



Preventing Hoax Issues on Social Media Using the Empowering Eight (E8) Digital Literacy Model

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Abstract. This research aims to identify strategies in realizing an intelligent community in Nagari Batu Basa in responding to hoax issues on Facebook social media. The study aims to describe the attitudes of the Nagari Batu Basa community toward hoax issues on Facebook social media and to identify the strategies employed in providing media literacy to the Nagari Batu Basa community exposed to hoax issues on Facebook social media. This research uses a qualitative descriptive approach. Informant data were obtained using purposive sampling, selecting informants based on specific considerations, resulting in 7 informants. Data collection techniques included media observation, direct interviews to obtain clear and concrete data regarding the attitudes of the Nagari Batu Basa community in responding to hoax issues on Facebook social media. Documentation was directly taken from the issues present on Facebook. The results of the research found an intelligent media-savvy community as they were able to apply most of the E 8 model, which involves identifying issues visible on social media, seeking relevant information from various sites, selecting reliable sources, discussing with those knowledgeable about the circulating issues, and then sharing back to the public if the issue is deemed beneficial to many people.

Keyword: Hoax, Social Media, Facebook

Abstrak. Penelitian ini bertujuan untuk mengidentifikasi strategi Mewujudkan Masyarakat Nagari Batu Basa Cerdas Dalam Menyikapi Isu Hoax di Media Sosial Facebook. Penelitian ini bertujuan untuk mendeskripsikan sikap masyarakat Nagari Batu Basa terhadap Isu hoax di media sosial Facebook dan untuk mengidentifikasi strategi yang dilakukan dalam memberikan literasi terhadap masyarakat Nagari Batu Basa yang terpapar Isu hoax di media sosial Facebook. Penelitian ini menggunakan metode pendekatan deskriptif kualitatif. Data informan didapatkan dengan metode purposive sampling, yaitu memilih informan berdasarkan pertimbangan tertentu sehingga didapatkan 7 informan. Teknik pengumpulan data dilakukan dengan cara observasi media, wawancara (interview) secara langsung guna memperoleh dan menggali data secara jelas dan konkret mengenai sikap masyarakat Nagari Batu Basa dalam menyikapi Isu hoax di media sosial Facebook. Dokumentasi yang dilakukan diambil langsung dari Isu yang ada di Facebook. Hasil dari penelitian yang dilakukan ditemukan masyarakat yang cerdas bermedia karena telah @copyright: Refika Mastanora dan Yuliati

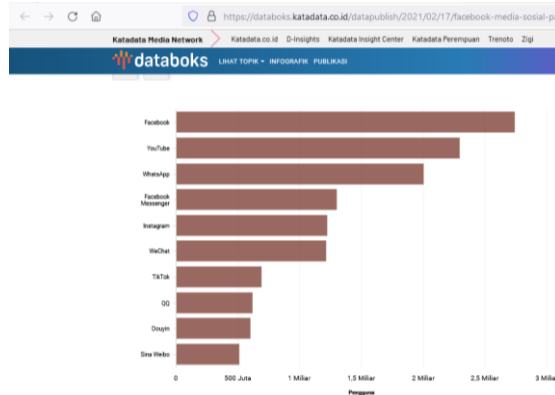
mampu mengaplikasikan sebagian besar dari model E 8, yakni mengidentifikasi terlebih dahulu isu yang tampak di media sosial, mencari informasi yang relevan dari beberapa situs, memilih sumber terpercaya, mendiskusikan kepada orang yang paham tentang isu yang beredar, kemudian men share kembali ke public jika isu tersebut dianggap bermanfaat bagi banyak orang.

Kata kunci: Hoax, Media Sosial, Facebook

INTRODUCTION

Facebook has a monthly active user (MAU) base of 2.7 billion users as of January 25, 2021. This figure positions Mark Zuckerberg's platform as the most widely used social media platform globally. Apart from Facebook, several other U.S.-based social media platforms also boast significant monthly active user numbers. YouTube and WhatsApp each have 2.3 billion and 2 billion users, respectively. Meanwhile, Facebook Messenger and Instagram have around 1.3 billion and 1.2 billion users, respectively. (databoks.katadata.co.id)

