

Research Article

Literacy Building Plan Digital Information Literacy Ahead Of Election 2024, To Counteract Desinformation Through Instagram

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Abstract.

In accordance with the provisions of Article 22E of the Constitution of the Republic of Indonesia Year 1945, Indonesia held a democracy to elect a leader or president, commonly called an election. In its implementation, the 2019 election was very controversial due to the many hoax news circulating. It was found from several sources that this hoax is very extreme and has the process of running the people's Democratic Party both from the elements of dropping the good name of a person and institution, as well as news provocation against the election organizing body itself. Objective of this study is to build digital information literacy ahead of the 2024 general election through Instagram. The research method used in this research is development research with a 4D research model (Define, Design, Development, Disseminate). The results of this research are 1) Penabuta-24 as an Instagram platform to build digital information literacy to explain the 2024 general election and counteract disinformation; 2) The content presented in Penabuta-24 are digital information literacy campaigns, periodic educational content, live sessions or webinars, collaboration with trusted news accounts, contests or competitions, using hashtags and labels, monitoring and reports, collaboration with government and social organizations, and self-assessment and evaluation.

Keywords: Penabuta-24, general election, hoax, social media

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1. Introduction

Elections are one of the most important moments in the life of a country. It is a time when citizens have the opportunity to choose their leaders, influence public policies, and shape the future direction of the country. However, in the ever-evolving digital age.[1] elections are also times when disinformation and false information can be easily spread, influence voters, and disrupt the democratic process.

It cannot be denied that with the increasingly widespread flow of digitalization of information as it is today, the circulation of various kinds of information and news have also become very common in the community. In fact, the public is often made to wonder

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and confusion about which news is actually accurate according to the facts on the ground, and news that is completely false or lies and is commonly referred to as hoaxes. This is not without reason, Sri Adiningsih stated that Indonesia is also experiencing the acceleration of digital transformation in all sectors. The pandemic is changing behavior by forcing us all to embrace the digital environment in our daily lives⁴, thus, digital transformation is no longer an option, but a necessity.”[2]

The development of information and communication technology has brought consequences as well as positive potential for various aspects of life, given the high interest of Indonesia’s high interest in the internet. The number of internet users in Indonesia in early 2023 reached 212.9 million. This figure experienced growth when compared to the same period last year. Based on data released by We Are Social, it is found that Indonesia’s total population is 276.4 million, of which 49.7 percent female and 50.3% male in January 2023.”[3]

When viewed from internet users, the Indonesian population who surf in cyberspace there are 212.9 million users, which is an increase of 5.2% or 10 million from 2022. We Are Social mentions that Indonesian internet users spend time for 7 hours 42 minutes a day. Speaking of devices for internet browsing, Indonesians are still dominant through gadgets with an average time of 4 hours 53 minutes. When using computer and tablet devices, it is only 2 hours and 49 minutes. Specifically for social media in Indonesia, We Are Social revealed that the number of users reached 167 million or 60.4% of people play Facebook, Instagram, TikTok, and others.”[3]

Progress in terms of information and technology does not always have a positive impact on the country or society because positive impact is always followed by a negative impact.

Progress sometimes becomes a fertile ground for the development of crime, in this case especially crime. The emergence of the information technology revolution today and the future will not only have an impact on the development of technology itself, but it will also affect other aspects of life, such as religion, culture, social other aspects of life such as religion, culture, social, politics, personal life, society and even nation and state. The global information network or internet has now become one of the means to commit crimes both domestically and international crimes. The internet has become a medium for criminals and perpetrators to commit crimes that are international in nature and transcend the borders or sovereignty of a country. All of this becomes a very attractive motive and modus operandi for digital criminals.”[4]

As the 2024 elections approach, amidst a population that is increasingly digitally connected population, Instagram, one of the world’s most popular social media platforms,

is a potential terrain for one of the most popular social media platforms in the world, has become a potential terrain for the spread of disinformation. Therefore, it is imperative to address this challenge by improving digital information literacy on Instagram. In this article, we will explore the urgency of the issue of disinformation ahead of the 2024 General Election, as well as the various steps that can be taken to improve digital information literacy on the Instagram platform. We will understand how information literacy can help voters to identify and avoid disinformation, and play a role in ensuring that the electoral process is transparent and fair. Let's dig deeper why digital information literacy on Instagram is so important and how we can collectively address it to ensure a healthy and democratic election.

