Digital Literacy: The Right Solution to Overcome the Various Problems of Meaning and Communication on Social Media

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Abstract

Problems with meaning arise when symbols interact in digital communication on social media between users. Different messages may be interpreted differently due to symbolic exchanges between social media users. This paper examines how message meaning relates to current social media challenges. The data used to address the issue was obtained from an online survey of social media users, and the semiotics method was employed (denotation and connotation). This study concludes that people who utilize social media have a higher propensity to read the news and become more authentic by sharing it. To read social media text messages denotatively has ideological consequences for users and connotative implications. Social media messaging's ideological impact creates the purpose of action (change of view on an issue, for example, COVID-19 vaccination). This paper contributes to digital media literacy, which develops critical thinking abilities based on digital knowledge by choosing to read news content. Besides, this paper contributes to the capacity to critically create content based on digital culture (positive news content) and offer critical commentary based on digital ethics (politeness in providing language). This article discusses the benefits and importance of news content comments and the ability to share news content critically based on digital safety by safely evaluating information before sharing it.

Keywords: digital literacy, social media, digital communication

1. Introduction

The internet is a new medium that is still expanding and has had a significant impact up to this point. In the industrial revolution era, advancing science and technology offers a significant dynamic change (Arafah et al., 2021). The internet has a significant impact in many aspects, such as in the educational system, where face-to-face learning has shifted to online learning (Anggrawan et al., 2019). The shift from traditional to modern science and society can have good and bad impacts (Suhadi et al., 2022), such as the lexicon shift in Tolaki community of Konawe Regency shows the changing meaning of several words (Takwa et al., 2022). However, if a person implements good self-efficacy in learning or daily life, there is a bigger chance of achieving good learning achievement (Arafah et al., 2020; Mokoginta & Arafah, 2022). Other than that, information technology has played a significant role in social development (Karman, 2014). Social networks (social media) are the most extensively utilized applications worldwide because they make it simple for individuals to interact and communicate with one another without time or location restrictions (Arafah & Hasyim, 2019). Social media as a tool for social networking has influenced societal transformations (Yoon et al., 2022). Social media has been utilized for personal, commercial, and political objectives and information access (Paxton et al., 2022; Willekens & Lievens, 2022). Through social and digital media, worldwide scale problems can be identified immediately in real-time (Hasyim & Arafah, 2023). A new pattern of engagement and communication has emerged thanks to social media as a social network, including allusion, dialogue, Consultation, and registration (McQuail, 2010). Alluction is a pattern of information dissemination where information is transmitted concurrently from one centre to many sites, such as through social media groups. A conversation is a pattern of communication and interaction between two or more people and a group. This pattern demonstrates that all parties to the contract are on an equal footing. For instance, one can become friends with people who are artists, athletes, and presidential officials on Facebook. Consultation is a pattern of communication that acts as both a source of knowledge and a way to get the data needed. For instance, health consultations can be conducted using WhatsApp. Additionally, the registration pattern is a communication pattern in which social media users on the internet are used for specific objectives by other users (organizations and institutions) as a source of information. For instance, through disseminating questionnaires on social media, the government hopes to learn more about the extent of COVID-19 immunization services offered by healthcare professionals to the general people.

Instagram was used for 38.4% of social media usage in Indonesia, WhatsApp for 20.2%, YouTube for 18.4%, Twitter for 8.3%, TikTok for 6.1%, and Facebook used for 2.2%. Social media has the highest percentage of internet users. It indicates that social media has evolved into an information hub for the online community in Indonesia. Up to 90% of information is accessed through online media, with social media making up 62.2% of this and online news media making up 32.9%. With a rate of 90.3%, social media users are the most active netizens regarding information access. It is consistent with the average daily time spent on social media, which is three hours and fourteen minutes (Arafah & Hasyim, 2021).

