Building a Media Literacy Culture to Neutralize Hoax News

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Article Info	Abstract
Keywords: *Culture, literacy, media, hoax* *Paper type:* *Conseptual Paper* *Article history:* *Received: 12 Januari 2022* *Revised: 15 February 2022* *Accepted: 01 June 2022* *Available online: 12 June 2022* ***Corresponding author:* supian.ramli@unja.ac.id	*Lately, hoaxes or fake news have circulated, especially on social media. The new generation of internet users has enjoyed many conveniences utilizing social networking sites. This development has changed the role of internet users from just consumers of information to producers of knowledge. The low literacy culture in Indonesia causes the rise of hoaxes. Many people spread the news without first checking the truth. The impact will result in the loss of wholeness, unity, and division among Muslims. This paper tries to unravel the importance of literacy culture to neutralize hoax news. The public is expected to be more critical in receiving information. And see the views of the Koran regarding hoax news to avoid it.*

INTRODUCTION

Nowadays, hoax news is widely circulated, especially on social media. Social media is a very vulnerable platform and is often used to spread hoax news. Hoax or fake news is information that contains things that are not clear or are not even facts that happened (Juditha, 2018, p. 31). Hoax is also defined as covering up accurate information with false information that cannot be verified. This makes it difficult for people to distinguish between information and hoaxes. Co-founder of Provetic, Shafiq Pontoh, said this hoax would harm anyone. The content usually contains negative things, which are seditious and slanderous. Hoaxes will target people's emotions and generate negative opinions that are dangerous for the nation's disintegration (Mauludi, 2018, p. 315).

This kind of situation will increase ahead of the general election, presidential election and regional elections in several regions in Indonesia. This is indicated by political competition and black campaigns conducted through social media (Juditha, 2018, p. 32). Some people use social media to spread hatred and provocation. This situation can be a threat and negatively impact that leads to hostility and even division between Muslims.

Al-Quran has explained to humankind to always tell the truth, especially in conveying news, because conveying news means giving its reality. The results of a study conducted by Mastel revealed that of 1,146 respondents, 44.3% received hoax news every day, and 17.2% received it more than once a day (Mastel, 2017). Based on data presented by the Ministry of Communication and Information, it is stated that there are as many as 800 thousand sites in Indonesia that are indicated as spreading hoaxes and hate speech (Arnus, 2017, p. 10). This kind of case is straightforward to happen, especially in a society whose literacy level is still very low. They will readily accept information without checking.

Here media literacy is present as a neutralizer for the public to be critical of the media content and determine the information that can be retrieved and needed and accounted for from the media. Because media literacy is very much needed amid the significant problem of spreading false news by irresponsible parties through internet media. For this reason, in this paper, the author will discuss the concept of media literacy, how the phenomenon of hoaxes in social media and the Al-Quran, and how to build a culture of media literacy in neutralizing hoax news.

RESULTS AND DISCUSSION
Media Literacy Concept

In understanding the content of mass media messages, skill is needed, namely media literacy (Arnus, 2017, p. 10). In other words, media literacy is an umbrella to protect the public from the 'splash' of mass media information. Hence, media literacy can be used as the key to form an intelligent and critical society so that it is not easily eroded by the flow of information from the mass media.

The term media literacy comes from English, namely Media Literacy, which consists of two syllables: *media* is a medium for exchanging messages, and *literacy* means literacy. The National Leadership Conference on Media Literacy defines media literacy as a person's ability to access, analyze, evaluate, and produce media for a specific purpose (Suwarto, 2008, p. 17). Deborah Potter views media literacy as a perspective actively used in interpreting messages encountered from the press (Potter, 2006, p. 60). In addition, Hobbs added, media literacy is the process of critically analyzing the statements contained in the media, which then creates messages using media tools (Hobbs, 2006, p. 42). Media literacy relates to how audiences can take control over the media. Although initially, media literacy was aimed at all reference sources of information such as books, magazines, journal articles, television, and radio. However, media literacy that focuses on attention is internet media because of the ease of accessing it with a practical device that can be taken anywhere (Juliswara, 2017, p. 14).

