THE LEVEL OF TEENAGE CONFIDENCE IN HOAX NEWS EXPOSURE ON SOCIAL MEDIA

by Anna Gustina Zainal

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ABSTRACT
The purpose of this study was to determine the level of adolescent confidence in social media exposure in spreading hoax news. This study uses a qualitative descriptive method. The results showed that the spread of hoax news actually had long been happening. The purpose of deliberate hoaxes is to make people feel insecure, uncomfortable, and confused. Trust in media has deteriorated due to the high circulation of hoaks through social media, electronic and print media which also affects people's trust in the media. News / information circulating on social media can no longer be trusted entirely, given the number of news/information hoaxes circulating. The use of social media provides access to get news or information to be very easy and fast, in this sophisticated era, the Indonesian people (including youth groups) prefer to spend their time with a mobile phone in which there are various types of social media which is certainly interesting to be use and read so as not to make someone bored with what they read even though social media has a positive and negative impact. Adolescent intelligence in selecting information delivered by social media is good enough. This is proven, the informants always sort out any information they receive through social media before they re-publish it.

KEY WORDS
Media social, hoax, confidence, selective.

The existence of social media in the era of globalization and modernization plays an important role in human life. Generally social media is very diverse in types and benefits, this is very beneficial for humans to make the best use of media. From the existence of social media, we must be prepared with the impacts that will be caused. Nowadays social media is an effective, transparent and efficient communication media and has an important role as an agent of change and renewal.

The use of social media as a bridge to help the process of transition of traditional communities to modern society, especially to transfer information on the development carried out by the government to the people (Ruth N. Bolton *et.al.* 2013). Instead the public can convey information directly to the government about various matters related to the services received. According to Taprial and Kanwar (2012), social media is the media used by individuals to become social, online by sharing content, news, photos and others with others.

A comprehensive representation (see figure 1) of social media platforms that enable individuals to create an individual brand is made by Markos- Kujbus and Gati (2012). The two draw on previous research to explain the attributes of SM types, theorizing that different types of media have a dissimilar degree of social presence.

In the current era of openness, the role of social media is needed by the government including helping resolve complaints or reports on public services (Raj Agnihotri, *et.al* 2012), helping to increase public participation in monitoring public services and accelerating the completion of public service reports. Social media has a strategic role in addition to being a transformation of information (Priyanti, Sari 2011), social media can also be a means of communication between fellow citizens and between the community and the government in expressing complaints and expressing various aspirations (Sheldon, K.M., Abad, N. and Hinsch, C. 2011). The number of online media and social media that offers a variety of easy access will be more effective and useful if used as a forum for providing input, criticism and suggestions in development.
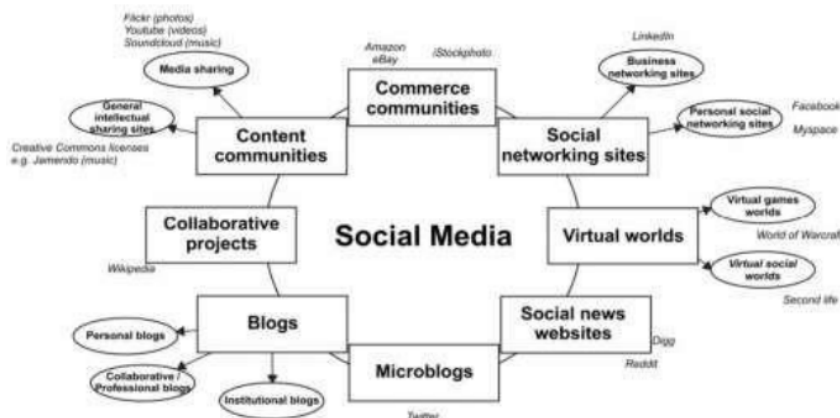
Figure 1 – Social Media Components

On the other hand there needs to be encouragement to all walks of life in order to have ethics on how to utilize social media (Alexandra V. 2019). There are so many social media users who use this media for things that are negative and can be detrimental to all parties, both the government and the community itself. The problem that arises from the use of social media today is the number of hoaxes that are widespread, even educated people cannot distinguish which is true, advertorial and hoax news. Spreading without being corrected or sorted out will ultimately have an impact on the law and information hoaxes have divided the public.

