

The Bandung City Public's Knowledge Of The Covid-19 Hoax News With Media Literacy (Using Descriptive Study)

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Abstract

In 2020, there is a Corona Virus Disease from Wuhan, China. This virus eventually spread throughout the world. The Covid-19 pandemic caused a tsunami information, because there is so much information about Covid-19 without knowing which information is correct. The tsunami information that is not yet known to be true is a bad thing and will be vulnerable to being a hoax, hoax is fake news. A person's medialiteracy ability can be an anticipating the spread of the Covid-19 hoax. Media literacy is the ability to know various forms of media and understand their uses. Using a quantitative method with a cluster sampling technique, this research reveals the knowledge of Bandung City's People regarding the Covid-19 hoax with media literacy. Based on the mean value of 80.47%, which means that this study proves that public knowledge about hoaxes is in a good position. The analysis obtained from respondents who answered YES by 1529/80.47%, the rest answered NO by 456/19.5%. So it shows the knowledge of Bandung City's People of the Covid-19 Hoax with Media Literacy in the good category, which means, the people of Bandung City have good knowledge in analyzing news on social media about the Covid-19 Hoax.

Keywords: Hoax, Covid-19, Media Literacy

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INTRODUCTION

In the year of 2020, COVID-19, or Corona Virus Disease, has become a genuinely frightening outbreak for the inhabitants of the Earth. The first known virus appeared in an animal and seafood market in Wuhan, China. This is truly a frightening epidemic for the global community. The effect is impressive. The world appears paralyzed and motionless (Sukmono et al., 2021). (Agarwal & Kaushik, 2020) in (D. Putri et al., 2016) due to Covid-19 in Indonesia, it is required to maintain social distance or distance in everyday life. This social distance will change our learning and work system that applies an online work system.

The data from covid19.bandung.go.id shows 86,257 confirmed cases and 199 active confirmations, 84,583 confirmed cases, and 1,475 confirmed deaths. The Covid-19 pandemic has created a tsunami of information about the current digital ecosystem. An information tsunami occurs when a massive wave of information engulfs our society in private spaces via smartphones and other digital communication devices.

(James Klurfeld & Howard Schneider, 2014) in (Kurniawan, 2021) say that we are currently in a situation where our fingertips can access more and more information, but the level of trust is lower. Easy access to information makes news consumers less informed about the main problems that occur. This is currently happening in our digital ecosystem and is often labeled as an information tsunami condition. Much information is circulating around us, mainly when the internet provides incredible conveniences. However, this convenience, on the other hand, makes information no longer filtered, making it difficult to tell which information is reliable, which is not.

Of course, the tsunami of information that is not yet known to be true is terrible and will be vulnerable to being a hoax. In attracting information through social media, there is a disorder known as a hoax. Hoax is a meaning that interprets false news or slander. At the end of the day, the hoax phenomenon is being talked about by people in Indonesia, especially on social media, because this phenomenon has become a public concern that makes people anxious with information that does not guarantee the truth (Rahmawati, 2018).

According to data from the Ministry of Communication and Information (Kominfo), there have been 1,028 Covid-19-related hoaxes spread. The Ministry of Communication and Information (Kominfo) recorded and confirmed hoax issues in the Daily Covid-19 False news Issue July 11, 2021-July 12, 2021. In Indonesia, there were five Covid-19 hoax issues (EPPID, 2021). Based on Kompas.com, 23 false news related to the Covid-19 that is spread. In this research, researchers took the top 3 hoax news, namely the virus spread due to laboratory leaks in Wuhan, soaking hot steam from a hand dryer have the ability to kill the Covid-19 virus, and consuming garlic can prevent Covid-19 transmission. If digital literacy skills are not improved, other negative impacts will appear for its users. The negative impact is the spread of hoaxes or false information that is increasingly widespread and can end in chaos (Kurniawan, 2021). According to Mafindo, satire/parody has no malicious intent but can be deceptive. There are six types of hoaxes, a namely false connection where the title is different from the news content, a false context where the content is presented with the wrong context narration, misleading content where the content is twisted to vilify, imposter content where public figures are named, manipulated content which where existing content is changed to deceive, and fabricated content where 100% of the content is fake (Indonesia, 2021). (Sutrisna, 2020) in (R. U. Putri, 2021) a person's sufficient media literacy ability can be a form of public participation in anticipating the spread of the Covid-19 hoax that continues to develop. This has been proven in a survey conducted by Kominfo, which shows that a high literacy rate index tends to be correlated with the ability to recognize hoaxes. (Bandura, 1977) in (R. U. Putri, 2021) social Learning Theory, one's understanding and skills are one of the factors that influence the emergence of behavior from within. (Potter, 2013) in (R. U. Putri, 2021) in addition, media literacy can also be used actively by the community in responding to media exposure. This is interesting to study because Covid-19 is a pandemic that has occurred throughout the world related to Indonesia until now. Moreover, the spread of hoaxes about Covid-19 in Indonesia is very much. The truth of the information is something that is needed by the community. In addition, the emergence of hoax news about Covid-19 can cause misinformation to the public in receiving information related to Covid-19 in Indonesia. Based on Joharudin et al. (2020) in (Wahidah et al., 2020) the emergence of the dissemination of information concerning the corona or which can change the mindset of society among individuals, which causes a sense of panic that has meaning and with the emergence of social panic it is indirectly felt by the community

