



## DETECTING HOAX NEWS ON SOCIAL MEDIA THROUGH PRAGMATIC ANALYSIS

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### ABSTRACT

The phenomenon of hoax dissemination on social media has continued to increase along with the ease of information access in the digital era. Hoaxes are not only conveyed through explicit claims but also through implicit linguistic strategies, making them difficult to detect at first glance. This study aims to identify and analyze patterns of presupposition and implicature used in the construction of hoaxes, particularly on vaccine-related issues widely circulated on social media. This research employs a qualitative approach with a pragmatic analysis method. Data were obtained from the official website of the Ministry of Communication and Information ([www.komdigi.go.id](http://www.komdigi.go.id)) using the criterion of hoaxes containing the keyword “vaccine.” The analysis focused on two aspects: (1) conversational implicature by identifying violations of Grice’s maxims, and (2) presuppositions, including existential, factive, structural, and lexical types. The results reveal that violations of the maxim of quality dominate the implicature patterns, followed by the maxims of relevance, quantity, and manner. These violations generate implicatures in the form of insinuations, emotional provocations, and conspiratorial narratives that influence readers’ perceptions. Regarding presuppositions, existential and factive types are most frequently employed to create a pseudo-reality and convey a sense of truth, while structural and lexical types are used to reinforce manipulative meanings through rhetorical questions and the use of scientific terminology. These findings demonstrate that hoaxes are a linguistic phenomenon that employs pragmatic strategies to construct implied meanings.

**Keywords:** hoax; social media; implicature; presupposition; pragmatics

### INTRODUCTION

In the digital era characterized by the massive and rapid spread of information, social media has become a primary space for people to access, share, and produce information. Platforms such as Facebook, Twitter, and WhatsApp not only facilitate interpersonal communication but also function as main channels for news and public opinion (Jain, 2023; von der Weth et al., 2020). Unfortunately, the ease of sharing information is often not balanced with users’ critical ability to assess the truthfulness of content, making social media a fertile ground for the dissemination of hoaxes (fake news) (Aïmeur et al., 2023; Buchanan, 2020; Greeshma et al., 2024), which can trigger panic, hatred, and even violence based on disinformation (Pennycook & Rand, 2019).

The phenomenon of hoaxes is not new in communication, but their spread has escalated drastically due to the viral nature of algorithm-based social media (Bessi, 2017; MacDonald, 2013; Ronald & Chudra, 2024). Hoaxes are no longer mere blatant lies; they are often packaged implicitly through rhetorical techniques and subtle language use

(Deck, 2023; Sousa-Silva, 2022; Wawer et al., 2019). Many hoaxes rely on linguistic strategies that disguise lies as opinions or logical assumptions, making them difficult to detect through factual approaches or data verification alone (Choudhury, 2014; Iswara & Bisena, 2020; Tandoc et al., 2018).

In this context, a pragmatic approach becomes crucial because it focuses on meaning derived from the context of utterances, rather than just lexical meaning (Saputra et al., 2022). Pragmatics allows for in-depth analysis of how the hidden intentions of a statement can be interpreted by readers based on social, situational, and interactional contexts (Cruz, 2015; Dey, 2023a, 2023b; Ifantidou, 2024). Two important concepts in pragmatics applicable to hoax analysis are the theories of implicature and presupposition, which play a role in shaping implied meanings (Grice, 1975) and readers' assumptions about the truth of a claim (Levinson, 1983).

Implicature, as proposed by Grice in his cooperative principle theory, refers to indirect meanings inferred from violations of conversational principles (Ishaq & Putra, 2023). In hoax narratives, violations of the maxims of relevance or quality are often employed to insert insinuations or accusations without stating them explicitly (Ceballos & Sosas, 2018). This leads readers to draw conclusions that appear logical but are not based on facts (Grice, 1975).

On the other hand, presupposition is a basic assumption considered true by the author and expected to be accepted by the reader as a prerequisite for a claim's truth (Plumer, 2017). In hoaxes, presuppositions are often embedded through sentence constructions such as loaded questions ("Is the government hiding important facts?") or nominal structures that seem neutral but are laden with insinuation (Saeed, 2016). Such presuppositions are dangerous because they can influence readers' perceptions before facts are critically examined.

Although hoax classification by authorities such as Kominfo is important for public education, such classifications only indicate what qualifies as a hoax, not how deception is constructed. This highlights the urgency of a pragmatic linguistic approach that not only evaluates content truth but also examines the subtle and implicit structuring of messages to create manipulative effects on readers.

