The Role of Digital Literacy is the Spread of Hoax on Instagram to Strengthen the Character of Unity

Fitrani Rika Asnaria [1),] Achmad Muthali'in [2),] Wibowo Heru Prasetiyo [3),] Patmisari [4)]

[1, 2, 3, 4)] *Pancasila and Civic Education, Faculty of Teacher Training and Education*
Universitas Muhammadiyah Surakarta, Jl. A. Yani No. 157, Pabelan, Kartasura, Sukoharjo, Jawa Tengah, 57162, Indonesia
Corresponding Author: Wibowo Heru Prasetiyo, Email: whp823@ums.ac.id

Abstract. The purpose of this study is to describe understanding, perception, and problem solving for a non-medical student applying the digital literacy associated with responding to the hoax of Instagram. The study uses a qualitative approach with a theoretical design. It is often misused to disseminate information quickly but incorrectly. The research informant consists of the study program chairman, lecturer, and student elect using a sampling technique. The data-gathering techniques of this research use interviews, observation, and documentation. The validity test of data uses source triangulation and technical triangulation. Data analysis in this research uses analysis content. According to the study, non-government students have the ability to search out valid information and minimally disseminate hoax information that can lead to conflict. They claim the perception that digital literacy is important to strengthen unity in character. The application of digital literacy is important for finding the right news, making it easy to get the full information, and making a significant contribution to minimizing the spread of hoaxes in Instagram use, as well as an integral part in strengthening the character of unity, thus reducing the impact of the spread of hoax information that could divide the nation. At first glance, students have the digital literacy ability to respond to hoaxes by finding out the truth first though.

INTRODUCTION

The development of the Internet has brought humans into conditions where life's activities cannot be released from the use of digital technology. In this era, the Internet has become the most important human need (Wahidin, 2018). On the one hand, the Internet provides such conveniences as communication, purchasing, access to information, and access to entertainment. However, on the other hand, the Internet has positioned humans into institutionalized situations related to the abuse of technology, particularly the distribution of information. Contemporary phenomena describe how a swath of false news or hoaxes has received attention from all sides.

The ease of consuming and producing information from the Internet makes it easy to disseminate it without being aware of its truthfulness (Astuti, 2021). Through digital literacy, an attitude and behavior are required to use technologies in the information and communication of citizens. The scope of digital literacy includes not only the ability to use it alone, but also the process of reading, writing, comprehending, and creating new knowledge (Kurnianingsih *et al,* 2017).

The urgency of digital literacy in the 21st century is required for the younger generation not only to add technology to

learning but to use technology in order to improve the quality of that study. In general, Internet users are less able to sort out information and even discard ethics and morals when using the Internet. It is therefore essential to have digital literacy mastery in order to protect against negative online content (Bastian, 2021).

Social media is a gateway to information because 64% of the information is based on the survey (Arafah & Hasyim, 2022). The most widely used applications in a row in January 2022 are Facebook, Youtube, Whatsapp, Instagram, and WeChat (Kusnandar, 2022). Almost all social media sites have activity sharing messages to be forwarded to other users. The custom cannot be taken lightly, for it makes messages as large as snowballs sliding down hills, especially ones that are not valid. The message has the opportunity to be read by all followers or accounts (Susilo et al, 2019).

Hoaxes are a form of dividing nations and states. In accordance with the essence of the three pancasila precepts against the actions that could threaten the unity and unity of Indonesia, one is the spread of hoax news. A hoax is intended to deceive others intentionally in a more complex and larger sphere. Hoaxes expose the tremendous mess of disseminating information without an expert's verification and do not further examine the information and thereby harm others (Sitepu et al, 2021). Digital literacy is one of the alternative

solutions to the hoax counter (Awaliyah et al, 2020).

A report from (APJII, 2022) describe that The number of people connected to the internet was 210,026,769 of the total population of 272,682,600 Indonesians in 2021. The highest penetration rate for Internet users is students, at a 99.26% percentage. They usually use the Internet mostly to access social media. Another report from (Hootsuite, 2021) show An equally similar result showed that Indonesian Internet users amounted to 202 million, or 73.7% of Indonesia's population.

The Polri's cybercrime case in 2017 brought up in 5,061. The crime rate rose 3% from 2016, which amounts to 4931 (Medistiara, in Fitriani & Pakpahan, 2020). Based on a comprehensive survey, the hoax of August 2018 was published in March 2020. The total number of hoaxes found was 5156. The hoaxes are found most frequently in political categories by 1025, with government categories of 922, health 853, others 411, crimes of 390, slander of 292, international 283, natural disasters 258, fraud of 265, religion 208, myth 182, trading 34, and education 33 (Kominfo, 2020).

