Digital Literacy : How Social Media Prevent Misinformation During Pandemic

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of Strata I Communication Studies Program Faculty of Social and Political Sciences University of Muhammadiyah Yogyakarta

Arranged By:

Mia Tri Nurcahyani

20180530006

COMMUNICATION SCIENCE STUDY PROGRAM

FACULTY OF SOCIAL AND POLITICAL SCIENCE

UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA

2022

TITLEPAGE

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RATIFICATION SHEET

This research paper has been tested and defended in front of the Research Paper Examiner team of the Communication Studies Study Program, Faculty of Social and Political Science, University of Muhammadiyah Yogyakarta at:

Day   : Sunday-Friday

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Supervisor

Dr. Fajar Junaedi, S.Sos., M.Si
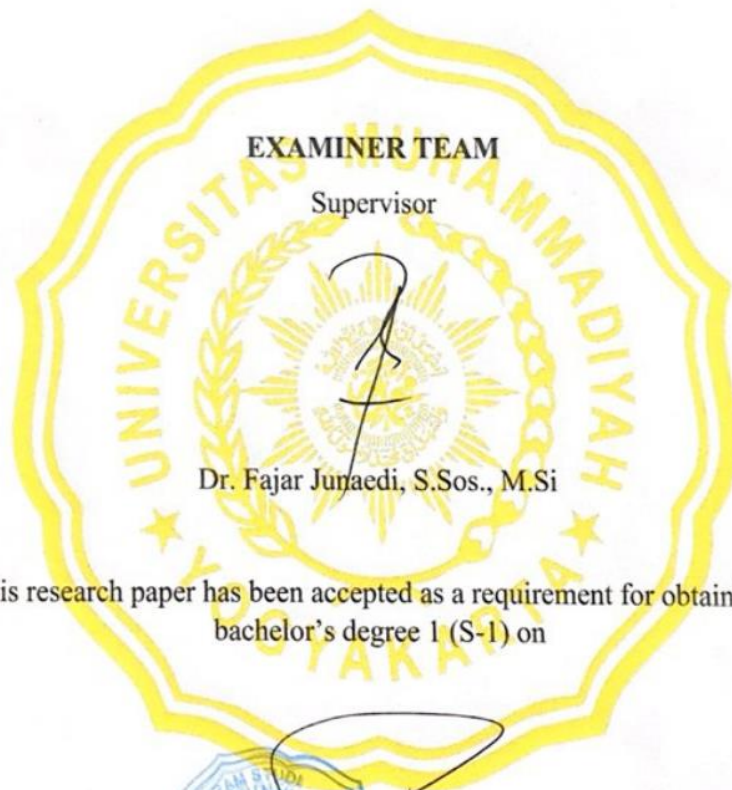
This research paper has been accepted as a requirement for obtaining a bachelor's degree 1 (S-1) on

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Head of Communication Science Study Program

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Research Paper Title   : Digital Literacy : How Social Media Prevent Misinformation During Pandemic

Stating that the article with the tittle "Digital Literacy : How Social Media Prevent Misinformation During Pandemic" contains no work that has ever been submitted for a bachelor's degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions that have been written or published by other people, I am willing this journal manuscript is take downed.

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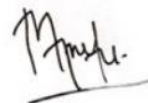
Mia Tri Nurcahyani

PREFACE

Bismillahirohmannirohim

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Digital Literacy : How Social Media Prevent Misinformation During Pandemic can be completed. This thesis was prepared to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.

2. HCII who held conference

3. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of the study period. Also as as the supervisor who patiently provided input and guidance during the process of completing this thesis

4. My parents, Alm. Mr. I Ketut Norken and Mrs. Tumilah that raised and educated me with infinite patience and love.

5. To my brother and sister, Bagus Achmad Wahyudi and Eka Widya Saharri who always support me with so much love since I was born.

6. All my friends who cannot be mentioned one by one, thank you so much for all your support. It's really means a lot for me.