Social media is an information gateway allowing internet users to access and generate information, comment on information they have already received, share information, and criticize. Because it is free to access, internet users in this era quickly get information, even for sensitive aspects (Purwaningsih et al., 2020). Users can share information, write news, and offer commentary on current events. It commonly happens when a user complains or criticizes an unfavourable event or unsatisfactory behaviour by writing negative words to show dissatisfaction (Arafah & Kaharuddin, 2019). Other times, social media, which has evolved into a digital public place, naturally gives users a platform to engage in criminal activity, make threats (including cyberbullying and bullying), commit fraud, and disseminate false information (Riswanto & Marsinun, 2020), and open public communication via social media (spread, share, and comment on different content). Social media users can learn about the most recent difficulties by using social media as a portal for information. Users can perceive communication in various ways by exchanging symbolic signs (verbal and nonverbal language), leading to social conflicts between social media users. Because cyberbullying and social conflict occur in social media very often and are done mainly by the young generation, good character education is essential to overcome their unstable emotions (Iksora et al., 2022). Researching the message meaning of social media posts on current events would be fascinating. Different meanings result from symbolic exchanges (verbal and nonverbal language) between social media users. Inquiries about how to read relevant social media posts are a question that might be asked. Are media consumers influenced ideologically, and what can be done to address the issue of coercive messaging on social media?

Denotation-Connotation

Semiotic analysis is one of the most popular methods for studying language in digital media (Hussein & Aljamili, 2020). Semiotics, which focuses on sign systems, will undoubtedly be strongly tied to studying meaning through signs in social media messages. The creation of digital media text can be viewed as a semiotic process at the denotational level (informative). The process of exchanging symbolic signs between the text and the reader is known as text circulation (publishing). Denotations, connotations, and myths are created by interpreting the text through consumption (reading) (Barthes, 1957). Digital media texts are subject to semiotic analysis, which focuses on how people (Internet users) create, circulate, and consume (interpret) these writings. The meaning of texts is determined through a dialectical process involving readers (internet users), namely the dialectic between language level (denotation) and semiotic level (connotation), according to Riffaterre (1978).

Roland Barthes (1957) developed de Saussure's semiotics into two meanings. The first meaning is denotation, and the second is connotation, built from the content aspect. The development of the form aspect is called metalanguage. Then, at the second level, Barthes also developed a semiotic model called myth. Barthes called it mythology. As the first stage of the primary system, denotation is generally accepted in society's fundamental conventions. As the second stage of the signification system, the connotation is the primary system's specific meaning (additional meaning). Connotations produce new meanings given by the sign user community, which can be motivated by ideology, socio-culture, or based on existing conventions in society. Connotation is how people who use signs explain social and cultural facts. These facts can become long-term social labels that stick around (Maknun et al., 2020).

The denotation function is a sign with valuable properties that sign users utilize naturally. For instance, clothing serves as body protection, and cars serve as means of transportation. Denotation is the term for the true meaning (or reel) of a sign (item). The object's property serves as the signifier in the first layer and describes the significance and worth of the advantages or applications of the object. Specific traditional clothing is employed for traditional culture in the cultural environment. For instance, ladies in Bugis culture wear "bodo" attire during wedding ceremonies. Denotation is the term for "bodo" clothing as they currently exist. Therefore, the "bodo" term relates to its function, use and cultural environment as it is a part of human language (Arafah et al., 2020).

Similarly, traditional culture includes elements like dances that have meaning when performed at specific ceremonies. Each tradition or being called a locality refers to a specific purpose of group identity (Arifin et al., 2022). Tradition is closely related to nature since it represents many aspects of nature, so nature and tradition greatly influence human life (Siwi et al., 2022).

A signifying system known as connotation refers to the supplementary or symbolic meanings linked to signs (objects). Another branch of linguistics, computational linguistics, also explores how human language is processed and interpreted using signs and symbols. The difference is only the medium where computational linguistic uses programs on a computer

(Iksora et al., 2022). Connotation no longer refers to beneficial or worthless qualities, according to reality. Instead, it refers to culturally significant symbols or signs labels. A meaning system that interprets something other than itself is the connotation function (denotative meaning). Cultural commodification is created through the process of connotation marking. Cultural practices like dances and traditional attire are no longer seen as a nation's cultural riches but as symbolic meanings, such as trade value. The value of money as a commodity is equivalent to traditional culture. A sign with connotations has symbolic purposes in addition to its primary sign function.