2. Methods

This type of research is development research adopting the 4D development model (Define, Design, Development, and Disseminate) developed by Sivasailam Thiagarajan, Dorothy S. Semmel, and Melvyn I. Semmel in 1974.[5] The following are the stages in the development of the 4D model in making PENABUTA-24:

2.1. Define

In this defining stage, the determination of problems or issues in the spread of hoax news ahead of the 2024 election, such as information that information that cornered one of the vice presidential candidates, news that is too fanatically glorifying one of the vice presidential candidates with an unclear basis, and news that is not clear, and news that is released with the aim of exalting or increasing trust and interest of the voting public in one of the vice presidential candidates by dropping other vice presidential candidates.

2.2. Design

In this design stage, an educative and credible based on social media. The design is made according to the needs and characteristics of the community.

2.3. Development

In this development stage, the design that has been made in the design stage is applied to the PENABUTA-24 in the social media platform Instagram account using Articulate Storyline. Steps that must be done at this stage, including details of the features provided, creating interactive content, integrating the values to be achieved such as the value of aesthetics thus people are interested and represent elections that are luber and jurdil, displaying detailed information about each presidential and information on each vice president and vice presidential candidate who has been validated.

2.4. Disseminate

This dissemination stage is carried out by announcing or introducing the PENABUTA-24 (Pemilu Anti Buzzer-2024) account to the entire society, especially the metro society, who became respondents and research samples or who have problems and complaints about the previous election hoax in 2019, then they will become respondents for testing and evaluation. The evaluation results can be used to make improvements and perfect the shortcomings that exist in PENABUTA-24. Furthermore, PENABUTA-24 will be ready to be released as a reference for anti-hoax elections on a national scale.

Thus, the 4D research method used to create digital literacy media PENABUTA-24 through Instagram can be done systematically and structurally, which can provide an optimal, effective, and credible solution to the hoax problem in political years.

3. Results and Discussion

Elections are the process of choosing some of the people who will serve in government. General elections are conducted as a form of a country with a democracy and as a real implementation of a process of actualizing democracy. Therefore, every citizen has the right to vote in general elections.”[6]

General elections have principles that are used as a reference or benchmark in the implementation of the general election itself. The principles of general elections must be upheld in the implementation of general elections because these principles are applied as the purpose of general elections. Based on Law No. 7/2017 concerning General Elections that general elections are carried out based on six principles, namely the principles of direct, general, free, secret, honest, and fair.[7]

In addition to the principles, general elections also have objectives that are listed in Article 4 of Law No. 7/2017 namely: 1) Increasing the strength of the democratic constitutional system; 2) Regulating fair and unified or integrated elections; 3) Organize a consistently guaranteed electoral system; 4) Prevent duplication of electoral arrangements and provide legal certainty; 5) Creating effective and efficient elections in the society.[8]

3.1. Hoaxes and Disinformation during Indonesian Elections

According to Kamus Besar Bahasa Indonesia (KBBI), hoax can be defined as fake news. Hoax is a behavior on social media that is categorized as negative. Literally, hoax comes from the English language which means to deceive, fake news or rumors, a trick perpetrated or spread by a person. Therefore, hoaxes can simply be defined as the falsehood of information.[9]

There are several types of hoaxes including fake news, clickbait, confirmation bias, misinformation, satire, post-truth, and propaganda. A news can be said to be a hoax if it causes anxiety, hatred and hostility. In addition, a news becomes a hoax if the news comes from an unclear source, the news cannot be verified and accounted for, and the message conveyed seems to be one-sided.[13]

Hoaxes have become a popular issue in Indonesia in recent years. One of them is caused by the development of technology that supports the spread of various information easily. As a result, any information can be easily obtained anywhere and anytime so that one of the negative impacts is the spread of fake news or hoaxes on social media.[10]

Hoaxes or false news are also regulated in the Criminal Code (KUHP) which contains regulations that have been made by the government of the Republic of Indonesia as a basis for criminalizing a person or a group that spreads false news or hoaxes. There are several articles in the Criminal Code (KUHP) that regulate hoaxes including Article 311 paragraph (1), Article 378, and Article 390 or known as the ITE Law. [13]