The community is expected to be wiser in utilizing social media (Williams, A. and Merten, M.J. 2011). For example, first ensure the accuracy of the content to be shared, clarify the truth, ascertain its benefits, then disseminate it later. The formulation of the problem in research is how to utilize social media and minimize hoax information as a means to exchange information with the government (Kim, Y., Sohn, D. and Choi, S. 2011). As a result of the progress of social media that media literacy appears to make us smart in media. The rise of hoax news that circulates and develops makes us have to inevitably be smart in filtering the news that comes.

According to Joseph B. Walther in Berger (Sopiah, 2013) states the development of communication and information technology from traditional technology to digital brings changes to the current communication patterns of society. Face to face communication patterns shift to computer mediated communications (CMC) patterns, where geographical barriers are no longer important in the current digital era. The development of media advancements is indeed never going to run out of time, we certainly know various types of social media ranging from Faceebok, Instagram, WhatsApp, line and many others, of the various types of media, of course there are also many benefits that can be felt by the wider community (Kittinger, R., Correia, C.J. and Irons, J.G. 2012).

The use of social media access to get news or information becomes very easy and fast (Romli 2012), in this sophisticated era, Indonesian people prefer to spend their time with a mobile phone in which there are various types of social media which is certainly interesting to use and read so it does not make someone is bored with what they read even though social media has a positive impact and vice versa. According to the media cangara is a tool or means used to convey messages from communication to the public. There are several psychologists who view that in communication between humans, the most dominant media in communication is the human senses, such as the eyes and ears. While social itself according to the author is a relationship between the Media with a particular community group or community.

According to Dailey social media is online content created using publishing technology that is very easy to access and scalable. Most important of these technologies is the shift in ways of knowing people, reading and sharing news, and finding information and content.

There are hundreds of social media channels operating all over the world today, with the top three Facebook, LinkedIn and Twitter.

Hoax news is a news story that does not know the truth or fake news that is now starting to run rampant on Indonesian Social Media (Abrar, Ana Nadya. 2015), the lack of correct information makes it very easy for people to be influenced by hoax news, even this hoax news comes from various sources and media to spread the news , recently writers often pay attention to the spread of hoax news through the wa / whatsApp group with the target of old people who are new to online chatting media.

The spread of hoax news actually has long been happening. Whereas the criminal provisions for perpetrators of spreading false news are regulated in the Electronic Transaction Information Act (ITE), there are two articles that can ensnare hoax spreaders, namely article 14 and article 15. Article 14 (1) deliberately published a disturbance among the people, was sentenced to a maximum prison sentence of ten years ". (2) "Whoever broadcasts a message or issues a notice that can cause trouble among the people, while he should reasonably think that the news or notification is a hoax, is punishable by imprisonment for a maximum of three years" (Majid, 2019: 229)

In Indonesia in the last two years shows an increasing trend. In 2016 alone, there were at least eight hoax news that could become the national talk. Now information or news that is considered true is no longer easy to find. The Mastel survey revealed that of 1,146 respondents, 44.3% of them received hoax news every day and 17.2% received more than once a day. Even the mainstream media that are relied upon as reliable media sometimes get contaminated with hoaxes. Mainstream media is also a channel for hoax information / news dissemination, each at 1.20% (radio), 5% (print media) and 8.70% (television). Not only by the mainstream media, hoax is now very much circulating in the community through online media.

The results of research conducted by Mastel, stated that the channels that are widely used in hoax distribution are web sites, amounting to 34.90%, chat applications (Whatsapp, Line, Telegram) by 62.80%, and through social media (Facebook, Twitter, Instagram, and Path) which is the most used media, reaching 92.40%. Meanwhile, the data presented by the Ministry of Communication and Information said there were as many as 800 thousand sites in Indonesia that were indicated as hoaxes and hate speech (Sopiah, 2014).

Media literacy exists as a bastion for the public to be critical of media content, as well as determine the information needed from the media. Potter said that media literacy is needed in the midst of information saturation, high media exposure and various problems in the information that surround our daily lives, for that the audience must be able to control the information or messages received.

