Combating the Disinfodemic and Spreading Digital Literacy in Indonesia: Analyzing Japelidi's #japelidivshoakscovid19 Campaign

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ABSTRACT

The Digital Literacy Activist Network (Japelidi) aims to combat the disinfodemic, increase digital literacy competency, and spread accurate information about COVID-19 through social media campaigns, videos, posters, and an anthology book, with the hope of strengthening the community's immunity against the virus. This study aims to analyze and investigate Japelidi's action campaign to combat the disinfodemic by using the hashtag #japelidivshoakscovid19 on social media. This study uses the netnographic method to analyze content uploaded on social media to increase engagement rates. Data was collected through online observation methods, interviews, and documentation and analyzed based on various factors such as upload date, number of likes, views, comments, and hashtags. Japelidi launched a campaign called Japelidi vs. Hoaks COVID-19, which included three types of content. These contents provided tips for safe interactions during the pandemic, information in 42 regional languages about caring for oneself and one family, and reliable information about COVID-19. The campaign aimed to provide a sense of belonging, accomplishment, and helpful tips to combat COVID-19. Japelidi's campaign met specific core actions, providing a platform to combat misinformation on social media, a sense of belonging and a sense of accomplishment, and offering tips for healthcare providers. They collaborated internally and externally to create digital content in 42 regional languages, and they should continue campaigning to fight the disinfodemic virus during the ongoing COVID-19 pandemic in Indonesia.

INTRODUCTION

The number of COVID-19 cases in Indonesia has started to fall as of October 2021. Still, the number of people confirmed positive and afflicted with the COVID-19 virus had previously surged, causing community unrest. According to official data compiled on July 14, 2020, the number of new confirmed positive cases is increasing rapidly daily, with 78,572 positive COVID-19 patients in Indonesia (Nugraheny, 2020). In addition to the rise in COVID-19-positive patients in Indonesia, other diseases are equally detrimental to the population. The second disease is a disinfodemic, a word coined by UNESCO to describe the widespread dissemination of hoaxes and misinformation about the Coronavirus in the media (Posetti & Bontcheva, 2020).

According to "the Gugus Tugas Percepatan Penanganan COVID-19", Data on the discoveries of the disinfodemic in Indonesia produced by the AIS team of the Directorate General of Aptics showed 1,471 spread of pandemic hoax concerns were detected from various digital platforms. A total of 1,116 pieces of content have yet to be followed up on, with another 455 in the works. As a result, disinformation is extremely dangerous and can destroy the community's psychological well-being amid the COVID-19 pandemic (Riskinaswara, 2020). Prof. Hamdi Muluk, a political psychologist at the University of Indonesia, also discussed how a person's psychological well-being impacts their level of immunity. When battling

COVID-19, psychological factors are crucial, the rationale for why about 80% of COVID-19 is caused by non-medical factors, including psychological issues (Rikin, 2020).

Another reality is that many individuals have been vaccinated and entered the new herd immunity normal. However, people act as if life has returned to normal, and many are already following health procedures as before without considering the risk of contracting COVID. According to UNESCO research, pandemic hoaxes posed a high risk of death during the coronavirus pandemic because their influence is more fatal than disinformation on other issues (Posetti & Bontcheva, 2020). Some examples of disinformation that went viral on social media, such as inaccurate information on funeral protocols for COVID-19 victims, triggered an overreaction and resulted in COVID-19 victims being rejected in their communities (Mohsin, 2020). Fake documentary videos On YouTube and Facebook, there is a pandemic depicting the Coronavirus as a conspiracy of people who want to profit from vaccines and other things. Currently, social media is the closest medium to the community. Social media became an information source, and that situation made people rely more upon their information needs from social media despite its credibility (Hidayati, 2021)