Most previous studies have focused on hoax detection through computational approaches or content analysis based on statistical data (Constâncio et al., 2023; Jahan et al., 2024; Minto, 2024; Sangeetha et al., 2022; Sivakumar et al., 2024). However, pragmatic analysis is capable of identifying more subtle linguistic strategies, such as irony, sarcasm, and implied meanings commonly used in hoaxes today. This is because pragmatic analysis is oriented toward meaning in context (Rubin et al., 2015).

Furthermore, social media significantly influences how messages are conveyed and interpreted (Asfar et al., 2022; Sari et al., 2025). Characteristics such as the use of emojis and features like reposting and commenting create a complex ecosystem of meaning, causing readers to interpret messages based on non-explicit pragmatic frameworks (Herring & Ge-Stadnyk, 2024; Voyakina, 2023).

The urgency of this research is also reinforced by the fact that hoaxes on social media often relate to sensitive issues such as politics, health, and religion, which can have serious implications for social stability (Nakov & da San Martino, 2021; Tasnim et al., 2020; Westberry et al., 2023). In Indonesia, for instance, the spread of hoaxes regarding vaccination has caused public anxiety and reduced trust in official institutions. Therefore, pragmatic analysis is valuable for preventing disinformation.



By applying the theories of implicature and presupposition within the field of pragmatics, this study seeks to uncover pragmatic patterns in the construction of hoax messages. Its main objective is to identify hidden deceptive strategies embedded in implied meanings and to demonstrate how readers are guided to accept falsehoods unconsciously.

## METHOD

This study employs a qualitative approach using a pragmatic analysis method aimed at identifying and analyzing implicit linguistic strategies in the dissemination of hoaxes on social media, particularly through the use of implicature and presupposition. This method was chosen because it is suitable for exploring implied meanings in utterances or texts that are not always detectable through surface-level analysis.

The data source for this research was obtained from the official website of the Ministry of Communication and Informatics of the Republic of Indonesia (<https://www.komdigi.go.id/berita/berita-hoaks>), which contains an archive of hoax news verified by the relevant authorities. The data collected consisted of hoax narratives in textual form (titles and content) uploaded between 2024 and 2025. Data selection was carried out purposively by using the keyword “vaccine” in the site’s search feature, so only hoaxes containing this term were analyzed.

Data collection was conducted using a documentation technique by downloading and recording hoax texts available on the Kominfo Hoax News page. The researcher established three selection criteria: (1) the hoax must be in the form of a narrative or argumentative text, (2) it must contain potential implied meanings through presupposition or implicature, and (3) it must originate from social media or digital channels such as WhatsApp, Facebook, and Instagram. Based on the keyword search, several data entries meeting these criteria were obtained for further analysis.

Data analysis was performed using a pragmatic analysis method focusing on two aspects: conversational implicature analysis and presupposition analysis. The implicature analysis involved identifying violations of Grice’s maxims (quantity, quality, relevance, and manner) to uncover implied meanings arising from breaches of the cooperative principle. Meanwhile, presupposition analysis focused on identifying assumptions considered true within hoax texts, including existential, factive, structural, and lexical types.

## RESULT AND DISCUSSION

### 1. Implicature Analysis in Hoax News

Implicature strengthens hoaxes because implied messages are more effective in influencing readers’ emotions than explicit statements. As Grice (1975) argues, implied meanings resulting from maxim violations are often accepted by readers without critical evaluation, allowing hoaxes to exploit pragmatic gaps in communication. These violations create misleading implicatures, construct false perceptions, and enhance the persuasive power of hoaxes. Implicature is thus one of the primary linguistic tools employed by hoax disseminators to influence readers’ interpretations. Emerging from the violation of Grice’s Cooperative Principle, implicature adds meaning beyond the explicit message and directs readers toward certain conclusions. Therefore, social media users can detect hoaxes by understanding how implicature is formed and how maxim violations create hidden meanings.