Yogyakarta, 27th June 2022

Mia Tri Nurcahyani

PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Digital Literacy : How Social Media Prevent Misinformation During Pandemic can be completed.

This thesis was prepared to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public must be smart to choose and sharing information in digital era.

In addition, the author also wants to convey that we as citizens should discreet while choosing information that we'll recived. The development of information technology that is happening in Indonesia provides freedom for anyone to exchange information via internet. The level of literacy in Indonesian society is still low, as can be seen from the many discoveries of hoax information, hate speech, and fake news. So that we can stop it with choosing and sharing information more carefully.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.

2. My dearest and greatest parents, Alm. Mr. I Ketut Norken and Mrs. Tumilah that raised and educated me with infinite patience and love.

3. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of the study period. Also as as the supervisor who patiently provided input and guidance during the process of completing this thesis.

4. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.

5. To my beloved brother and sister, Bagus Achmad Wahyudi and Eka Widya Saharri who always support me with so much love since I was born. You are the best brother and sister I've ever have.

MOTTO

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا , إِنَّ مَعَ الْعُسْرِ يُسْرًا

"For indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease" (QS. Al-Insyirah; 5-6)

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Digital Literacy : How Social Media Prevent Misinformation During Pandemic

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Abstract

This research aims determine the literacy practices used by government officials to prevent the spread of hoaxes and misinformation. The pandemic created a crisis that crowded information sources; in that situation, social media users had to decide which information to trust and use as the primary reference. As a result of the Covid-19 cases, the spread of false information has increased. This study employs a qualitative narrative analysis method with the MAXDA software tool to investigate the government's digital literacy function. According to the study's findings, the government used social media under the ministry of information and communication to filter information for social media users. To support this step, the government also campaigned for an electronic transaction law as a preventive measure to prevent the spread of hoaxes on social media. In addition, to create massive information, the ministry of information and communication uses several accounts under the coordination of the ministry to provide information. The findings underline the ability to create digital literacy by the ministry of information and communication through the electronic transaction law. In the last three years, the intensity of tweets by the Ministry of Communication and Information account has increased; this is based on the increase in Covid-19 cases and the implementation of large-scale social distancing policies in Indonesia.

Keywords: Digital Literacy, Covid-19, Social Media, Information

1. Introduction

Corona Virus or Covid-19 originating from Wuhan China has spread to Indonesia on March 2, 2020 [1]. Corona viruses are a large family of viruses that cause disease in humans and animals. In humans, it usually causes respiratory tract infections, ranging from the common cold to serious diseases such as *Middle East Respiratory Syndrome*) and *Severe Acute Respiratory Syndrome* (SARS). MERSThe crisis for people's lives is not only a health crisis, but a crisis in every sector so that every individual must be involved in the struggle [3].

This is in line with the growth of social media which creates a rapid spread of news. Based on the results of the 2016 APJII survey, that 97.5% of sharing information is the highest activity in social media. In recent years, the negative impact of social media has become uncontrollable. When information is shared or created, it only increases the "status" of sending information. Information sharing activities cause more public anxiety and discomfort. Currently sharing information quickly without the need to filter whether the information is true or not has become a social activity [4].

The level of literacy in Indonesian society is still low, as can be seen from the many discoveries of hoax information, hate speech, and fake news [5]. The spread of false information in the midst of the Covid-19 pandemic caused public unrest [6]. In addition, the widespread spread of hoax news also causes chaos among the public [7]. Knowledge and understanding of digital literacy are the fortresses for selecting information. Not only the information obtained is also used in a healthy, wise, intelligent and careful manner, but also selects information that has the potential to have a negative impact, especially during the Covid-19 pandemic [8].

Previous research has explained that the Directorate General of IKP as the government's public relations officer has carried out in accordance with communication management procedures. However, the implementation is still not optimal due to the unattractive upload quality [9].

Based on the above explanation regarding Digital Literacy, this study examines how digital literacy practices are used by the government to prevent the spread of hoaxes and misinformation related to the Covid-19 pandemic

through Twitter social media. The results of this study are expected to be able to understand digital literacy carried out by the government which is produced to prevent the spread of hoaxes.