To combat the disinfodemic, the Digital Literacy Activist Network (Japelidi), a group of digital literacy activists founded in 2017, aims to increase the community's digital literacy competency as part of the answer to the problems of digital society. As of August 2021, Japelidi has about 200 members from throughout Indonesia. They started the socialization action to avoid the COVID-19 hoax with the digital literacy campaign as a disinfodemic from lecturers at 78 universities in 30 cities in Indonesia. Japelidi produced accurate information about COVID-19 with the hashtag #japelidivshoakscovid19 in the form of videos and educative posters for the public and an anthology book written by Japelidi members, which can be downloaded for free on the Kominfo and Siberkreasi digital literacy website. Japelidi uses social media and works with the community and other media to spread their campaign against the disinfodemic. What sets Japelidi apart is that it provides digital content in 42 regional languages under the slogan 'Jaga Diri dan Keluarga Anda' to show the daily lives of diverse Indonesian people (Kurnia, 2020). They also conduct their operations through WhatsApp Group meetings to coordinate with social media (Hariyanti et al., 2021). Still, this network can produce various digital literacy vaccinations through health campaign material to treat the disinfodemic on Instagram @japelidi. Instagram is a social media often used for branding activities (Hidayat et al., 2018). Instagram is also used to share content and campaign for a program or product. Instagram is in great demand by many people, especially the younger generation (Mayangsari & Salim, 2021). However, creativity in creating content remains a factor of attraction or magnetism that can influence others (Asih, 2020).

The researchers in this study focus on the important issue of the disinfodemic, which hasn't been researched thoroughly yet. They want to analyze the Japelidi campaign, which was created to fight against fake news and hoaxes about COVID-19, and use it as a model for promoting digital literacy (Marta et al., 2022). They aim to strengthen people's ability to recognize false information and combat the virus more effectively. The research problem is how the #japelidivshoakscovid19 campaign on Instagram can help in the fight against COVID-19-related disinformation.

Research on the disinfodemic related to COVID-19 is still in its early stages, as the term was only introduced by UNESCO in 2020. Researchers have looked into health literacy activities online to prevent hoaxes regarding the use of traditional medicines in the digital era. They used a descriptive qualitative research method and found that health literacy can help prevent hoaxes about traditional medicines by selecting credible media for health information, verifying sources to check for accuracy, and making informed decisions about traditional medications. These findings were based on previous research by Prasanti (2018).

The subsequent research by UNESCO (2020) unpacks nine primary topics and four dominant information forms, a typology that divides alternative answers to the problem into ten subcategories. This analysis is based on research done for the ITU-UNESCO Broadband Commission and UNESCO, which covers various topics, forms, and responses to disinformation (UNESCO, 2020). The research is comparable in that it focuses on the disinfodemic. Still, the UNESCO study is much broader, whereas this study focuses on the substance of digital literacy activists' disinfodemic fighting acts using the netnographic method on Instagram. The research we will conduct is still methodologically limited, and the subject of disinfodemic has yet to receive much attention. This study reveals the action content of digital literacy activists combating the disinfodemic COVID-19 virus on Instagram using the netnographic technique.

According to Rogers and Storey, a *Campaign* is defined as a sequence of coordinated communication activities aimed at making a lasting impression on many target audiences over some time. According to this definition, every communication campaign action must include at least four elements. First, campaign actions are intended to have a specific effect or influence. Second, the target audience is a sizable one. Third, it is frequently concentrated over a specific period. Fourth, through a series of organized communication actions. The campaign has additional attributes, including a well-defined source, who is the person or group responsible for creating, transmitting, and managing the campaign product (campaign makers). Thus, anyone who receives the campaign message can identify and even evaluate the credibility of the message source at any time (Venus, 2007). In essence, campaign activities are communication activities. It is essential because the goal is for us to comprehend the campaign's phenomenon from the stages of its activities and through the interactions between its various components, one of which is the Ostergaard campaign model. Leon Ostergaard, a

seasoned German campaign theorist, and practitioner, developed this model. Ostergaard has been active in scores of social change campaign activities in his country throughout his life. This model is considered the closest to the scientific touch among the various campaign models. The essential words include quantification, cause and effect analysis, data, and theoretical evidence (Venus, 2007).