**Table 1. Implicature from Violation of the Maxim of Quality**

No	Narrative	Resulting Implicature
1	<i>“Kemenkes meluncurkan Tag Telinga Inovatif... GRATIS dulu, nanti tentu saja wajib! Disponsori Pfizer.”</i>	There is a hidden agenda to control society in collaboration with foreign parties.
2	<i>“Setelah disuntik vaksin akan dikontrol seumur hidup?”</i>	The vaccine contains control technology for lifelong monitoring.
3	<i>“Aplikasi Bluetooth Pendeteksi Penerima Vaksin Covid-19...”</i>	Vaccination includes a chip enabling tracking.
5	<i>“Semua penumpang yang akan naik pesawat agar sudah divaksin TBC.”</i>	The government restricts freedom through burdensome rules.
8	<i>“Untuk mengurangi populasi penduduk dunia maka akan dipaksakan dengan cara vaksinasi.”</i>	Vaccines are a weapon for global depopulation.
9	<i>“47.000 anak India lumpuh akibat vaksin polio Bill Gates.”</i>	Vaccines are dangerous, and global elites are involved in humanitarian crises.
13	<i>“Respons imun berarti keracunan.”</i>	Vaccines are not protection but toxic to the body.
15	<i>“Paramex, Promag, dan vaksin Covid-19 mengandung minyak babi.”</i>	Vaccines contain haram substances, provoking religious sentiment.
18	<i>“WHO akui Mpox adalah efek samping vaksin Covid-19.”</i>	WHO confirms the dangers of Covid-19 vaccination.
19	<i>“Kasus autoimun kian meledak pasca vaksinasi Covid-19.”</i>	Vaccines cause severe illnesses and death.
23	<i>“74 Persen orang meninggal mendadak akibat vaksin Covid-19.”</i>	Vaccines are the main cause of sudden death.

Social media users should examine violations of the maxim of quality. Almost all hoaxes break this maxim by presenting claims that are false yet convincing. The maxim of quality requires speakers to provide truthful, evidence-based information, which is consistently violated in the hoax data. For example, Data (1) claims, *“Kemenkes meluncurkan Tag Telinga Inovatif... GRATIS dulu, nanti tentu saja wajib! Disponsori Pfizer,”* implying a government program in collaboration with Pfizer. This claim lacks factual basis but is presented as real. Similarly, the rhetorical question in Data (2), *“Setelah disuntik vaksin akan dikontrol seumur hidup?”* suggests hidden control technology without scientific evidence. Data (8), *“Untuk mengurangi populasi penduduk dunia maka akan dipaksakan dengan cara vaksinasi,”* promotes a global conspiracy narrative. Other examples, such as Data (18) and (23), falsely link vaccines to Mpox and sudden deaths, without scientific grounding. Therefore, if social media users encounter statements that appear serious but lack official references or supporting evidence, they should exercise caution and verify the information.

**Table 2. Implicature from Violation of the Maxim of Relevance**

No	Narrative	Resulting Implicature
4	<i>“Tiba-tiba Bill Gates datang. Tiba-tiba Kadinkes umumkan status Siaga TBC.”</i>	Bill Gates’ visit is linked to the TBC alert policy.
7	<i>“AS larang warganya ke RI karena uji coba vaksin Bill Gates.”</i>	Vaccine trials are dangerous, prompting the U.S. travel ban.
15	<i>“Paramex, Promag, dan vaksin Covid-19 mengandung minyak babi.”</i>	Common medicines and vaccines are intended to undermine Islamic values.
16	<i>“Monkeypox merebak di semua negara dengan tingkat vaksinasi tinggi.”</i>	Monkeypox outbreaks are caused by Covid-19 vaccination.
22	<i>“Pemberian vaksin HPV dan alat kontrasepsi untuk legalkan seks bebas.”</i>	Vaccination programs aim to legalize promiscuity.



Social media users can identify violations of the maxim of relevance when unrelated information is artificially connected to create conspiracy narratives. Several hoaxes break this maxim by inserting false causal links between two unrelated events. For instance, in Table 2, data (4) states, “*Tiba-tiba Bill Gates datang. Tiba-tiba Kadinikes umumkan status Siaga TBC,*” leading readers to assume a connection between Bill Gates’ arrival and a health policy in Indonesia. Detection can be done by asking whether these two events are factually related or merely linked through language. Similarly, data (7) claims, “*AS larang warganya ke RI karena uji coba vaksin Bill Gates,*” creating an illusion that the travel restriction is related to vaccine trials. Another case is data (15), which connects drug ingredients with religious issues through the claim, “*Paramex, Promag, dan vaksin Covid-19 mengandung minyak babi,*” provoking sensitive sentiments unrelated to scientific facts. Likewise, data (22), “*Pemberian vaksin HPV dan alat kontrasepsi untuk legalkan seks bebas,*” frames a health initiative as a moral issue, misleading public perception.

