questionnaires to students. The basic theories of this research are about socialization, communication process, and knowledge. The population in this study are students who attended the socialization in SMK 1 Pangandaran with a total sample of 87 respondents. Techniques used for the sampling is probability sampling, the type is simple random sampling. This research uses a multiple linear regression analysis, correlation, coefficient of determination and hypothesis testing calculated by SPSS for Windows 22.

The result shows a significant effect of information dissemination socialization on the students’ knowledge in SMK 1 Pangandaran. Based on the coefficients analysis, the value obtained is 0,516. Thus, “Information Dissemination Through Jukrak Media” socialization conducted by Divisi Komunikasi dan Publik Diskominfo West Java affected 51.6% on the knowledge of students in SMK 1 Pangandaran, while the remaining 48.4% is affected by other factors beyond this research.

It may be concluded that the variable “Information Dissemination Throguh Jukrak Media” socialization and SMKN 1 Pangandaran students’ knowledge are good because it can be categorized as a strong category. On the other hand, all socialization dimensions give positive and significant impact on SMKN 1 Pangandaran students’ knowledge.

Keywords: socialization, hoax, knowledge, information dissemination