Hoaxes or news about the 2019 General Election are widespread on social media networks such as hoax news during the campaign, voting, quick count results, and after voting in the 2019 General Election. Fake news or hoaxes that are spread certainly cause unrest in the community. Thus, the Ministry of Communication and Information Technology (Kemkominfo) collected hoax news about the 2019 elections. In line with the data collected by Kominfo, there were 3,651 hoax issues during the 2019 Election. Here are some of the 2019 Election hoax cases:

3.1.1. Photo of the audience at the Millennial Road Safety Festival event who held up a Two-Fingered Greetings sign.

A photo of the audience at the Millennial Road Safety Festival was posted on Facebook. The event was organized by the Serang Police, precisely at the West square of Serang City. The photo shows spectators holding up their hands in a two-fingered pose, which is characteristic of one of the 2019 presidential candidate pairs. However, the police emphasized that the photo and the event had nothing to do with politics and elections. The event was held in the context of campaigning and socializing

3.1.2. Prabowo wins quick count results on Metro TV

On social media, posts and messages containing the results of the quick count calculation of the 2019 Election results on the Metro TV page favored candidate pair number 02, namely the Prabowo-Sandi pair. After the news was widely circulated, Metro TV clarified through its official website and Instagram that there had been a technical error in the quick count of the 2019 Presidential Election (Pilpres) aired on Metro TV.

3.1.3. Survey Institutions Suspected of Being Joko Widodo's Success Team

Social media was shocked by the circulation of a photo post about the 2019 Election survey institute which was considered or suspected of being Joko Widodo's success team. In fact, the officer in the photo is indeed a survey institute team, not Joko Widodo's success team. This has been clarified by the Commissioner of the General Election Commission (KPU) that in the 2019 Election there are 40 survey institutions that have been verified and can be used as a benchmark for the public to see the results of the quick count, and these institutions do not favor any presidential candidate. There are 40 survey institutions including Litbang Kompas, Indo Barometer, Charta Politika Indonesia, Poltracking Indonesia, and so on, which are not Joko Widodo's success team.

3.1.4. There are 6,000 Polling Places in Bekasi and Prabowo Wins

This incident began when someone posted on his personal Instagram saying that PabowoSandi won in Bekasi. After being traced, the information that was circulating was wrong. The number of polling stations in Bekasi is not more than 3,030 polling stations.

3.1.5. Ballots Already Voted for Candidate Pair 1 in Surabaya

Circulating on social media is a video about ballot papers for candidate pair 01 have been pre-printed in Kalimas 1 Madya Pabean Cantian Surabaya. The video duration of about one minute shows the KPPS officer who said that the ballots were tainted with the candidate pair. The fact that the ballots were not called is not tainted but damaged. This is explained by Mr. Hasanudi always Panwas Kelurahan Nyamplungan and supported by witnesses who were present that there were five sheets of damaged ballots.

3.1.6. Sandiaga Uno who was expelled by Prabowo because he was not in accordance with the declaration

Sandiaga Uno did not attend the second press conference and the win declaration held by Prabowo Subianto at Kertanegara street, Kebayoran Baru, South Jakarta. Rumors circulated that Sandiaga Uno was kicked out by Prabowo because he did not agree or disagree with the win declaration. Then this was straightened out by Yuga Aden as the Sandiaga Team. Sandiaga Uno's absence at the win declaration event was due to illness. Sandiaga Uno experienced a drop in health after filling activities at the Media Center, South Jakarta.

3.1.7. Quick Calculation or Quick Count is Considered a Form of Rigging Election Results

On Twitter, the quick results of the 2019 General Election are circulating. The post explained that the The post explained that the survey institute deliberately won one of the presidential and vice presidential candidate pairs as a form of diversion of public attention and provoked the emotions of other candidate pairs. This aims to create rigging in the general election results. After conducting investigation, it was found that the survey institute only used a number of votes from several polling stations (TPS) to be used as samples. The results of the real count carried out by the KPU use all the citizen's votes that have been collected from all polling stations throughout Indonesia. According to information from the Head of the KPU, Arief Budiman, who said that the quick count results are not the official result of the election.

