



Implementation of Digital Literacy as A Solution For Dissemination of Hoax News Among the Millenial Generation In Indonesia

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Abstrak

A very important thing in overcoming the spread of hoaxes in the era of the millennial generation is the effort to generate digital literacy. The purpose of having digital literacy skills is to control oneself and the audience in interpreting confusing news on social media. This article will study the implementation of digital literacy, how it affects and how to improve skills to prevent the spread of hoax news among the millennial generation. This article uses the library research method to combine several literatures such as books, journals, and other literature. Digital literacy cannot be separated from the world of social media because 97.4% of Indonesians use social media on various platforms Digital literacy has an important meaning in the world of communication because of 3 things. everyday life. Second, millennials are addicted to digital platforms such as Google, WhatsApp, Instagram and others to find information quickly without distance and time. With digital literacy, it is hoped that the millennial generation will use social media well, be selective in sorting and selecting incoming news and messages. In the current convergence era, the millennial generation is not only a recipient but also a potential actor in spreading and producing hoax news/information.

Kata Kunci: *Implementation, Digital Literacy, Hoax, Millenial Generation*

Introduction

The development of information technology in the 4.0 era means that the millennial generation can get information quickly and easily without being hampered by distance and time. The generation born in this sophisticated era considers technology to be a primary need. This generation cannot be separated from information and communication

technology. In (Purwani Istiana, 2016) said that, "Digital natives are those who are used to jumping cognitive structures, can carry out several activities at the same time". The development of technology towards cyberspace, known as IOT (Internet of Things), expands the flow of communication and information globally, through various kinds of international media, making it easier for us to access information from outside instantly. This

makes the millennial generation follow the flow of globalization in all fields, cultural exchange is one of the many things that is easily accepted by this generation.

Each millennial generation has different characteristics, namely depending on the background of where they live, economic status, family situation, and also very open communication patterns compared to previous generations. Besides that, the millennial generation is also more open and interested in political and economic issues because they are fanatical social media users and are influenced by information and communication technology. This generation is very sensitive to environmental changes that are occurring around them.

The consequence of technological developments is the emergence of negative phenomena, namely the problem of spreading fake news/hoaxes. The spread of hoax news is the weakness of digital literacy in the current era which makes it easy for fake news to spread quickly among the millennial generation via digital platforms. The Indonesian millennial generation, in particular, is very easy to spread and accept fake news. According to Kominfo, there are 800,000 sites spreading hoax news in Indonesia. This problem will also have an impact on the social behavior of the millennial generation, therefore the importance of education or digital literacy is to be able to differentiate between true and false types of information.

The spread of hoax news is the delivery of wrong information, which tends to create anxiety, hatred and hostility so that it can disturb the surrounding environment. The spread of hoaxes is also caused by the millennial generation easily spreading and receiving information without first studying or sorting it out from actual sources and events. The spread of hoaxes that is currently occurring among the millennial generation must be handled

immediately, so that the millennial generation becomes a generation that is intelligent and wise in conveying and using information in the current era.

One effort to overcome cases of spreading hoaxes requires literacy skills. Literacy is not just the ability to read and write, more than that, literacy can also be interpreted as technological literacy, critical thinking, politics and understanding of the surrounding environment (Irianto & Febrianti, 2017). The importance of literacy awareness can support a person's success in handling problem cases. If there is someone who is literate, they will gain knowledge and document a piece of experience that will become a reference in the future.

An interesting thing to be a topic of discussion is the large number of millennial generations who feel free and have the right to say anything on social media using the truth and free of opinion. Freedom of opinion is a human right protected in article 19 of the Declaration of Human Rights and in article 28E contained in the 1945 Constitution, which includes freedom to express opinions without interference and to receive and share information and ideas through any platform, regardless of national borders. Therefore, not many people understand and realize that the right to freedom is not absolute because it is accompanied by special responsibilities.