A computer tool or technology that can facilitate human communication. CMC is defined by December (1997) as a process of human communication via computers that involves people in specific settings or circumstances for varied reasons. Meanwhile, according to Holmes (2012), the CMC viewpoint focuses on how computers channel and mediate the FtF (Face-to-Face) communication model. Three critical areas of CMC, namely Communication, Mediated, and Computer (Thurlow et al., 2009), are described in the explanation below: 1). Communications. Instead of focusing on mass communication or communication technology, concentrate on interpersonal communication. Communication is utilized in CMC to express identity, develop and maintain relationships, and eventually form a community. 2). Mediated. The place where the message, feeling, or sound is sent. In CMC, of course, another ingredient is added in as a messenger, namely technology. 3). Computers. The computer referred to in the CMC discussion is a network computer connected to the Internet. So, since CMC focuses on three elements, namely Communication, Mediated, and Computer, CMC's core assumption is that human communication is mediated by computer technology connected to the Internet with the goal of social interaction (Salim et al.,2021).

Social media is an online content medium built with the help of publishing technology and is easily accessible and scalable. Mayfield in Irwansyah (2011) defined *social media* as the best understanding of a group of new sorts of online media that combines the following characteristics: participation, openness, dialogue, community, and connectedness. Social media has evolved into a technology or communication tool that makes it simple for audiences to obtain the information they seek.

Instagram is one of these social media platforms, a user-friendly social media platform that can deliver information. The word "Insta" stems from the word "instant," as in the Polaroid camera, which was dubbed "instant snapshot" at the time. The word "gram" is derived from the word "telegram," which is used to communicate information quickly to other individuals. Similarly, Instagram allows us to submit images through the Internet, ensuring that the information we want to send is received swiftly (Instagram, n.d.). There are many features on Instagram, such as Followers, Uploading images, Camera, Photo effects, Photo titles, Arroba, Photo labels, Contests, Social activity publications, Organizational publications, Geotagging, Social networks, Likes, and Tagging photos with the flag some of the features of Instagram.

Digital literacy is required for the use of technology, and its application can help people become more knowledgeable about how to utilize and access technology. In the 1980s, the term "digital literacy" was used (Shaw, Davis, Davis, & Shaw, 2011). Gilster then broadened the definition of digital literacy to include the capacity to comprehend and use data from various digital sources (Lankshear & Knobel, 2008; Martin & Grudziecki, 2006). Digital literacy is "the ability to locate, organize, interpret, evaluate, and produce information utilizing digital technology," according to Karpati. A person's ability to manage information and communication is enhanced by digital literacy. In an age when digital forms of information and communication prevail, 'digital literacy' refers to the skills needed to succeed in and beyond education (Karpati, 2011).

Online media results from new media convergence in today's technology, and news competition is not just a challenge for these media industries (Yesicha, 2019). According to McQuail (2008), digital media, also known as new media, is a location where all communication messages are decentralized; message dissemination via satellite boosts the usage of cable and computer networks, boosting audience participation in the communication process. Ron Rice also said that new media are communication technology media that include computers (including mainframes, PCs, and notebooks) that allow users to communicate with other users or obtain needed information. The influence of new media can be both positive and detrimental. Information from new media is straightforward, fast, and economical and can be accessed anywhere. This media has the potential to impact people's lives tremendously. If the community lacks scientific capacity and media literacy, the negative impact of the media will have an easier time infiltrating and influencing it.

The COVID-19 pandemic that hit almost worldwide caused problems in various fields. In the field of communication technology, there is much information about COVID-19. This information also comes from multiple sources and is shared by people who may only sometimes verify the accuracy of the information. *Infodemic* is a phrase used to describe the continual spread of pandemic information. Misinformation, disinformation, and false information regarding COVID-19 may arise due to the infodemic in Indonesia.

UNESCO has defined disinfodemic as intentional deception that spreads during a pandemic, and has identified nine global themes related to disinfodemic. These themes, according to Kurnia (2021), include the origin and spread of COVID-19, statistics related to COVID-19, economic impacts, attempts to discredit journalists and media reporting on the pandemic, false medical information regarding symptoms or diagnoses, misleading information about lockdowns and their impact, politicization of the pandemic, content intended for financial fraud, and disinformation regarding public fiduciary responsibility (Media Indonesia, 2018). Current study uses some of these theoretical concepts as a framework to investigate the research problem.

