

The Influence of Digital Literacy on Communication and Islamic Broadcasting Student's Trust on Instagram News Content

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Abstract

Digital literacy is becoming increasingly important in an era where social media has become a major source of news information, especially among students. Increased use of social media to get news brings challenges such as the spread of fake news and information overload, as well as a decline in confidence in the news being disseminated. Given the popularity of Instagram among Muslim students, especially students of the Communication and Islamic Broadcasting study program, research on the influence of digital literacy on trust in news content on this platform was carried out to see the impact of digital literacy on Communication and Islamic Broadcasting student's trust on Instagram news contents. The research method used in this study was quantitative to spread the questionnaire to 79 respondents. Then the data is analyzed using a simple linear regression analysis test, a determination coefficient test, and a t-test to test the hypothesis. The instrument is declared valid and reliable based on the results of the analysis by SPSS software. The results show that digital literacy has a significant and positive influence on the trust of Communication and Islamic Broadcasting student's on Instagram news content, with every one-point increase in digital literacy scores correlated with a 0.714-point rise in the level of confidence. Based on the determination coefficient test results, it was found that digital literacy affects Communication and Islamic Broadcasting student's confidence in Instagram news content by 34%, while the other 66% are influenced by other factors.

Keywords: *Digital Literacy; News Media Trust; Online News Content; Social Media; Instagram*

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INTRODUCTION

In a digital age filled with advances in information technology, the use of social media has become an integral part of everyday life in obtaining news information. This is reflected in the significant increase in the usage of social media as a primary source of news and information for many people. (Guritno et al., 2022; Sterrett et al., 2019). The diversity of information on social media makes digital literacy very important. (Pratama et al., 2023). Based on Indonesia's

digital literacy status by 2022, at least 70% of respondents did not read more than one online media source on the same topic, checked strange domains, and read 'About Us' to learn about media backgrounds.

Furthermore, the issue of digital literacy is increasingly complicated by the phenomenon of "information overload," or the flood of information on social media platforms. Information explosion, better known as information overload (Manuella & Nur'Aini, 2023), is one of the causes of the spread of fake news or hoaxes. According to Makmur (2019), this phenomenon often makes it difficult for people to distinguish between true information, hoaxes, and fake news.

The spread of fake news is a big challenge amid the ease of accessing the news spread through social media. (Lisnawita et al., 2024). It can't be denied that social media has become a new way of communicating because it offers a simpler, broader, more detailed, faster, and more effective communication model. (Nadhila et al., 2024). According to Pratama et al. (2022), convenience and freedom also resulted in the various parties spreading information whose truth cannot be held accountable. These fake news stories are often spread quickly and widely through social media platforms such as Instagram, Facebook, and Twitter. This threatens the integrity of the information presented on those platforms. (Alamsyah et al., 2024).

In addition, the various problems that arise with using social media as the main source of news are increasingly complicating the situation. Experts are starting to worry about the decline in confidence in the news (Park et al., 2020). This belief has become a complex issue as it is the foundation of the relationship between society and the media as well as a key factor in decision-making, especially amid the increasing spread of fake news through the Internet and social media. (Sterret et al., 2019). Because social media is different from print media or broadcasting, it generates new factors that affect the public's assessment of news credibility. (Karlsen & Aalberg, 2023).

In this context, digital literacy is the key to reducing the negative impact of digital media. (Yuniarto & Yudha, 2021). Nugroho et al. (2022) emphasized the importance of digital literacy against one's critical abilities in the use of digital media and social media. Digital literacy skills have a high urgency, especially among students as the majority of social media users (Ahmad, 2020). In the process of receiving information, it is important to carry out a critical evaluation of information or news found through digital media. The process of understanding information must involve verification of the authenticity of the source reading. Because of the abundance of information circulating, not all information is true. (Muflihin, A., & Makhshun, T. 2020).

Among the various social media platforms that exist, Instagram has gained special attention as one of the most popular among students. Even students dominate the use of social media on Instagram in Indonesia (Putri & Halimah, 2019). According to Global Data Insight, by 2024, out of the 134 million users social media in Indonesia, 100 million of them have Instagram accounts. It is also strengthened by the fact that Instagram ranks second as the most widely used and second-favorite social media after WhatsApp. When you look at the demographics, 27% of the users are 18–24 years old, which is generally the age of first-level education in college.

