



Digital Literacy Hoax Information in Indonesian Tourism Area

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ABSTRACT: The COVID-19 pandemic has drastically reduced tourism in Indonesia. Information, both legal and unclear, is milling about in cyberspace. Researchers are concerned with this problem by asking research questions about how much influence digital literacy has on attitudes toward responding to hoax news in new media. The purpose of the study was to determine the effect of digital literacy on attitudes toward responding to hoax news in new media. The concepts used are digital literacy, new media, and audience attitudes in responding to information in new media. Previous research has assisted this research in supporting this research. Questionnaires were distributed to the respondents in this study, accompanied by several interviews with several sources. The results of the validity and reliability tests of this study were good enough that they could proceed to the next statistical stage. The results of the descriptive research are positive. The condition of the COVID-19 pandemic has made tourism in Indonesia worse for tourist areas. Hoax information has made the area worse both economically and on the other hand. The relationship between digital literacy and the respondents' attitudes in this study is strong. The null hypothesis in this study was rejected, so the alternative research hypothesis was accepted. The novelty in this study is that the relationship between the two variables is in a pandemic condition that has lasted for two years in Indonesia. The impact of this pandemic has made tourist areas in Indonesia very problematic for the economy and people's lives. Suggestions for research include: additional research can describe or add additional analysis in solving societal problems.

KEYWORDS: Digital literacy; restricted area; audience attitude; new media; hoax

1. Introduction

Reporting from Indonesia.go.id, an information technology observer from the United States, Paul Gilster, came up with a new term, namely digital literacy. This later became a standard term in his book, Digital Literacy, which was published in 1997. In its development, UNESCO strengthened the term "digital literacy." According to the United Nations Educational, Scientific, and Cultural Organization, digital literacy is related to life skills because it does not only involve technology but also includes the ability to learn, think critically, be creative, and be innovative to produce digital competencies. According to Yudha Pradana in Attribution of

Digital Citizenship in Digital Literacy (2018), there are four basic principles of digital literacy. The first is an understanding in which people have the ability to understand the information presented on the internet as a medium of communication, either implicitly or explicitly. Then there is the interdependence and complementarity of the information presented. Then there is also a social role in it and the last is curation, or the ability of the community to access, understand, and store information to be processed as a positive message. Currently, the community's ability to understand information in the digital realm that is developing on the internet network is becoming increasingly advanced. They can now figure out which information is good for them to eat and which is bad for them to read [1].

This is known from the measurement results of the 2021 Indonesia Digital Literacy Index, held by the Ministry of Communication and Information in collaboration with the Katadata Insight Center (KIC). Overall, the 2021 Indonesia Digital Literacy Index reached 3.49 on a scale of 1–5, an increase from the previous year's 3.46. The measurement of the 2021 Indonesia Digital Literacy Index was carried out through a face-to-face survey of 10,000 respondents in 514 districts and cities in Indonesia. The characteristics of respondents are internet users aged 13–70 years. From the survey, it was found that digital culture (digital culture) got the highest score, 3.90. This is followed by digital ethics (3.53), and digital skills (digital skills) (3.44). Then digital safety (digital safety) got the lowest score, 3.10, or slightly above average. It's also important to measure this digital literacy index in order to make sure that efforts to improve people's digital literacy are more focused [1].

In simple terms, literacy can be defined as the ability to read and write, or in other words, media literacy. While media can be interpreted as an intermediary in the form of objects, people, or events, digital literacy can be interpreted as the ability to search for, study, and utilize various media sources in various forms [2]. Media literacy is not just being "media literate" or "not media illiterate," but there are complex things that must be done to develop media literacy capacity [3]. Media literacy is an important part that must be understood by the public to examine messages, especially in the midst of the rapid flow of information. Media literacy education in Indonesia is intensifying so that people are more selective in receiving messages to prevent hoaxes or fake news. As reported by Kompas.com, based on data from the Ministry of Communication and Information (Kominfo) during the COVID-19 pandemic, there were 1,387 hoaxes spread across cyberspace from March 2020 to January 2021. The results of a survey on 2020 national digital literacy conducted by Kominfo also strengthened the spread of hoaxes in the midst of a pandemic. The survey conducted in all provinces in Indonesia stated that 68.4 percent of the 670 respondents had disseminated information without examining the truth, and 56.1 percent stated that they could not identify hoax information [4].