Indonesia is the fourth most important Instagram user to date. To July, there were 91.77 million Instagram users in Indonesia, with a 36.4% majority of 18-24-year-olds.Instagram ranks second in line after WhatsApp and YouTube (Rizaty, 2021). The above data shows that students are the largest

group of users on the Instagram platform. Not a few people use Instagram as a choice for information.

One study by (Rizalty, 2021) reveals that Instagram users are dominated by people who are 18–24 years of age. That age range is generally considered student status. Reviewing hoaxes on Instagram users is quite relevant, especially for student prodi. This study program plays an important role in producing intelligent students, a responsibility in the technologically advanced and dignified Indonesian society amid the demoralization of this generation.

The current use of the Internet is very high. If it is not balanced with the ability to use it wisely, it will have a bad effect. One research from (Putri, 2021) show College tours indicate that levels of problematic internet use fall into the "very high" category. When using the Internet, the average student spends eight hours accessing it. The highest form of student Internet use is 93% for social media access and 75% for online services.

Excessive use of social media can lead to addiction, resulting in academic growth. Based on the results of surveys conducted by (Mastel, 2017) hoax are spread and spread among those who already have a fairly good digital literacy ability-that of Internet users and social media users. However, this society has not been a hohole-practicing society that requires systematic and sustainable education. The circulation of hoax stirs up unrest in the community, causing a close emotional response and adverse reaction to any object (Virga & Adriadi, 2019).

Based on the above background, it is viewed as necessary to do research on digital literacy in Instagram. The significance of this study was to have a theoretical impact on the importance of digital literacy when using social media through educational programs. The contribution of this study is expected to minimize or reduce the spread of hoax in social media. To that end, the focus of this study is briefly addressed to the application of digital literacy of understanding, perception, and obstacle to responding to the hoax of Instagram.

Research on hoaks conducted by (Situngkir cited by Juditha, 2018) talks about how to spread deception as gossip and rumors on Twitter His research suggests that Twitter is a micro-blogging service that has now become an effective medium for spreading the news at speeds comparable to conventional media. Hoaxes have a large and potentially exponential population coverage, unless conventional media halt the spread of hoaxes.

One research by (Rahadi, 2017) explain that social media provides convenient sharing of information and shows that the behavior of social media users understands their reasons, impact, and responsibilities when using them. Yet, they often abuse it by creating hoaxes to create a deliberate sensation to make a profit from it. The spread of this false news with

freedom of speech is often misunderstood and therefore abused. (Aminah and Sari, 2019) state that news stories circulating on Facebook have such a negative effect on young voters. Such hoaxes have the effect of making people have difficulty distinguishing the original hoax, being easy to provoke, easy to hate, and a change of choice. As a good social media user, you should receive the information first and thus not disseminate it.

The above research suggests that social media like Twitter and Facebook are excellent hoax dissemination media. In this study, we discuss Instagram hoaxes and, more specifically, how to use digital literacy to strengthen the character of unity. The study discusses the role of digital literacy in responding to the hoax on Instagram to strengthen the character of unity are also unheard of, so it is important to do so.

RESEARCH METHODS

The study used a qualitative approach with a string of phenomena designs. According to the research focus to describe insights, perceptions, and student constraints related to their digital literacy in responding to hoaxes on social media, the phenomenon may be considered appropriate because it could describe conditions in the field specifically, deeply, and transparently. Phenomenology, as a scientific discipline, seeks to reveal, study, and comprehend a phenomenon, as well as the distinctive and unique context that the

individual experienced down to the individual realm of conviction (Ghony & Almanshur, 2012). Phenomena is a science that seeks to explore the psychological meaning of an individual's experience of a phenomenon through deep research viewed from the context of the daily life of the subject being examined (Herdiansyah, 2019).

The study involved 11 informers of the study program's chairman, lecturer, and student students who were selectively sampled. The informer selection criteria were based on a) being willing to be an informant; B) student payouts; C) ages 18-24; D) having Instagram accounts; E) never having known or receiving a hoax associated with unity. Multidata-gathering techniques consisted of interviews, observations, and documentation. The data collected was then analyzed with interactive models from Miles and Huberman, including the data reduction, data presentation, and conclusion or verification stages.

To ensure reliability of data, the study employed source triangulation and technical triangulation, where there were comparative and verifying data obtained from different informers and data collection techniques. To guarantee the confidentiality and rights of informants, this study anonymously recorded the identity of the informant. Before informers were involved in their data collection, they were first given the right to give consent through filling out a willingness to become an informant form.

DISCUSSION

Digital Literacy Understanding While Responding to Hoax on lnstagram

For digital literacy, understanding of Internet search is needed so that students can access the needs of information carefully, intelligently, and responsibly. Findings obtained in this study relate to understanding digital literacy while responding to Instagram techniques include a) activities on lnstagram; B) ability to check cross news; C) insight distinguishes between false and true.