In an era where social media has become a major source of information, especially among students, a deep understanding of digital literacy and faith in news are crucial. Therefore, researchers are interested in studying "The Influence of Digital Literacy on the Trust of Communication and Islamic Broadcasting Student's on Instagram News Content".

Digital Literacy

Paul Gilster (1997) was the first person to introduce the term digital literacy. He defined digital literacy as the ability to understand and use information from a variety of digital sources. Gilster emphasized that digital literacy includes technical skills as well as the ability to think critically. Four competencies are included in this theory: (1) searching on the Internet, that is, the ability to find and navigate information effectively; (2) hypertext guidance, which is the capacity to understand and browse non-linear environments on the Internet; (3) evaluation of information content, that's the capability to think critically about online content; and (4) knowledge compilation, that's the ability to gather, evaluate, and build new insights from a variety of digital sources.

News content on social media

News content on social media is an evolution of the traditional news concept in the digital age. The unique features of digital content, such as ease of reproduction and distribution, interactivity, and global accessibility (Rowley & Keegan, 2020), have changed the way news is produced, distributed, and consumed. In general, content refers to information in a variety of formats (text, images, audio, and video) available through electronic media (Mahmudah & Rahayu, 2020). In the context of social media, news content has undergone a significant transformation, where news has become an integrated part of the constant flow of information on social media. Instagram and similar platforms have become important platforms for the consumption and dissemination of news, especially among teenagers (Newman et al., 2021; Shearer & Mitchell, 2021). Furthermore, news content in social media contexts such as Instagram refers to information claimed to have news value, presented in a format that matches the platform's characteristics, and distributed through digital social networks. However, it is important to note that not all content that claims to be news meets journalistic standards.

Trust in News

Trust in news is a concept that reflects the extent to which an audience considers a news source or content to be credible, accurate, and reliable. According to Kohring and Matthes (2007), confidence in news consists of four dimensions: belief in the selectivity of the topic, faith in the selectiveness of the facts, trust in the accuracy of depiction, and trust in journalistic judgment. This theory provides a comprehensive framework for understanding how beliefs are formed in the context of modern media.

METHOD

A quantitative method is a method of research on a population or sample using statistics as an analysis tool to test a hypothesis (Sugiyono, 2024). The population in this study was 357 Communication and Islamic Broadcasting student's at the University of Ibn Khaldun. Subsequently, sampling uses non-probability sampling with purposive samplers based on defined characteristics. The sample used in this study was 79 respondents.

The data source used is a primary data source obtained by spreading a closed-ended questionnaire through a g-form using a Likert scale as an answer option. In this study, the Likert scale used was divided into four points: highly agreed (SS) worth four points, agree (S) worth three points, disagree (TS) worth two points, and finally highly disagreed (STS) worth one

point. Before the data is analyzed, the instrument is first tested and must be valid and reliable. Because reliability and validity are the main factors that determine the quality of research (Anggrayni et al., 2023). The data analysis technique used in this study is a simple linear regression analysis test. Simple Linear Regression Analysis is an analysis method used to see the relationship of a free variable to a linked variable of a linear nature (Muhartini et al., 2021). Regressive analysis itself has the purpose of determining the equation of regression to predict the change in the value of a freelance variable against a bound variable (Sudaryono, 2022). Before the hypothesis and regression tests, a pre-conditional test of residual normality, linearity, and heteroskedasticity was performed.