METHOD

The netnographic method is used in this study. The netnographic method determines which content should be uploaded to social media and which should be avoided to increase engagement rates (Nasrullah, 2018).. It is also essential to think about the proper timing and the right style of graphics (Berge & Gaede, 2017). Netnography is a qualitative research approach that adapts ethnographic research techniques to investigate culture and communities in computer-mediated communications (Kozinets, 2002) and then develops into social media research tools (Kozinets, 2015). The netnography technique is divided into several steps (Kozinets, 2010): a. Research Planning, b. Entry, c. Data Collection, d. Interpretation, and e. Research Ethics. Data was gathered in this study using an online observation method, online and offline interviews, and online documentation. The initial round of data gathering involves manually copying all uploads to the Japelidi @Japelidi Instagram account between March 21, 2020, and October 31, 2020. This period includes when the COVID-19 virus spread to Indonesia, the introduction of PSPB, and the transition to the New Normal era.

The collected data is analyzed in the second stage based on a) the date the post was uploaded, (b) the number of likes, views, and comments, (c) the visual use of photo, design, or video formats, (d) the way the message is delivered (caption), number of words, and emoticons used, and (e) the use of hashtags. The informants from this research are the coordinator and numerous Japelidi members actively involved in the Japelidi campaign team against the COVID-19 scam were also interviewed online and offline. The data were analyzed focusing on submissions that included the hashtag #japelidivshoakscovid19. The data obtained and the engagement of Japelidi activists and volunteers who participated in the Japelidi action against COVID-19 fraud will be analyzed. We use source and theoretical triangulation approaches to ensure the validity of the research data.

FINDINGS AND DISCUSSION
A. Identification of the COVID-19 Disinfodemic Problem in Digital Media (Pre-Campaign)

Based on the research findings, thoughts and campaigns against the COVID-19 hoax with the hashtag #japelidivshoakscovid19 first surfaced when President Joko Widodo was first informed of the presence of COVID-19-infected Indonesian. The COVID-19 hoax has also spread across the internet and on social media. As a result, on March 13, 2020, a group of Japelidi members suggested a campaign to expose the COVID-19 fake. Finally, the first volume of the anti-hoax campaign ran from March through August, with the second book following in August. Japelidi was very uneasy with the many hoaxes circulating on social media, so they had to be fought together. One of the elements that prompted Japelidi to launch an online and offline campaign to combat the COVID-19 fraud was this. Based on the Japelidi WAG that the researchers followed revealed that Japelidi carried out the offline campaign by distributing many health protocols needs, such as soap, hand sanitizer, and posters both offline and online. It is done for people's digital literacy about COVID-19 to improve. Several health protocol needs are distributed in various towns and areas throughout Indonesia as part of the offline campaign (Kurnia et al., 2020). However, online campaigns remain the primary way Japelidi is massively carried out. Japelidi distributed posters and videos containing content against the COVID-19 hoax through social media intermediaries. She again said that the online campaign was the main focus and method used by Japelidi to spread the movement against the COVID-19 hoax.

The campaign also collaborates with various stakeholders, such as support from the women's empowerment section, Kominfo, and TVRI. Since the beginning of Japelidi, collaboration and volunteerism have been the guiding principles of Japelidi. Japelidi, a community of digital literacy activists, was founded in 2017 to contribute to the solution of digital society's problems by improving the community's digital literacy skills. As of August 2021, Japelidi has approximately 200 members from throughout Indonesia. Uniquely, this network agrees on collaborating based on the spirit of volunteerism and cooperation through managing the flow of information and communication processes based on digital media. Japelidi chose WhatsApp Groups as its central platform because it is Indonesia's most popular chat app (Kurnia et al., 2020), and its users are scattered around the country. What Japelidi does is the application of the theory of Computer-Mediated Communication (CMC) which can channel and mediate the FtF (Face-to-Face) communication model between one or more people for social interaction.