METHODS

The research approach for this research is to use quantitative research. In this study, researchers used the independent variable, namely Media Literacy (X) with a sub-variable, namely knowledge structure. The measurement scale used in this study is the Guttman

measurement scale, with 2 scales namely Yes (value 1), No (value 0). The population in this study were 10 urban villages with the highest number of Covid-19 cases in the city of Bandung. In this study, researchers used cluster sampling or area sampling techniques. The regional sample from the population is people in the 10 urban villages that have the most Covid-19 cases in the city of Bandung, this area is adjusted to the characteristics of the respondents, namely the people who live in the 10 urban villages, where these areas are areas with Covid-19 cases. 19 most in the city of Bandung.

RESEARCH RESULT

The results of the data that have been collected from 100 respondents who have filled out the research questionnaire, 50% of the respondents are male, and 50% of the respondents are female. 81 respondents (81%) aged 21-30 years, 11 respondents (11%) aged 17- 20 years, 4 respondents (4%) aged 31-40 years, 3 respondents (3%) aged 41-50 years, and 1 respondents (1%) are more than 50 years old. This data shows that people living in 10 urban villages with the most Covid-19 cases in Bandung City are mostly 21-30 years old. The data was taken from 100 people with 10 different sub-districts. Dago 31 people, Gegerkalong 11 people, Cijagra 11 people, Mengger 9 people, Antapani Wetan 9 people, Antapani Kidul 8. people, Sukamiskin 7 people, Turangga 7 people, Cigadung 3 people, Sukarasa 2 people, Cijerah 1 person, and Margacinta 1 person . Respondent data was collected using a cluster sampling technique, namely by considering the characteristics of the area with the most Covid- 19 cases in the city of Bandung. From the data taken from 100 respondents, they are divided into different educations, namely 71 respondents (71%) with a bachelor's degree education, 28 respondents (28%) with a high school education, and 1 respondent (1%) with a second degree education. From the data taken from 100 respondents, they are divided into different occupations with 13 classifications of types of work, 45 students, 23 employees, 7 unemployed, 6 entrepreneurs, 4 freelancers, 3 students, 2 housewives. stairs, 2 pro players, 2 interior design people, 1 chef, 1 barista, 1 online driver, and 1 content creator.

The ideal score that should be obtained from respondents' answers to nineteen questions in the Knowledge Structure subvariable that has been attached to the questionnaire is 1900. Based on the calculations described in table 2, the total score obtained is 1529, or 80.47% which is a good score. Therefore, from the results of the continuum line above, it can be concluded that the Knowledge Structure subvariable on the X variable (Media Literacy) is included in the good category.

Table 3. Total Results of Descriptive Statistical Analysis:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Total	100	20	38	31.82	3.313
Valid N (listwise)	100				

Source: (Primary Data Processed by Researcher, 2022)

From table 3, based on the questionnaire used with the Guttman scale, the minimum, maximum, mean, and standard deviation values are obtained. The standard deviation can provide an illustration of how much variation the data has, if the standard deviation value is smaller than the average value, it will indicate that the average value can be used as a representation of the entire data. Meanwhile, if the standard deviation value is greater than the average value, then it is a bad representation of the overall data. Based on table 3 above, it can be seen that N or the number of data from valid variables is 100 out of 100 data. Knowledge

Structure (X) has 100 samples with a minimum value of 20, a maximum value of 38, a mean value of 31.82, and a standard deviation of 3.313, which means that the mean value is greater than the total standard value. So that the deviation of the data that occurs is low and the value is evenly distributed or the answers between one respondent and another in the questionnaire are not too varied.

