

ABSTRAK

Khofifa Nur Hidayatulloh. Program Studi Ilmu Komunikasi. Literasi Digital Pada Kalangan Ibu Rumah Tangga Dalam Menghadapi Berita Hoaks di Media Sosial Whatsapp dan Facebook Jelang Pemilihan Umum Presiden 2024. Mahasiswa Universitas Trunojoyo Madura.

Penelitian ini bertujuan untuk mengeksplorasi literasi digital di kalangan ibu rumah tangga dalam menyikapi berita hoaks menjelang Pemilu Presiden 2024. Subjek penelitian adalah ibu rumah tangga di Desa Kemangsen, Kecamatan Balongbendo, Kabupaten Sidoarjo, yang dipilih berdasarkan intensitas penggunaan media sosial seperti WhatsApp dan Facebook. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan pendekatan paradigma konstruktivis. Data dikumpulkan melalui wawancara semi-terstruktur dan dianalisis menggunakan teknik interaktif yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa penerimaan informasi digital oleh ibu rumah tangga didominasi oleh kepercayaan terhadap jaringan sosial terdekat dan elemen visual seperti tampilan profesional berita. Verifikasi informasi jarang dilakukan karena keterbatasan literasi digital, dengan metode yang digunakan hanya berupa bertanya kepada orang lain atau mencari informasi di internet. Respon terhadap informasi digital cenderung emosional dan impulsif, terutama terhadap berita sensasional, sehingga meningkatkan risiko penyebaran hoaks. Rendahnya tingkat literasi digital menjadi hambatan utama yang menyebabkan ibu rumah tangga sulit menyaring dan mengevaluasi informasi secara mandiri. Hasil penelitian ini diharapkan dapat menjadi acuan bagi pemerintah, masyarakat, dan platform media sosial untuk mengembangkan strategi mitigasi hoaks yang efektif menjelang Pemilu Presiden 2024.

Kata Kunci: literasi digital, ibu rumah tangga, berita hoaks, media sosial, Pemilu Presiden 2024.

ABSTRACT

Khofifa Nur Hidayatulloh. Communication Science Study Program. Digital Literacy Among Housewives in Facing Hoax News on the Whatsapp and Facebook Ahead of the 2024 Presidential Election. Student of Trunojoyo University, Madura.

This study aims to explore digital literacy among housewives in responding to hoax news ahead of the 2024 Presidential Election. The research subjects were housewives in Kemangsen Village, Balongbendo District, Sidoarjo Regency, selected based on their frequent use of social media platforms such as WhatsApp and Facebook. The research employed a qualitative descriptive method with a constructivist paradigm approach. Data were collected through semi-structured interviews and analyzed using an interactive technique consisting of data reduction, data presentation, and conclusion drawing.

The results revealed that the reception of digital information by housewives was dominated by trust in close social networks and visual elements such as professional-looking news appearances. Information verification was rarely conducted due to limited digital literacy, with methods mostly involving asking others or searching for information online. Responses to digital information were often emotional and impulsive, especially toward sensational news, increasing the risk of spreading hoaxes. The low level of digital literacy was identified as a major obstacle, making it difficult for housewives to filter and evaluate information independently. The findings are expected to serve as a reference for the government, communities, and social media platforms in developing effective hoax mitigation strategies ahead of the 2024 Presidential Election.

Keywords: *digital literacy, housewives, hoax news, social media, 2024 Presidential Election.*