Picture 1. Social Media Usage Graph for the year 2021



Source: katadata.com

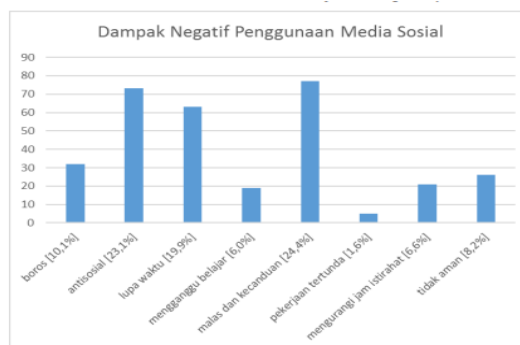
Batu Basa is a village located in the Pariangan sub-district, Tanah Datar Regency, West Sumatra Province, with a population of 4,103 people (source: Batu Basa Village government archive). Similar to the general population, the people of Batu Basa Village are quite active in using social media, especially Facebook. In the digital era, people, in general, use the internet as a means of information and social interaction, making the spread of hoax issues more susceptible to occur.

As is currently happening in the community of Batu Basa village, based on the initial interviews conducted by the author with one of the community figures in Batu Basa village who is acquainted with a significant portion of the population, preliminary data indicates that the people of Batu Basa village are

susceptible to exposure to hoax issues. One example is the issue regarding the use of the COVID-19 vaccine, which is alleged to cause the transmission of other diseases, and it is rumored that the vaccine contains animal cells, bacteria, and even blood. This issue is actually a hoax, as it is already classified as such on the official website of the Ministry of Communication and Informatics (Kominfo). However, due to a lack of education about hoax issues among the people of Batu Basa village, many readily accept and spread these hoax issues. This is what has sparked the author's interest in conducting research in Batu Basa village.

Hoax is an attempt to deceive or trick readers/listeners into believing something, even though the creator of the false issue knows that it is not true. People are more inclined to believe hoaxes if the information aligns with their opinions or attitudes (Respati, 2017). Naturally, positive feelings arise in individuals when their opinions or beliefs receive affirmation, leading them to disregard the accuracy of the information they receive. Moreover, it becomes easy for them to share that information with others. This can be exacerbated because it may disrupt social relationships in the community if the hoax issue becomes a trigger for division. There are several negative impacts resulting from the use of social media, and the following image describes the main negative effects: social isolation, laziness, and addiction.

Picture 2. Negative impact of social media



Source : Media neliti.com

According to Mann (Walgito, 2005), there are three components or structures of attitudes. Firstly, the cognitive aspect (knowledge) - through one's knowledge, they will determine their attitude towards accepting or rejecting hoax issues. Secondly, the affective aspect (feelings) - if someone finds pleasure in hoax issues, they are likely to accept them, whereas if

someone dislikes hoax issues, they will reject them. The third is the conative aspect (behavior) - a person's behavior will be greatly influenced by the basic assumption that hoax issues are normal; hence, they will engage in behaviors related to hoax issues. Conversely, those who consider hoax issues abnormal will not exhibit behaviors related to hoax issues. To realize an intellectually media-literate community in Nagari Batu Basa, strategies are needed to address hoax issues on social media. Therefore, the researcher aims to identify the strategies employed by the community of Nagari Batu Basa in countering hoaxes on Facebook social media.

Based on the findings of several studies on literacy, conducted by both national and international institutions, as well as governmental and non-governmental organizations, it is evident that the reading interest index and literacy levels in Indonesia are still a cause for concern. The United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Organisation for Economic Co-operation and Development (OECD) have released data related to this issue. According to data uploaded by UNESCO, the reading interest index in the Indonesian community only reaches 0.001 percent (<https://kompas.id>), which means only one in a thousand people shows an interest in reading. It is important to note that this report only covers the aspect of "reading interest" and does not touch on other literacy aspects. Therefore, even if someone can be considered to have an interest in reading, it does not necessarily indicate that they also enjoy reading. Additionally, if someone enjoys reading, it does not guarantee that they read materials or books of quality. Emphasizing only on the aspect of reading interest does not provide a comprehensive overview of the literacy level in the society. A comprehensive evaluation covering various literacy aspects is needed to gain a more comprehensive understanding of the literacy situation in Indonesia. (Budi Setyanta, 2020)

The dominant role of technology in various aspects of life demands that all users be wiser in choosing the social media they engage with. This is done to achieve positive impacts on oneself and to provide benefits for better insights. One step to minimize the negative effects of social media usage is by emphasizing the importance of digital literacy throughout the country. (digitalbisa.id)

The continuously evolving technological era requires smart media strategies in receiving information circulated in mass media as well as social media. The community doesn't have to be passive and resigned to accepting media issues. Through the movement of "screen before sharing" and various webinars conducted by the Ministry of Communication and Information of

the Republic of Indonesia, it is hoped that the dysfunctional communication of social media issues can be reduced.