Speaking of signs and symbols, they cannot only be found in cultural tradition through live performances but also in the form of literature. Literature can be defined as a written piece of work that describes the author's experience and imagination and contains text and spoken language in the form of literary work (Afiah et al., 2022; Sunyoto et al., 2022). The events experienced by the author contain cultural information that represents a specific society in a certain period (Asriyanti et al., 2022). By exploring the sociocultural background, readers can gain more information about the cultural value that reflects society for its good values and ills (Fadillah et al., 2022; Mutmainnah et al., 2022). In writing a literary work, the author plays with the language used and style to enrich the quality of his work. Therefore, various language styles, including signs and symbols, can develop the reader's language ability and cultural awareness (Sunardi et al., 2018). Besides using language as the media, an author puts his ideas aesthetically by relying on metaphor (Baa et al., 2023). The characteristics of a literary work can be seen in the language adopted by the author from the social environment (Yudith et al., 2023). As a result, the language used in a literary work should be written effectively to prevent misunderstanding. Thus, the cultural value represented in signs and symbols can be delivered to the readers in the best way possible.

Linguistic Communication on Social Media

Internet users do more than just access information; they create news, share the news they deem significant and exciting, and comment on various news articles. When people talk to each other on social media, they use language. Specifically, they exchange symbolic signs (verbal and nonverbal cues and emojis). According to Saussure (1972), speech acts (parole) on social media can be used to study linguistic communication as a social event. Interpersonal communication and communication among users of social media groups can both be used for linguistic communication. Conversation Speech acts frequently occurring on social media include text-based chat and discussion between internet users, privately and in groups on the platform. Language is essential in how a person perceives and thinks about the world using their point of view (Arafah et al., 2023). Users, including senders and recipients, can express their thoughts and feelings through chat. In communicating, a person can state a statement that sometimes contrasts with how another person conveys the message (Hasjim et al., 2020). As for that, both senders and recipients can communicate effectively only using logical principles (Yulianti et al., 2022). Therefore, in this case, using language in an academic writing way is optional because it is complex and needs to be interpreted critically, leading to various arguments (Arnawa & Arafah, 2023). Non-verbal text messages can also be sent via chat and verbal text messages (emoticons, voice messages, images, and videos). Because social media communication is so complicated, people who use it may need help figuring out what it all means. Moreover, the thoughts and feelings written in text form must be understood according to the context of the underlying situation (Takwa et al., 2022).

Chat can be used for linguistic communication between individuals and groups. Person A and Person B are conversing on a social networking platform. The brain (mind) A is where linguistic communication can begin. Concepts, which are "facts of consciousness" that can be ideas, feelings, or emotions, are linked in brain A to how the concept is communicated through writing. Person A applies an impulse to the writing organ at Person A's fingertips (chat). Written messages are sent via social media platforms like Instagram, where they are visually received before entering person B's brain. The second speech act occurs if person B responds to person B's written messages. The transmission procedure begins in person B's brain and proceeds from there. Written linguistic signs indicate what is in person B's brain and are transmitted to person A. A written message (cheating) is read by Person A and then transmitted to Person B's brain. If person A and person B carry on their conversation, linguistic communication starts with person A and is subsequently passed on to person B. People A and B can continue to communicate linguistically throughout the dialogue. Language use in social media groups is similar. Through an application, Person A forwards communications to other group members while being deaf. Person A reads the written message, and then Person B, Person C, Person D, and others online pass it to the brain. Then one of the group members, say person C, follows person A's lead in the interpersonal communication cycle. Person B, Person C, Person D, and so on can all talk simultaneously (in real-time) in a social media group to continue the conversation with Person A.