RESULT AND DISCUSSION

Respondent Characteristics

Based on a questionnaire distributed to 79 Communication and Islamic Broadcasting student's at Ibn Khaldun University, gender information, semester rates, and news media accounts were obtained on Instagram that were regularly accessed by students. Here's the explanation:

1. Most respondents were women, with 49 or 62% of the total sample, while 30 were male respondents, representing 38% of all participants.
2. The distribution of respondents according to semester levels showed fairly uniform variation, with the largest proportion coming from the fourth semester. In detail, 27 respondents or 34.2% of the total respondents, came from the fourth semester. The second semester accounted for the second largest number of respondents, with a total of 20 respondents, or 25.3% of the total. Meanwhile, respondents in the sixth semester were 17 or 21.5%, and respondents in the eighth semester represented the smallest proportion with 15 respondents or 19% of the overall sample.
3. Respondent preferences over news platforms accessed on Instagram showed variation, with Detik.com leading as the most popular media account (25%), followed by CNN Indonesia (24%) and Kompas.com (23%). Al Jazeera ranks fourth with 17% of readers, while IDN Times and VOA Indonesia attracted 7% and 4% of the total respondents respectively.

Validity Test

In this research, questionnaire instruments are tested with SFs who have competence in the news media, especially online media. The research questionnaire instrument has been declared to have passed the test and deserves to be disseminated to the public with several revisions. The researchers then conducted instrumental tests on 30 non-sample respondents with similar characteristics. Here are the results of the validity test calculation using SPSS software version 26. The instrument test was carried out on 30 respondents outside the sample, with validity tests as follows:

Table 1 The Result of the Validity Test

No	r-count	r-table	Description
X1	0.591	0.361	Valid
X2	0.495	0.361	Valid

X3	0.542	0.361	Valid
X4	0.630	0.361	Valid
X5	0.660	0.361	Valid
X6	0.728	0.361	Valid
X7	0.763	0.361	Valid
X8	0.768	0.361	Valid
X9	0.770	0.361	Valid
X10	0.745	0.361	Valid
X11	0.498	0.361	Valid
X12	0.630	0.361	Valid
Y1	0.436	0.361	Valid
Y2	0.609	0.361	Valid
Y3	0.671	0.361	Valid
Y4	0.578	0.361	Valid
Y5	0.709	0.361	Valid
Y6	0.736	0.361	Valid
Y7	0.745	0.361	Valid
Y8	0.719	0.361	Valid
Y9	0.765	0.361	Valid
Y10	0.582	0.361	Valid
Y11	0.505	0.361	Valid
Y12	0.623	0.361	Valid

Based on the results of the validity test in the table above, all items that amount to 24 are declared valid because the value $r_{count} > r_{table}$ value. After the instrument is said to be valid then the reliability test should be performed.

Reliability Test

Reliability comes from the word reliable. According to Machali (2021), reliability is often also referred to as consistency. In a sense, a rehabilitation test is a test used to see how significant an instrument is if it is repeatedly tested to produce a measurement consistent with the condition of meeting the validity test. According to Cronbach's Alpha rule, a questionnaire instrument can be said to be reliable when it has an alpha coefficient ≥ 0.6 . Here's a reality test.

Table 2 The Result of the Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	24

Based on the above analysis, the Cronbach's Alpha value of 0.896 is greater than 0.6. This means that the instrument is said to be feasible and worthy of being distributed to the respondents in the sample of the study.

T-Test

To determine the impact of digital literacy on the trust of Communication and Islamic Broadcasting student's in news content on Instagram, researchers conducted a t-test to test the hypothesis. Here are the rules of decision-making:

- 1) If the sig value is < 0.05, then H0 is rejected.
- 2) If the sig value is > 0.05, then H1 is accepted.

Table 3 The Result of T-test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.030	4.361		2.529	.013
	X	.714	.113	.583	6.295	.000

a. Dependent Variable: Y

Based on the above table, it was determined that the significance value is $0.000 < 0.05$. So H0 is rejected, which means the digital literacy variable (X) affects the Communication and Islamic Broadcasting student's confidence variable in news content on Instagram (Y).

Simple Linear Regression Analysis

Furthermore, the researchers conducted a simple linear regression test to measure the strength of the digital literacy relationship to the trust of Communication and Islamic Broadcasting student's in news content on Instagram and predicted the students' level of confidence in Instagram news content based on their level of digital literature.