A study from Stanford University indicates that young people, especially teenagers or students, often assess the truth of an issue based on content details such as the quantity and size of photos, article length, and other factors. The research involved 7,840 students from various backgrounds, and respondents were asked to evaluate example issue content. The results indicated that young people and teenagers tend to prioritize the content of the article over the credibility of its source, which is one reason why they often fall victim to hoax issues . (Sukma, 2021)

In Indonesia, besides the mentioned cases, the country is also facing an 'issue crisis' involving the massive and structured spread of hoax issues from the upper to the lower social levels, from cities to villages, and even from older to younger generations. The diverse social media user backgrounds in terms of religion, education, gender, occupation, ethnicity, and others often lead to varied reactions to a problem, even sparking hostilities and conflicts among different groups (Nugraha, 2019)

This research aims to describe the strategies for addressing the frequent consumption of hoax issues by the community of Nagari Batubasa through the Facebook social media platform. Facebook is a more easily accessible application for the people of Nagari Batubasa, as per the initial interview with FA, who mentioned that some issues, including the COVID-19 vaccine hoax, are circulated on Facebook instead of being accessed through the official government website, leading to false claims about the vaccine containing non-halal elements.

This has prompted the Ministry of Communication and Information to intensify efforts and work hard to provide education to the people of Nagari Batusabasa about literacy related to the importance of the COVID-19 vaccine for the community. However, in the implementation in some areas, not all information is conveyed clearly. Nagari Batubasa, for instance, requires strategies to communicate to the community how to address issues published on Facebook because Facebook is considered to lack valid references for its accuracy.

It is important to realize that the sophistication of social media technology brings serious consequences if not managed wisely. Therefore, education and awareness of the risks associated with social media use, especially among the younger generation, are crucial. Collective efforts from

educational institutions, parents, and the government need to be made to ensure that the public has adequate knowledge of how to use social media wisely to prevent and address potential negative impacts. Cases such as pornography, kidnapping, terrorism, as well as phenomena like bullying and body shaming on social media, are linked to the lack of awareness and wisdom among social media users, especially among teenagers. (Liestyasari et al., 2020)

According to Ghofur and Rachma (in Astria), in this era of globalization, there is a tendency for people to access news online. According to research by the Indonesian Internet Service Providers Association (APJII) in 2019, out of Indonesia's total population of 264 million, 171.7 million or about 64.8% were connected to the internet (Wahyudiyono, 2019). This research also aligns with the shift in media reading culture to digital-based online media, known for being more practical and mobile. (Kiki Astria et al., 2021)

This research employs a qualitative research method with a qualitative descriptive type, utilizing a constructive paradigm. The researcher aims to depict the social reality formed after the circulation of hoax issues, particularly on Facebook. This method typically begins by discussing a specific case of significant importance. The case under consideration revolves around the response of the Nagari Batubasa community in addressing hoax issues on the Facebook social media platform. Subsequently, the researcher seeks relevant theories or information. The research instrument in qualitative research is the researcher themselves. In qualitative research, the researcher is the one who unlocks, examines, and explores the space carefully, systematically, and freely. In qualitative research, the researcher is referred to as the key instrument. Data collection is carried out through interviews or conversations and other information-gathering methods. Data obtained are collected from various sources, including self-observation and interviews (Raco, 2004:49-51). (Sulthan & Istiyanto, 2019)

The researcher utilizes purposive sampling to select informants and conducts interviews based on specific criteria: 1) Having a Facebook account, and 2) Being active on Facebook for approximately 2 years. This resulted in 7 informants, including Supriardi, Mulyadi, Bendri, Nasrul, Zikrillah, Sahara, Lasri, and Fitri Wita.

Observations made by the researcher involve monitoring the social media accounts of the informants who have demonstrated a proper response

to hoax issues circulating on social media.