3.1.8. Exit Poll Results of TPS 2 in the Philippines, Singapore, Malaysia, and Thailand Wins Prabowo-Sandi

News circulating on social media that the results of exit Poll results of TPS 2 abroad show the winning candidate pair O2 in the Philippines, Singapore, Malaysia, and Thailand. The results of the exit poll are said to come from election results in Malaysia, Singapore, the Philippines, Australia, Thailand, Germany, the United States, and Iran. The General Election Commission (KPU) provides an explanation that the KPU does not set rules or regulations regarding exit polls of overseas election results. Therefore, the existing data on exit poll results has no basis, both regulatory and institutional basis.

3.1.9. Amien Rais Distrusts the Constitution, and Provokes Efforts to Delegitimizing the General Election Commission (KPU)

Widely circulated on social media, especially Facebook about Amien Rais who does not trust the Constitutional Court. In reality, the news was wrong. Amien Rais denied all allegations related to an attempt to delegitimize the General Election Commission (KPU) as the responsibility.

3.1.10. Sheikh Ali Jaber Supports Joko Widodo

Spread on social media, especially Facebook about a photo of Sheikh Ali Jaber with Joko Widodo so that it is considered to support Joko Widodo. The fact is that Sheikh Ali Jaber is just a photo in the ordinary. Sheikh Ali Jaber confirmed the photo with Joko Widodo. Widodo. Sheikh Ali Jaber provides an explanation or clarification via Instagram. He also said that he was not alone and together with his KMS H Abdul Halim Ali. He also confirmed that he was photographed with the president, not with the presidential candidate.

3.2. The Plan to Build Digital Information Literacy Ahead of the 2024 Election via Instagram

Based on the results of data collection related to hoax news issues related to the Metro City election with a questionnaire distributed using Google form, 59 respondents were obtained. The data collected has been verified and validated in advance to eliminate data that does not meet the criteria or standards that will affect the results of the analysis. The background of the respondents in this study was observed to ensure the

respondents' capacity for relevance to the electoral issues that are the topic of this research with the focus of the electoral issues that are the topic of this research. This is presented in the following figure:

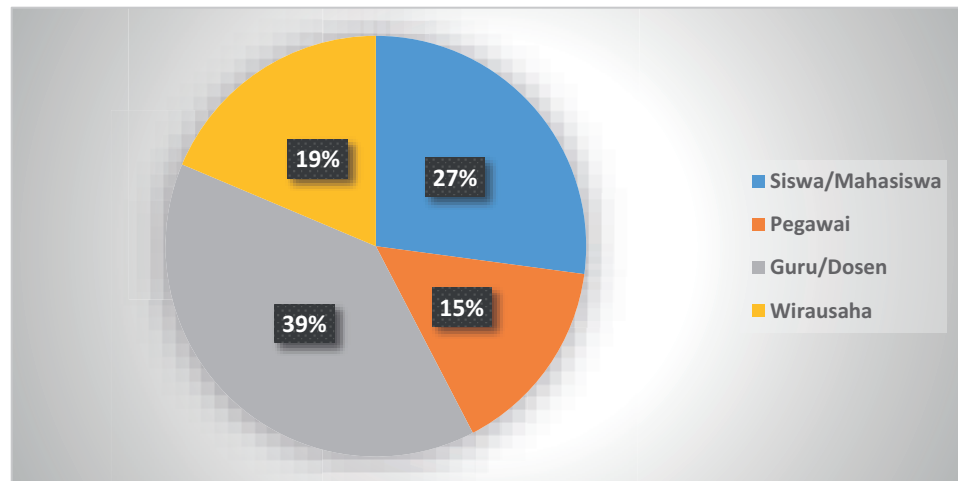


Figure 1: The Diagram of Profession.

Based on Figure 4.1 above, it was found that the professions of the research respondents are divided into 4 categories, namely 11 person (19%) entrepreneurs, 23 person (39%) teachers or lecturers, 9 person (15%) employees, and 16 person (15%) students or students. This shows that the respondents who participated were competent in the research focus discussed.