The Ministry of Communication and Information, together with Siberkreasi and Katadata, has published the results of the 2020 National Digital Literacy Survey. Based on digital literacy measures in 34 Indonesian states, respondents based on internet access are faster, cheaper, and spread to remote areas. Most people also use the Internet to chat via text messages, follow social media activities, and watch videos on the Internet. A spokesman for the Ministry of Communication and Information, Dedi Permadi, said three important aspects need to be considered in efforts to eradicate digital literacy in Indonesia. First, Indonesian people are increasingly using digital space. Second, there are growing problems, especially in the context of the COVID-19 pandemic. Citing the results of an Asosiasi Penyelenggara Jasa

Internet Indonesia (APJII) poll conducted a few days ago, spokesman Dedi Fermadi said Indonesia has 196.71 million Internet users, or about 73.7 million of the total population [5].

At a meeting of the Central Indonesian Broadcasting Commission (KPI), Yuliandre Darwis, revealed the importance of strengthening digital literacy at a time of rapid technological development. Moreover, in this increasingly wide and varied scope of digital content distribution, many negative content, false news, or hoaxes, appear. Yuliandre, who is also active in the world of tourism, said that based on the International Council of Museums' (ICOM) released data, more than 10 % of the world's museums are projected too no longer be open. This means that the growth of museum activities during the pandemic is dropping drastically. It is necessary for tourism destination actors to be able to use social media as a promotional channel. Tourism activists in particular must have a content strategy that includes the type of content created, the time and frequency of posting interesting content [6]. According to Hasrul Abdul Azis, around 70% of digital media have a major role in disseminating information about a tourist destination or tourist destination to tourists. Meanwhile, according to Richard Togaranta Ginting, social media can be used as a means of Indonesian tourism diplomacy. When introducing Indonesian culture through the internet or social media, avoid using invalid data or unethical images. Also, don't be polite or unfriendly, and don't use hashtags that attract Sara.

Quoted from the book *The Role of Digital Literacy in the Pandemic 2021 Period* by Devri Suherdi, "digital literacy" is the knowledge and skills of users in utilizing digital media, such as communication tools, internet networks, and so on. As for the Digital Literacy Book Series and the Indonesian Digital Literacy Framework, digital literacy is the ability to use information and communication technology (ICT) to find, evaluate, utilize, create, and communicate content or information with cognitive and technical skills. According to Eti Sumiati and Wijonarko, digital literacy has brought many benefits to people's lives. These benefits include: searching for and understanding information that can increase individual insight. improve the individual's ability to be more critical in thinking and understanding information. Increase the mastery of individual "vocabulary" from various information read. improve individual verbal abilities. Digital literacy can improve individual focus and concentration. This increases the individual's ability to read, compose sentences, and write information [7].

Media literacy is a set of perspectives that are used actively when accessing mass media to interpret the message at hand. So, in the end, media literacy not only provides information and entertainment but also invites the general public to make behavioral changes. Media literacy is a person's ability to use various media to access, analyze, and generate information for various purposes in their daily life. This will be influenced by the existing media around us in the form of television, film, radio, recorded music, newspapers, and magazines. From the media, it is still coupled with the internet, so even now, through the internet, cell phones are accessible. According to David and Shaw, the term digital literacy became popular around 2005, digital literacy means the ability to relate to information hypertextual in the sense of computer-aided unordered reading. Literacy term digital technology was used in the 1980s, according to Bawden, in general means the ability to relate to hypertextual information in the sense of computer-aided non-sequential or non-sequential reading [8].