Media literacy provides guidance on how to take control of the information provided by the media. The more media literate a person is, the more able the person is to see between the boundaries of the real world and the world constructed by the media. The person will also have a clearer map to help determine the direction in the world better. In short, the more media someone literates, the more capable the person is to build the life we want instead of letting the media build our lives as the media want. In order to establish the ability of media literacy in the audience, it is necessary to do some training or understanding to the audience. The form of understanding that will be given to the public in order to have sensitivity and intelligence in media.

In essence, the role of the Indonesian government here is urgently needed to publicize what Media Literacy is, because after all hoax news will never disappear, with that people's thoughts must be changed in order to have good media literacy, Indonesian society must become a newsreader has a high level of sensitivity and intelligence to use media.

METHODS OF RESEARCH

This study uses a qualitative method. Zainal et.al (2019) define qualitative research as a type of research that seeks to dig up information in depth, and is open to all responses and not just yes or no answers. This research tries to ask people to express their thoughts about

a topic without giving them much direction or guidance on what to say. According to Moleong (2011) qualitative research is research that intends to understand the phenomena about what is experienced by the subject of research, for example behavior, perception, motivation, action and others. The study was conducted from May to June 2020. Primary data collection was carried out by: (1) field observations to collect information related to research, (2) interviews with informants related to questions in the interview guide.

RESULTS AND DISCUSSION

The development of technology continues to develop rapidly over time. There are so many aspects of human life that change and develop due to technology that is also increasing, one of which is the activity of communication and information search. With the technology, these two things become easier to live and practical to do. According to the survey results of the Association of Indonesian Internet Service Providers or APJII on Penetration and Behavior of Internet Users in Indonesia (2018), there are around 171.17 million internet users of the total population of Indonesia. This number is very different in 2007 with a total of 20 million internet users. It states that there has been an increase of 120 million users in just 10 years.

Furthermore, there are around 19.1% of internet users in Indonesia using it to access social media features or social media according to the APJII survey on Penetration and Internet User Behavior in Indonesia (2018). The presence of social media is now the most frequently used medium in providing public opinion on an issue or transacting online. Users can also make interpersonal communication as well as personal communication to groups and vice versa. Through an internet site, Matthew Hudson in an article entitled "What Is Social Media?" explains that social media is something that refers to a website or application that functions to share content quickly.

The content in question includes photos, ideas, an event, and other things. The capabilities of social media now change the lives of people as a whole, especially in the business field. Some things such as brand names and images are taken into consideration in doing business on social media (Safko, L., & Brake, D. K. 2009). On other sites, social media is an internet-based communication tool that allows one to interact with others by sharing and consuming information (Nations Daniel, 2019). Before defining social media, Daniel first broke the definition of social media into social and media. Social refers to interactions with others through sharing and receiving information. Whereas the media are instruments for communicating as well as conventional media such as TV or radio which become the media of communication between the government and the public through social service advertisements.

Reporting from the DailySocial.id survey in 2017 noted that at least 97.24% of 1022 respondents had used WhatsApp as a choice of social media applications for instant messaging or IM (Zebua Ferdinand, 2017). DailySocial Report: Instant Messaging Survey 2017. Accessed on 26 December 2019). Around 61.81% of respondents who had used the IM application stated that WA was the application they used most often, followed by LINE, BlackBerryMessenger (BBM), Facebook Messenger, and Telegram. In terms of age that dominates the use of WA, the Ministry of Communication and Information of the Republic of Indonesia explained that there are around 65.10% of total WA users in 2017 in the age category of 20-29 years. As one of the messaging- based social media, WhatsApp or better known as "WA" is an alternative to the Short Message Service (SMS) function and has special features for instant messenger or IM or telephone services.

In addition, WA can also send verbal, audio and audio-visual documents with high image quality. The application, headed by Jan Koum and Brian Acton, officially joined Facebook in 2017. But the fact is that the use of WA social media has become a polemic in Indonesia. The Government through the Ministry of Communication and Information of the Republic of Indonesia or the Ministry of Communication and Information describes the problems that occur through social media WA. Of a total of 1448 complaints from the 2018 report recapitulation, 733 reports were indicated as reports of hoaxes or hoaxes (Haryanto

Tri, 2019). Kominfo Describes a Line of Hoax Cases on WhatsApp. Accessed on 15 January 2020). Rudiantara also asserted that he would reduce the risk of hoax news on WA social media by limiting the number of forwarding messages five times a day. The spread starts with viral hoaxes on Facebook and will spread to WA, ranging from separatist content to dangerous organizations being the most frequently reported content.