Mean Data Analysis Results

The results of the mean data analysis will show how the average level of knowledge of the people of Bandung City towards the Covid-19 Hoax with Media Literacy is calculated per question item and will be seen from the total the average value or value of the level of knowledge of the people of Bandung City against the Covid-19 Hoax with overall Media Literacy. The calculation of the mean of group data aims to determine the level of knowledge of the people of Bandung City against the Covid-19 Hoax with Media Literacy by using the results of calculating the average value of each variable question in the research questionnaire. This can be seen in the recapitulation table below:

Table 4. Total Results of Data Analysis with Mean

Questi ons	(%) Yes Ans wer	(%) No Answer	Percent age
Ketika kamu membaca berita Covid-19 kamu dapat memilah berita yang kamu baca	95	5	95%
Kamu mengetahui bahwa berita hoaks cirinya adalah sumbernya yang tidak jelas	95	5	95%
Kamu mengetahui bahwa berita hoaks mengandung gambar yang dilebih-lebihkan	90	10	10%
Kamu mengetahui bahwa berita hoaks kebanyakan ingin menghasut masyarakat	95	5	95%
Kamu dapat membedakan yang mana berita hoaks Covid-19	87	13	87%
Ketika mendapat berita hoaks kamu dapat mengkritisi	82	18	82%
Ketika mendapat berita hoaks kamu dapat mencari sumber yang benar	84	16	84%
Kamu mengetahui berita hoaks uap panas dari pengering tangan dapat membunuh virus Covid-19	54	46	54%
Pada saat itu kamu langsung mempercayai bahwa uap panas dari pengering tangan dapat membunuh virus Covid-19	78	22	78%
Kamu mengetahui bahwa 3M merupakan anjuran yang benar untuk mencegah Covid-19	94	6	94%
Kamu mengetahui berita hoaks mengkonsumsi bawang putih dapat mencegah penularan Covid-19	46	54	46%

Pada saat itu kamu langsung mempercayai bahwa mengkonsumsi bawang putih dapat mencegah penularan Covid-19	79	21	79%
Kamu mengetahui bahwa menjaga kesehatan dan kebugaran stamina tubuh merupakan cara untuk mencegah tertular Covid-19	96	4	96%
Kamu mengetahui bahwa terdapat sebuah situs anti hoaks yang dapat membedakan hoaks	53	47	53%
Jika terdapat berita hoaks kamu mengetahui cara mengecek berita melalui Mafindo	68	32	68%
Kamu mengetahui bahwa literasi media dapat membantu untuk mengasah kemampuan dalam mengenali berita hoaks	91	9	91%
Literasi media penting untuk membantu memilah berita	96	4	96%
Kamu pernah mengikuti webinar terkait literasi media oleh Kominfo	74	26	74%
Kamu pernah melakukan pengecekan berita melalui Mafindo	72	28	72%
Total Rata-rata	80,47	19,53	80,47%

Source: (Primary Data Processed by Researcher, 2022)

This study discusses the knowledge of the people of Bandung City of the Covid-19 Hoax with Media Literacy, this research is based on communication theory, where this research discusses a communication that occurs in the form of providing information from communicators to communicants related to whether the news is true or not. Everett M. Rogers states that communication is a process in which an idea is transferred from one source to one or more recipients, with the intention of changing their behavior (Deddy Mulyana, 2003: 62) in (Zuwirna, 2018). One way to avoid incorrect information is to have good media literacy, Pangesti Wiedarti et al (2016) in (Wahidin, 2018) explain that media literacy is the ability to know various forms of media and understand their uses. Poor media literacy skills can cause someone to be exposed to hoaxes, Allcott and Gentzkow (2017:213) in (Batoebara et al., 2020) interprets fake news as news articles that are intentionally and can be verified wrong, and can mislead readers. can influence readers with false information so that readers take action according to the content of fake news. As a message of false and misleading information, fake news can also frighten people who receive it.

The results of the research in this study explain that there are people in Bandung City who have knowledge of the Covid-19 Hoax with Media Literacy where this knowledge is included in the Knowledge Structure on one of the four factors of good Media Literacy. This study has respondents with a sample of 100 respondents with the criteria of respondents living in 10 urban villages with the most Covid-19 cases in the city of Bandung. If you look at the characteristics of respondents who have filled out research questionnaires online, the respondents in this study were 50 males and 50 females aged 17 – over 50 years. Based on the characteristics of the work is dominated by respondents who work as students and domiciled in the city of Bandung. A good media literacy model focuses on four factors, but in this study researchers focus on discussing only one factor, namely Knowledge Structure (Potter, 2004: 69-70) in (Yanto, 2021). Knowledge Structure is needed as a basis for developing media or education. . This knowledge structure includes media effects, content, industry, real world, and self. These elements are needed to understand and analyze media and see the context of