According to Buckingham and Livingstone, the definition of media literacy uses a trichotomy approach that includes three fields, namely: media literacy means having access to

media, understanding media and creating and expressing oneself through media [9]. Access includes media use and habits, and means the ability to use navigational functions and competencies (changing television channels, using an internet connection), competence in controlling media (e.g., using interactive installed systems, conducting transactions via the internet), etc. Comprehension means having the ability to understand or interpret to gain a perspective on media content and a critical attitude towards it. Create includes interacting with the media (e.g., speaking on the radio, participating in discussion on the internet), and producing media content. For someone who has the experience of filling in various mass media, it makes a person have a better understanding and a critical approach to media content. Media literacy connects the Three C's as follows: computing, communication networks, and content in digital format (digitalized), where the merging itself begins with C (convergence). This media by Flew is understood as digital media, namely all forms of media content that are combine and unify (integrate) data, text, voice and various kinds of images (images) stored in digital format, and distributed via e-mail communication networks such as fiber optic, broadband, satellite and transmission systems microwave [9].

According to Ashley, who also explains that media literacy provides a basic foundation in many cases, and is then useful in the learning process in the classroom. On the other hand, Vraga and Tully explain that technological advances encourage the development of mass media and social media and affect students' literacy skills. According to McCaughey, social media is one of the most widely used internet services by internet users today. The ease of interacting and disseminating information is the main attraction of social media. Social media literacy is needed to understand literacy. This effort is carried out by integrating information technology as a form of social media literacy education [10].

During the COVID-19 pandemic, every individual needs to understand that digital literacy is an important thing needed to be able to participate in the modern world and anticipate the spread of negative information during the current COVID-19 pandemic. Digital literacy is as important as reading, writing, arithmetic, and other disciplines. Everyone should be responsible for how they use technology to interact with the surrounding environment. Bhatt stated that communication and information technology skills are the core competencies in digital literacy. A person must have the ability to master digital technology devices, with the hope that the individual already has digital literacy skills. Digital technology devices that are controlled are not only the internet but various types of digital technology, namely the effective mastery of communication systems. One of the characteristics of digital literacy skills, such as social media technology and the various online communities that surround it, is mastery of the mobile technology device itself. Such digital technology skills are seen as a clear step toward digital literacy skills [11].

An attitude is an individual's response that is closed to a response or object, and the manifestation of that attitude cannot be seen directly but can be interpreted from the closed behavior. In addition, attitude is a form of a person's availability to take certain actions, and their implementation is not caused by a certain motive. Attitudes contain individual support in determining action, very emotional feelings of pleasure, sadness, and hate, along with the response they cause to a particular subject [12]. As for the understanding of attitude according to Widayatun which defines attitude as a mental and nervous state of readiness that is regulated through experience, which gives a dynamic or directed influence on individual responses to all objects and situations related to it [13]. As for the opinion of Saifudin in regarding attitude,

defines attitude as a form of reaction regarding an object whether it is said to be partial or impartial. This is a certain regularity of one's feelings, thoughts, and actions in an aspect that occurs in the environment around one's residence. From the definition that has been put forward by Widayantu and Saifudin, Hendrawan concluded that what is meant by "attitude" is a person's response or reaction to something that happens in the environment around an individual's life [13]. In addition, attitude is a tendency to take an action, to perceive, to think, and to feel an idea, object, or situation with value. This attitude is not just behavior but also a tendency to behave, which is usually done in a certain way. There are three main components in attitude, namely: cognitive, affective, and conative. The cognitive component can be interpreted as a person's knowledge, belief, and understanding of an object that can be known through the process of seeing, hearing, and feeling. Furthermore, the affective component is a component in attitudes that are connected with feelings of happiness or not about an object or components that are directly related to emotional problems. While the conative component is a component that has a tendency to behave or act by someone in an object, it faces [14].