The word hoax itself has a meaning that existed before the presence of social media. Arthur Wright in his book entitled Hoax !: The Domesday Hide, explained that hoaxes are acts of fraud to others (Tokunaga, R.S. and Rains, S.A. 2010). Furthermore, Arthur said hoaxes in his definition did not require the fraudster to act like a deceived person. He also added that he had not yet found the exact meaning of the word hoax itself. Reporting from the DailySocial.id survey, WA is one of the three social media most often used by Indonesians to search for information (Randi Eka, 2018. DailySocial Report: Hoax Distribution on Social Media 2018. Accessed on 20 December 2019). At least 56.55% of social media users receive a hoax when they use WA.

Around 45% of the total of 2032 respondents who did not re-examine the news of the hoax they received. Respondents are also still having trouble defining a news story as a hoax, as evidenced by 75% of respondents stating that it is not easy to indicate that a news story is a hoax. One example of a hoax case that has occurred in Indonesia and caused various conflicts is the hoax of the 2019 Presidential Election survey results. In the news of the hoax, there are photos of Joko Widodo and Prabowo Subianto which are also included the results of a presidential election survey from the area of West Java, Central Java , North Sumatra and South Sulawesi by Indo Barometer.

This news was then spread sporadically on WA social media. The Indo Barometer Executive Director, M. Qodari, stated emphatically that the survey was not the result of the Indo Barometer survey and the news was a hoax (Merdeka.com, 2018. Indo Barometer called the meme of the 2019 hoax election survey results. Accessed on 26 December 2019). Qodari who represented Indo Barometer also considered taking legal action to the hoaxist. This is considered important considering that the news concerns the stability of the Indonesian state. In addition to the increasing use of WA, lack of media literacy is also a second factor that triggers hoax spreading behavior in Indonesia. The lack of awareness about the low protection of information caused by the media literacy of social media users in Indonesia is also low (James, 2013). Most of social media users in Indonesia are not yet fully aware that any contribution made in social media can be misused by irresponsible persons, causing the dissemination of incorrect information that is deliberately disguised or hoaxed (Kaplan A. and Haenlein M. 2010).

Media literacy is a person's ability to access, evaluate critically, and create and manipulate media (James, 2013). This definition explains that media literacy not only views subjects exposed to the media as consumers, but also becomes a producer of the content itself. According to the National Association of Media Literacy Education (2010), media literacy is not only limited to the media, but one's ability to access, analyze, evaluate, create, and act through various communication media. According to Niken Widiastuti, Director General of Information and Communication and Communication and Information, said that the spread of hoaxes in Indonesia 90% are in the digital world and the public must strengthen media literacy to ward off hoaxes. Indonesia was currently experiencing an "information tsunami" and if the information was dominated by hoax content, it could threaten the country's unity. As an effort to tackle hoaxes, the role of government, policy makers, educational institutions and non-governmental institutions is needed (Tokunaga, R.S. and Rains, S.A. 2010).

Making and updating the ITE Law alone is not enough if efforts do not include increasing media literacy in Indonesia to combat hoaxes. The government itself also educates the public by conducting the Indonesian Anti Hoax Movement (Yovita, 2017). The purpose of spreading hoaxes varies, but in general hoaxes are spread as a joke or just for fun, dropping competitors (black campaigns), promotion by fraud, or invitations to practice good practices that actually have no clear argument in it. However, this caused many recipients of hoaxes to immediately spread to their colleagues so that the hoax was quickly

spread. People are more likely to believe in hoaxes if the information is in accordance with their opinions or attitudes (Respati, 2017; Holmes, 2012).