Instagram Activity

Studies show that students on pay-per-view are active Instagram users. They access Instagram daily on average, from one hour to eight hours at the most.
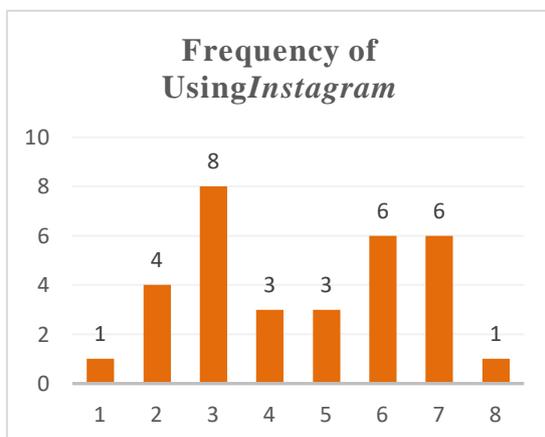

Figure 1. Intensity time graph accessing Instagram

The activities they do when looking up Instagram usually open up porches, insta stories, search for news, or just for fun. They usually search for news from an account that has a blue tick since it is thought to give credible information. They usually search for information from accounts such as @kompascom, @cnnindonesia, and other news accounts.
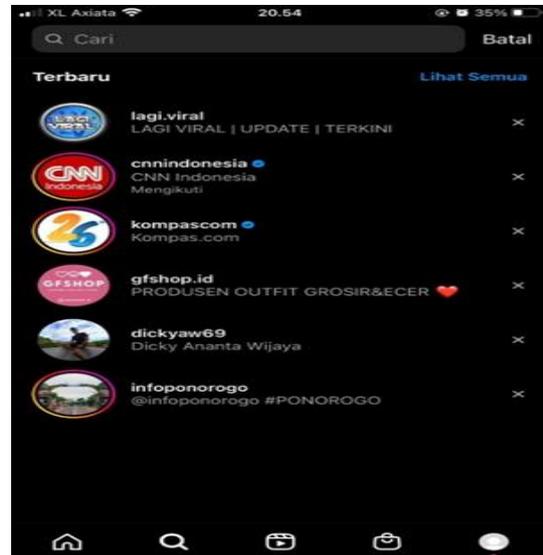

Figure 2. Instagram Capture

Figure 2 shows that they use Instagram to search for information on news accounts. The application of digital literacy involves selecting information from reliable accounts or sources. The considerable measure of Instagram time is offset by its ability to sort information through a credible account that can strengthen the character of unity.

Ability to Do a Cross Check on The News

The unrestrained spread of news requires that recipients be selective to avoid false news. One way that can be done is by running a found news cross-check. This was done to give the news a more valid level of truth. The solution to mitigate the impact of proper hoaxes is to be careful with provocative news headlines, to look carefully at news

sources, and to see the authenticity of the news.

Figure 3. Hoax findings on Instagram

Figure 3 above shows an example from the news found of President Jokowi's three-period ideas. However, more and more of the news circulating is a hoax. Jokowi himself never imagined running for President in the third term. The users must be clever when using digital media, and Instagram specifically, to avoid being affected by hoaxes. Such a circulating hoax could cause confusion, for it was clearly against the 1945 constitution that the President was allowed only two periods. The spread of such news could have negative effects, resulting in conflict among Indonesians.

Figure 4. Clarification of hoax discovery

The foregoing information shows that he is circulating on Instagram the hoax. So, it is hoped that readers can do further research on what has been discovered, even more so with redundant titles. However, further research reveals that they themselves are unsure whether they spread the hoax. The findings have a relationship with (Jones & Kim, 2018) study that there's a phenomenal party effect on the hoax phenomenon, which is why he feels other people are affected by the hoax and he's not. The difficulty of distinguishing the truth from the news can be a factor in their feeling that way. (Wilson, 2000) state that Information behavior is defined as the whole of human behavior in relation to sources and information channels, including the active and passive search for both.

Understanding Distinguishes Between Truth and Lies

One insight that is necessary to avoid easily falling into the hoax that are circulating is to distinguish between false and true. Yet, the fact is that students are having difficulty distinguishing between false and true. The need for understanding and ability for cross check news was obtained, and it did not immediately believe. The use of various media sources can help users to get the right information, thus doing no harm to anyone. If using only one source, then the news found tends to be less valid, so there is a need for resources other than Instagram.

As shown on Table 1, which would describe the digital literacy of a student pay-general in response to the hoax on Instagram.