On the other hand, Widiantara's research results (2021) stated that From the campaign period (19- 26 March 2020), managed to reach (reach) 1,126 accounts and earned an impression of 4.910. That reach and impression generate 1,009 profile visits and add Instagram followers to Japelidi as many as 90 people. Most posts that get people's attention is 44 posters and announcement in various regional languages. Until June 16, 2020, this post had reached 10,442 Instagram users, resulting in an impression of about 11,550 times. Interestingly, 96% of users who reached through this post do not follow Japelidi's account. It means the reach is much greater than the number of Instagram followers Japelidi has. According to an Instagram report, the number of impressions mostly comes from hashtags #japelidivshoakscovid19 in this post, contributing to 8,820 impressions. The rest comes from visits profile (395 impressions), home page (187 impressions), and other sources (2,148 impressions). How big the impact of the Campaign Japelidi Fights COVID-19 Hoax is. We can see the Instagram above from the data recorded statistics.

B. Management of the Digital Literacy Campaign Against Hoaks COVID-19 (Campaign Content)

Based on the data obtained from Instagram @japelidi, which used the hashtag #japelidivshoakscovid19 during the first stage of the campaign, from March to July 2020, there were 24 uploads of the Japelidi campaign against the COVID-19 hoax on Instagram that consisted of 23 posters and one videography. According to the researcher's analysis, there are eight vibrant topics regarding Japelidi's campaign against the hoax COVID-19, namely:

Table 1. Japelidi campaign topic on Instagram #japelidivscovid19

Topic 1. How to find the correct information about COVID-19
Topic 2. Take care of yourself and your family from COVID-19
Topic 3. Various Interaction Tips to Protect Yourself from COVID-19
Topic 4. The importance of protecting the personal data of COVID-19 patients
Topic 5. Empathy for COVID-19 victims and medical personnel
Topic 6. Campaign to stay vigilant against COVID-19
Topic 7: Call for Humanity Solidarity
Topic 8. Sharpen Critical Thinking

Source: IG @Japelidi and data processing by researchers

In the following, the researcher describes the topic of the campaign carried out by Japelidi on Instagram with the hashtag #japelidivscovid19.

Topic 1: How to find the correct information about COVID-19

Figure 1. Poster about Trusted Source of Information Poster (Instagram account of @Japelidi, 2022)

Finding information with correct and credible sources is one of the digital literacy skills that the digital society must possess. This poster is the first online campaign by Japelidi, which contains information about the key so that the public knows how to survive the disinfodemic COVID-19 virus attack. Those four posters were uploaded on March 21, 2020, and got 34 likes from his followers. The first campaign poster contains a message about the importance of choosing reliable sources of information as part of digital literacy skills. Then the second campaign poster provides information on

finding healthy living behavior to avoid COVID through trusted websites such as www.covid19.go.id. The third poster contains information on how to find out whether or not the information circulating about the coronavirus is accurate via https://www.covid19.go.id/hoaks-buster/ and Twitter @KawalCOVID19.

Furthermore, the fourth poster provides information about referral hospitals and telephone numbers to report suspected cases of Corona through www.kemenkes.go.id, and Hotline Center Corona 119 extended 9.

Topic 2: a. Take Care of Yourself and Your Family from The COVID-19 Virus Using 45 Language
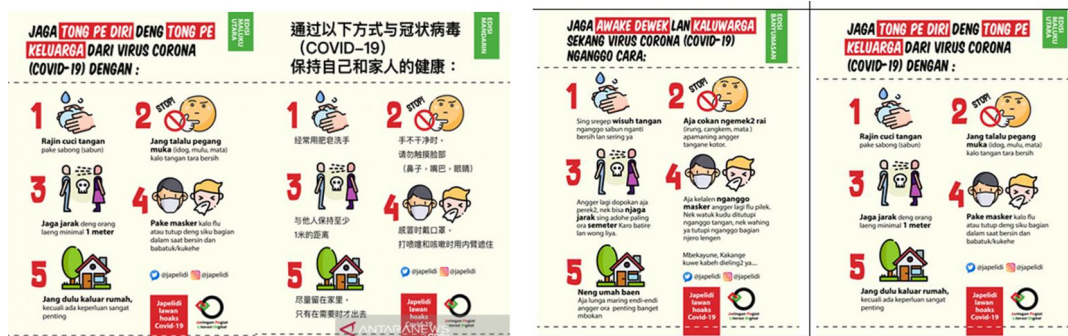

Figure 2. Poster about Take Care of Yourself and Your Family from The COVID-19 Virus Using 45 Language (Instagram account of @Japelidi, 2022).