The description above can be understood in a superficial sense; literacy is the ability to read, write, and analyze critically and seek the truth of the messages received. However, this literacy culture has not yet become a culture in Indonesia. Indonesian people's interest in reading is still very low and concerning (Mauludi, 2018). Central Connecticut State University in March 2016 stated that reading interest in Indonesia was ranked 60th out of 61 countries. According to UNESCO data, Indonesia ranks second from the bottom in terms of world literacy, only 0.001%, meaning that out of 1000 people, only one person is interested in reading (Ainiyah, 2017, p. 72). Most Indonesians are more accustomed to listening and speaking than literacy. This is due to a lack of motivation to read and a lazy attitude to develop ideas.

Furthermore, there are several components in media literacy: production, discussion, presentation, and audience. These four components are the basis for receiving information or news (2016, p. 4). In receiving or interpreting the word obtained, it is expected that each individual has the skills to analyze the report; these skills include analyzing, evaluating, and classifying information. With these skills, the public must be 'media literate'.

Hoax Phenomenon on Social Media

Hoax, in the Oxford Dictionary, is unreliable news (Oxford University, 2017, p. 211). Hoax is also defined as deceiving someone by making them believe something maliciously or mischievously fabricated. Meanwhile, hoaxes in Indonesian are fake news, false information, or false news (Departemen Pendidikan Nasional, 2013, p. 45). Thus, a hoax can be interpreted as fake news made to deceive someone.

The emergence of this hoax cannot be separated from the development of media technology which has changed communication tools to be faster and formed a global village (global village) (John, 1996, p. 324)[1]. The speed of communication tools affects the growth of social media. It has changed the way of communication between people and individuals (Maulana, 2017, p. 211). Communication and information can spread quickly, without even a specific limit, so all people are free to express their opinions. Everything becomes easier to receive, share, and comment through social media such as WhatsApp, Facebook, Twitter, Youtube, Instagram, and other media. The information overlaps because it is reproduced through share and copy options in social media systems (Isriani & Widiana, 2016, p. 296). The freedom to issue this news indirectly causes the spread of hoax news to shape public opinion. For specific interests, hoax news can be used to attack each other, accuse, even claim that a particular group or religion is superior to others.

The chairman of the Press Council, Yosep Adi Prasetyo, mentioned several characteristics of hoaxes or fake news including (Berita Dewan Pers, 2017, p. 2):
a. The news source is unclear, coming from a site that cannot be trusted, and the information about who the author is is not clear.
b. The content of the news is unbalanced and tends to corner certain parties.
c. They are often charged with fanaticism in the name of ideology. For example, The Constitutional Court is wrong and apologizes and will install Prabowo-Sandi, Sri Mulyani: If the people allow our Bali area to be sold to pay debts, the Islamic Defenders Warriors will be dispatched to carry out jihad in Wamena (n.d.). The title and introduction are provocative, giving judgment and even punishment but hiding facts and data, and the proponent asks what he has shared to redistribute.

A total of 92.4 respondents stated that they received hoax content through social media such as Facebook, Twitter, and Instagram (Mastel, 2017). This figure is quite far compared to websites, television, print media, email, and radio. The most widely accepted hoaxes are socio-political issues, which are around 91.8%, and SARA issues, as much as 88.6% (Mauludi, 2018, p. 315).

Based on research conducted by Ruri Rosmalinda (2017), the cause of the emergence of hoaxes is caused by several factors including: first, it is easy for the public to have modern and inexpensive communication tools, in this case, the use of smartphones as a medium for information retrieval. Second, the public is easily influenced by issues that are not yet clear without verifying or confirming the truth of the news information, so they immediately take action to share information that is not yet clear. Third, there is a lack of interest in reading, so there is a tendency to discuss news stories that are not based on accurate data, relying only on memory or unclear sources.

Then, the spread of hoaxes on social media has had a significant negative impact. The effects are as follows:
a. It is detrimental to society because hoax news contains big lies and slander.
b. Divide the public, either in the name of political interests or specific religious organizations.
c. Influence public opinion because hoaxes become provocateurs to turn people back.
d. Hoax news is deliberately made for the sake of discrediting one party so that it can lead to fighting against fellow Muslims.