**Table 3. Implicature from Violation of the Maxim of Quantity**

No	Narrative	Resulting Implicature
3	“ <i>Aplikasi Bluetooth Pendeteksi Penerima Vaksin Covid-19...</i> ”	Details about the app are deliberately withheld to make it appear credible.
11	“ <i>Peserta uji coba vaksin TBC akan dapat bansos Rp150.000.</i> ”	Vaccination is economically motivated rather than health-oriented.

Violations of the maxim of quantity occur when information is insufficient, prompting readers to fill gaps with their own assumptions. This maxim requires providing enough information neither too little nor too much. Some hoaxes exploit this by omitting verification details, leading to false conclusions. For example, in Table 3, data (3), “*Aplikasi Bluetooth Pendeteksi Penerima Vaksin Covid-19...*” lacks official sources or technical specifications, leaving readers to assume legitimacy. Similarly, data (11) mentions cash assistance for vaccine trial participants but provides no supporting details, reinforcing the narrative that vaccination is merely transactional. Therefore, users should seek supporting evidence from credible sources before believing such claims.

**Table 4. Implicature from Violation of the Maxim of Manner**

No	Narrative	Resulting Implicature
1	“ <i>Udah seperti ayam negeri(ternak), juga pakai ijazah palsu.</i> ”	The government treats citizens like livestock, and officials lack credibility.
6	“ <i>Kabar gembira bagi ternak Mulyono kacungnya Jokowi...</i> ”	The government and its supporters act oppressively toward the public.
12	“ <i>Efek samping bersifat rahasia. Kebebasan bersifat opsional.</i> ”	The government hides dangers and restricts citizens’ rights.
13	“ <i>Carilah asal usul kata ‘antibody’ itu artinya antitoksin.</i> ”	Scientific terms are distorted to frame vaccines as harmful.

The maxim of manner is violated through the use of sarcastic language, irony, and ambiguous structures that create a provocative impression. In Table 4, data (1) with the statement “*Udah seperti ayam negeri(ternak), juga pakai ijazah palsu*” employs sarcasm to discredit authority. Similarly, data (6), “*Kabar gembira bagi ternak Mulyono kacungnya Jokowi,*” uses verbal insults to incite hostility. Irony and hyperbole are evident in data (12), such as “*Efek samping bersifat rahasia. Kebebasan bersifat opsional,*”

which manipulates public fear through suggestive language. Misinterpretation of scientific terminology is found in data (13), for instance, “*Respons imun berarti keracunan,*” which distorts technical meaning to reinforce hoax narratives. Therefore, hoax detection based on this pattern can be achieved by identifying exaggerated language or seemingly twisted scientific terms.

Based on the implicature analysis above, violations of the maxim of quality are the most dominant, as nearly all hoaxes rely on false and unsubstantiated claims. Violations of the maxim of relevance are employed to link unrelated events in order to construct conspiracy narratives, while violations of the maxim of quantity exploit information gaps, prompting readers to draw incorrect assumptions. Meanwhile, violations of the maxim of manner occur through the use of irony, sarcasm, and the misuse of scientific terminology to create an impression of credibility.

By understanding these implicature patterns, social media users can distinguish neutral, informative messages from manipulative ones laden with implicit meanings. Detection should go beyond explicit content and consider the hidden intentions constructed through maxim violations. This awareness helps users avoid being influenced by insinuations, conspiracy theories, and provocative rhetoric, which are characteristic features of hoaxes on social media.

## 2. Presupposition Analysis in Hoax News

The use of presupposition is a dominant linguistic strategy in constructing implied meanings and influencing readers’ perceptions. Presupposition serves as a mechanism for meaning manipulation, creating a pseudo-reality that is difficult for lay readers to challenge. This aligns with Levinson’s (2000) view that presuppositions possess persuasive power because they are accepted as shared assumptions rather than claims that need to be proven. Four types of presuppositions were found in the data: existential, factive, structural, and lexical.