media messages. Knowledge Structure is the knowledge needed as a basis for developing information from the media. From this knowledge, the public can develop information from the media in terms of choosing and understanding the content of messages contained in the media so as to avoid hoaxes, one of which is the Covid-19 hoax. Allcott and Gentzkow (2017:213) in (Batoebara et al., 2020) interpret fake news to be news articles that are intentionally and can be verified as false, and can mislead readers. Fake news can affect readers with false information so that readers take action according to the content of fake news. As a message of false and misleading information, fake news can also frighten people who receive it. Based on the results of the recapitulation of Media Literacy variables, the knowledge of the people of Bandung City towards the Covid-19 Hoax with Media Literacy is shown by the average value of respondents who answered YES was 80.47, the average value of respondents who answered NO was 19.5, and the average value of the percentage of the total respondents' answers is 80.47%. Based on the results of this study, the knowledge of the people of Bandung City towards the Covid-19 Hoax with Media Literacy is one of the factors in good media literacy skills, which means that people can develop information from the media such as what effects the media see by the public, what is the content of the information or the content of messages from the media, from which media information is issued, how is the relationship of information from the media to the real world, and how media information can have a positive or negative influence on oneself. These things are really needed by the public to understand information or message content from the media or analyze information from the media such as which information is true and not true, and see the context of information from the media. According to Potter, (2014) in (Aeni, 2021) has noted 9 characteristics of media literacy, or a description of what a person should think and do in order to be judged as media literacy, namely skills and information are important, media literacy is a set of perspectives where we interact with the media and interpret the meaning of the messages presented, media literacy must be developed. Nobody is born to know how to write about media, media literacy is multi-dimensional, media literacy is not limited to a medium, people who understand media can understand that the purpose of media literacy is the ability to control the messages that come to them and create meaning, media literacy must associated with values, media-savvy people are more mindful, and media-savvy people can understand that media literacy is a continuous process, not a category.

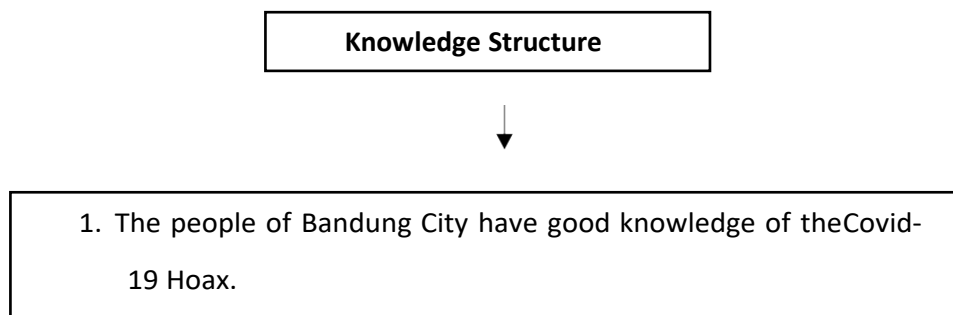


Figure 4. Knowledge Structure Source: (Processed by Researchers, 2022)

Based on the explanation above, it can be concluded that the knowledge of the people of Bandung City regarding the Covid-19 Hoax with Media Literacy is included in the good category. Which means, the people of Bandung City have good knowledge in knowing the Covid-19 Hoax, so that the people of Bandung City can find out the information content of the media, can analyze information from the media, and can distinguish which information related to Covid-19 is true and which is not true.

This research is also supported by previous research entitled "The Influence of Instagram Social Media Exposure and the Level of Media Literacy Ability on the Spreading Behavior of Covid-19 Hoax" which was made by Ragil Utami Putri in 2021, which has research

results that the level of media literacy ability has a significant effect on the spread of Covid-19 hoaxes. This previous study has similarities with this study where the results of the study are known that the total average value of the percentage of the total respondents' answers is 80.47%. So it can be concluded that the knowledge of the people of Bandung City against the Covid-19 Hoax with Media Literacy is in the good category. Which means, the people of Bandung City have good knowledge in knowing the Covid-19 Hoax, so that the people of Bandung City can find out the information content of the media, can analyze information from the media, and can distinguish which information related to Covid-19 is true and which is not true.

CONCLUSION

The knowledge of the people of Bandung City regarding the Covid-19 Hoax with Media Literacy is included in the good category, which means, the people of Bandung City have good knowledge in analyzing news on social media about the Covid-19 Hoax.

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