Table 1. Digital literacy in response to hoax on lnstagram

Indicators	Insight	Perceptions	Obstacles
Internet searching	Pulling information from a reliable account	Digital literacy is vital for selecting information from Instagram	It's hard to find the desired news because most of the posts are just virals
Hypertextual navigation	Understanding the link function on lnstagram	Link use benefits in order to read the news in full	Seldom open links, and idleness is perceived as complex to change to other websites
Content evaluation	Ability to do cross check news	It's essential that you minimize hoax	Easily provoked by the number of likes and content of comments
Knowledge assembly	The ability to retell the experience of discovering hoax	Does not directly spread the hoax it finds	It blocks critical power to determine the truth of the news

According to table 1 above, it appears that students have applied digital literacy in response to a hoax. They had a consciousness of indirectly spreading the news that he had discovered. These findings are supported by (Saputra and Salim, 2020) that students in the media use carefully chosen content, take note of culture in communication, and use digital media for learning purposes. In the study, non-commissioned student payrolls used digital literacy by spreading news finds rather than immediately disseminating them.

A student of non-commissioned medicine has shown that he has good digital literacy by not continuing or spreading the message he receives if he does not know the truth. (Yanti, 2016) reported that the digital literacy rate in college is already high and very high. Yet, students still find it difficult to select and distinguish between false and true news, not to release it immediately but to cross-check it from another source.

(Nurrahmi and Syam, 2020) stated that on social media, the informant found it difficult to distinguish between different types of information. Most find it hard to judge the credibility of the information received because, at the time, there was a lot of news about the 2019 election that left them confused as to the truth. There was so much negative news from both sides at the time that social media began to circulate.

(Zulyadaini et al, 2019) reported that the users have a high level of concern for digital literacy and the spread of hoax on Instagram. They do not immediately believe the news that is circulated, even when it is difficult to tell the difference at first. This is proven by sorting out the information found, evaluating information, and searching for news sources from other media.

Furthermore, (Rachmawati et al 2021) stated that ability to identify information can be done in various ways. Users in this study

have applied information literacy in their daily activities as an effort towards hoax prevention. They are more selective in their use of information and in choosing according to what is needed to prevent the harm done by hoaxes.

Digital Perception of The Importance of Literacy in Instagram Response-Related Responses

First aid students expressed the perception that digital literacy is important to strengthen the character of unity. When searching the Internet, it is critical to use digital literacy to find the true story rather than directly comment on what is being circulated. The importance of digital literacy in the hypertextual aspect of Instagram is to make it easier to get complete information and to be a major part of minimizing the spread of hoaxes on Instagram, as well as an integral part in strengthening the character of unity.

In the aspect of content evaluation, digital literacy is important to evaluate both valiance and news while minimizing the effects of the spread of hoaxes that could divide the nation. The students' perceptions of digital literacy in the aspect of the knowledge assembly are viewed by their response to accepting the hoax by not simply broadcasting them but ignoring them first and then finding out the truth.

The importance of digital literacy in non-government students is good enough since they recognize the importance of applying

digital literacy to Instagram usage linked to a hoax. (Suyanto *et al* 2018) stressed that students have a high level of responsibility and awareness. They already have a sense of the importance of digital literacy, such as an understanding of the impact of hoaxes can have, and the application of digital literacy can protect them from hoaxes. Because the effort to cope with hoaxes must be made by all societies through digital literacy skills (Fardiah *et al,* 2021).

The results of the study are also consistent with a study from (Sari *et al,* 2021) that digital literacy can become a fortress and a fortress to avoid the prevailing hoax. (Syarifah *et al,* 2021) reported that Digital literacy teaches us to understand, manage, and pass on good information. It means not merely swallowing received information but going further. Similar finds were also obtained from one study by (Irhamdhika, 2022) that Digital literacy can help access and select a variety of sources of information in life, such as those that circulate. Digital literacy is one of the solutions to this massively circulated hoax.

Digital Literacy Constraints in Response of Student Pancasila and Civiv Education UMS Related to Hoax Instagram

The application of digital literacy is obviously compromised, especially linked to the hoax on Instagram. The problem that a student faces when searching the Internet has been a problem since most people tend to post

a noisy item on the web. Next, the obstacle to the hypertextual tual aspect of lazy is to open the link provided to a news account in order to read its contents in its entirety. The constraint on the content of the content was influenced by the multitude of likes and comments on the news. The problem with the latter aspect of the knowledge assembly is to do with the kratic ability to weigh or determine the truthfulness of a message.

CONCLUSION

The study found that when using digital literacy to respond to hoaxes on Instagram, Pancasila and Civid education students do not immediately decide to distribute or comment on a post. In the outcome obtained, they themselves find it difficult to tell the truth or the truth, with obstacles to their own claims and consciousness, such as any laziness to read the news in its entirety. It may be concluded, then, that it is important to apply the digital literacy associated with the hoax response to Instagram to prevent it from contributing to the spread of hoaxes.

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