SOCIAL MEDIA LITERATION IN TREATING THE SPREAD OF FAKE NEWS: ITE LAW PERSPECTIVE

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Abstract

The rapid development of information, media and communication technology has changed the behavior of people and their environment to become more global and open. The advancement of information and communication technology has had various impacts, both positive and negative impacts, because on the one hand it contributes to the improvement of welfare, progress and human civilization, but on the other hand it becomes an effective means of illegal acts. One of the consequences of digital technology advances is the widespread spread of fake news or hoaxes in the community. By using the library research method, this research will become one of the writings that become a reference for the community to avoid the spread of hoax news. The ITE Law has provided a provision that perpetrators of hoax news spread will receive criminal sanctions based on a quo Law and also the Criminal Code. Therefore, the role of social media literacy is the most appropriate solution to dealing with this problem.

Keywords: *fake news, ITE Law, social media literacy.*

INTRODUCTION

The rapid development of information, media and communication technology has changed the behavior of people and their environment to become more global and open. The existence of the

internet is considered to be one of the most beneficial things because with the internet, a person can easily find and access any information they need, so the term the world in your hand today is indeed true.

Currently, the Indonesian people are increasingly using the internet as a medium of information and communication which is considered more effective and efficient. The number of internet users exceeded 132.7 million with a penetration rate of 51.8%. Where as many as 65% of these users are located on the island of Java and the rest are scattered throughout the islands in Indonesia[1].

The advancement of information and communication technology has had various impacts, both positive and negative impacts, because on the one hand it contributes to the improvement of welfare, progress and human civilization, but on the other hand it becomes an effective means of violating the law. Information and communication technology has also changed the behavior and lifestyle of people globally, and caused the world to be borderless, as well as causing changes in various fields of life.[2]

Currently, hoax coverage has become the focus of attention, especially in online media. The flood of information makes it difficult for audiences to determine the correct information with false information. Furthermore, this false information becomes part of the conflict so that each of them claims the information conveyed by his group is true while the other is conveying false information.[3] Kata Hoax berasal dari "*hocu pocus*" yang aslinya adalah bahasa latin "*hot est corpus*", it means "this is the body". This word is used by magicians to claim that something is true, but it is not necessarily true.[4]

The study of hoaxes in Indonesia still has a minimal epistemological basis. Some researchers are still trying to map how hoaxes spread in Indonesia.[5]

The main way to anticipate hoaxes is to build public competence in dealing with the overflow of information. Efforts to build public competence can be done through media literacy. Through various methods, the public must be introduced to the basics of information sufficiency, consequences related to information dissemination, awareness of forms of information technology that can affect them, to methodical knowledge, how to check or verify the information or news they will consume.

The media literacy method, of course, can be done in various ways, especially with regard to fake news or hoaxes that have been explicitly regulated in Law Number 19 Year 2016 concerning Amendments to Law Number 11 Year 2008 concerning Electronic Information and Transactions.

METHOD

This study uses the library research method in elaborating various kinds of literature in the form of books, journals, magazines, and literature relevant to the theme of the writing. This literature method was chosen because it wanted to combine the findings of the same theme as preliminary studies with contemporary studies. In this study, adjustments will be made to the changing ecology of the media so as to encourage novelty elements from previous studies.

RESULTS AND DISCUSSION

Most of the people do not care about hoax news. The spread of this hoax is then used by irresponsible parties to create a sense of hatred so that it can lead to divisions. In fact, the spread of hoaxes is a prohibited act which is regulated in article 28 of Law Number 11 Year 2008 concerning Electronic Information and Transactions. In this article, it is stated that anyone who spreads false and misleading news that causes losses to consumers and everyone who spreads information aimed at creating hatred or hostility to individuals or groups of society

Data from the Ministry of Communication and Information states that there are around 800,000 sites in Indonesia that are indicated as spreading false information. In 2014 alone, 761,126 websites were blocked due to fake news content. In 2015 the figure continued to rise until it reached 766,394 sites. Completing this data, according to The Jakarta Post, since 2008 144 people have been prosecuted for cases of hate speech and the circulation of fake news on the social media.[6]

There are several approaches needed to anticipate the spread of hoax news in the community,

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[1] Agus Raharjo, *Cyber Crime Pemahaman dan Upaya Pencegahan Kejahatan Berteknologi*, Bandung, Citra Aditya Bakti, 2002, p. 34

[2] *Ibid.*

[3] Dedi Rianto Rahadi, "*Perilaku Pengguna dan Informasi Hoax di Media Sosial",* Jurnal Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Merdeka Malang, Vol. 5, No. 1, 2017, p. 36

[4] Muhammad Arsad Nasution, "*Hoax sebagai Bentu Hudud Menurut Hukum Islam ",* Jurnal Yurisprudentia, Vol. 3, No. 1, 2017, p. 17

[5] *Op.Cit.*

[6] Aniza Rizki Sabrina, "*Literasi Digital Sebagai Upaya Preventif Menanggulangi Hoax*", Jurnal Communication Studies, Vol. 5, No. 2, 2019, p. 33

one of which is the media literacy approach. The literacy approach, with anti-hoax news activities and socialization to the community from schools to the general public, is improved and encouraged, not only from the government but also by all levels of society including other non-governmental institutions. In addition, if you violate article 28 of the ITE Law Number 11 Year 2008, you may be subject to article 45A paragraph 1 of the ITE Law Number 19 Year 2016. The sanctions that are stated in the law are in the form of imprisonment of up to 6 years or a maximum fine of 1. billion[7].