The topic of this second campaign consists of two types, some are in the form of posters and the form of videography. Japelidi campaigns to fight hoaxes about the coronavirus or COVID-19 in 42 regional languages. In addition to Indonesian and Mandarin, to be closer to the daily life of the pluralistic Indonesian people. They extract and produce a variety of accurate information related to COVID-19 in the form of videos and educational posters for the public. Based on information from WAG Japelidi, which the researchers followed, it was revealed that the content of the campaign about Take care of ourselves and our family from COVID-19, which was uploaded on March 23, received 252 likes and 61 comments from its followers, that campaign was produced to compensate for the flood of hoaxes that misled residents during the COVID-19 pandemic. Research data also reveals that this campaign poster is the poster that is most in demand and commented on by the public, both pro and con comments, such as the following comments:

Figure 3. Comment on 42 regional languages posters (IG @Japelidi, 2022).

According to the data obtained, the #japelidivshoakscovid19 campaign coordinator on Instagram said:

> *"After distributing posters in the community, it is natural that there are criticisms regarding the use of language because language is a matter of taste and taste. Previously, we (Japelidi) made content that could take two to three days. Non-stop until night, even until dawn. The process of discussion and dialogue is not easy because many suggestions come from various people. However, it is fun and exciting there. However, the process also lacks efficiency"* (Nurhayati, 2020).

In addition to campaigning through Instagram @japelidi, it turns out that they also conducted offline campaigns by the Japelidi team and residents by distributing leaflets, posters, and banners in strategic places in many areas, namely

Jakarta, Yogyakarta, Bali, Salatiga, Semarang, Lamongan, Malang, Bandung, Ponorogo, Depok, Surabaya, Sukabumi, Blora, Grobogan, Bogor, Banjarmasin, Kulonprogo, Gresik, Tegal, Wonogiri, Cilacap, Magelang, NTT, Kutai, NTB, Timika, Semarang Regency, East Lombok, Lampung, and Samarinda.

C. Videography about Take care of yourself and your family from COVID19

Figure 4. Poster about Videography about Take care of yourself and your family from COVID-19 (Instagram account of @Japelidi, 2022)

This 1:42-minute videography was posted on March 21, 2020, and got 24 likes and one comment. This animated video contains tips for accompanying children to study at home during the COVID-19 quarantine period so that it can still be fun, such as explaining that the atmosphere outside the house is not conducive in simple language, making a study schedule that is agreed upon by parents and children, maintaining a morning shower, having breakfast and dressing for school. Before studying, prepare a quiet study area equipped with comfortable tables and chairs, turn off and get rid of media that are not needed when studying (e.g., TV or radio), and give children learning targets according to the direction of the teacher at school, accompany children to study patiently and happily, after two provide time to rest, after studying make sure you do light exercise so you do not get bored, make sure your child continues to transact online with friends.

Topic 3: Various Interaction Tips to Protect Yourself from COVID-19

Figure 5. Poster about Various Interaction Tips to Protect Yourself from COVID-19

The third topic of the Japelidi campaign content on Instagram is about various tips for interacting to protect ourselves from COVID-19. The information content is uploaded from April to June 2020, along with the moment of fasting and Eid. People are used to doing things outside the home during fasting and Eid, so it is an excellent time to share content about interacting outside the house while being safe from COVID-19 or advice on meeting household needs while staying at home.

