

# Hoax as a Reflection on the Low Digital Literacy in Indonesia

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**Keywords:** Digital Literacy, Hoax, Social Media, Civil Society.

**Abstract:** Social media users in Indonesia are increasing rapidly. This condition will have a bad impact if they have a low level of digital literacy. Digital literacy in this study is taken from Livingstone concept, that is how audiences have an access to the information, how they analyze and evaluate the information, and also how they have a skill to produce the message. The research question is, how is the condition of digital literacy in Indonesia. The purpose of the research is to find out the policies and roles of the Indonesian government in realizing digital literacy. This research was conducted using qualitative research methods. Data collected by in-depth interview technique. The informants in this study came from the government of Indonesia, especially from The Ministry of Communication and Information and The Public Relations of Indonesian National Police, social media specialists, political influencers, and social media researchers. The study was conducted ahead of the 2019 Indonesia General Elections, from April 2018 to March 2019. Data is processed by classifying or categorizing it based on several themes that are in accordance with the focus of the research. The results showed that social media users in Indonesia have inadequate digital literacy capabilities and therefore they are easily targeted by hoaxes, including political hoaxes. A few months before the 2019 elections, political hoaxes spread rapidly. The hoax category indicates that social media users are in the opposite position between the pros and cons of the government. The results showed that compared to the government, civil society had more efforts to realize digital literacy. Meanwhile, the government tends to use a curative approach, by blocking hoax sites or hoax account. The government also processes many hoaxes producers and spreaders in to court and sent them in to jail.

## 1 INTRODUCTION

Aufderheide provides an explanation of the five characteristics of the media: a) media reality is the result of construction, b) media has commercial implication, c) media has ideological and political implication, d) the form and content of each media have unique aesthetic, code and convention, e) recipient negotiates the meaning of the media (1992).

By looking at the characteristic of the media above, the importance of public education is a must. Educated audience will be able to digest media messages more carefully and can follow up messages proportionately. One important study in educating audiences is media literacy.

Potter defines media literacy as "set of perspective that we actively use to expose ourselves to the media to interpret the meaning of the message we encounter. We build our perspectives from knowledges structures. To build our knowledges structures, we need tools and raw material. These tools are our skills. The raw material is information

from the the media and from the real world. Active use means that we are aware of messages and consciously interacting with them" (Potter, 2005).

Another definition of media literacy is "At its most basic, media literacy is the active inquiry and critical thinking about the messages we receive and create," (Hobbs and Jensen, 2009), and most propositions emphasize this connection to critical thinking. The U.S. The National Association for Media Literacy Education (NAMLE) defines media literacy as "ability to access, analyze, evaluate, create, and act using all forms of communication." What is notable about these definitions, and what we will see often forms the basis of media literacy curricula, is a focus on the interpretive responsibilities of the individual (Bulger and Davidson, 2018). Livingstone provides a definition of media literacy that has similarity with the definition above, namely "the ability to access, analyze, evaluate and create messages across a variety of contexts" (Livingstone, 2019).

The last three definitions appear to be broader

than Potter's definition because they have included the "create" element carried out by the audience or the recipient of the message. This shows that media literacy is a concept that continues to grow along with the development of communication technology. The "create" element done by the public is a consequence of the development of the internet with various platforms in it. Manuel Castell calls it as the Creative Audience, which is "the source of the remix culture that characterizes the world of mass self-communication" (2009).

However the presence of the internet has proven itself that this technology has characteristic with conventional mass media. Compared with previous media, the internet converges the combination of "3Cs", namely computing (digital media and information technologies), communication (networks, artefacts and practices) and content (media and information) (Barr, 2000; Flew, 2000). Dijk stated structurally, media convergence means integration of three aspects, namely telecommunication, data communication and mass communication in one medium (Dijk, 2006).

One of the distinguishing internet media with previous media is the nature of interactivity. The internet is a medium that allows the interaction between the sender and the recipient of the message. Information from the internet can be viral distributed so that it can quickly reach the world. The production of message through the internet also does not require expensive cost (Beers, 2006).

Based on Hootsuite Wearesocial research released in January 2019 social media users in Indonesia reach 150 million or 56% of the total population. The amount is up 20% from the previous survey. While mobile social media users (gadgets) reach 130 million or around 48% of the population (Databooks, 2019).