According to Albrecht, attitude is one of the important components that cannot be eliminated in every individual. Attitudes can show how a person behaves or acts. An attitude is a behavioral predisposition of the cognitive, affective, and conative components of an attitude object. Component Cognitive consists of all aspects of cognition that a person has of a particular object. While the component of cognition that a person has towards a particular object, While the components Affective consists of all aspects of a person's feelings and emotions towards an object. While the component "conative" consists of a person's readiness to react or a certain tendency to behave towards an object [15]. The research question is how strong the relationship between digital literacy and the attitudes of this study's respondents in responding to hoax news during a pandemic in tourist areas in Indonesia is. The purpose of the study was to determine how strong the relationship between digital literacy and the attitudes of respondents in this study is in responding to hoax news during a pandemic in tourist areas in Indonesia.

2. Materials and Methods

This study used a quantitative approach. Quantitative research, on the other hand, is defined by Malhotra as research methodologies that seek to quantify data and typically employ certain statistical analysis [16]. Quantitative research is an attempt by a researcher to find knowledge by presenting data in the form of numbers. The figures obtained are used to carry out information analysis. In simpler terms, quantitative research is scientific research that is systematically arranged into parts and tries to find causality to find out the relationship. According to Creswell, the notion of quantitative analysis is an effort to investigate the problem. This is the problem that underlies the researcher's taking data, determining variables, and then measuring them with numbers so that analysis can be carried out in accordance with applicable statistical procedures. As for the purpose of conducting quantitative research, none other than helping in drawing conclusions or assisting in generalizing the right predictive theory, by distributing questionnaires to 211 respondents. KMO media literacy validity results = 0.876 with a significance value of 0.000 and the attitude of the KMO community = 0.821 with a significance value of 0.000.

3. Results and Discussion

The results of descriptive research show that all components of digital literacy are positive. The information content, user and cognitive skills, and affective and connotation of the respondents are all positive. The community's response in the tourist area is that digital literacy is very much needed by them. So they really need information on strengthening health in a pandemic situation.

Table 1. Descriptive Research Results

Digital Literacy	f	People's Attitude	f
Contents of media	.893	Cognitive	.723
User Skills	.768	Affective	.698
		Conative	.812

Based on Table 1 regarding the results of descriptive research, it is found that in this study, the digital literacy variable has dimensions of media content and user skills. where in the dimensions of the media content, it obtained a value of 0.893. While the dimensions of user skills have a value of 0.768, Media content can be interpreted as a form of presentation of information or news related to journalistic activities, whether they are contained in print media, electronic media, or online media. The content of the media that many people know is news. Despite the fact that there is a plethora of other media contents such as editorials, corners, and so on. The content of this media shows the ideology of the media. This mass communicator or media organization selects, manages, and selects media content for distribution. In this health communication literacy case, media content plays an important role because media content greatly influences a person's reading interest in this case concerning health information in a pandemic condition like today.

User skills are the ability of a user to do or do something well. From this, it can be said that the ability here is the ability and potential possessed by an individual. This is in line with the definition which says that in the context of health development, health communication literacy or health literacy is an important part of an effort to make the public aware through knowledge of the community's ability to access health information and understand the information obtained by the community in the media related to maintaining health. In tourist areas in Indonesia, the results of each dimension in health communication literacy are above average, so that the results are very good and have a positive value. with the lowest user skill value.

According to The Institute of Medicine formally defines health literacy as a person's ability to obtain services, understand, and process information and health needed in an effort to make appropriate health decisions. From this definition, it can be seen that if someone has a good level of understanding of health literacy, they are able to apply the information they get in everyday life [17]. With good health literacy, health literacy can be used as a tool to build community conditions together. By increasing the level of understanding of health problems and supporting them with social actions that actively involve the community, the community can participate and practice it in their daily lives. Meanwhile, in the community attitude variable, there are cognitive, affective, and conative dimensions. In the cognitive dimension, a value of 0.723 is obtained. while the affective dimension obtained a value of 0.698. and the conative dimension with a value of 0.812. According to Theory of Reasoned Action among the variables of attitude and behavior (action) there is a variable that mediates it, namely the

