

Analisis tingkat literasi digital pada program vaksinasi COVID-19: studi di DKI Jakarta = Analysis of digital literacy level in the COVID-19 vaccination program: study in DKI Jakarta

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Abstrak

Seiring dengan penambahan kasus positif COVID-19 di DKI Jakarta, menjadikan pemerintah khususnya pemerintah provinsi DKI Jakarta melakukan berbagai upaya untuk menekan angka penularan salah satunya dengan melalui pelaksanaan program vaksinasi COVID-19. Pada era digital sekarang ini, penyebaran berita hoaks sangat membahayakan kehidupan manusia dan dapat merugikan berbagai pihak. Berita hoaks yang akhir-akhir ini bersebaran yaitu berita hoaks terkait vaksinasi COVID-19. Berita hoaks tersebut menyangkut isu, antara lain vaksin yang menyebabkan gelombang elektromagnetik, vaksin dapat berujung pada kematian, dan penyebaran COVID-19 varian Delta disebabkan oleh program vaksinasi yang digencarkan oleh pemerintah. Kemampuan literasi digital seseorang dalam memahami informasi sangat diperlukan untuk menekan penyebaran berita hoaks terkait vaksinasi COVID-19 di kalangan masyarakat. Penelitian ini dilakukan untuk menganalisis tingkat literasi digital pada program vaksinasi COVID-19 di DKI Jakarta. Teori yang digunakan adalah teori konsep literasi digital yang dielaborasi dari pendapat beberapa ahli. Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data mixed methods yaitu metode survei dan wawancara mendalam. Teknik pengambilan sampel untuk survei menggunakan accidental sampling sedangkan wawancara mendalam menggunakan teknik purposive sampling. Jumlah responden dalam penelitian ini sebanyak 296 orang yang didapatkan melalui kuesioner daring. Data yang diperoleh diolah menggunakan IBM SPSS 25 melalui analisis statistik deskriptif. Hasil dari penelitian ini menunjukkan bahwa masyarakat DKI Jakarta memiliki tingkat literasi digital pada kategori sedang. Merujuk pada analisis dimensi technical skill (information and data literacy), dimensi Communication and collaborative skills, dimensi Content evaluation (critical skill), dan dimensi safety, tingkat literasi digital masyarakat DKI Jakarta sebesar 72% berada pada kategori sedang. Namun, kemampuan literasi digital masyarakat harus terus ditingkatkan kembali dan diperlukan kerja sama dari berbagai pihak mulai dari pemerintah, lembaga swadaya masyarakat, akademisi, hingga individu masing-masing.

.....Along with the addition of positive cases of COVID-19 in DKI Jakarta, the government, especially the DKI Jakarta government, has made various efforts to reduce the transmission rate, one of which is through the implementation of the COVID-19 vaccination program. In today's digital era, the spread of hoax news is very dangerous for human life and can harm various parties. The hoax news that has recently spread is related to hoax news related to the COVID-19 vaccination. The hoax news related to issues, including vaccines that cause electromagnetic waves, vaccines that can lead to death, and the spread of the Delta variant of COVID-19 caused by the vaccination program that was intensified by the government. A person's digital literacy ability in understanding information is very necessary to suppress the spread of hoax news related to COVID-19 vaccination among the public. This study was conducted to analyze the level of digital literacy in the COVID-19 vaccination program in DKI Jakarta. The theory used is the theory of the concept of digital literacy which is elaborated from the opinions of several experts. The research approach used is a

quantitative approach with mixed methods data collection techniques, namely survey methods and in-depth interviews. The sampling technique for the survey used accidental sampling, while in-depth interviews used purposive sampling. The number of respondents in this study was 296 people who were obtained through online questionnaires. The data obtained were processed using IBM SPSS 25 through descriptive statistical analysis. The results of this study indicate that the people of DKI Jakarta have a digital literacy level in the medium category. Referring to the analysis of the dimensions of technical skills (information and data literacy), dimensions of Communication and collaborative skills, dimensions of Content evaluation (critical skills), and dimensions of safety, the level of digital literacy of the people of DKI Jakarta is 72% in the medium category. However, the community's digital literacy skills must continue to be improved and cooperation from various parties is needed, starting from the government, non-governmental organizations, academics, to each individual.