

MEDIA LITERACY CAPABILITY STUDENTS IN DEALING WITH HOAX NEWS ON SOCIAL MEDIA

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Article Info

Article history:

Received :

Acceptance :

Published :

Available online

<http://aspublisher.co.id/index.php/perspektif>

E-ISSN: xxxx-xxxx

How to cite:

Ivanka., et all (2023). "Media Literacy Capability Students In Dealing With Hoax News On Social Media". Perspektif: Journal of Education and Library Science, Vol. 1, No. 1, pp. 17-22, 2023.



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ABSTRACT

This study aims to determine the ability of SMA Negeri 1 Bandar students to analyze hoax news on social media, the ability of SMA Negeri 1 Bandar students to access hoax news on social media, the ability of SMA Negeri 1 Bandar students to evaluate hoax news on social media, and the relationship between media literacy skills. SMA Negeri 1 Bandar students in tackling hoax news on social media. This study uses quantitative research methods using questionnaires or questionnaires as a means of collecting data obtained from respondents. The population of this study were students of class XI majoring in science and social studies as many as 418 students with a total sample of 80 students who were determined by the slovin formula. The sampling technique used to determine the sample is purposive sampling. To measure the relationship between the media literacy abilities of SMA Negeri 1 Bandar students in tackling hoax news on social media and test hypotheses using the Spearman's Rho Rank-Order Correlations formula and Guilford's calculations. The results showed that media literacy ability has a positive relationship with a value of 0.894 which indicates a high relationship in tackling hoax news

Keywords: Media Literacy, Social Media, Hoax News

1. INTRODUCTION

The presence of media in any part of the world, whether print, electronic or internet, has had a lot of influence on people's opinions and behavior. In fact, in the current era of globalization, the existence of media is increasingly needed as a means of providing information services to the public. For example, the social media phenomenon, in the current era full of innovation in communication

technology, social media seems to be an attraction that plays a very important role in daily social activities in society. Moreover, this is influenced by the development of communication technology in the global realm which is currently very rapid. This change certainly has a significant impact in various fields such as social, economic, educational and other fields.

Social media is one of the media that is widely used by irresponsible individuals to spread hoax news. Hoax news is spread and accessed by people who do not understand the validity or truth of the news, so the news can easily spread widely, that is why the ability to use social media is important. Even though it looks trivial, this ability is very useful for breaking the chain of spreading hoax news.

As happened some time ago, there was a commotion which was allegedly caused by provocation by a group of teenagers on social media which resulted in fights between youth from one area and another, in other words, fights between villages. The people involved are mostly teenagers. This is one of the dangers of inappropriate use of social media or poor media literacy skills among teenagers. Hoax information or news that has divided society is the problem, even educated people cannot differentiate between true news and false news or hoaxes. Hoax news that continues to be spread causes many people who read it to believe in the news because they think that the more people share it, the more accurate the news is, even though in reality the people who share it are just following along and don't know whether the news is true or not.

The behavior of sharing news just because of joining in, which often occurs on social media, is often carried out by students or people of their age who are said to be teenagers. Basically, adolescence is a period that is vulnerable to provocation because adolescence can be said to be a place for fashion and participation. -follow friends. Apart from that, there are still many factors that cause teenagers to adopt a culture of sharing news that they themselves don't even know the truth of the news. Media literacy skills like this are not only able to break the chain of spreading hoax news but can also become knowledge for teenagers in the future and in everyday life in accessing information so that they understand the authenticity of the news they are reading.

Therefore, it is important for the author to look at media literacy abilities in dealing with hoaxes among students to find out: How are the media literacy abilities of Bandar 1 Public High School students in utilizing social media? What is the ability of SMA Negeri 1 Bandar students to respond to hoax news? Is there a relationship between the media literacy skills of SMA Negeri 1 Bandar students in dealing with hoax news on social media?

Media Literacy

James W. Potter defines media lies as a set of perspectives where we actively empower ourselves in interpreting the messages we receive and how to anticipate them (Potter, 2005). Potter also believes that media literacy implies the

assumption of active human nature in interacting with the media. Humans and media cannot be separated. This means that modern society cannot separate its existence from mass media (Potter, 2016).

(Baran, 2003) states that media literacy is a skill that can and will always be improved to consider the importance of mass media in creating and maintaining a culture that helps and determines our lives. Skills in seeing the role of mass media are needed in maintaining the quality of life and culture for humans, because as development progresses, the public will be increasingly skilled in assessing mass media. Media literacy can also be understood as the ability to read, write, speak, think, and watching. These three abilities can be seen from each aspect, and then they can also be combined into one aspect.