Social media appears in new media and always gets a warm welcome from internet users (Kristanto, Hari. 2010). This social media allows us to be able to exchange information with all people who are fellow media users. According to Nasrullah (2015) social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users, and form virtual social ties. The presence of share, like, hashtag (#), trending topic features on social media can not be denied has been very influential in reading public interest and consumption information. Through these features, news and information can be shared in a viral manner: widespread and occur in a short time like an epidemic spread by a virus.

The results of Jonah Berger and Katherine Milkman's study (Struhar, 2014) showed that news that was shared virally through social media was news that was able to generate very strong positive or negative emotions (high-arousal emotions). However, it is also realized that non- journalist social media users generally do not understand the importance of accuracy, often miss verification discipline and do not have enough stock to understand journalism ethics and online media law when sharing information on social media. Lack of control over the basics in the practice of journalism contributes to data and information that is eventually collected and spread on social media.

The topicality of news becomes the dominant value that influences the journalists' judgment in the process of producing their journalistic work. This topicality and speed is made possible by social media primarily because of its wide reach so as to enable mutual interaction in a short time. Today, hoaxes are 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. More 36 Media Literacy: Smart Using Social Media in Tackling False News (Hoax) by High School Students, this false information is part of the conflict so that each claims the information conveyed by his group is true while his opponent conveys false information. A hoax is information that is engineered to cover up real information. In other words, the hoax can also be interpreted as an effort to distort the facts using information that seems convincing but cannot be verified.

Hoax can also be interpreted as an act of obscuring the actual information, by flooding a media with the wrong message in order to cover the correct message. The purpose of deliberate hoaxes is to make people feel insecure, uncomfortable, and confused. In confusion, people will take decisions that are weak, inconclusive, and even wrong. The development of hoaxes on social media was originally carried out for perisakan facilities. However, in further developments, political spin doctors see the effectiveness of hoaxes as a black campaign tool at a democratic party that affects the perception of voters (Indonesia Mendidik, 2016).

Based on a survey conducted by the Indonesian Telematics Society (Mastel) on February 7-9, 2017 of 1,116 respondents in Indonesia, as many as 44.30 percent of the public claimed to receive hoax news every day. In fact, 17.20 percent said they received this fake news more than once a day. Most Political Hoaks The type of news hoaks that are most often received by the public are related to socio-political issues, such as the government and local elections, seen from

91.80 percent of people who state this. In addition to these issues, 88.6 percent of the population also stated that they received the most incorrect news about SARA. In addition, 41.20 percent of the population also stated health issues as the type of hoax they received most often. The high distribution of this hoax turned out to cause concern among the public. According to the results of the 2018 Edelman Trust Barometer survey (pdf), seven out of 10 of the world's people are worried that fake news will be used as a "weapon". In Indonesia alone, 76 to 80 percent of the people are worried about using hoaks as a weapon to create domestic instability.

The spread of Hoaks through Medsos is that people's concern cannot be separated from the rapid spread of hoaks through social media. As active users of social media and messaging applications, Indonesians are vulnerable to receiving inaccurate information. In

the Mastel survey, 92.40 percent of the public stated that social media - such as Facebook, Twitter, and Instagram - were the channels that most often became the medium they received hoax news.

Social media is a product of the emergence of new media. In social media, individuals and groups interact with each other online through the internet. If it is associated with self-existence activities in cyberspace in this case social networking, people can communicate whatever activities they do throughout the day, because in social media anyone can pour out his ideas in written or visual form. Social media as a convergence between personal communication in the sense of sharing among individuals (to be shared one-to-one) and public media to share with anyone without any individual specificity.

Social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users, and form social bonds virtually (Nasrullah 2015). Social media can come in many forms, such as wikis, podcast forums on the internet or discussion forums. Technologies such as e-mail, instant messaging and photosharing are frequently used tools. There are many types of social media that can currently be obtained by the public just by downloading it. The ease of communication is also one of the facilities offered by social media to users. Various content and information can be disseminated very quickly by social media compared to electronic media such as television or radio.

All types of news / information can be found easily. But the ease of accessing and seeing various kinds of news / information on social media, is not accompanied by the accuracy and correctness of the news / information. Nowadays there is a lot of news / information circulating on social media without the public knowing that the news is a fact or maybe a hoax is deliberately made by a handful of people to lead public opinion about something. And worse, some people who do not know about hoaxes, share the news / information about the hoax to the wider community through social media. So many people who lack knowledge about hoaxes finally find it easy to trust all kinds of news / information on social media without filtering or checking the truth of the news / information.