The data shows that the most widely used internet platform in Indonesia is social media. Boyd and Ellison defines social media networks as "web-based services" which allow user to 1) build public or semi-public profile in a system, 2) connect with other users where they can share, 3) see and enter in other user account that is in the system (Boyd and Ellison, 2007). Social media has a positive function on many areas. According to Sahar Shekaliu (Shekaliu et al., 2018) social media has a positive benefits on volunteerism. Based on their research, volunteerism needs a unique platform to reach out to a massive audience. On the other hand, owing to its popularity to human support, social media should also give back to society by fostering community engagement, civic participation and highlighting the setbacks of marginalized and minority groups.

Currently Indonesia is listed as a large social media user. According to research conducted by We Are Social, a British media company in collaboration with Hootsuite, the average of Indonesian spends three hours 23 minutes a day in accessing social media. From a report entitled "Essential Insights Into the Internet, Social Media, Mobile, and E-Commerce Use Around the World" which was published on January 30, 2018, of Indonesia's total population of 265.4 million, social media active users reached 130 million with penetration 49% (Pertiwi, 2018). Consecutively, the most widely used social media in Indonesia are YouTube (43%), Facebook (41%), WhatsApp (40%), Instagram (38), Line (33), BBM (28) and Twitter (27%) (Databoks, 2018).

The different characteristic between social media and conventional mass media, the issue of media literacy is becoming increasingly relevant. The term used also differs into internet literacy (Livingstone, 2004). Martin uses the term digital literacy with the explanation that the awareness, attitude and ability of individuals to appropriately use digital tools and facilities to identify, access, manage, integrate, evaluate, analyse and synthesize digital resources, construct new knowledge, create media expressions, and communicate with others, in the context of specific life situations, in order to enable constructive social action; and to reflect upon this process (Martin, 2006).

Hoax is one of the contents of social media that has a negative impact. Moreover, hoaxes that spread on social media can turn into real world conflicts. Based on news in KBR.id in Pontianak, West Kalimantan, there is a hoax about kidnapping children resulted in the death of a 53 year old man. He is suspected of being a kidnapper killed by residents. Provocative information on social media also causes conflicts between community groups in Samarinda. Six temples in Tanjung Balai, North Sumatra, were attacked and burned by several hundred residents provoked by a hoax. Without serious efforts from the government, the bad impact of the hoax will continue; the worst impact is destroying the nation's integration.

Digital literacy is closely related to what is produced and shared by social media users. This is a very crucial problem and for that we need to put it in context. This study focuses on activities on social media ahead of election in Indonesia. Thus, political messages on social media are subject to study from this research. This is in line with the finding of Astrini (2017), which states that sensitive issue to social, political, ethnic, religious, racial, and inter-group issue, are used by the hoax spreaders to influence public opinion, as many as 91.8% of

respondents claimed most often receive hoax content about socio-politic, such as regional head election and government. Not much different from socio-politic, the issue of ethnicity, religion, race and inter-group relations (or SARA in Indonesia terminology) was in second place with 88.6%.

Based on a survey conducted by the Indonesian Telematic Society (Mastel) in 2017, the result showed that social media is the most often channel used to spread hoax news, with a percentage of 92.40%. In the second position, the spread of many hoax news was spread through chat applications, such as whatsapp, line and BBM with 62.80%. In the third position with a percentage of 34.90% is a website. Most of commonly accepted forms of hoax are written, with a percentage of 62.10%. It is continued in the second and third position are pictures and videos, each with a percentage of 37.50% and 0.40% (Mastel, 2017). These conditions underlie the existence of this research with two big questions that will be answered are: How is the condition of digital literacy in Indonesia? How are the policy and role of the Indonesia government in realizing digital literacy?

## 2 METHOD

The study was conducted using a descriptive qualitative approach. Data is obtained through in-depth interview and relevant reference investigation. Research data is carried out within a period of one year, from April 2018 to March 2019. The consideration of the selection of this period is because it is a "political year" in which in 2019 an Indonesian General Election will be held. In the lead-up to the election, activity on social media in search of political support increased. The same pattern has occurred in the 2014 General Election (Susilo, 2015).