**Table 5. Existential Presuppositions in Hoax News**

No	Narrative	Existential Presupposition
1	“Kemenkes meluncurkan Tag Telinga Inovatif... GRATIS dulu, nanti tentu saja wajib!”	There is a product called Tag Telinga officially launched by the Ministry of Health.
2	“Setelah disuntik vaksin akan dikontrol seumur hidup?”	Vaccinated individuals can be controlled through certain technology.
3	“Aplikasi Bluetooth Pendeteksi Penerima Vaksin Covid-19...”	There is an app capable of detecting vaccinated individuals.
4	“Tiba-tiba Bill Gates datang.”	Bill Gates actually visited Indonesia.
6	“Jawa Barat siap jadi lokasi uji coba vaksin TBC Bill Gates.”	A tuberculosis vaccine trial is being conducted in West Java.
7	“AS larang warganya ke RI karena ada uji coba vaksin TBC Bill Gates.”	There is a TB vaccine trial in Indonesia.
10	“Virus baru disebarkan lewat obat cacing.”	A new virus is being spread through deworming programs.
11	“Peserta uji coba vaksin TBC akan dapat bansos Rp150.000.”	A TB vaccine trial exists with financial compensation.
12	“Pengiriman vaksin mRNA melalui udara telah dimulai!”	There is airborne distribution of mRNA vaccines.
14	“Menerima transfusi darah dari donor ter vaksin berbahaya.”	Blood from vaccinated individuals contains harmful substances.
20	“Nanoteknologi diaktifkan oleh 5G untuk mengendalikan manusia.”	Nanotechnology exists in human bodies and can be activated by 5G.



- 21 “Radiasi 5G picu vaksin dalam tubuh Vaccines in the body can be activated by 5G radiasi.”  
 mengaktifkan Mpox.” radiation.

In this study, hoaxes were detected by identifying hidden assumptions (presuppositions) embedded in a message. Presuppositions function as a linguistic strategy used by hoax creators to construct a false sense of truth, making the message appear normal and difficult to refute. As seen in Table 5, existential presuppositions dominate almost all narratives because they create an assumption about the existence of an entity or event that never actually occurred. For instance, Data (1), “Kemenkes meluncurkan Tag Telinga Inovatif...”, assumes an official program launched by the Ministry of Health, which is untrue. Similarly, Data (4), “Tiba-tiba Bill Gates datang”, presumes that Bill Gates’ visit to Indonesia is a fact, even though there is no evidence. This pattern gives the impression that the information originates from reality, making readers more likely to believe the claim without verification. Therefore, when encountering claims linking official institutions to unfamiliar products or policies, users should verify them through official sources. This pattern is frequently used in hoaxes to create a sense of legitimacy.

**Table 6. Factive Presuppositions in Hoax News**

No	Narrative	Factive Presupposition
1	“Disponsori Pfizer; terjamin aman dan efektif.”	Pfizer sponsors the program, and the product is safe.
2	“Setelah disuntik vaksin akan dikontrol seumur hidup?”	Vaccines contain lifelong control technology.
5	“Semua penumpang yang akan naik pesawat agar sudah divaksin TBC.”	There is an official regulation requiring TB vaccination for air travel.
8	“Untuk mengurangi populasi penduduk dunia maka akan dipaksakan dengan cara vaksinasi.”	Vaccination is a tool for global depopulation.
9	“47.000 anak di India lumpuh akibat vaksin polio Bill Gates.”	Polio vaccines caused paralysis in children in India.
13	“Respons imun sebenarnya berarti orang tersebut keracunan.”	Immune response indicates poisoning caused by vaccines.
15	“Paramex, Promag, dan vaksin Covid-19 mengandung minyak babi.”	These medicines and vaccines contain pork oil.
16	“Monkeypox merebak di negara dengan vaksinasi tinggi.”	Monkeypox outbreaks are caused by Covid-19 vaccination.
17	“Vaksin Mpox yang digunakan di Indonesia adalah produk eksperimental.”	The government uses untested vaccines.
18	“WHO akui Mpox adalah efek samping vaksin Covid-19.”	WHO has confirmed the link between Mpox and Covid-19 vaccines.
19	“Kasus autoimun kian meledak pasca vaksinasi Covid-19.”	Vaccines cause a surge in autoimmune cases.
23	“74 Persen orang meninggal mendadak akibat vaksin Covid-19.”	Vaccines are the main cause of sudden deaths.

Apart from existential presuppositions, factive presuppositions are frequently used to convince readers that the information presented is factual. Factive presuppositions appear in claims that imply the truth of an event. For example, Data (2) in Table 6, “Setelah disuntik vaksin akan dikontrol seumur hidup?”, presupposes that control technology exists in vaccines, while Data (18), “WHO akui Mpox adalah efek samping vaksin Covid-19”, presumes that WHO has made an official acknowledgment. Such presuppositions create an authoritative and valid impression, leading readers to accept the information as truth. Therefore, hoaxes employing factive presuppositions can be detected by checking

whether the claim is factual and officially announced or merely an unsupported assumption.