RESULTS AND DISCUSSION

Research Findings

Strategies to prevent hoax issues on social media for the Nagari Batu Basa community can be implemented through digital literacy campaigns for the surrounding community. There are several types of hoax information, including:

Fake news: False information that attempts to replace genuine news. Its goal is to falsify authentic news and is typically accompanied by untrue information. Clickbait: Trap links displayed on a particular site with the aim of luring others into visiting it. These links may contain exaggerated news accompanied by enticing images to attract readers. Confirmation Bias: The tendency to interpret recent events as evidence of pre-existing beliefs. Misinformation: Clearly inaccurate information intended for deception. Satire: Writing that uses humor, irony, or exaggeration to comment on current events. Post-truth: Occasions where emotions play a greater role than facts in shaping public opinion. Propaganda: The dissemination of information, facts, arguments, gossip, half-truths, or even lies to influence public opinion.

The prevalence of hoax issues is also linked to the low level of literacy and reading culture in our society. Islam encourages its followers to be cautious and always verify received information and news. In religious terms, this practice is called "tabayyun" (Adri, Yasin, 2020).

According to Ganggi, social media literacy is a crucial key in efforts to shape an information- and knowledge-based society. Librarians, as information experts, play a strategic role in this regard because they deal directly with various forms of information, both printed and electronic. With the advancement of technology, social media has become one of the primary channels for obtaining information. (Ganggi, 2018)

Various emerging issues highlight the urgency of digital media literacy, involving the ability to access, analyze, evaluate, and communicate media messages. The primary focus is on understanding the content of media. Media literacy fundamentally involves activities that emphasize educating the public, enabling them to have knowledge about how to access, sort, and choose programs or content that is beneficial and relevant to their needs. This lays the foundation for increasing public awareness of using digital

media positively and productively (Sari & Prasetya, 2022)

Verses relevant to caution in conveying information and truth in the Quran involve principles of ethical communication. Among them are:

Surah Al-Baqarah (2:42): "And do not mix the truth with falsehood or conceal the truth while you know [it]." (Quran 2:42)

Surah Al-Hujurat (49:6): "O you who have believed, if there comes to you a disobedient one with information, investigate, lest you harm a people out of ignorance and become, over what you have done, regretful." (Quran 49:6)

Both verses emphasize the importance of distinguishing between right and wrong, as well as the duty not to conceal the truth. They underline the values of caution, justice, and honesty in communication. It is crucial to understand these principles in a broader context, where Islam encourages its followers to speak the truth, avoid spreading false information, and always verify before conveying news. These principles reflect the high ethical standards of communication in Islam.

Regulations regarding the utilization of the internet have been stipulated in the Republic of Indonesia Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Electronic Information and Transactions (ITE Law). Additionally, the Indonesian Ulema Council (MUI) has issued a fatwa on the Law and Guidelines for Transactions through Social Media. The community is expected to adhere to the regulations related to the use of the internet and social media. According to the Director-General of Public Information and Communication (IKP) at the Ministry of Communication and Information, the communication pattern in society today is known as "10 to 90," where 10 percent of users produce information while the remaining 90 percent disseminate it. Therefore, the Director-General of IKP has initiated programs to encourage the public to produce positive content on the internet. This includes a series of Digital Information Content (Kidi) training and the Positive Thinking Generation (Gen Posting) competition held in various cities in Indonesia. (Kominform.go.id)

Indicators of literacy in learning can be divided into three stages: before, during, and after reading. In the pre-reading stage, students can be asked to set reading goals and predict the content of the reading. During the reading stage, students engage in activities such as identifying relevant information, identifying new vocabulary, keywords, and/or challenging

words in the text, identifying difficult sections of the text (if any) and/or rereading those sections, visualizing and/or thinking aloud, making inferences, and asking questions about the text and things related to the topic. (Witdianti, 2018)

Empowering Eight Model (E8)