The research informants consisted of political influencer, social media researcher, social media analyst and the Government of the Republic of Indonesia, especially the Ministry of Communication and Information of the Republic of Indonesia and the Public Relations of the Indonesian National Police. The criteria for selected influencer are those who have at least 100,000 followers and/or friends on social media. Social media researcher and social media analyst selected to be an informants because they are neutral person and formally has a research about social media.

In-depth interviews conducted with all informants based on interview guides that had been made. To achieve a good level of validity and to obtain

diversity of information, interviews were conducted several times for each informant. This study uses triangulation of sources, so that the results of the interview are complemented with observations and other relevant documents. The data analysis process begins by examining all data obtained from various sources, that is interviews, observations written in the field notes, documents and other sources. The next step is data reduction, which is checking and separating important data from irrelevant data. Afterwards, the researcher makes a categorization that suitable with the focus of the study. The final step is to interpret and display data, so that research can be understood easily.

## 3 RESULT AND DISCUSSION

### 3.1 Hoax as a Reflection on the Low of Digital Literacy

In this article, the concept of digital literacy uses the Livingstone model which is "the ability to access, analyze, evaluate and create messages in various contexts". First, access lies in dynamic and social process, not just one-time action. After initial access is established, literacy development directs users to significantly and continuously change access condition (updating, enhancing and expanding hardware and software application). Second, Analysis, the ability to understand message that comes to take advantage of online opportunity. Third, evaluation relates to the assessment of the good from the bad, credible or not. Fourth, it is content creation. The internet is a medium that offers unimaginable opportunity for ordinary people to create online content. If made in a diagram, it can be described as follows figure 1 :

By describing through the pyramid, it can be seen that the digital literacy level moves from the most basic level to the highest level. This level also has weighting property, where the ability of digital literacy at a high level is confirmed to have passed the level below it.

The lowest level illustrates how user has accessed to the media. In Livingstone's words, "Access rests on a dynamic and social process, not a one-off act of provision. Once initial access is established, developing literacy leads users to alter significantly and continually the conditions of access (updating, upgrading and extending hardware and software applications). Problematically, given socio-demographic inequalities in material, social and

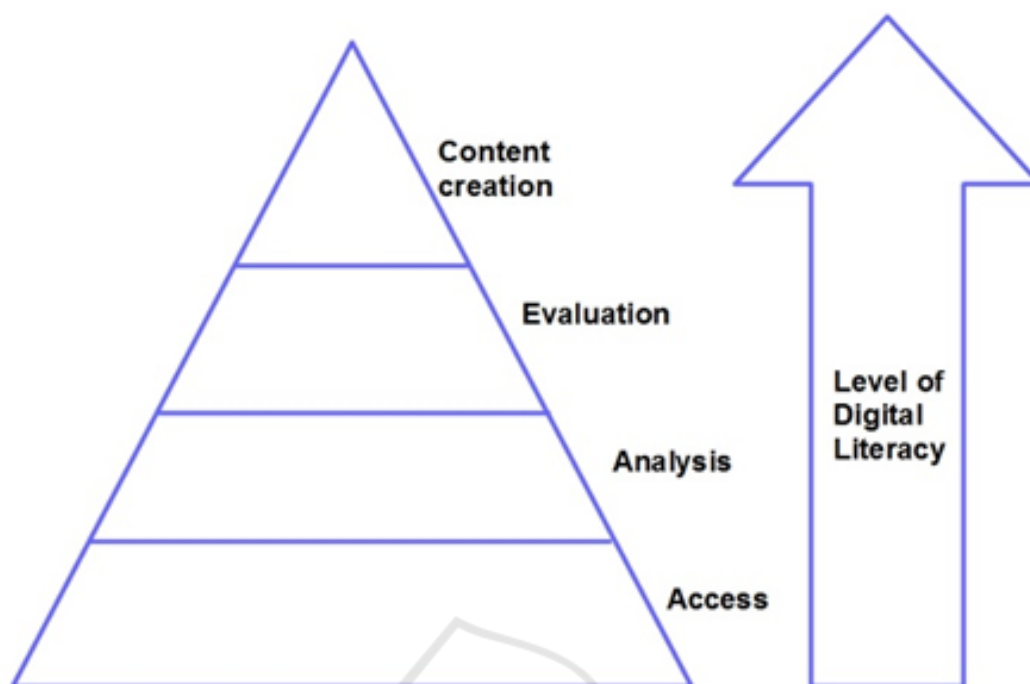


Figure 1: Digital Literacy Model with modification from Livingstone Model

symbolic resources, inequalities in access to online knowledge, communication and participation will continue” (2004)