Research methods

This study employs a descriptive-analytical methodology without adopting a fundamental premise or thesis, starting with a summary of the ideas and concerns to be studied (Bungin, 2008; Hasyim et al., 2020; Bin-Tahir et al., 2021). Surveys are utilized as a data collection technique, and data from social media events is also tracked (Rofikah et al., 2022). Results of online surveys given to social media users provide another source of data (WA, Twitter, Instagram, and Facebook).

The information used in this study's literature came from news articles and social media posts on current events that were posted online. Social media has the feature that anyone can create news, share it with others, and criticize the news or information by leaving comments. The information gleaned through social media is relevant to those features.

Three hundred (300) people answered the online survey. Table 1 displays the respondents' characteristics.

Table 1. The characteristics of respondents

	Man				Woman	
Gender	65,6%				34.4%	
	12-20 age			21-59 age		> 60 age
Age	32.2%			69,2%		0,7%
	Junior High School	Senior High School	Bachelor	Master	doctor	
Education	1,2%	58,2%	18,6%	15,4%	5,7%	
	Student	government employees	private employees	Entrepreneur	Lecturer	Etc
Profession	68,8%	11,9%	5,5%	4,5%	4,5%	4,8%

The news texts used in the literature study are the most recent issues in social media. Sending news content from internet users or creating news content (information) and sharing it on social media are examples of news text.

2. Results and Discussion

Internet users' skills towards digital media (social media)

Compared to television media for getting news in the modern digital era, social media is one of the most popular internet media. It is consistent with Indonesian social media data. In Indonesia, 191.4 million active social media users were active at the beginning of 2022. In Indonesia, 68.9% of the country's population used social media as of the beginning of 2022. It is consistent with the findings of the study poll, which revealed that 152 respondents, or 78.3%, use social media. As a result, people learn how to use social media websites like Facebook, YouTube, WhatsApp, Twitter, Instagram, and TikTok on their own. Based on this study's survey results, 47% of participants say they can use social media platforms, including Facebook, YouTube, WhatsApp, Twitter, Instagram, and TikTok (Arafah & Hasyim, 2022).

Social media is a digital platform that gives users the tools to engage in social activities. Social media platforms allow users to interact with each other, communicate, and share written content, visual content, and video content. Social media users use various applications, including Facebook, YouTube, WhatsApp, Twitter, Instagram, TikTok, and others. Based on the results of this research poll, it was discovered that Instagram, which was utilized by 58.6% of respondents, was the social media platform most frequently used by respondents. As of the end of November 2019, there were reportedly more than 61,610,000 active Instagram users in Indonesia. NapoleonCat, a social media marketing firm based in Warsaw, Poland, learned of this.

As a medium for carrying out social activities for each user, social media can provide satisfaction or comfort, such as giving negative comments or criticism that can harm the public interest. Based on the results of this research survey, it was found that 44% of the 152 total respondents agreed that he always commented on the news (current issues) that was considered attractive.

Social media is a place for social users to receive information about various things happening around them. With that, people can now easily access various existing information sources. However, it is undeniable that social media users often need to understand the information on social media because of the large amount of information available. This survey revealed that 63% of respondents agreed they needed to understand the message/information on social media. It happens because only 22% of respondents can compose messages properly on the latest issues and news, so it tends to cause misunderstandings.

It can encourage a response in the form of behaviour to the stimulus in the form of existing information. The response is in the form of commenting on erroneous information due to misunderstanding the message. Based on the survey results, this study found that 40% of respondents agreed that they had commented on the wrong message or news because they needed to understand it.

Based on this explanation, social media is a medium that allows online activities to allow social media users to be widely connected to various people and various types of information. Based on this research survey, 60% of respondents agree that social media is a place to explain an idea to others, such as in groups on social media. It enables social media users to understand communication on their social media. The research survey revealed that 65% of respondents could

understand the communication on their social media. Also, 50% of respondents strongly agree that social media users can find different information they need through social media.

With the amount of information available on social media, it is undeniable that many hoaxes have fooled social media users who are less critical about receiving information on social media. As shown in picture 1, fake news said that the comedian Indro (Indonesian Artist of the Warkop Group) had died, which was invalid.