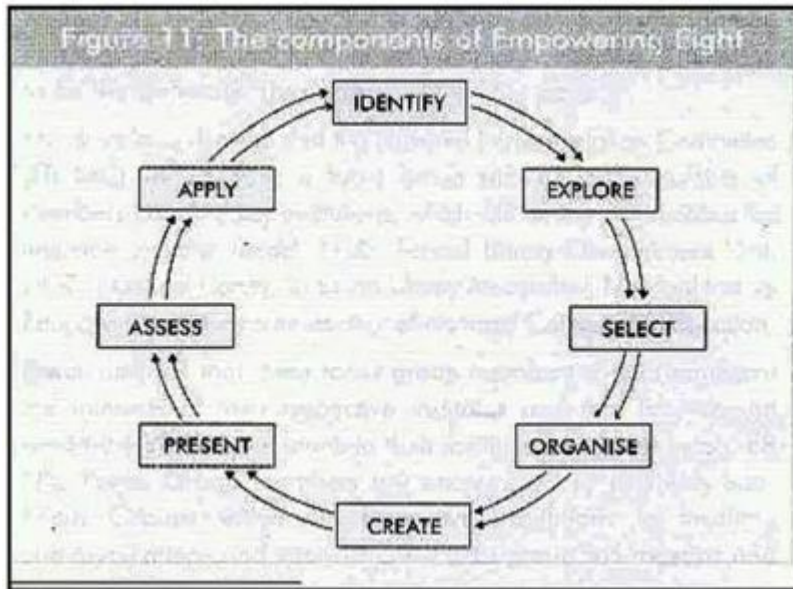
Based on the International Workshop on Information Skills for Learning held in Colombo, Sri Lanka, in 2004, and the second workshop in Patiala, India, in November 2005, which aimed to develop an information literacy model for use in Southeast and South Asian countries. The developed model is called Empowering Eight (E8), using a problem-solving approach for resource-based learning. According to this model, information literacy consists of abilities such as:

- 1). Identifying topics/subjects, target audiences, relevant formats, and types of sources.
- 2). Exploring sources and information relevant to the topic.
- 3). Selecting and recording relevant information and collecting appropriate quotations.
- 4). Organizing, evaluating, and arranging information logically, differentiating between facts and opinions, and using visual tools to compare and contrast information.
- 5). Creating information using one's own words, editing, and creating bibliographies.
- 6). Presenting, disseminating, or displaying the generated information.
- 7). Assessing output based on input from others.
- 8). Applying feedback, assessments, experiences gained for future activities; and using newly acquired knowledge for various situations.

(Basuki, Sulistyono. 2016)

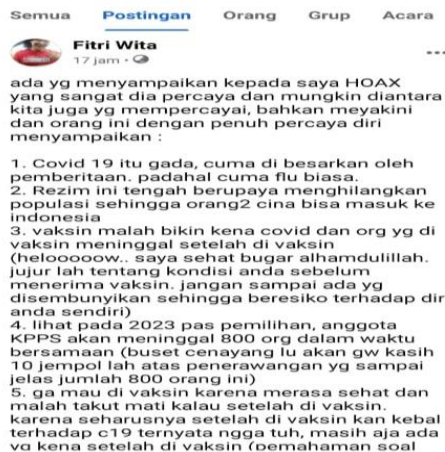
Social media and social software are not just tools to enhance sharing, collaboration, and collective action among users, but they also serve as platforms beyond institutional and organizational frameworks. Therefore, it can be concluded that social media is not only a means of communication but also a place to seek information, acting as a source of relevant information. In its use, media literacy skills are required to understand, evaluate, and respond to information wisely and effectively. (Napsitul Mutmainnah, 2014)

Picture 3 The Components of empowering Eight



The following is a post from one of the community members regarding the response to the issue of COVID-19 through Facebook media :

Picture 4. a post from Informan (FW)



The image above is a post from FW in response to receiving information about the COVID-19 vaccine, which is considered a public deception issue, leading people to believe that vaccination is unnecessary.

From a psychological perspective, there is a factor that can make someone more prone to believing in hoaxes. People are more likely to believe in hoaxes if the information aligns with their opinions or attitudes. Naturally, positive feelings arise in individuals when their opinions or beliefs are affirmed, making them less concerned about the accuracy of the information they receive and even more likely to share it. This can be exacerbated if those spreading hoaxes lack the knowledge to use the internet for deeper information search or fact-checking. (Lukman, 2011)

In addressing hoax issues on Facebook social media in the Nagari Batu Basa community, the community members who serve as informants are active readers of information on Facebook, whether it's on their feed or within Facebook groups. They often do not verify the source of the information they read on Facebook, showing indifference to the authenticity of the news. Many community members do not care whether the news on social media is accurate or not. Some examples of their responses are as follows:

Mulyadi: Informed that he will not spread the news. Zikrillah: Indifferent because there is no benefit. Sahara: If the news is interesting, it is shared with friends. Nasrul: If it has already been spread, he deletes it first.