**Table 7. Structural Presuppositions in Hoax News**

No	Narrative	Structural Presupposition
2	<i>“Setelah disuntik vaksin akan dikontrol seumur hidup?”</i>	A control mechanism exists after vaccination.
4	<i>“Tiba-tiba Bill Gates datang. Tiba-tiba Kadinkes umumkan Siaga TBC.”</i>	Both events (Bill Gates’ visit and TBC alert) are causally related.
22	<i>“Apa maksud kebijakan pemerintah ini? Apakah menggiring nantinya ketika anak-anak itu dewasa?”</i>	The government’s policy has a hidden harmful agenda.

Structural presuppositions are embedded through rhetorical questions or specific sentence constructions. In other words, structural presuppositions are found in narratives that use interrogative or contrastive forms to reinforce certain assumptions. For example, Data (2) in Table 7 presents the question *“Setelah disuntik vaksin akan dikontrol seumur hidup?”* (*After being vaccinated, will one be controlled for life?*), which implicitly affirms the existence of a control mechanism. This is manipulative because it forces readers to accept the underlying assumption without providing space to question its validity. Therefore, in the case of structural presuppositions, hoax-related statements can be detected through critical awareness that such sentences, as shown in Table 7, are not neutral questions but rhetorical devices designed to steer perception.

**Table 8. Lexical Presuppositions in Hoax News**

No	Narrative	Lexical Presupposition
13	<i>“Respons imun berarti orang tersebut keracunan. Carilah asal usul kata ‘antibody’ itu artinya antitoksin.”</i>	Vaccines are understood as poison based on the meaning of scientific terms.
15	<i>“Paramex, Promag, dan vaksin Covid-19 mengandung minyak babi.”</i>	The verb <i>mengandung</i> implies the presence of harmful substances in the products.
12	<i>“Efek samping bersifat rahasia. Kebebasan bersifat opsional.”</i>	There are hidden side effects, and freedom is not an absolute right.

Lexical presuppositions arise through the choice of words that semantically carry specific assumptions. For instance, Data (13) in Table 8 states, *“Respons imun sebenarnya berarti orang tersebut keracunan”* (*An immune response actually means that the person is poisoned*), which assumes that vaccines cause poisoning by redefining scientific terminology. A similar pattern appears in Data (15), *“Paramex, Promag, dan vaksin Covid-19 mengandung minyak babi”* (*Paramex, Promag, and the Covid-19 vaccine contain pork oil*), where the verb *mengandung* (contain) implies the factual existence of harmful substances in the products. The use of lexical presuppositions adds a pseudo-scientific tone to the claim, thereby increasing the likelihood that readers will trust the information. Therefore, when encountering such claims, users should investigate the scientific meaning of the terms and compare them with reliable sources.

Overall, the analysis shows that existential and factive presuppositions are the most dominant, used to construct a pseudo-reality and create an impression of truth in hoax claims. Meanwhile, structural and lexical presuppositions function to reinforce manipulation through sentence structures and word choices. These findings indicate that the spread of hoaxes on social media relies not only on explicit information but also on subtle linguistic strategies that implant fundamental assumptions in readers’ minds. Thus,



pragmatic analysis based on presupposition provides a clear picture of how deception is constructed through language that appears neutral but is laden with manipulation.

By understanding these four types of presuppositions, social media users can develop critical awareness that not all information that appears logical or scientific is necessarily true. Detecting hoaxes through presupposition involves identifying hidden assumptions, verifying facts from official sources, and rejecting claims that seem convincing merely because of their presentation. This awareness is crucial because hoax creators tend to exploit users' inability to detect implied meanings.

## CONCLUSION

This study reveals that hoaxes on social media are disseminated not only through explicit false claims but also via implicit linguistic strategies. Two key pragmatic devices employed are implicature and presupposition, which serve to create hidden meanings and shape manipulative perceptions. The implicature analysis indicates that most hoaxes violate the maxim of quality, followed by violations of the maxims of relevance, quantity, and manner. These violations generate misleading implicatures, such as conspiracy narratives, insinuations of false authority, and emotional provocation. Meanwhile, the presupposition analysis identifies four types of hidden assumptions: existential, factive, structural, and lexical. Existential and factive presuppositions dominate as they effectively construct pseudo-realities and lend an impression of truth to hoax claims, while structural and lexical presuppositions reinforce manipulation through rhetorical sentence structures and the misuse of scientific terminology. These findings confirm that hoaxes are not merely an informational problem but a linguistic phenomenon that exploits pragmatic principles to influence readers.

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