Figure 1. Comments on hoax news content

The news sparked numerous comments, reminding social media users to be more cautious, critical, and wise when using social media. This research survey found that only 26% of respondents strongly agree that they can analyze the information/messages they get on social media. Only 28% of respondents strongly agree that they can think critically about the information/messages they get on social media. Based on this explanation, of course, it tends to be able to cause the spread of hoax news on social media.

Based on the survey results, this research found that 60% of the 152 respondents agreed that they had received hoax news on social media. Meanwhile, according to the Ministry of Communications and Information Technology, or Kominfo, it was found that 9,546 hoaxes had been spread across various social media platforms on the internet. The data is summarized over three years, from August 2018 to early 2022.

This research survey found that about 44% of respondents most often found hoax news on Facebook. Second, 27% of respondents often find hoax news on WhatsApp. Third, 16% of respondents often find hoax news on Instagram. The three types of platforms are the dominant forums for discovering hoax news on social media.

Responding to the increasing spread of hoax news in Indonesia, 50% of respondents agree, and 28% strongly agree that these hoax news spreaders get punished or are legally prosecuted. In addition, 56% of respondents agree to be involved in rejecting hoax news. This research survey shows that 60% of respondents strongly agree that socialization relates to "Combating Hoaxes". 38% of respondents agree that socialization is carried out in schools (24.64%), universities (24.64%), malls (14.90%), offices (16.62%), and social media (2.01%). Others include the village area, complex/housing, the community of mothers, and the market (3.44%).

Text Reading on Social Media

Digital media texts are signs from a semiotic standpoint, composed of signifier and signified (Riffaterre, 1978). Signifiers are statements made in writing or text-based interactions made on social media (chat). Digital media text is constructed on two levels of meaning: denotative and connotative, as it is viewed as a sign. Denotation is a layer of information that includes all messages that can be understood by the reader (Barthes, 1977). Pictures, movies, music, and written dialogues in chat make up the informational layer. This informative layer covers communication-related issues. Informational layer analysis is part of the first level of semiotic analysis, which is the analysis of linguistic communication.

Connotation, the second level of meaning, comprises ideological, sociocultural, and symbolic implications. A second-level semiotic study called connotation analyzes connotative messages symbolized by symbols. Barthes (1977) says that the second marking (connotation) shows how the first marking changes the meaning of the idea. The semiotic study of digital media texts that will be looked at in this essay deals with social media hoax issues. However, the features of media users will be described in terms of how users (respondents) feel about hoax news and what they think about it before

doing a semiotic analysis of hoax concerns in digital media. Internet users (97%) can now get information through internet media. It indicates a switch in how people look for information (news) from traditional to digital media. Social media provides consumers with access to information from a variety of media.
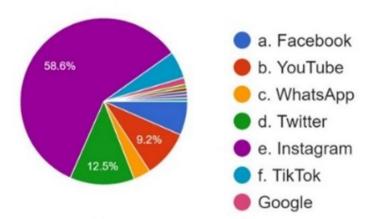

Figure 2. Percentage of internet users using social media to find information

Figure 2 explains how social media and the internet have controlled how easily internet users spread information. The data in Figure 2 demonstrates that consumers tend to favour online media, particularly social media, to access various forms of information since users have easy access to it. The ability to access information at any time and from any location makes social media a popular choice for users who need to access information frequently.

Hoax information is the topic of semiotic analysis, which refers to denotation and connotation. One of the concerns relating to the meaning that can alter internet users' perspectives and behaviour is the hoax issues that circulate on social media (society). According to the Mastel (2019) poll, 1146 respondents, or 44%, reported receiving false information daily, and 17% reported receiving it more than once daily.

The interpretation of signs (messages) by internet users significantly impacts the meaning of hoax news texts. Reading signals, denotation, and connotation is how internet users understand a message in a hoax news text. Understanding the meaning of communications through symbolic interactions that might result in literal (informative) meanings in the form of language and non-linguistic signs utilized (pictures and videos) and connotative meanings is the capacity to read and analyze hoax news reports (Barthes, 1986). Denotation, or the informational meaning, is the exact meaning of the message. Connotation, or the connotative meaning, is what the person who made the hoax is trying to say about his or her beliefs or personal interests (Faisal & Hasyim, 2020).