Picture 5 an issue a nurse fainting after receiving the COVID-19 vaccine



The image above shows a repost by informant L on Facebook about the issue of a nurse fainting after receiving the COVID-19 vaccine being a hoax. According to Lasri, it is advisable to check the source of this issue first,

usually for COVID information, it can be accessed on government websites.

As reported on *kompas.com*, Sunday (8/1/2016), the Chairman of the Indonesian Anti-Hoax Society, Septiaji Eko Nugroho, outlined five simple steps that can help identify which news is a hoax and which is genuine. Here's the explanation:

Be careful with provocative titles: Hoax news often uses sensational and provocative titles, directly accusing a particular party. The content can be taken from official media news but altered to create the desired perception by the hoax creator. Therefore, if you come across news with provocative titles, it's advisable to look for references in the form of similar news from official online sites, then compare the content, whether it's the same or different. This way, as a reader, you can draw a more balanced conclusion.

Examine the site address: For information obtained from websites or includes a link, carefully examine the URL address of the intended site. If it comes from an unverified site as an official press institution – for example, using a blog domain – the information can be considered doubtful. According to the Indonesian Press Council, there are about 43,000 sites in Indonesia claiming to be news portals. Of this number, fewer than 300 have been verified as official news sites. This means there are potentially tens of thousands of sites that may spread fake news on the internet that should be watched out for.

Check the facts: Pay attention to where the news comes from and who the source is? Is it from an official institution like the Corruption Eradication Commission (KPK) or the National Police? It's advisable not to quickly believe if the information comes from social activists, political figures, or observers. Pay attention to the balance of news sources. If there is only one source, readers cannot get a complete picture. Another thing to observe is the difference between news based on facts and opinions. Facts are events that happen with witnesses and evidence, while opinions are the writer's opinions and impressions, making them tend to be subjective.

Check the authenticity of photos: In the current digital technology era, not only text content can be manipulated but also other content such as photos or videos. There are times when creators of fake news also edit photos to provoke readers. One way to check the authenticity of a photo is to use the Google search engine, by dragging and dropping it into the Google Images search column. The search results will present similar images found on the internet, allowing for comparison.

Participate in anti-hoax discussion groups: On Facebook, there are several fan pages and anti-hoax discussion groups, such as the Forum Anti Fitnah, Hasut, dan Hoax (FAFHH), Fanpage & Group Indonesian Hoax Buster, Fanpage Indonesian Hoaxes, and Group Sekoci.

The responses of the community in Nagari Batubasa to hoax issues vary, with some responding positively and others negatively.

Picture 6 responses of the community in Nagari Batubasa



Source: Researcher

Based on the initial data collected by the researcher, it was found that 90% of the community in Batubasa Village responds to hoax issues by first seeking the truth of the issue. In this regard, the Batubasa community demonstrates media literacy by applying most aspects of the E8 model, such as identifying issues on social media, searching for relevant information from various sources, selecting trustworthy sources, discussing the issue with knowledgeable individuals, and sharing the information with the public if deemed beneficial.

CONCLUSION

The community in Nagari Batu Basa, particularly the informants active on Facebook, understands that not all information on social media can be trusted. They are aware that not all issues conveyed through social media come from official accounts with legitimacy and facts. By using the E8 model, the Batubasa community is capable of minimizing the circulation of hoax issues on social media.

It is hoped that the people of Nagari Batu Basa will minimize their social connections on Facebook to reduce the exposure of more individuals to hoax issues. If they identify a hoax issue, the community can take the following steps: When encountering hoax information, how to prevent it

from spreading. Internet users can report the hoax through available channels on each platform. For Facebook, use the Report Status feature and categorize the hoax information as hate speech/harassment/rude/threatening or other appropriate categories. If there are many complaints from users, Facebook typically removes such statuses. For Google, use the feedback feature to report websites in search results containing false information. Twitter has the Report Tweet feature to report negative tweets, and Instagram has a similar functionality. Additionally, internet users can report negative content to the Ministry of Communication and Information by sending an email to aduankonten@mail.kominfo.go.id. The Indonesian Anti-Hoax Society also provides a platform on data.turnbackhoax.id to collect information circulating in online media.

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