Engagement of user against various media shows the range of analytical competency. On the internet, the analytical competency needed is more complex than print media and audiovisual media. High competence will enable them to take advantage of existing online opportunities.

At the third level, evaluation has a difficult question to determine and legitimize the foundation of critical literacy: aesthetic, politic and/or economic. The scope and purpose of the evaluation is also debated: is media literacy intended to promote a democratic, diverse, anti-elitist approach to online representation or to underlie more traditional, hierarchical discrimination regarding good and bad, authoritative or unauthoritative? Evaluation almost always involves judgment. What is considered good and bad will always be a crucial issue. Various interests such as politic, economic and ideology will be the locus in which assessment will be given.

All social media provide channels to deliver evaluations by giving a "like" response or various emoticons that reflect other judgments. Giving "like" to a message means it will make the message important. Not only that, "like" will place message on the top timeline and potentially make the message viral.

Not all definitions of media literacy include content creation as one ability. However, this is important for two reasons, first, people achieve a deeper understanding of convention and the benefit of professionally produced material if they have direct experience of content production. Second, the internet offers unimaginable advantage to create content, even for ordinary people. Leaving aside content creation aspect from the definition of media literacy will greatly reduce the potential of the internet for the public.

On social media, there is one other activity that is between level evaluation and content creation, which is "share" the message. "Share" message is done after the user assesses a message. "share" is not always an agreement with shared message, because sometimes "share" is done precisely to show disagreement with the message. But in general, "share" in the form of approval is much greater than the opposite. 'Share' message means the user is not doing content creation, but forwarding other people's message. However, "share" a message will expand the range of a message. The number of "shares" is sometimes used as a basis for evaluating the success of a message. The habit of sharing a message cannot be underestimated because it can make an enlarged message like a snowball that slides from the top of a hill. A message shared by a social media account has the opportunity to be read or seen by all followers or all friends of the account

owner.

### 3.2 Indonesian Political Conditions in Relations to Social Media Development

The election is a critical stage that will determine the fate of the nation during a certain period of time. For Indonesia, the period is 5 years. In election, all political forces mobilize their energy to gain broad support from the public. All actors see the election as an important milestone that must be fought for as much as possible.

Based on data from the Ministry of Information and Communication of the Republic of Indonesia, of all internet users, as many as 95% use the internet to access social network. The most widely accessed social media sites are Facebook and Twitter (<http://kominfo.go.id/index.php/content/detail>).

On the other hand, the rapid development of internet usage and especially social media in Indonesia coincides with several interesting phenomena in the political field. The election of President Joko Widodo who is familiarly called Jokowi cannot be separated from social media activity (both positive and negative) in 2014. Jokowi, who at that time served as governor of Jakarta and ran for President of Indonesia, became a very popular figure on social media.

Jokowi's leadership style is straightforward, his image is "clean" (from act of corruption) and his habit of going down to society makes some people "fall in love". Jokowi was also dubbed "media darling" because whatever Jokowi did and said was always reported in a positive tone by the media.

The interesting thing here is that both Jokowi and his party do not have their own mass media, print or television media, like their political rival. However, after the election result was announced, Jokowi managed to get the most votes, defeating political figures who had a media network. But behind that, it does not mean that there is no negative news that has plagued Jokowi. The black campaign also targeted Jokowi and his rival Prabowo Subianto. In addition, hoax or fake news is also a phenomenon that emerged at that time. Until this research was conducted, ahead of the 2019 election, the presence of hoax showed an increase. This shows that the contestation of Indonesian presidential election does not only occur in the real world but also in the realm of social media.

In general hoax is fake news. An act that is intended to trick people into believing something is real when it is not (Information, nd). Referring on a

similar source, a word hoax has an etymology: the term hoax is believed to be from hocus or something spoken quickly and there is also hokum, which is a blend of hocus-pocus and "bunkum" or "bunk".