The article aims to discuss the role of digital literacy as a solution to prevent and minimize the spread of hoaxes. In this article, we will discuss how digital literacy can mediate social media interactions that easily spread and receive hoax news. Apart from that, digital literacy also makes a big contribution to being at the forefront of the millennial generation in creating a healthier social climate.

The author will discuss the problem of implementing digital literacy which is a solution to the spread of hoax news among the millennial generation in Indonesia. This

article will contain a discussion divided into several sub-discussions to explain the importance of digital literacy which plays a role as self-control in facing and responding to the spread of hoax news, which is a form of freedom of opinion without being based on it.

Method

The method used in this article is the library research method which combines several types of literature sourced from books, journals, websites, newspapers or literature that is relevant to the discussion of this article. This library research method is used to combine findings that have similar themes as preliminary studies with current studies. In this study, the author will conduct an orientation to the media ecology which has undergone changes which have resulted in an element of novelty from previous studies.

Result And Discussion

1. Digital Literacy: A Must in Communication Life

There are 3 things that make digital literacy have important meaning in the world of communication. These 3 things are, first, the increasingly serious use of digital media in everyday life, especially the use of the internet and social media. It seems that gadgets are devices that cannot be left behind and are also the most important tools for communication and seeking information. In the current era, the development of digital media is developing so quickly with the presentation of information and content being produced continuously and in accordance with public needs so that people can easily access it quickly without being constrained by distance and time. Not only that, information updates also occur very quickly in just seconds from many existing platforms.

Second, the millennial generation is addicted to digital platforms such as Google, Chrome, WhatsApp, Instagram and others to search for information quickly without distance or time. It seems that the internet is a new medium that always provides solutions to all information needs. The internet can be said to be superior because when used it can make access easier and faster without having to bother looking for information.

Third, to select information from the many sources that are available, specific skills and abilities are needed in digital media users. With the existence of various types of information, special abilities are needed that are supported by digital literacy. With this capability, digital media users will have more control in the usage process, being able to select correct and factual content and information.

So actually, what is the definition of digital literacy? in the age of print media, ideas and expressions basically only have one form. Understanding is only done with words. Meanwhile, the form of expression of digital literacy is by using digital code which is then processed into sound, images, video, writing so that there are parametric variations that apply to the core of digital expression. To be digitally literate, you need the skills to describe complex images and sounds, as well as the syntactic meaning of words. Digital literacy also plays an important role in matching media to available information which is widely distributed on social media. In the next study, the process of digital literacy involves authentic multi-texts, created with various tools and code transfer to understand the content of many users on a single subject.

Developing the definition of media literacy coined by Potter in Adipura, the author will try to divide the definition of

digital literacy into three categories such as (by changing media objects to digital technology). First, the umbrella definition, which can be used to analogize digital literacy as an individual protector when exposed to a rain of information when dealing with the internet and social media. In development, with an uncountable amount of information produced every day, in the definition of this information it is not enough to simply make an analogy of rain. They deserve to be analogous to an information tsunami.

Second, the process definition shows that digital literacy is a skill that has a function when individuals navigate social media and content on the internet. Third, the definition of objectives, describes digital literacy as the final result of a construction created and designed in the minds of individuals so that they have great control over the media messages they have implemented, in this case digital media in the form of the internet and other social media.

The integrity of digital literacy includes technological, cognitive and social competencies in facing changes in digital technology. Users must be educated on digital literacy in order to master the sociological, cognitive and pedagogical challenges resulting from the rapid increase in internet development. These skills include: the ability to operate a computer and access it effectively, master large amounts of information, evaluate the reliability of information and critically assess technological devices naturally. Each person must learn, collaborate and solve problems effectively in a virtual environment and communicate effectively in a technology-mediated social environment. Not only that, digital literacy is also related to issues of information dynamics, property and intellectual property, copyright, content authenticity and plagiarism (Alkalai, 2012).

One of the goals of having digital literacy skills is to provide control to the public regarding messages and information that is widely spread on social media. All media messages have an explicit meaning and are accompanied by a deeper meaning implied within them. As for differences in levels of literacy, this will have an impact on differences in how to control the processing of interpretation of existing information.