This campaign's content received many likes, ranging from 20 to 80, and it used an appealing graphic style to make it easy to grasp just by glancing at it. The reader will be able to understand the language because it is simple enough. #japelidivshoakscovid19, #workfromhome, #athome, and other hashtags were used in this post. The hashtags are being used in tandem with the campaign content, which is a variety of suggestions and information on healthy interactions for COVID-19.

Topic 4: Personal Data Protection

Figure 6. Poster about Personal Data Protection.

Protecting personal data is one of the digital community's competencies to be safe in the digital world. The fourth issue of Japelidi's Instagram campaign is to encourage the public, particularly COVID-19 patients, to protect and secure their identities. Japelidi urges the public to help keep COVID-19 patients' and their families' good names and mental health. This post was shared on Instagram in March 2020 and had 40 likes. This topic incorporates visuals in phrase designs to discuss laws and regulations governing public information disclosure, electronic information and transactions, administration and population, consumer protection, medical practice, and hospitals. It includes a notice to the public informing them that if they knowingly share information or personal data about COVID-19 patients, they are breaking the law and may face criminal penalties. Even though the information is about the legal basis, the language employed is quite effective and easy to understand by the readers. The hashtag #uuite also shows that the information or words sent are related to legal crimes, particularly in electronic media.

Topic 5: Empathy for COVID-19 Victim and Medical Personal

Figure 7. Poster about Empathy for COVID-19 Victim and Medical Personal.

The campaign content on topic five on Japelidi's Instagram is about an invitation to the public to empathize with victims and families affected by COVID-19. This campaign's content was posted in April 2020 and received much attention, roughly 40 to 50 likes. Japelidi utilized this opportunity to inform the public that health personnel, COVID-19 patients, and their families are not viral spreaders and that their bodies should be shunned, secluded, and rejected. The visuals used in this content use graphic designs in the form of images of health workers and COVID-19 patients. He provided content demonstrating that a medical worker assists the community in combating COVID.

The following message is that COVID-exposed patients and families are not virus spreaders. Hence their bodies should be avoided and even rejected. By using precise and firm language, it is hoped that the public will be educated about the campaign delivered by Japelidi. With the hashtags #japelidilawanhoaxcovid19, #t ResponsCOVID19, and #lawancoronamulaidarikita, it is hoped that the presence of information content from Japelidi will reach the public, particularly education about the duties of health workers and patients and their families.

Topic 6: Campaign to Stay Vigilant Against COVID-19

Figure 8. Poster about Campaign to Stay Vigilant Against COVID-19

In the eighth image above, there are three posters with different campaign content but the same goal: to remind the public to be vigilant of the COVID-19 virus at all times. These three posters were uploaded in April 2020 and have received between 25 and 50 likes. The first visual poster depicts a map of the Indonesian state; this message encourages all Indonesians to be aware of the COVID-19 virus's hazards at all times. The second poster urges the public to remain watchful against criminal acts that may emerge amid the COVID-19 pandemic; many acts of fraud have been discovered, and the number of crimes is on the rise, among others.

In the third poster, a woman is selling traditional herbal medicine. She is still enthusiastic about selling to earn a living to meet the needs of her family while still using strict health protocols. The language is direct and uncompromising, and it is hoped that the public will be informed due to Japelidi's campaign. The message is not meant to be patronizing; fellow humans must warn one another to be vigilant and prevent criminality during a pandemic. This poster is accompanied by the hashtag #lawancovid19 #cermatbertransaksi, which informs the public of the importance of maintaining constant vigilance.

Topic 7: Call for Humanity Solidarity

Figure 9. Poster about Call for Humanity Solidarity.

This poster invited the public to improve their sense of humanity and sympathy for the victim's COVID-19 virus. One content is to provide information on how to donate conveniently amid a pandemic so that the funds given can be matched to the intended recipients. This month is a good month for the world's Muslim community to be able to help each other to others, as information content is uploaded from April to June 2020, along with the moment of fasting and Eid, where this month is good for the world's Muslim community to be able to help each other to others. This poster has between 35 and 40 likes and views.