The need for media literacy involves technological, cognitive, and social competencies in facing changes in digital technology. Users must be digitally literate in order to master the sociological, cognitive and pedagogical challenges resulting from increased internet penetration. These abilities include: the ability to operate computers and access effectively, master large amounts of information, evaluate the reliability of information, and critically assess technological devices naturally. Individuals must learn, collaborate, and solve problems effectively in virtual environments, and communicate effectively in technology-mediated social environments. Not only that, digital literacy is also related to issues of information dynamics, intellectual property and ownership, copyright, content authenticity, and plagiarism.

The purpose of having digital literacy skills is to provide more control to the audience in interpreting messages passing through digital media. The entire media message has a visible meaning, accompanied by many deeper meanings stored in it. The difference in literacy levels will of course have an impact on differences in individual control in the process of interpreting existing information.

According to Potter[8] individuals with low literacy levels will tend to readily accept the visible meaning of messages made and determined by the media. With limited perspective, it has a smaller, shallow, and less organized knowledge structure, so it is not qualified to be used in the process of interpreting the meaning of media messages. Finally, the individual will find it very difficult to identify the accuracy of information, sort controversy, be aware of satirical content, and develop a broader perspective.

On the other hand, Potter also explained that in individuals with high levels of media literacy, he will actively use a range of interpretation skills. These individuals place media messages in the context of a well elaborated knowledge structure. Finally, it is able to interpret any message from many different dimensions, thus providing a wider choice of meaning. When individuals have a high literacy level, they know how to select all choices of meaning and have more power and control to choose the one that is the most accurate from several points of view (cognitive, emotional, aesthetic, and moral).

When we consciously choose certain media exposure and actively organize the most accurate information from that exposure, we are indirectly building and strengthening the structure of knowledge. With our strong knowledge structure and expertise, we can increase our appreciation of new media. The more literate, the more we understand and appreciate the new media, its messages and effects.

To foster media literacy at the individual level, we can make efforts in several ways. First, develop accurate awareness of information exposure by sorting out credible sources. Second, continue to enrich ourselves with knowledge so that the knowledge structure that we build becomes stronger. Third, comparing the same information from one media platform to another in order to get many points of view. Fourth, reflect on personal opinions on an issue, whether that opinion is rational enough with all the sources of information we have. Finally, cultivate a culture of verification and actively correct false information in circulation.

In addition, efforts to prevent the spread of hoax news in the community in order to differentiate between original news or hoaxes according to Anti Hoax Practitioner and ITB IT alumnus Dimas Fathreon, namely 4 ways:

1. Fake News Element: make sure the news you read does not have strange sentences, solah persuasive and seem to be compelling, such as "spread it!", "Make it viral!", And the like. The article was full of capital letters and an exclamation point which allegedly contained hoax information. It usually refers to events that do not have a date and day, and often claims the source is from an untrusted source.
2. Verification of sources: make sure you verify the source and content of the news by searching on google. Look for a specific news theme with the word hoax on the back. Usually, if it really is a hoax, related discussion articles will appear.
3. Check pictures and check with the application: you can confirm the source of the photos uploaded in the related news articles. So you can check whether the photo is original or not.

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[7] Undang-Undang Nomor 19 Tahun 2016 Tentang Perubahan Atas Undang-Undang Nomor 11 Tahun 2008 tentang Informasi dan Transaksi Elektronik.

[8] James W Potter , 2001, *Media Literacy 2nd Edition,* Sage Publications, California, p. 10

4. Check with the application: you can also check hoax articles with a special application called Hoax Analyzer.

CONCLUSION

Media literacy which emphasizes the critical ability of individuals to use digital media, in this case also includes social media, is based on information processing and involves technological, cognitive, and social competencies. This needs to be done so that netizens are more sensitive when filtering information and competent at distinguishing accurate and non-accurate information. To foster media literacy at the individual level, we can make efforts in several ways. First, develop accurate awareness of information exposure by sorting out credible sources. Second, continue to enrich ourselves with knowledge so that the knowledge structure that we build becomes stronger. Third, comparing the same information from one media platform to another in order to get many points of view. Fourth, reflect on personal opinions on an issue, whether that opinion is rational enough with all the sources of information we have. Finally, cultivate a culture of verification and actively correct false information in circulation. Until now, digital literacy efforts are the best way to tackle hoaxes as a form of irresponsible freedom of opinion. There is a need for comprehensive socialization in order to create social resilience, smart and selective netizens in sorting information, for a good social media.

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