According to Potter, someone with a lower level of literacy is more likely to easily accept the meaning of visible messages created and determined by the media. With a limited point of view, he has a smaller, shorter and less organized knowledge plan, therefore there is a lack of thought in using the process of interpreting the meaning of the media message. And finally, a person will find it difficult to accept and analyze the factuality of the information and find it difficult to realize whether the content is true or not.

On the other hand, Potter revealed that someone with good media literacy qualities will actively use a series of interpretive intelligences. This person places media messages in the concept of a well-elaborated knowledge structure. Finally, it can interpret any message from many different lines, thus providing more meaning options. When someone has a good and high level of literacy. He will know what it is like to complete the choice of meaning and have good self-controlling power to choose news that is fact and hoax.

If we consciously choose social media exposure and actively organize the most accurate information from that exposure, we are indirectly strengthening the foundation of knowledge. With a strong foundation of knowledge and expertise, we can increase our appreciation for new media. The more literate we are, the more we understand and use media, information and messages wisely.

2. The Emergency of Digital Literacy in the Use of Social Media

Digital literacy cannot be separated from the world of social media because 97.4% of Indonesians use social media on various platforms. In using social media, not everyone uses it well and wisely because most of them feel they have the right to do or express whatever they want or have free opinions. Until finally, cases of freedom of opinion that could not be accounted for emerged on social media.

According to data collected by a research company called We Are Social, the growth in the number of social media users is accompanied by an increase in the number of social media services on various platforms. In 2016 there were only 79 million residents, this figure always increases every year. Indonesia ranks third in the world in terms of social media use. We managed to beat developed countries such as Brazil and the United States and only lost to China and India. Specifically regarding the number of Facebook users, We Are Social assesses that Indonesia is still in fourth position on the list of countries with the most Facebook users, with one hundred and six million users. Indonesia is only behind the United States, India and Brazil (Aditya Hadi, 2017).

It is not uncommon for someone to use more than one social media platform. This is because the characteristics of each platform are different in their use. According to Kaplan and Haelin, social media has many platforms which are divided into several groups such as:

1. Collaborative project, where the entire community can write, edit and add and remove content. In-depth clarification is needed when accessing information from the media. Example: Wikipedia.

2. Content communities, all users can load, watch and share content for free, such as: YouTube.

3. Blogs and microblogs: a simple platform that only uploads short content. Example: Twitter.

4. Social Networking Sites (SNS): a social networking service that is useful for sending photos, videos and other information to local friends. Example: Instagram and Facebook.

5. Virtual Games Workd: in the world of games this is usually called an online game.

6. Virtual Social World: a simulation of life that occurs in the digital world. Example: second life.

The use of social media on various platforms is said to be a place to express opinions freely in the online world. In terms of freedom of opinion, which is guaranteed by Article 19 of the Universal Declaration of Human Rights and Article 28E of the 1945 Constitution which discusses freedom of speech without prohibition and to receive, seek various information and ideas without regard to ethnicity, tribe, race, religion or even country. Freedom itself consists of two forms, namely freedom of opinion and expression. In freedom of opinion, everyone has the right to express his opinion whether in speech, writing or video. Meanwhile, freedom of expression includes a wider range of expressions. Such as expression in culture, politics, other movements, creating hashtags, etc.

Thus, the use of social media as a forum for freedom of opinion remains linked to advantages and disadvantages. On the one hand, social media can be seen as a step closer to democracy towards the internet and closing the digital inequality between developing and developed countries. Access to information and social support can also increase. Considering the character of our country's society, it has

great social ties in the use of social media such as Twitter and Facebook.

However, on the other hand, there are several negative cases found in the realm of freedom of opinion due to frequent use of social media. According to West Java Diskominfo data in 2012, there were 92.4% of hoax news found on social media platforms. Therefore, it is important to implement digital literacy to overcome cases of spreading hoax news that are currently hitting the millennial generation.