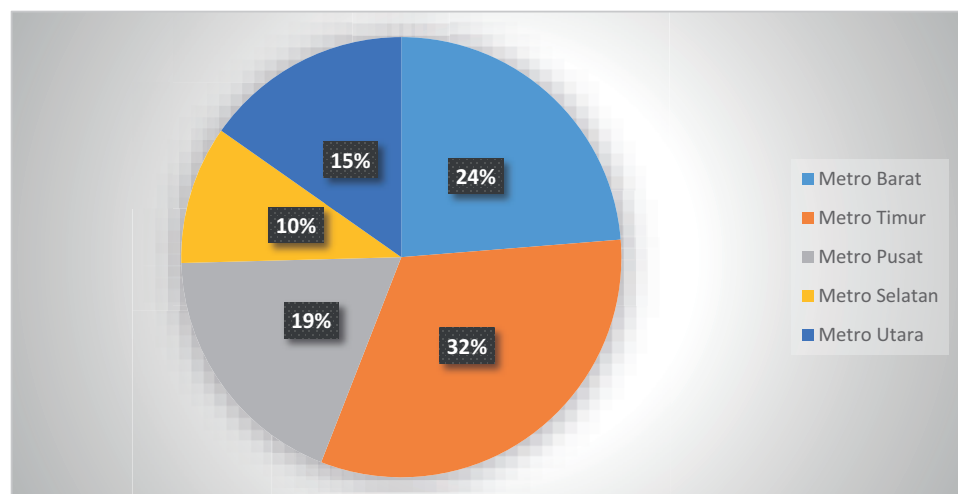


Figure 2: Domicile Diagram.

Based on Figure 4.2 above, it can be seen that the domicile of the respondents is spread across 5 sub-districts, namely 14 people (24%) West Metro, 19 people (32%) East Metro, 11 people (19%) Central Metro, 6 people (10%) South Metro, and 9 people (15%)

North Metro. This data shows that respondents who participated were spread across all sub-districts of Metro City.

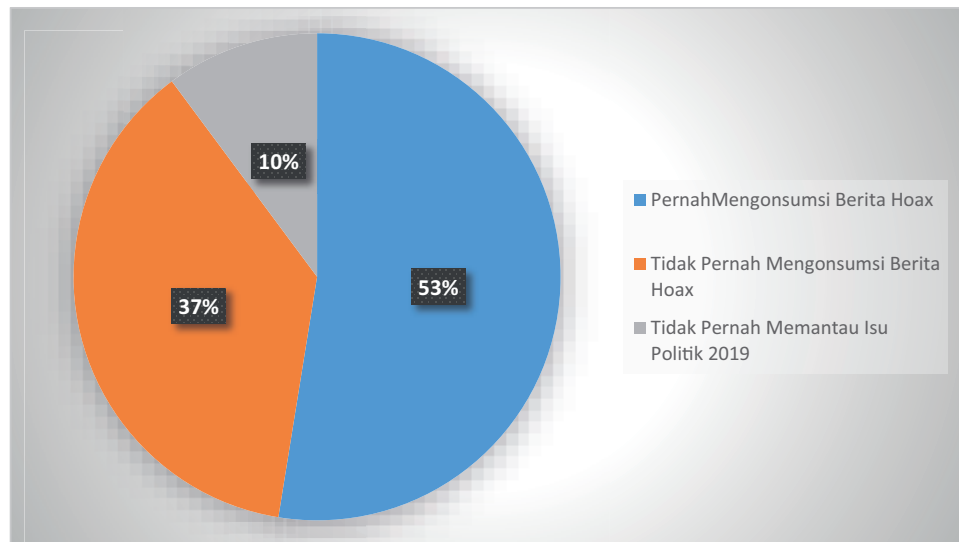


Figure 3: 2019 Election Hoax Diagram.

Based on Figure 4.3 above, it can be seen that respondents are divided into 3 groups, namely 31 people (53%) have received and believed hoax news in the 2019 elections, 22 people (37%) never believe hoax news because they always validate every news they receive in the past period of pemilu, and 6 people (10%) never monitor or pay attention to the running of political issues, especially the 2019 elections.