Although hoax has been around for a long time, but through the internet hoax is like finding fertile land. This is also due to the nature of the internet which has anonymity space. The account owner can only create an account for a while and then close the account (fake account).

### 3.3 Political Hoax in Indonesia

According to the informant of this study, Novi Kurnia, Researcher of Digital Literacy Researcher Network Indonesia (Japelidi), hoax is a fake news, information that does not contain accuracy, not because the author is not thorough, but because it is intentional (Kurnia and Astuti, 2017). The intentional aspect is important in talking about hoax production. She divides hoax actors as makers and spreaders.

"The maker intentionally makes hoax that is misleading according to what he wants, but for hoax spreaders, there can be other reasons why they spread hoax, such as low understanding of hoax, ignorance or following-up" Other informant, Fathul Wahid, social media researcher and academician, said that hoax is information, news or content that is not true. There is an element of lies in the information. According to him there are habits that often occur in individual which makes the distribution of hoax more massive, namely the tendency of people to bias information and believe in information that supports his initial concept or preference. This is what he thinks can cause hoax to spread even more. There is no attempt to also consume different or conflicting information as part of the effort to cross check the information.

"Hoax distribution is increasingly prevalent when dealing with political problem because politics is closely related to conflict of interest. Secondly, hoax also thrives on religious issue. In political matter, hoax is more designed by political opponent. In broader term, these political opponents can be anyone, including those in power and opposition"

However, Fathul said that the hoax carried out by those who have power is far more dangerous because they have extraordinary resource. The magnitude is higher because it can mobilize mass and information to become more massive. From this explanation, it can be seen that hoax can be produced by anyone, but who is the producer can make this hoax have different meaning and destructive power. This is in line with Novi Kurnia's statement, that the individual level as

the producer of the message becomes very important.

The Ministry of Communication and Informatics (Kominfo) and the Indonesian National Police explained the high number of hoax news content distribution. Even in 2018, the number of hoax reached 800 thousand contents (Yuliani, 2017). With that much amount, the traffic of hoax distribution on Indonesian social media is definitely very dense.

Based on the research, there are many topics used as hoax, but what stands out is about the rise of the Indonesian Communist Party, the large number of foreign workers from China, harassment of Muslims and Ulama. For the Indonesian state, the communist party was the worst national trauma after the party's rebellion in 1948 and 1965. The previous government regime, it was always stressed how dangerous the communist ideology because communism was anti-God, anti-religious and justified any means to achieve its objective. This is also reflected in the propaganda delivered by the Indonesian government in every era that the PKI is a nightmare for the Indonesian state.

In the hoax circulating, President of Jokowi was always attached to the rise of the PKI. The circulating hoax tried to link President Jokowi's ancestor as communist. The supporting party, namely Partai Demokrasi Indonesia Perjuangan (PDI-P) with nationalism ideology was also linked to the Communist party.

The proximity of the Jokowi government with the Chinese government also made the hoax about the invasion of millions of Chinese illegal workers to Indonesia. Some hoax messages in the form of text, image or audiovisual seems so real, as if they are correct information.

The third issue that is used as hoax material is about how Muslim and Ulama in Indonesia are so marginalized in the era of Jokowi's leadership. This hoax found "the truth" when he saw some facts about the persecution of Ulama by unknown people and the number of Muslims who were arrested for being accused of being involved in the spread of hoax and hate speech. At the same time, report of non-Muslim who spreads hate speech and hoax are not followed up by the police. Finally, Muslim in Indonesia feels that they are treated unfairly by the government even though in term of quantity the Muslim is the majority in Indonesia.

The expert staff of the Indonesian Minister of Communication and Information Henri Subiakto in his interview with researcher said that the figure of Jokowi and his supporting party namely Partai Demokrasi Indonesia Perjuangan (PDI-P) could not be separated. The number of hoax targeting the

president is actually difficult to separate from the existence of the party which is the bearer of Jokowi. That is why the issue circulating is also identical with the issue that attacked PDI-P. On one hand, the Ministry of Communication and Information has also made various efforts to overcome hoax, for example by conducting digital literacy activity and inviting various parties to sit together. Henri said that his party also invited religious institutions such as the MUI, NU and Muhammadiyah to jointly fight hoax.