A hoax is a message comprising various components, including the sender's source, the channel of transmission, and the recipient. By employing an attention-grabbing headline, graphics that support the message, and comments with persuading language, a hoax's sender manipulates widely believed to be accurate information. Digital tools like social media are exploited as transmission vectors for hoaxes. Internet users, who can be anyone as long as they have access to information online, are also recipients (readers).

A hoax conveys meaning through both connotation and deduction. Linguistic messages are informative messages that are conveyed through verbal text, graphic images, or videos. They include everything that may be understood, including the setting, characters, contacts, and connections between actors in these visual mediums (Barthes, 1977). The study of message linguistics focuses on communication issues and the initial symbolic exchange (code) between the message's newsmaker and receiver (media user). The language contains symbolic meanings called connotative messages (Barthes, 1977). Referential symbols are used by the sender, either through verbal communication or graphic images and videos. Referential symbols allude to a specific goal the sender attempts to achieve.

A layer of meaning is produced for the reader by the reader's interpretation of the message (linguistic and connotative). The informational message, which is taken literally, is the first layer. The second layer is that the message is interpreted following the message creator's ideology. It is where the message stings. The reader interprets the message in light of the sender's intent (ideology). This additional layer of meaning alludes to something different from the sender's intended meaning. This layer produces a new meaning.

Understanding the context of the information received and being aware of the value of sharing this knowledge with others is demonstrated by reading COVID-19 information messages. In COVID-19, up to 88.3% of people listen to and understand the information before passing it on to others.

Naturally, Covid-19 (60.6%), which predominates in topics or discussions on social media, also disseminates false information about Covid-19. People in Indonesia are misled by hoax material, which is more prevalent on social media, and it is challenging to tell the difference between fact and fiction. Daily, fake news attacks the neighbourhood from multiple sources, with social media being the primary source for most hoaxes (Mastel, 2019). Our study of 505 participants revealed that the percentage of people who experienced social media hoaxes was 44% (frequently), 22% (very often), 22% (average), 10% (rarely), and 1.6% (rarely). According to data from Kominfo, COVID-19 had 1,775 issues on social media between January 23, 2020, and July 20, 2021, making it the most widely spread hoax (https://www.kominfo.go.id/). When people read hoax statements on social media, they all get the same message (Table 2).

Table 2. Message of Denotation

Message	Meaning of denotation
Vaccination is dangerous	The COVID-19 vaccine is unsafe and has side effects that can cause death
	The covid-19 vaccine is deadly and dangerous.
	The use of the AstraZeneca Vaccine causes death
Vaccines are linked to religion	The Covid-19 vaccine is illegal
Scare the public	The covid-19 vaccine is hazardous and contains poison
	Covid-19 vaccine kills
	The dangers of vaccines make people afraid to be vaccinated
Vaccines are linked to technology	There is a chip in the Covid-19 vaccine

The layer of meaning at the connotation level is the ideological effect caused by the denotative message. The meaning of connotation is how citizens respond to the hoax message so that it can change the perspective and behaviour of the community. Connotation is the meaning of action on denotative messages. The universal meaning of the COVID-19 hoax has an impact on changing public perceptions of the COVID-19 vaccination. The denotative messages ('vaccination language', 'vaccines are not safe, 'vaccines kill victims', there are chips in vaccines', vaccines are haram and contain poison) have an ideological effect. People have concerns and fears about vaccinations. People want to avoid getting vaccinated if they hear fake news about how dangerous vaccinations are or how bad they make people feel.