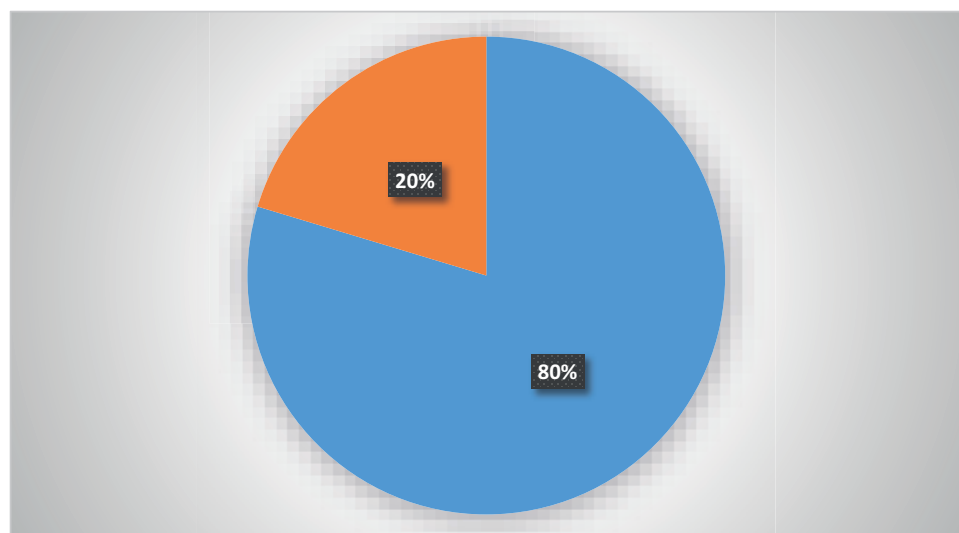


Figure 4: Diagram of Public Space.

Based on Figure 4.4 above, it can be seen that the respondents' voting rights in the 2024 elections are 47 people (80%) have voting rights and fulfill the obligations of a

voter and 12 people (20%) do not have voting rights or are not registered as voters in the 2024 elections.

3.3. Specifications of Developed Products

3.3.1. Product Name : PENABUTA-24 (ELECTION ANTI BUZZER 2024)

3.3.2. Product Form : Digital Media Through Instagram

3.3.3. Product Description : PENABUTA-24 (PEMILU ANTI BUZZER 2024) is a media platform through Instagram so that Indonesian people who have the right to vote in the 2023 election and use their rights with responsibility, such as reading fair and anti-buzzer political news.

4. Conclusion

The plan to build digital information literacy ahead of the 2024 elections through Instagram is an important step in countering disinformation and ensuring voters have better access to accurate information. Here are some steps that can be taken in the plan:

1. (a) **Digital Information Literacy Campaign:** Create a creative and informative digital information literacy campaign on Instagram. This campaign can be in the form of posters, short videos, or Instagram stories that contain tips and information on how to recognize and avoid disinformation.
(b) **Periodic Educational Content:** Develop a series of educational content, such as “Fact or Hoax of the Day,” when the fake or inaccurate content is discussed and given an understanding of why it is false. In this content, include reliable news sources for contrast.
(c) **Live Session or Webinar:** Conduct live sessions or webinars on Instagram with experts in digital and political information literacy. This will give users the opportunity to interact directly, ask questions and gain deeper insights.
(d) **Collaborate with Trusted News Accounts:** Partner with trusted news accounts on Instagram to promote accurate news content and support digital information literacy efforts. They can help in spreading correct information and countering disinformation.

- (e) **Contests or Competitions:** Conduct contests or competitions that engage Instagram users to create content or share digital information literacy tips. This can increase engagement and understanding.
- (f) **Using Hashtags and Labels:** Create specific hashtags relevant to the digital information literacy campaign and encourage users to use them when sharing information or commenting related on election topics.
- (g) **Monitoring and Reporting:** Create a monitoring system to detect questionable or potentially fake content on Instagram and report it to the platform. This can help Instagram to take necessary actions.
- (h) **Collaboration with Government and NGO:** Work with the government, non-governmental organizations (NGO), and other relevant organizations to support digital information literacy efforts and counter against disinformation.
- (i) **Self-Assessment and Evaluation:** Continue to evaluate the effectiveness of this plan by measuring user engagement, the number of reports related to disinformation, and changes in digital information literacy awareness among Instagram users.

With this plan, it is expected that the public will be well prepared to deal with ambiguous or false information during the election campaign period. This will help create more transparent and democratic elections, and protect voters from the negative impact of disinformation.

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