He said that digital literacy program is the ministry's priority program with the development of human resource and digital engineering through internet screening. The three main activities that will be carried out are building negative anti-counterfeit skill such as hoax, cyberbullying, hate speech, pornography and piracy. Secondly, increasing skill to produce positive content. Third, the development of digital transformation skill includes coding, big data analysis, and others (Kominfo, 2018).

### 3.4 Digital Literacy and the Spread of Hoaxes

At this point, the spread of hoaxes is one of the low reflection of Indonesian digital literacy. Hoax is one of cybercrime whose impact is not only individual for the perpetrator, but social impact. Digital literacy is not merely how people can use the internet, but how they can do analysis, evaluation and message production. Anonymity on social media makes hoax message easy to circulate. Hoax manufacturer can make a hoax and after the message becomes viral, he will deactivate the old account and use a new account. Anonymity is one of the facilities provided by social media. In mediated context, anonymity is state of communicating where the identity of communicator is not readily apparent (Wood and Matthew, 2005). Communicating on social media creates a digital footprint and can be tracked who is the producer of a message, but anonymity can complicate tracking effort. In addition to anonymity, social media also provides facility for pseudonymity, namely the use of fake identity or disguising themselves as other people. The Indonesian Ministry of Communication and Information admitted that it was difficult to prevent the public from creating an anonymous account on social media because, the government must cooperate with social media service provider platform, mostly from abroad. Meanwhile, the social media platform still uses international rule, where anonymity is not prohibited (Meilina, 2018). Without adequate digital literacy capability, social media user in Indonesia is very easily tossed around

for various interest, including political and economic interest. Hoax producer can easily make misleading, provocative and emotional message. User who considers the hoax to be correct information will easily forward the message to friends or followers on social media. The low digital literacy is in line with the result of research on the level of world literacy released in 2016. The research on The World's Most Literate Nations was conducted by John W. Miller, president of Central Connecticut State University in New Britain which stated that Indonesia was ranked at 60th from 61 countries in the literacy level. This study not only discusses "literate behavior and their supporting resources" (literacy behavior and its supporting sources), namely how society behaves and how people's access to sources of literacy plays an important role in this study (CCSU, 2016). One of the informants of this study, Fathul Wahid, who is a digital literacy activist, said that hoax distribution can be inhibited if everyone has information resilience. Information resilience is a person's ability to assess the information obtained and process it further. Processing here can mean storing or circulating both limited and wide. Information security of each individual is important because social media actor is individual. If each individual does not have the resilience of information, it will be easily trapped in the narrative of certain group that we do not know who and what their interest is. Fathul also said, the second thing that an individual must possess is sensitivity. This sensitivity is important because people tend not to think long, do not know what the implication is, so they underestimate that even hoax can be bad. This sensitivity, according to Fathul, is influenced by many things, including political affiliation, so it is not uncommon for this to make people do not have common sense in processing information. "Furthermore there is no specific criterion about the individual as to what is the resilience of information and sensitivity. Even the high level of formal education and employment is also not a guarantee that they are literate enough with hoax so that it is wise to process information". However, Fathul has a recommendation that an open minded attitude and awareness to educate others become one of the solutions that can be done if you want hoax to decrease in intensity. Novi Kurnia in her interview with reseacher, also highlighted the problem of producing this message. In today's digital era, lack of literacy is accompanied by the stutter of individual in seeing who they are, especially on social media. They are no longer just user but also message producer. This is what is less realized when