Table 4 The Result of Simple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.030	4.361		2.529	.013
	X	.714	.113	.583	6.295	.000

a. Dependent Variable: Y

From the above table, we get a constant value (a) of 11,030 and a regression coefficient value (b) of 0,714. So the regression equation can be written:

$$Y = a + bX$$

$$Y = 11,030 + 0,714X$$

This equation states that a constant value of 11,030 represents the consistent variable value of Communication and Islamic Broadcasting student's trust in news content on Instagram. This means that when it is not influenced by digital literacy, the student's trust in news content on Instagram is 11,030. Next, the constant value b shows a significant positive relationship between digital literature and Communication and Islamic Broadcasting students' trust in Instagram news content, as shown by a regression coefficient of 0.714. This means every one-

point increase in the digital literacy score correlates with an increase of 0.714 points in the level of trust in the news content.

Determination coefficient

The determination coefficient (R²) is a statistical measure that shows how well a regression model explains variations independent variables. In the context of this study, R² will indicate how much a digital literacy variable affects the trust of Communication and Islamic Broadcasting student's in Instagram news content.

Table 5 The result of Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583 ^a	.340	.331	3.944

a. Predictors: (Constant), X

Based on the table, we get the R Square value of 0.340, when entered into the equation, is as follows:

$$\begin{aligned}
 KD &= R \text{ Square} \times 100\% \\
 &= 0.340 \times 100\% \\
 &= 34\%
 \end{aligned}$$

This means that the digital literacy variable affects the trust of Communication and Islamic Broadcasting student's on news content on Instagram by 34%, while other factors influence the remaining 66%.

The results show a significant influence of digital literacy on the trust of Islamic communications and broadcasting student's in news content on Instagram. The significance of this relationship is confirmed by the results of the hypothesis test, where a significance value of 0.000 ($p < 0.05$) indicates the rejection of H₀ and acceptance of H_a. That is, digital literacy has a significant influence on student confidence in news content on Instagram.

The positive influence of digital literacy on confidence in news content can be explained through the digital literature components presented by Paul Gilster. (1997). Internet search capabilities to find and verify information, hypertext navigation to understand complex information structures, content evaluation to distinguish credible information, and knowledge compilation to integrate information from various sources.

In a social media environment like Instagram, where news is part of a constant flow of information, digital literacy is essential to helping students filter, understand, and trust relevant and credible information. This is increasingly important given the Digital News Report 2021 (Newman et al., 2021), which shows increased use of Instagram as a source of news, especially among the younger generation.

The positive influence of digital literacy on trust in news content can also be explained through the news trust theory framework developed by Kohring and Matthes. (2007). The dimensions of belief that they identify—belief in the selectivity of the subject, the selectivity

of facts, the accuracy of portrayal, and journalistic judgment—can all be reinforced by good digital literacy.

Concerning journalistic assessment, high digital literacy enables students to better understand and appreciate the analysis and interpretation presented by journalists in news content on Instagram. They can better assess the objectivity and balance of the presentation of news, increasing their confidence in the content.

Through this research, it was found that digital literacy plays a role in shaping student confidence in news content on Instagram. This finding has important implications in an era where social media is increasingly becoming a key source of information for the younger generation. Digital literacy affects not only how students find and understand information, but also how they evaluate its credibility.

While digital literacy has proved to have a significant influence, this study also shows that there are other factors affecting trust in news that need to be further explored. This paves the way for future research to investigate the complex interactions between digital literature, the characteristics of social media platforms, and other psychological and social factors in shaping faith in news in the digital age.

CONCLUSION

Based on research results, it can be concluded that digital literacy has a significant influence on the trust of Communication and Islamic Broadcasting student's in news content on Instagram. This was demonstrated by the t-test results with a significance of $0.000 < 0.05$, which showed H_0 rejection and acceptance of H_a . Furthermore, the determination coefficient test revealed that digital literacy contributed 34% to student confidence in news content, while 66% was influenced by other factors outside the scope of this study. More specifically, regression analysis shows a positive correlation, where every one-point increase in the digital literacy score correlates with a 0.714-point rise in the level of confidence in news content. The findings underline the importance of digital literacy in shaping student confidence in information on social media. High digital literacy enables students to be more critical in assessing the selectivity of topics and facts presented in news content on Instagram.

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