intention (disposition). Somebody who will perform an action based on a specific purpose. This theory places attitudes in a central place in relation to human actions. Their attitudes are said to be a function of belief. Someone who believes that the action that will be taken will have a positive impact on him will tend to take the action. And vice versa, if he believes the action that will be taken has a negative impact on him, he will refuse to take the action. This is called "behavioral belief." In addition to personal beliefs (behavior beliefs), group beliefs (group beliefs) also determine one's actions. If the person believes that his actions will be approved by his group or social environment, then he will do it. On the other hand, if he believes that his social environment will not support him, then he does not intend to take this action. Recognizing the complexity of attitudes as stated above, we need to seriously think about how this attitude should be taught. Attitudes can be changed or changed, and how to measure attitudes [18].

A cognitive component or cognitive component is an attitude component that refers to the mental processes of perception, knowledge, information, and beliefs held by a person [19]. The cognitive component contains perceptions, beliefs, and stereotypes that an individual has about something. Perception and belief about the object of attitude take the form of views (opinions), which are frequently stereotypes or things that have been patterned in this mind. The cognitive component of this attitude is not always accurate. Sometimes trust actually arises in the absence of valid information about an object. Emotional needs are often the main determinant for the formation of trust. From this, people in Indonesian tourist areas have confidence that during a pandemic like the current one, they really need health information to strengthen their health.

The affective component is a component related to feelings of pleasure or displeasure or a person's reaction or response [20]. The affective component involves feelings or emotions. Our emotional reaction to an object will form a positive or negative attitude towards the object. This emotional reaction is determined a lot by belief in an object, namely the belief that an object is good or bad, useful or not. Based on this, people in Indonesian tourist areas have a good response in terms of maintaining health during the pandemic. The conative component, or behavioral component, is defined as a component in forming reactions, wills, and efforts that are characterized by behavior in achieving a certain goal [21]. A person's conative component or tendency to act (behave) in relation to the object of attitude. A person's behavior in certain situations and in situations facing certain stimuli is largely determined by their beliefs and feelings about the stimulus. The tendency to behave consistently and in harmony with these beliefs and feelings shapes individual attitudes. From this, people in Indonesian tourist areas hope to break the chain of the spread of the COVID-19 virus so that their tourist areas are visited by many local and foreign tourists. So, people must take care of their health, one of which is by vaccinating and maintaining health protocols, especially in tourist areas. Of the three components, the attitude has a consistent tendency. This can be interpreted as meaning that if there is a change in one of the components of his attitude, it tends to produce related changes. Based on the attitude variable above, the value of the affective component is the lowest value.

Simple linear regression research has a positive effect on people's attitudes. Based on the results of simple linear regression in this study, there is an influence between health communication literacy and community attitudes where the r value is 0.503 with a significance value of 0.000. This can be interpreted to mean that there is an influence between the variables

of health literacy and public attitudes. This is based on the condition that the results are said to be significant if the results of the simple linear regression test are less than 0.05. And if it is more than 0.05, it can be said that the simple linear regression is not significant (Figure 1).

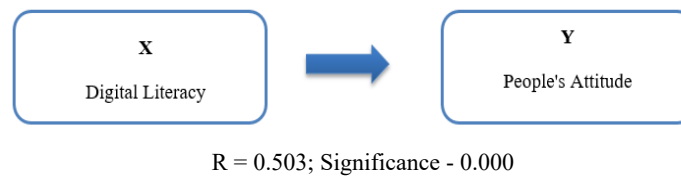


Figure 1. Results of simple linear regression

The spread of information that is growing along with the advancement of communication and information technology has implications for various aspects of life in this digital era. Speed in accessing and receiving information can certainly help community activities, especially if the information received is useful and useful for life. However, sometimes the speed of processing and accessing this news is not matched by the skill or ability to maintain the quality of the information disseminated to the wider community. So, there are still many people who are talkative or stutter in choosing and sorting information, so there are still many who are consumed by misleading news or hoaxes. As we know, Hoaks itself, if interpreted according to the online KBBI, means fake news. Lately, a lot of fake news or hoaxes are spreading in the community, which is certainly disturbing and causes anxiety so that it feels biased and confusing to recognize fake news [21].