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[1] Global Village means that through modern communication media, it allows millions of people around the world to feel closeness to one another in a circle

The negative impact caused by the existence of these hoaxes will be very detrimental to the community. Then efforts to neutralize it can be started with a concern to seek the truth of the information needed.

The Phenomenon of Hoax in the Qur'an

According to Tafsir Al-Maraghi, the term hoax in the Qur'an can be identified from the word al-Ifku which means making up and the heaviest lie. Likewise, in the Al-Bisri Dictionary, al-Ifku is a lie or a lie. At the same time, the emergence of a hoax (a lie) is caused by dissidents. Furthermore, Quraish Shihab revealed al-Ifku's words are material reversal, such as the result of an earthquake that overturned a country, or immaterial, such as beauty when described in the form of ugliness or vice versa. A big lie is meant here, namely, distorting the facts.

The phenomenon of fake news itself has been explained in the Qur'an, as contained in the QS. An-Nur verse 11. According to history, Asbabun Nuzul, this verse is when Aisyah was accused of adultery by hypocrites, namely during Bani Musthaliq. At that time, Aisyah left the army because she looked for her missing necklace. Therefore, this verse came down.

The fake news story was addressed to Aisyah when she returned to Medina with the Muslim troops. On a trip, Aisyah felt she had lost her necklace. However, when Aisyah looked for the missing necklace, the Muslim forces left her and thought Aisyah was with them. That's when Aisyah felt left behind, and she was confused. Aisyah fell asleep due to her drowsiness. After a while, a friend named Safwan, bin al-Mu'attal As-Sulami, saw him. Then Safwan also took Aisyah home when she lowered her vehicle and escorted Aisyah to the Muslim group.

For a month, Aisyah felt something different from the Prophet SAW in responding to it and even wanted to discuss divorcing Aisyah over this. However, after this incident, some Muslims were even busy talking and spreading false news about Aisyah. Aisyah continued to complain and complain to Allah about what had happened until the QS. An-Nur verse 11 answers his anxiety. Then in the next verse 12, the Qur'an re-explains the threats and dangers to those who are involved in spreading the fake news.

Meaning: *Verily, those who carry false news are from among you (also), do not think that the news is bad for you. All of them will get compensation for the sins they have committed. And whoever of them takes the largest share (of the sins he has committed), he will have a great punishment (too). Why do believers and believers not be kind to themselves when you hear the fake news and say, "This is a real (a) lie.* (Surat an-Nur 24:11-12).

Based on the explanation above, a lesson can be drawn that the hoax cases that have hit Indonesia recently are not something new. Long before, at the Prophet Muhammad SAW, hoax news had been circulating. Even this phenomenon occurred in the family of the Prophet Muhammad himself. In response, Allah answered Muslims not to act in loss (spreading false news).

Furthermore, in verse 12, it is explained that when the hoax news spread, the Muslims were silent, neither confirmed nor denied. Some talk about it while asking questions, and some do not believe it and express their belief in Aisyah's chastity. So, this verse was revealed to warn against people who remain silent as if to justify it, especially those who are talking about it while asking questions about the truth of the issue. This verse encourages them to take positive steps. When you hear about it (fake news), you, as believers and believers, do not have a reasonable opinion of their libellous brothers and sisters. In fact, what is polluted is part of themselves, even concerning the Prophet SAW and his family. Then why didn't they say that this was a real lie because they knew who Aisyah RA.

Media Literacy in Netralizing Hoaxes

Talking about literacy, Allah first revealed Surah Al-'Alaq verses 1-5 to the Prophet Muhammad SAW. This surah is the first commandment that Allah SWT sent down with the sentence "Iqra" (read it). Allah SWT commanded Prophet Muhammad SAW to read because nothing will be known without

reading. This means that Allah SWT teaches reading and writing what is unknown to mankind. The purpose of reading there is to research, observe, pay attention, think, take lessons, and read the signs of the times, history, and oneself, written or unwritten.