Various influences also arise from the spread of news / information about the hoax itself to the wider community. The response and public response to news / information on social media also varies when the spread of the hoax is increasingly widespread. Likewise in the research that researchers have done to six informants who are teenagers in the city of Bandar Lampung. These informants are teenagers in the city of Bandar Lampung who have backgrounds as high school students in class XII. They are informants who according to researchers are appropriate to be interviewed in this study. As a modern society that is already familiar with information technology, it is not new for them to get to know the term hoax on social media.

Every informant has more than one social media in their own gadget or handphone. this is also due to the need for communication and speed in receiving information in each media is different. In addition, they also know that in any social media like Facebook, the information does not have a limit to be accessed so that anyone can see it. A lot of important information can be found in social media so that making social media itself is far more useful than just uploading statuses or photos. It's just that at this time, news / information circulating on social media can no longer be trusted entirely, given the number of news / information hoaxes circulating and this is also felt by the informants.

They have their own responses and opinions regarding hoax news which is currently very often on social media. What's worse, people no longer trust news / information on social media even though not all news / information is hoaxes. But there are also those who still believe it by staying alert and careful when viewing news / information. Based on the interview results obtained, not all informants immediately closed themselves to the news / information available on social media, because they know that not all hoaxes are provided they still have to check the news / information. But there are also those who do not believe the news in social media because the truth of the news / information is still in doubt. It depends on the views of every informant in addressing the hoax.

Trust in Media Had Worsened The high circulation of hoaxes through social media,

electronic and print media also affected people's trust in the media. From Edelman's study, from 2012 to 2018, public trust in the media showed a declining trend. In 2013, the level of trust in the media had indeed increased from 68 percent in 2012 to 73 percent. However, afterwards, it declined even to 63 percent in 2016.

This decline is because news organizations are considered more focused on attracting large-scale public attention rather than reporting news, which can be understood as news that is click-bait. Media institutions are also considered inaccurate and support certain ideologies or political positions in conveying information. When viewed by type, public confidence decreases for social and traditional media. In 2014, the level of trust in social media in Indonesia was 69 percent, decreasing to 67 percent in 2017. For traditional media, such as print, the level of trust decreased from 77 percent in 2014 to 75 percent in 2017. Meanwhile, trust in online media was seen increased. In 2014, the confidence level was 72 percent, and it became 76 percent in 2017.

Likewise with online search engines, the level of trust increased to 83 percent in 2017 from 80 percent in 2014. Declining public confidence in media journalism indicates the consequences of the failure of the media in carrying out their duties, particularly those related to education and the role in maintaining information quality. This decline in trust needs attention. Because Edelman's findings state that as many as 63 percent of people cannot distinguish between journalism and rumors and lies. Furthermore, 59 percent of respondents stated that it was increasingly difficult to identify whether the news and information received were produced by credible media institutions. Trust is at the heart of individual relationships with institutions. Traditional mass media must win public trust by increasing credibility through the production of valid news. If trust in the media diminishes, it will mushroom "alternative media" without adequate editorial space and stringent journalism procedures, which again can be the ground for the flourishing of hoaks.

CONCLUSION

The results of research conducted by researchers on public confidence in false news / hoaxes on social media in adolescents in the city of Bandar Lampung. Then it can be concluded several things as follows:

Nowadays almost everyone has social media that is used to communicate instantly, including informants. In fact they also have more than one social media account on each of their gadgets. In addition to communicating, they also often see a variety of news / information available, although not all of them who believe in every news / information on social media. Four of the six informants trusted the electronic media such as television and radio as sources of news / information because they could be held accountable by the media.

Various forms of hoax news / information are on Facebook. Every informant has seen hoax news spread on Facebook in various forms, some in the form of text, photos or videos. Five of the six informants had seen the three forms of news / information about the hoax and sometimes even saw a news story consisting of three forms of the hoax that were combined to further convince the public to trust and spread the news / information of the hoax. But the informants are also not easy people to spread the news / information on their Facebook account before checking it and find out the truth of the news content.

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