Table 3. The message of denotation and connotation

Message of denotation	The message of connotation (ideological effect)
The COVID-19 vaccine is unsafe and has side effects that can cause death	People refuse to be vaccinated
The covid-19 vaccine is deadly and dangerous	People are afraid of vaccinations
The use of the AstraZeneca Vaccine causes death	People do not attend vaccination invitations
The Covid-19 vaccine is haram	The public will not be vaccinated because it is haram
The covid-19 vaccine is hazardous and contains poison	People do not believe in vaccinations
Covid-19 vaccine kills	People are scared and traumatized by the Covid-19 vaccination
The dangers of vaccines make people afraid to be vaccinated	People avoid vaccination
There is a chip in the Covid-19 vaccine	People refuse to be vaccinated

The article "Three Main Reasons for Indonesian Citizens Rejecting the COVID-19 Vaccine" was published by Detik News. According to the most recent poll done by Detik News, up to 34% of Indonesians wish to avoid receiving the COVID-19 vaccine. The primary justification is connected to lingering concerns about the vaccine's safety. According to a survey by academics at the Johns Hopkins Center for Communication Programs (JHCCP), 34% of Indonesians still refuse to receive the COVID-19 vaccine. The COVID-19 vaccination was more resistant to those 55 and older. 40% of respondents in this age range indicated they were against vaccination. The critical factor is that there are still concerns regarding the vaccine's safety (Detik News, 2021). The hoax "People Who Have Been Infected with COVID-19 Have

Better Immunity Than Those Who Have Been Vaccinated" is an illustration.

Figure 3. Hoax Distribution. https://www.kominfo.go.id/

(Hoax: people who have been infected with Covid-19 have better immunity than those who have been vaccinated)

On Twitter, there are narrative posts asserting that those who have contracted COVID-19 will be more immune than those who have had two vaccination doses. He provided proof of his claim in an article report that the UK's national statistics office formally published as an attachment to the post. A search reveals that the allegation is untrue. The official report by the national statistical office cited as support for his assertion contains absolutely no comparison of the immunological capacities of those who have received the COVID-19 vaccine and those who have not. The report's key argument demonstrates how seldom COVID-19 infections recur in those who have already been exposed to it. The study does not mention the reporting of COVID-19 infections among vaccinated individuals.

Social media hoax news has taken on the status of a consumer item. Through reading linguistic messages and their implications, they take in hoax messages. Contextual messages result from symbolic exchange processes that give actions meaning, whereas linguistic messages are literal information disseminated through social media texts (changes in views and behaviour). Hoax communications that establish social codes or social meanings in society that affect modifying attitudes and behaviour are examples of layers of meaning that can be exposed by public information. Some speeches and communications distributed to the public contain hoaxes (people who use social media).

The following illustrates a fake message: "COVID-19 survivors were not included in the vaccine target at the beginning of the immunization effort. It is because those exposed to COVID-19 and recovered are thought to have antibodies to combat the coronavirus. (Reference: www.alodokter.com).

The linguistic and informative messages communicated by the text above are the meaning at the denotation level. The news article's denotative message is that survivors do not need to be immunized because they have antibodies. This symbolic message is advocated and presented logically to be supported by science. The denotative message is processed at the connotative level, which produces the meaning of action, i.e., modifications in pandanus and behaviour. For instance, COVID-19 survivors oppose vaccination.

Fake news texts have a significant impact on societal transformation. For instance, this occurred during the COVID-19 epidemic. The most popular platform for interaction and communication is social media, which has made it a target for spreading fake news. Using data from Kominfo, Kominfo discovered 9,546 hoaxes online in 2021 (https://eppid.kominfo.go.id/).

A social network called "social media" has created a new way for people to engage and communicate. The three new patterns are alluction, the pattern of information dissemination from one source to many points at once. The conversation is the pattern of interaction and communication between two people or groups. Consultation is the communication pattern that serves as a medium for information that can be used for various jobs or affairs, such as consulting with doctors or architects. Public information is gathered for specific reasons through registration and communication habits. These four patterns can be used to distribute hoaxed news. Conversations between users on social media include Consultation (advice) on hoax news.