the implication is very different. In the user, the individual is at the passive level, while the individual producer becomes active and even interactive. This means that the problem at the individual level is the root of the problem of widespread hoax in society. In general there are two issues that arise in relation to digital literacy. That is the problem at the level of awareness of the message maker and the recipient of the message. The literacy approach to the producer of messages is like what the government did, namely regulation and law. Both of them up to now lead to pros and cons because they are considered not in harmony with freedom of opinion. At this level, digital literacy activist tries to make hoax occurred is not higher. Difficulty that often occurs is, there are hoax spreaders who work by design but there are also those who become volunteer. They are driven by hatred and very easily provoked. A massive hoax can influence other people who might also influence their political choice. The massive hoax on certain local issue is then responded to by individual who has nothing to do with the locality. Seeing the massive hoax in Indonesia, especially on political issue, must also touch the family and school level. This is because the initial building of the nation's generation came from these two institutions. The reading movement in school is also an important part of digital literacy because digital literacy is always associated with information literacy. So the huge action of information literacy indirectly also suppresses the negative effect of social media activity. Hoax on social media also shows typical symptom, namely the polarization of opinion on the side of "us versus them", the pro-government side versus the opposition. Each side believes that their opinion, belief and political choice are the most correct. At the same time, they have an opinion that the party opposites with them is the wrong party. In this case, they will bring "data" to confirm that their opinion is the most correct. The thing that becomes a big problem is that "data" which is used as a basis for belief, in the end turns out to be a hoax. Speaking of polarization, researcher from "Drone Emprit Media Research", Ismail Fahmi said to the researcher that the government was instrumental in sharpening the polarization. This triggered an atmosphere of injustice felt by some parties. According to him, in the past year the party that contradict to Jokowi (and also the government) feel that law enforcement by the government is only used to take action against those who contradict them. Conversely, if government supporter spreads hoax, law enforcer does not take any action. Fahmi said that social media which is nothing but a medium of communication is only a

tool that has no feeling so that those who appear on social media are merely technical matter. This means that a more humanist approach needs to be done so that dislike of the government does not trigger widespread hoax. "Law enforcement that is fair on the one hand is indeed needed, but this dialogue bridge that can bring the two sides together must also be done. When Jokowi was appointed president, he was a parent for all groups, lovers and haters" Fahmi said that the portion of law enforcement should only be up to 20 percent, the rest is dialogue and friendship. Unfortunately, this has not been seen and felt, so some parties dislike Jokowi and the government do not get the solution. In social media, Jokowi can indeed see what the trend is like, including what conversation is being conveyed by the community. However the solution to that case must still be at the level of the real world. Field solution needs to be developed to be able to elaborate on problem that arises on social media. The impression of injustice in the hoax action was also conveyed by Fathul Wahid. According to him, the impression that law enforcement is only for the government's counter is strongly felt. This impression is very strong. Ideally, whoever he is, as long as disturbing peace, it should be dealt with and processed by law, not just for certain group. If this selective cutting practice continues, any government-formed task force will be of no use. On the other hand, The Ministry as part of the government which was very intensive in making effort to overcome hoax also tended to be authoritarian, for example by making arrest and blocking content. Nevertheless, the soft diplomacy style approach that has been carried out is also worthy of being supported by being part of digital literacy through cyber creation. According to him, the digital literacy movement must be initiated by many parties to make it more collaborative. It can be started from university, school, government and the media. A study of mapping digital literacy activity in 9 cities in Indonesia shows that actor to do the action is more dominated by university. The second finding shows that there are still more media literacy activities in the form of one-way socialization or lecture. Third, the target of digital literacy activity is mostly to target teenager or student. Fourth, partner in most digital literacy activity comes from school (Kurnia, Astuti, 2017). Other civil society effort, for example, was carried out by the turnbackhoax community, which was the result of a discussion of the Anti-Defamation and Hoax Forum (group on Facebook). This community actively recruits antihoax volunteers and reports hoax that can interfere with national unity. The public is given

access to report on hoax that are disturbing, both through email, SMS, and the Whatsapp application, and it will be followed up by this community. The ultimate goal is to eradicate hoax from Indonesia. At this point, the role of government in digital literacy has not shown an important role. The threat of hoax as a cyber crime that can threaten the nation's integration is actually addressed by curative effort, for example by forming a Law Enforcement Sub-Unit under the Criminal Investigation Unit. This Sub-Unit is tasked with overcoming hoax that is circulating and balancing them with correct information. Kominfo blocks sites that violate the rule but the government through the Coordinating Ministry for Politics and Security establishes a Sub-Unit to anticipate a related propaganda. More anticipatory, systematic and long-term effort have not been made by the government. Until this research was conducted, there was no discourse to include Digital Literacy in the primary and secondary education curriculum in school in Indonesia. Inculcating digital literacy in early time through school can be likened to planting strong roots so that student can be responsible for using social media. Meanwhile, eradicating hoax on social media in curative ways is like just cutting down branch of tree. The cut branch will be able to sprout again. The results of the study can be illustrated in the following figure 2 :