According to Harras (2011), literacy can be defined as the ability to read and write or sometimes called terms or "literacy" or literacy.

Based on several expert opinions above, it can be concluded that media literacy is the ability to use, evaluate, analyze media, both written and printed, which can influence the subsequent actions of media users.

Spread of Hoax News on Social Media

News is information about an event that is factual and actual, reliable and important. The news that is spread is generally news that the public really needs. However, with social media being used as a means of disseminating news, it is often misused. The news that is spread is fake news, fake news or often called hoax news. The ease of accessing social media is used by individuals or the public to spread fake news or hoax news. Several factors that cause the spread of hoax news are 1) People who spread it just to get pleasure. 2) People who spread it just to seek fame on social media. 3) Just joining in.

2. RESEARCH METHOD

This type of research is quantitative research using the questionnaire distribution method. Research using questionnaires is a way of collecting data in the field using lists of statements that have been compiled systematically. The population in the study was 418 students, sampling using the Slovin formula, so the sample used in the study was 80 students. Data collection techniques use questionnaires and data analysis techniques through tabulation by arranging them into tables, then calculating the percentages, then analyzing and interpreting them.

3. RESULT AND DISCUSSION

Results and discussion contain research findings and discussion. Through tests carried out by researchers, the following data description was obtained:

Table 1. Descriptive statistics for Variable X and Variable Y

Descriptive Statistics							
	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
X	80	17	39	2393	29,91	4,329	18,739
Y	80	17	37	2304	28,80	4,220	17,808
Valid N (listwise)	80						

- 1) Media Literacy with 80 respondents had a minimum result of 17, a maximum of 39, a total of 2393, an average of 29.91, a standard deviation of 4.329, and a variance of 18.739.
- 2) Hoax news with 80 respondents had a minimum result of 17, a maximum of 37, a total of 2304, an average of 28.80, a standard deviation of 4.220 and a variance of 17.808.

DISCUSSION

Media Literacy Capability In Dealing With Hoax News On Social Media

Media literacy can be understood as reading, writing, speaking, thinking and paying attention. These three abilities can be each aspect and then they can also be one aspect. Adam and Hamms say while watching someone can do all these things at once, because you do all these things at the same time shows that your thinking ability is better than doing things just one at a time. Alverman, Moon and Hagood said critical media literacy is an individual's ability to achieve and understand how printed and non-print texts are structured. From everyday life it can help build its impact on the world and various social, economic and everyone involved in politics. Next, SMA Negeri 1 Bandar students' knowledge of hoax news is also still quite low. Respondents knew the definition of hoax news, namely news that is false or untrue. However, they only know some of the characteristics of hoax news, namely starting with a title that makes someone excited, then there is no clear source or reference. Two unknown characteristics of hoax news are that hoax news has the characteristic of being chained with threatening sentences and not having a clear source or reference.

4. CONCLUSION

Based on the results of data analysis and the results of hypothesis testing in chapter IV, it can be concluded that media literacy is related to overcoming hoax news on social media and here are some conclusions, namely: 1) In terms of

analytical skills, Bandar 1 Public High School students analyze the truth of the information they read, compare the same information in other information sources and analyze the trustworthiness of the information sources obtained are quite good. Although there are some students who do not analyze the truth of the information and the reliability of the information sources they get. They only know that the information they receive is correct. 2) In terms of access ability, SMA Negeri 1 Bandar students do not just access social media just for fun or even personal interests, they also access social media to increase their knowledge and access the latest information or news. 3) In evaluating skills, students really understand that not all messages on social media, especially Facebook, especially those in Instagram social media comments, cannot be immediately trusted. SMA Negeri 1 Bandar students also understand how to evaluate the consequences of spreading information or hoax news obtained from the social media Facebook. 4) Based on the research results and the results of hypothesis test calculations using the Spearman's Rho Rank-Order Correlations formula and Guilford's calculations, it can be said that Bandar 1 Public High School students' knowledge of hoax news is also quite high. Respondents knew the definition of hoax news, namely news that is false or untrue. However, they only know some of the characteristics of hoax news, namely starting with a title that makes someone excited, then there is no clear source or reference. Two characteristics of hoax news that are not known are that hoax news has the characteristic of being chained with threatening sentences and not having a clear source or reference.

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