2. Literature Review

Digital literacy is the ability to understand and use information in various forms from a very wide variety of sources that are accessed through computer devices [10]. Digital literacy involves more "mastery of ideas" not an emphasis. One way that is used to distinguish the set of digital literacy concepts that are currently developing is to describe concepts that emphasize mastery of ideas and emphasize intelligent evaluation of information and analysis [11]. Literacy is defined as reading and writing, along with its development the concept of Literacy began to be defined as the ability to share meaning through a symbol system to fully participate in society [12].

There are nine important elements in digital literacy including social networking, transliteracy, maintaining privacy, managing identity, creating content, organizing and sharing content, reusing/repurposing content, filtering and selecting content, and self broadcasting. In online culture, the most important thing in digital literacy is the ability to use social networking services effectively [13].

There are eight elements that must be known to support the development of digital literacy, including: Cultural, Cognitive, Constructive, Communicative, Confidence and responsibility, Creative, Critical and socially responsible [14]. Digital literacy primarily requires positive content, while the function of positive content in question is informative, educative, and inspiring [15].

3. Method

This research discusses how the government uses Twitter social media as a medium for digital literacy education in preventing hoaxes during the Covid-19 pandemic. This study uses a *content analysis* using a qualitative approach called Q-DAS (Qualitative Data Analysis Software). Q-DAS helps researchers to collect, organize, analyze, visualize, and report data [16]. Nvivo can translate unstructured data by dividing it into several types according to research needs [17]. The data obtained came from the Twitter accounts @kemenkominfo and @djikp as content data obtained.

4. Results and Discussions

The terminology of digital literacy or digital literacy relies on two words, namely literacy and digital which means the ability to read and write [18]. Digital literacy is the ability to understand and use information in various forms from a very wide variety of sources that are accessed through computer devices [10]. This should also go hand in hand with the ability to select and create informative content.

Based on Figure 1, the social media accounts @djikp and @kemkominfo provide information with different intensities, in the last year the intensity of information provided has increased even though it fluctuates.
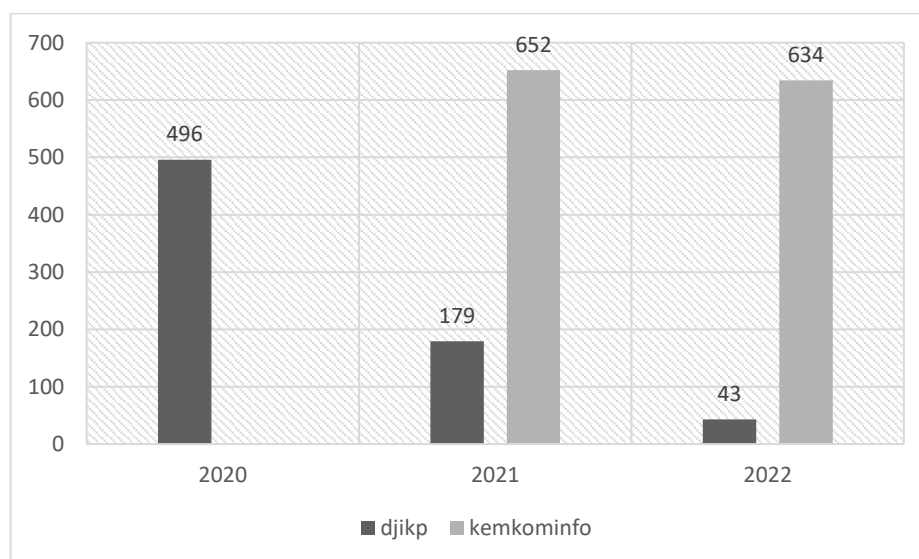
Figure 1. Activities on social media.