#### 4 CONCLUSIONS

This study concludes that the level of public literacy in Indonesia, especially digital literacy is still very low, so the space to become user and producer of hoax is very easy. This is made easier by the presence of social media which provides features to show how the reader responds. For example the features "like, retweet, share, repost and like". In certain case, especially hoax, these features represent the user's emotional expression in information. The ease of the response mechanism will have a worse effect on the community having the ability and low evaluation of information. In the Indonesian context, the public response to hoax information targeting the government can then be easily classified into two main polarizations, namely contra and pro Jokowi or government side. This is further aggravated because the government is considered to have no tackling way and only prioritizes repressive curative handling such as blocking certain account, criminalizing people spreading hoax and others. Repressive effort based on digital literacy have not become an important part in tackling hoax. Even though digital literacy effort is



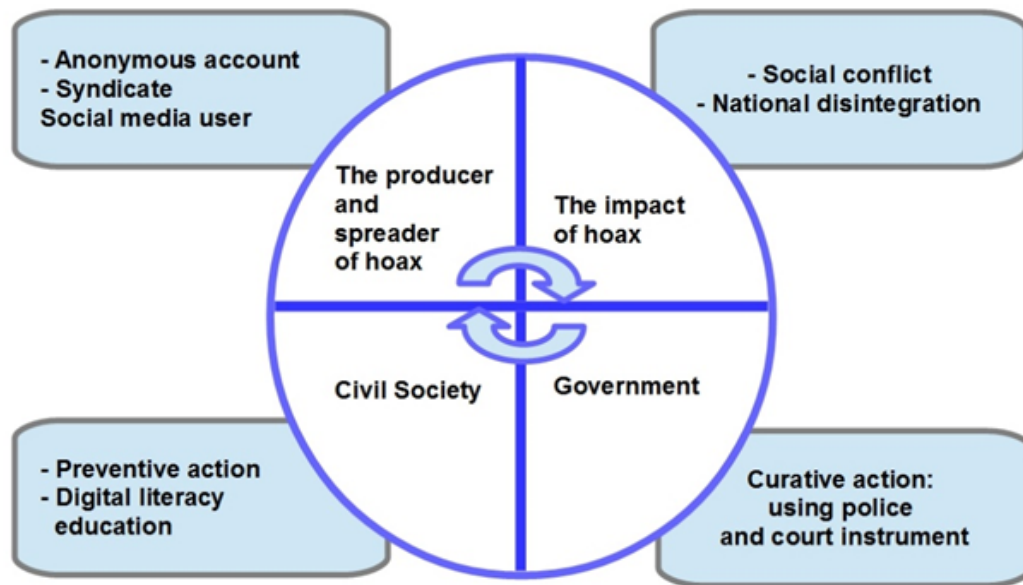


Figure 2: The Research Result

one of the most essential steps to create a generation that has resilience of information and high sensitivity. The Ministry of Communication and Informatics through its various programs has conducted digital literacy, however, law enforcement that is unfair to producer and hoax spreader is still felt by the community and this has exacerbated polarization and a more massive distribution of hoax.

The disunity in cyberspace is also followed by phenomena in the real world. Relation between individual is affected by their activity on social media. Polarization in cyberspace is followed by disunity at the real world level. Especially in term of seeing how Jokowi's position and governance are in the frame of state leadership. This is of course very dangerous because it can affect national integration.

Furthermore, this research can be developed in the future at the policy level, first, so that the government incorporates digital literacy education as a curriculum at the primary and secondary education level; secondly, for the government to make regulation for social media provider at the international level so that there is a common understanding on the prevention of social media as a medium for spreading hoax.

Based on Livingstone Model the digital literacy level moves from the most basic level to the highest level. This research shows that the minimal level of hoax production is in the accessing information sources to the production on content (content creation). For the reason, one of research recommendation is to provide curriculum

and regulation so the awareness of information access leads to good social media behavior. While regulations and law enforcement can be used to regulate access and content production.

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