3. Implementing Digital Literacy: Efforts to Prevent the Spread of Hoax News

Digital literacy is important in the advancement of communication technology today. In (Osterman, 2012) As technology becomes more advanced, good literacy is needed. And there is mutual agreement between the knowledge and abilities needed by someone to have digital literacy skills. According to Osterman, digital literacy has been formulated by many previous researchers to respond to increasingly advanced technology.

There are four assumptions of digital literacy, the first is new literacy including new skills, strategies, dispositions and social practices required by new technologies for information and communication. Second, new literacy is central to fulfilling participation in the global community. Third, new literacies systematically change the definition of technological change. And fourth, new literacy is a variety of understandings regarding the benefits of various paradigms

Regarding the existence of information literacy among the millennial generation, information

literacy explains that the information literacy competency benchmark for higher education explains that a student who has information literacy skills is someone who determines and decides the nature of the information needed, accesses the desired information quickly and precisely, evaluates and its sources correctly and into information that has been selected in its basic state of knowledge and value system, as a person or a member of a group, uses information easily to achieve desired goals, and understands many economic, legal and social issues that include its use. information and access and use of information correctly and officially (Deleo, Eichenholtz, & Sosin, 2009).

Furthermore, according to Lankshear and Knobel (2006), the meaning of digital literacy is two main types of concepts, namely a conceptual definition and a set of standards used to determine the normalization of digital literacy nationally or internationally. In the explanation, there are two types of definitions of digital literacy, namely Typical conceptual definitions of digital literacy and Some typical standardized operationalizations of digital literacy.

Literacy has various meanings, such as reading and writing to understand existing information. People who already have good digital literacy are people who are independent and quick in searching for information and have the skills to choose the type of information they want and have the ability to explain information using the correct medium so that people can understand the information

conveyed well (Lankshear & Knobel, 2006). Then they also said that Gilster knew there were four keys to digital literacy competencies, including knowledge assembly, evaluating information content, searching the internet, and navigating hypertext.

According to Alkalai, it is said that the conceptual framework in digital literacy consists of 4 concepts, namely, (1). Visual digital literacy of images or photos, (2). reproduction literacy, (3). Information literacy, (4). Branching literacy, and (5). Socioemotional literacy. According to the author, the concept explained by Eshet Al-Kalai is a concept that must be implemented in the current era, especially in preventing the spread of hoax news.

In Alkalai (2004) it is explained that the development of the internet and other digital communication applications has opened new gates and opportunities to collaborate to learn and share information in various forms such as learning communities, discussion groups and chat rooms. However, this can also give rise to problems, for example, how do we ensure whether the news we read is true or a hoax? On the other hand, there is also an email, should you open a message from someone you don't know at all with a subject that attracts attention, but the content could be just a hoax?

Data can be said to be socio-emotional literacy, which means that social media or internet users have the useful ability to understand how to avoid cyber from digital communication. According to

Alkalai, this is a new form of digital literacy that combines sociological and emotional aspects in the cyber world.

The results of research conducted by Mastel (2017) to prevent the spread of hoax news among the millennial generation are by carrying out mitigation such as eliminating stimulant factors which are dominated by social and SARA issues, easing access to sources that can be used as references, providing appropriate legal action. effective and increasing digital literacy for the millennial generation through the role of the family environment, school, society and also the government and existing communities.

Conclusion

The existence of information technology has made social media a part of the lives of today's millennial generation, so that in any event or activity that must be carried and used is social media. If the millennial generation becomes wise and selective social media users in spreading and consuming news and information, this would be a good start to try and test the ideas of the millennial generation by using the message encoding-decoding approach that has been applied by social media users.

With digital literacy, it is hoped that the millennial generation will use social media well, be selective in sorting and selecting incoming news and messages. In the current era of convergence, the millennial generation is not only the recipient but also has the potential to be the perpetrator in spreading and creating hoax news/information. Anyone today can become an active and selective user if they have the skills to use social media in their daily lives.

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