The @djikp account has the highest activity in 2020, while the @kemkominfo account has the highest activity in 2021. This finding shows that social media twitter can be used by the government as a medium to literate users regarding Covid-19 hoax news. 2020-2021 is the year with the highest spike in Covid-19 cases in Indonesia in line with the spread of hoax news about Covid-19 and Covid-19 vaccinations on various social media [19]. Based on data from kominfo.go.id, during the Covid-19 pandemic, almost every day hoax news circulates on social media [4].

This finding explains that government accounts provide validate information from a wide variety of sources with informative content with different intensities each year.

Table 1. Accounts interacting with DJIKP and Kemkominfo accounts.

Account categorization	djikp	Presentage	kemkominfo	Presentage
Public Figures	jokowi	38%	platejohnny	67%
			jokowi	17%
Government	kemkominfo	25%	aduanppi	6%
	bkkbn official	13%	bappenasri	6%
	bpipri	13%		
Media	antaranews	13%	siarandigital	6%

Based on Table 1. It has three interactions, public figures, government, and media. The @platejohnny account has the highest level of interaction with the @kemkominfo account and the lowest interaction is with the @siarandigital media account. The @jokowi account has the highest interaction with the @djikp account and the lowest interaction with the @antaranews media account.

There are nine important elements in digital literacy including social networking, transliteracy, maintaining privacy, managing identity, creating content, organizing and sharing content, reusing/repurposing content, filtering and selecting content, and self broadcasting [13].

The content created when mentioning the accounts of public figures is content about information and webinars related to the Covid-19 pandemic. This finding shows that the accounts of public figures have the highest level of interaction due to the level of trust of net citizens in the facts presented by government accounts. Various calls to wisely absorb information from online media have been echoed by various government agencies [20]. Information submitted by the government will provide feedback in the form of perceptions from the public which can lead to positive and negative stigma [21].

These findings are in line with the theory put forward by Steve about nine important elements in digital literacy, government accounts use these nine elements to create content on Twitter accounts, especially in managing identity as well as possible.

Figure 2. Hashtag used by @djikp and @kemkominfo

See table 1. Content presented by twitter accounts @djikp and @kemkominfo presenting informative messages or information to create smart and healthy netizens. In this case, the @djikp and @kemkominfo accounts use the hashtags #sobatkom, #bersamakominfo, #hoaksvaksin, #digitalliterasi, #makindigital to provide information using valid sources and the information obtained can be accounted for. Digital literacy primarily requires positive content, while the function of positive content in question is informative, educative, and inspiring [15]. This finding explains that through these hashtags, the @djikp and @kemkominfo accounts not only educate their readers who are the recipients of the message but also educate their readers who will later become disseminators of information through their informative content.

@kemkominfo   @djikp

Figure 3. Categories of words that appear frequently

See figure 3. words that government accounts often use to generate content. These captured words became the main topic of conversation, especially during the one month period [22]. In online culture, the most important thing in digital literacy is the ability to use social networking services effectively [13]. This study answers the

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information submitted by government accounts. The words used indicate the amount of content related to things that are often discussed in digital literacy activities.

5. Conclusion

Based on the above analysis, this study confirms the digital literacy practices used by the government in preventing the spread of hoax news and misinformation related to the Covid-19 pandemic through social media twitter by using nine elements of digital literacy including social networking, transliteracy, maintaining privacy, managing identity, creating content, organizing and sharing content, reusing/repurposing content, filtering and selecting content, and self broadcasting. The digital literacy practice used by the goverment is to validate the findings of hoax news related to Covid-19 cases in the last three years, especially during the social media. This step was taken by government as an effort to campaign for electronic transaction law. The government validates the data using positive, informative, educational and inspiring content.

This study also confirms that Nvivo as an analytical tools is able to prove and reduce data collections from twitter accounts so as to describe data in the form of text, images, charts and tables.

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- ❖ Nama Lengkap   : Mia Tri Nurcahyani
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- ❖ Judul Skripsi   : Digital Literacy : How Social Media Prevent Misinformation During Pandemic

Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Yogyakarta, dengan Dosen Pembimbing Utama

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Mengetahui,   Ketua Tim Penguji,

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21 April 2022

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