As previously explained, media literacy was initially aimed at all reference sources such as books, magazines, articles, journals, television, and radio. Still, currently, the focus of attention is the internet media. Because today's audiences tend to use the internet that is easily accessible, hoaxes are mostly spread through internet media, such as WhatsApp, Facebook, Twitter, Instagram, Youtube, and other social media accounts. On the one hand, social media can promote closer friendships. Still, on the other hand, social media is often the trigger for various problems such as the spread of hoaxes, hate speech, incitement, verbal abuse, fights, and so on that result in the division of the people. Therefore, efforts that can be made to neutralize hoaxes through media literacy, especially internet media, include:

Al-Hujurat verse 6, which stipulates always clarifying when receiving news, obliges Muslims to perform tabayyun. First, be patient in advance every time you receive information. Tabayyun is carried out to sort through the information received through the media, examine, and compare one source with another, so as not to be provoked by irresponsible news that will divide the unity and integrity of the nation and harmony between the nation's religious communities. The audience must think critically and intelligently filter (filter) messages that hit them.

Meaning: *O you who believe! If someone wicked comes to you with news, then examine the truth so that you do not harm a people because of ignorance (recklessness), which in the end, you will regret your actions.* (Surat al-Hujurat 49:6)

This verse recommends to Muslims who believe to be careful in accepting news that comes from the wicked. In Tafsir Jalalain, if you receive important news from a wicked person, do not be in a hurry to believe it. But look for the real explanation and make sure the news is true before being influenced by it. Muslims must always be careful, both in conveying news and carrying out daily life.

Second, it is necessary to understand the audience so that they have sensitivity and intelligence in media. Such as expertise in interpreting the meaning of mass media messages and exploring the layers of meaning in the messages presented in the media. In addition, the Qur'an has also arranged to always be careful in using the hearing, sight, and heart because humans will be held accountable for it all. As contained in QS. Al-Isra 'verse 36.

Third, pay attention to provocative news headlines. Pay attention to the facts, where the news comes from and who the source is. Look for references in the form of similar news from official online sites and compare the contents. Thus, the reader can reach a more balanced conclusion. Then look at the address of the site in question. If it comes from a site that has not been verified as an official press institution, then the information is still dubious. Users can do a screen capture along with the URL link, then send the data to aduankonten@mail.kominfo.go.id. Complaint submissions will be processed immediately after verification and viewed on the trustpositive.kominfo.go.id web page.

Fourth, participate in anti-hoax discussion groups, such as the Anti-Slander, Hasut, Hoaks (FAFHH) Forum, Fanpage and Indonesian Hoaccess Group. In these discussion groups, social media users can also ask whether a piece of information is a hoax or not and see the clarifications that others have given. At-Taubah verse 119 indicates that believers should be clean and honest and always be with honest and true people where associations with real people will positively impact others and are kept away from deviant and misguided paths. As contained in QS.

The above effort is a way to neutralize the spread of hoax news. With media literacy, people understand the boundaries between the natural world and the world built by media containing information and false statements, thus making people wiser in using social media. So that people are smarter in receiving and spreading the news.

CONCLUSION

The emergence of this hoax cannot be separated from the development of media technology which has changed communication tools to be faster and formed a global village. Media literacy is the ability to read and write and critically analyze messages contained in the media, which creates messages using media tools. Its characteristics are unclear news sources, cornering certain parties, containing fanaticism and provocative titles. This is due to several factors such as the ease with which people have communication tools, being easily influenced by unclear issues, and a lack of interest in reading. As a result, these hoaxes have a significant negative impact, such as making public opinion lie, making Muslims fight against each other, making them provocative, and harming Muslims.

The phenomenon of hoax news in the Al-Quran has happened at the time of the Prophet contained in QS. An-Nur verse 11 relates to the incident that occurred Aisyah ra. That is when the hypocrites made untrue accusations and insulting remarks about the personality of Aisyah ra. Efforts can be made to neutralize the spread of hoax news related to media literacy by being persistent, sensitive and intelligent in media, paying attention to provocative titles, and participating in anti-hoax discussion groups.

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