The graphic design is also made to be as unique and appealing as feasible. The language employed in the substance of this campaign is appropriate and more relaxed in terms of word choice and diction. It makes it easier for the general audience to comprehend the message on the poster. People are encouraged to maintain a strong sense of humanity and solidarity with their fellow people so that not everyone experiences the same luck as themselves. #lawancovid is one of the hashtags utilized to make the information content highly effective.

Topic 8: Sharpen Critical Thinking

Figure 10. Poster about Critical Thinking.

Critical thinking is one of the competencies in digital literacy. In the Japelidi campaign content inviting the public to be able to think sharply and critically regarding any news regarding the COVID-19 pandemic, a poster regarding this invitation was carried out in June 2020, which received likes and views from more than 60 followers. The visual photos and designs used on the posters are designed to attract the public's attention; the colors used on the posters are dominated by a bright red color, which serves as a warning that we, the public, must always be vigilant and think critically to combat hoax news about the COVID-19 pandemic that spreads. The language used in the campaign's content is more relaxed and less strict, making it easier for the public to understand, particularly regarding how the public should react to news that is not necessarily factual about COVID-19. The hashtag #japelidivshoakcovid19 makes it easy for users to find posters linked to COVID-19 information based on what they are looking for. The public must be able to see the facts in the news, whether they have used sources that have credibility and are mentioned, and understand the original and fundamental objectives (Astuti, 2021).

D. Evaluation of Handling the COVID-19 Disinfodemic Problem

Based on the data obtained, the campaign content created by Japelidi on Instagram with the hashtag #japelidivscovid19 received a positive response from the community. Many people independently reproduced and disseminated the posters online on their social media pages and offline at public locations. They hung posters they got from Japelidi's Instagram in public places in their different districts without being instructed.

Three general campaign content using hashtag #japelidivshoakscovid19 emerged: 1. Japelidi Versus Hoaks COVID-19 – Various tips and tricks for safe interactions during the pandemic. 2. Take care of ourselves and our family" in 42 regional languages, including Indonesian and Mandarin. 3. Reliable source of information, correct information about COVID-19. As a result, this campaign can be spread thoroughly in various regions in Indonesia. How significant the impact of the Campaign #japelidivscovid19 is, we can see their Instagram from the data recorded statistics described above.

The digital literacy campaign model of the Digital Literacy Activist Network (Japelidi) can be a reference. This community has a movement to educate the public who experience digital stuttering amid the COVID-19 disinfodemic wave with creativity, collaboration, and volunteerism. To make this campaign more active, Japelidi also maximizes the use of social media that is currently very popular, such as YouTube. Citing data from Data Reports, YouTube is still the most popular social media in the country. In the second place, WhatsApp is in the top position, followed by Instagram in the third.

CONCLUSION

This study concluded that the content of the Japelidi campaign with the hashtag #japelidivshoakscovid19 has specific core actions that are being met. Japelidi provided such a platform for sharing campaigns on how to combat

disinfodemic on social media, a sense of belonging, i.e., feeling "part of a tribe," a sense of accomplishment- conquering challenges, giving us answers and tips the society to get health care providers and get off from COVID-19 virus and also improved understanding from people without COVID-19.

In response to the problem of the disinfodemic spread in Indonesia, Japelidi also collaborated internally and externally to hold a social campaign titled Japelidi vs. Hoax COVID-19 to offset the hoax flood in the community. They create digital content in 42 regional languages, including Indonesian and Mandarin. The campaign was also carried out through social media accounts and WhatsApp groups of Japelidi members, totaling 163 people, by distributing digital posters such as "Guarding yourself and keeping your family," "Personal Data Protection," and "Reliable Information Sources," as well as videography tips to accompany children studying at home. Meanwhile, external collaboration is carried out with the Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia, the Indonesian Community Radio Network (JRKI), and the "Different is Usual" Community.

The COVID-19 pandemic has not ended, and Indonesia is entering a new average period. Japelidi should remain consistent in campaigning to fight the COVID-19 hoax so that people remain vigilant, practice clean living, and have critical thinking skills towards social media to avoid all COVID-19 viruses, including the disinfodemic virus whose effects are more dangerous than the original virus.

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