Internet users become consumers of social media texts when social media acts as an information hub. Contextual meanings are produced by the exchange of symbolic signs in the communication (chat) and distribution of information, i.e., the meaning of activities in the form of shifts in the views (knowledge), attitudes, and behaviour of internet users. The social activity of fake news also involves the exchange of symbolic signs. Individuals' knowledge and abilities in using the internet and social media play a significant role in their ability to detect fake news or information. Users must be able to critically evaluate the numerous types of information they access online (social media). Digital media literacy

is a critical component of cyberculture and is urgently needed to comprehend and address the most recent concerns that are trending on social media. Internet users who are educated from elementary school through higher education and have a working knowledge of digital media culture can read, comprehend, assess, and be critical of various pieces of information, especially those that lead to hoaxes. Through literacy exercises, people can learn the skills to evaluate current events critically and tell the difference between fake news and cultural norms when using digital media.

The Four Pillars of Digital Literacy

Digital literacy refers to users' knowledge and skills in digital media, such as communication tools and internet networks (Bawden, 2008; Suherdi, 2021). User skills in digital literacy are the ability to find, work on, evaluate, use, create, and utilize the internet critically (wise, intelligently, carefully, and precisely according to its use) (Hargittai, 2005; Yustika & Iswati, 2020).

Pradana (2018) proposes four basic principles of digital literacy; First, Understanding, which is the ability of the public to understand the information provided by the media; Second, Interdependence between interdependent and related media, in which the existing media must be side by side and complement each other. Third, Social Factors are the media disseminating messages or information to the general public; and Fourth, Curation, the general public can access, comprehend, and save information for later reading. Curation also includes the ability to work together to find, collect, and organize information that is considered beneficial.

Digital literacy is the right solution to overcome the various problems of reading and consuming social media text messages. Digital literacy can provide knowledge and skills to critically and safely seek, understand, and disseminate information (Mardiana et al., 2022).

Four pillars of digital literacy can be implemented in the community, namely: digital skills; digital ethics; digital culture; and digital safety (https://www.kominfo.go.id/). Figure 2 shows how the four pillars of digital literacy determine what news stories (content messages) on social media mean.

Critical thinking skills based on digital skills (doing reading on reading content, reading digital media text messages, searching for the truth of news content sources).

Literacy in providing content comments (digital comments): the ability to provide critical comments based on digital ethics (politeness of language in providing comments and containing the benefits and importance of news content comments).

DIGITAL SKILL

DIGITAL CULTURE

DIGITAL ETHICS

DIGITAL SAFETY

Literacy to create content: the ability to critically create content based on digital culture (positive news content that does not contain views and actions based on identity sentiments concerning ethnicity, race, religion, and inter-groups).

Literacy divides news content (digital forward): The ability to critically share news content based on digital safety cally share news content based on digital safety has been analyzed well and safely for the spread (forward) of news content.

Figure 4. Four Digital Literacy

The first pillar is digital literacy reading content (digital reading). This pillar produces critical thinking skills based on digital skills (selecting news content, reading digital media text messages, and searching for the truth in news content sources). The second pillar is literacy to create content. Media users can critically create content based on digital culture (positive news content that does not contain views and actions based on identity sentiments concerning ethnicity, race, religion, and inter-groups). The third pillar is literacy in commenting on content. Users can provide critical comments based on digital ethics (politeness of language in providing comments contains benefits and is critical for news content comments). The fourth pillar of literacy divides news content. Users can critically share news content based on digital safety (having properly and safely analyzed the spread (forward) of news content).

3. Conclusion

Internet users become consumers of social media texts when social media acts as an information hub. Contextual meanings are produced by the exchange of symbolic signs in the communication (chat) and distribution of information, i.e., the meaning of activities in the form of shifts in the views (knowledge), attitudes, and behaviour of internet users. The social activity of fake news also involves the exchange of symbolic signs. Individuals' knowledge and abilities in using the internet and social media play a significant role in their ability to detect fake news or information. Users must be able to critically evaluate the numerous types of information they access online (social media). This research demonstrates that a solution to producing efficient and secure social media communication is digital literacy, which includes knowledge and skills in digital skills, digital culture, digital ethics, and digital safety. To be considered digitally literate, users must have the knowledge and skills to read content, make content, leave comments, and share news content.

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