CHAPTER I

INTRODUCTION

1.1 Research Background

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 World Health Organization (WHO) says at least 28 million people have been infected with the virus. The United States had the highest number of victims, followed by India and Brazil. The total global death toll has reached 917,417. At the same time, Indonesia has 218,382 confirmed cases and 8,723 deaths (Sukmono et al., 2021). Based on data from the Covid-19 Information Center, there is information on the spread of Covid-19, particularly in Bandung.

Figure 1.1 Bandung City Covid-19's Data

(Source: https://covid19.bandung.go.id accessed on April 25, 2022 at 10:57 WIB)

The data above 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. Mark Thompson in Newman (2017:7) says that our digital ecosystem has developed into an almost perfect environment for fake news to thrive. According to Newman, based on research by the Reuters Institute, in almost all countries, more and more people are turning to social media as their primary source of news; the number is more than a tenth (12%). Even until now, there is no editorial system or gatekeeping carried out by social media itself. This also makes no one separate between fake news and real news on social media (Kurniawan, 2021).

(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).

Thousands of false information was spread through social media networks with various categories, ranging from false, false, misleading, and manipulated content. This hoax tsunami will continue to hit as long as people do not care about the deontology of journalism. MAFINDO's records show that Covid-19 issues dominated the circulation of hoaxes in 2020-2021. The severity of the civility of Indonesian netizens is also clearly illustrated in the Microsoft Digital Civility Index (DCI) survey released last February 2021. Indonesia slumped to 29th out of

32 countries surveyed due to the prevalence of hoaxes, online fraud, hate speech, and discrimination (Indonesia, 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).

Based on Medcom. Id, satire is content created to satirize certain parties. Content packaging contains parody, irony, and even sarcasm. In general, satire is a form of criticism of individuals and groups in response to current issues. Satire does not include harmful content. However, many people still take the information in the content seriously and consider it the truth (Adnan, 2019).

Figure 1.2 Covid-19 Hoax Issues

(Source: kominfo.go.id accessed on March 30, 2021 at 17.00 WIB)

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).

(Sihabudin, 2013) in (Yanto, 2021) demonstrates that media literacy is the ability to comprehend, analyze, and deconstruct a media's imagery. The model of good media literacy focuses on four factors as the goal of media literacy (Potter, 2004: 69-70) in (Yanto, 2021) as follows:

1. Knowledge Structure: Knowledge structure is needed to build media literacy. This knowledge structure consists of media effects, content, media industry, real world, and self. These elements are needed in order to have the ability to comprehend and analyze media see the context of media messages.

2. Personal Locus, personal locus is the energy used during the process of obtaining information. Someone who understands media literacy will concentrate more on processing and controlling the information obtained from the media.

3. Competence and Skill these competencies and skills will collaborate in the practice of media literacy. These two things are an essential part of processing information. These two things are also helpful in making someone more competent and expert in analyzing, evaluating, categorizing, and critiquing media content

4. Information - Processing, tasks stages in processing information, namely: (1) Filtering: making decisions for messages to be received; (2) Meaning matching: the basis of use in recognizing the placement of the meaning of symbols; (3) Meaning construction: in the formation of the message after passing the introduction to the message symbols, we will interpret the message through various perspectives.

(Potter, 2014) in (Aeni, 2021) notes nine characteristics of media literacy, or a description of what a person must think and do in order to be judged as having

media literacy, namely skills and information. Media literacy is a set of perspectives through which we expose ourselves to media and interpret the meaning of the messages. It is necessary to cultivate media literacy. No one is born with media literacy, and media literacy is multifaceted. Media literacy is not limited to a medium; media literate people understand the meaning of literacy media, which is the ability to control and create meaning from the messages that hit them. Values must be associated with media literacy, and media literate people increase their mindful exposure. People who are media literate understand that media literacy is no longer a category, but rather a continuum.

(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.

Based on the background, the researcher is interested in researching the extent to which the people of Bandung City know about the Covid-19 hoax news with media literacy using quantitative research methods. The data collection method used is through a Google Forms questionnaire that will be distributed to respondents online

1.2 Problem Identification

Based the background, a problems formulation can be taken, namely:

1. What is the extent of people's knowledge in Bandung City regarding the COVID-19 hoax news in terms of media literacy?

1.3 Research Objectives

Based the identification of the problems above, it can be seen that the purpose of this research are:

2. Determine the extent to which the people of Bandung City are aware of the COVID-19 hoax news.

1.4 Research Use

This research are expect to provide benefits for all parties involved, including:

1. **Academic**

    This research are expected can help and serves as a reference for further research, and also provides a role and knowledge in further analyzing the Bandung City Community's Knowledge of Covid-19 hoax news with media literacy.

2. **Practical**

    This research are expected can help in practical use in everyday life. Especially wise in sorting and choosing information, especially for Bandung City people, so that they can have good media literacy skills.

1.5 Research Time and Period

Table 1.1 Time and Period of Research

No	Research Stages	Oct	Nov	Des	Jan	Feb	Mar	April	May	Jun	Jul	Aug
1.	Research preparation	■										
2.	Determine topic and title	■										
3.	Arrange Chapter I-III		■	■	■							

No.	Activity												
4.	Research Proposal Revision		■	■	■	■							
5.	Proposal Defense						■						
6.	Proposal Defense Revision							■					
7.	Research								■	■	■		
8.	Arrange Chapter IV-V											■	■
9.	Thesis Defense												■

Source: (Processed by researcher, 2022)

1.6 Systematic of Writing

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