One of the hoax news about tourism in Indonesia is about a viral video regarding plastic waste in the waters of Nusa Penida that occurred in 2018. The Special Staff of the Minister of Tourism, Don Kardono, stated that the news was categorized as a hoax because it was not clear where it was and when it was taken [22]. Hoax information related to the coronavirus in the country is considered detrimental to tourism in the country. The Minister of Communications and Information, Johnny G. Plate, said that at least 54 false rumors were spread based on the Ministry of Communication and Information's cyber drone surveillance. If this information continues to spread, it has the potential to threaten domestic tourism. Meanwhile, one of the 54 hoax and misinformation conversations has been spread since May 2019. A total of 53 other issues started from January 23 until now. On the other hand, Head of the Central Statistics Agency (BPS) Suhariyanto predicts that the virus that is endemic in China will affect the number of foreign tourist visits to Indonesia, considering that the contribution of tourists from China to Indonesia reached around 12 percent in 2019. The existence of this hoax news, of course, threatens and has a negative impact on tourism in Indonesia. The rise of fake news or hoaxes circulating in the community threatens the tourism sector in Indonesia. Because the fake news makes foreign tourists (tourists) afraid to visit Indonesia. In fact, the government is trying to increase the number of foreign tourists visiting from 10 million to 20 million over the next 5 years. So, it can be concluded that the condition of the COVID-19 pandemic has made tourism in Indonesia worse for tourist areas. Hoax information adds to this areas' not being good both economically and, on the other hand, The relationship between digital literacy and the respondents' attitudes in this study is strong. This is evidenced by the fact that people in tourist areas are also very concerned about mutual health. because they are very aware that the economy's condition is very dependent on tourism. So, if everyone in the tourist area is healthy, then many people from both inside and outside the country will go to the area for tourism.

This is in accordance with what was conveyed by the Vice President K.H. Ma'ruf Amin at the Inauguration of the Indonesian Halal Tourism Association (PPHI) DPP and the launch of the "Healthy and Prosperous Traveling" movement where the COVID-19 pandemic has had an impact on various sectors, one of which is the tourism sector. According to data from the Central Statistics Agency (BPS), there was a sharp decrease in the number of foreign tourist arrivals in 2020, which reached 4.02 million visits, a drop of more than 75% from 2019. Therefore, to be able to contribute to the national economy again, it is necessary to restore the tourism sector while prioritizing public health and safety. Post-pandemic tourism trends are focused on open-air tourist destinations while still paying attention to hygiene, health, safety, and sustainability (4K) factors. For this reason, there must be standards that are adhered to in preparing safe tours for tourists. Dr. Dina Kartika Sari also emphasized the importance of implementing health protocols for tourism officers on duty in the field. Fitria Siswi Utama said that tourism officers must follow technical health rules correctly and completely [23].

4. Conclusion

The conclusion of this study is that the COVID-19 pandemic conditions have made tourism in Indonesia worse for tourist areas. Hoax information adds to this information that these areas are not good both economically and on the other hand. The relationship between digital literacy and the respondents' attitudes in this study is strong. The null hypothesis in this study was rejected, so the alternative research hypothesis was accepted. The novelty in this study is that the relationship between these two variables is in a pandemic condition that has lasted for two years in Indonesia. The impact of this pandemic has made tourist areas in Indonesia very problematic for the economy and people's lives. The suggestion from the research is that the next research can expand on or add to the research that came before it in order to solve the problems that people have in society.

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Competing Interest

All authors declared no competing interest.

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