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Hoaxes and infodemics: Digital transformation challenges (Case study on Covid-19 pandemic in Indonesia)

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ABSTRACT

Digital transformation has many implications for society, not only positive, but also negative. Various crimes in the cyber world, including hoaxes and infodemics, are something that cannot be avoided. During the Covid-19 pandemic, the rise of hoax and infodemic news made the handling of Covid-19 in Indonesia more complex. Many people are victims of hoaxes which in the end take action against government policies related to Covid-19, such as reluctance to comply with health protocols and rejection of vaccination programs. This research contributes to studying the challenges of digital transformation in Indonesia, especially during the past Covid-19 pandemic. The research method used in this paper is a case study. Data collection was carried out by in-depth interviews from Ministry of Communication and Information Technology, literature studies, both from books, journals and scientific articles. The results of this study indicate that digital transformation has encouraged the growth of hoaxes and infodemics which have hampered efforts to deal with Covid-19. The Indonesian government needs to take structured actions in dealing with this hoax and infodemic, and make regulations to optimize the digital transformation process.



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Hoaxes and infodemics: Digital transformation challenges (Case study on Covid-19 pandemic in Indonesia)**I. INTRODUCTION**

It is undeniable that the Covid-19 pandemic has accelerated the process of digital transformation in Indonesia. This pandemic is bringing us closer to an all-digital future that was previously wishful thinking. Digital transformation itself is interpreted as an aggregation of modern tools and processes used to solve problems. The process of utilizing digital technology is used to create new things or modify business processes, culture, and customer experience to meet information needs.

Digital transformation is an organizational change process that involves people, strategy, structure through the use of digital technology and business models that adapt to improve organizational performance (Sufehmi, 2020). Digital technology that is carried out radically to improve performance or to achieve company goals (Hanifah & Monggilo, 2022). Digital transformation, which should be able to improve the performance of organizations, including the Indonesian government, in dealing with Covid-19, has actually encouraged various cyber crimes which hamper the response to Covid-19.

Covid-19 countermeasures in Indonesia have formed a Committee for Covid Mitigation and National Economic Recovery (KPC-PEN) from several ministries. KPC-PEN which in this case also acts as the Covid-19 task force. Through various existing digital communication media, such as: website (<https://covid19.go.id>), smartphone applications, as well as social media, the Covid-19 Task Force has made every effort to provide various information as well as policies that taken by the government intensively.

Through various existing digital platforms, the government can easily socialize various policies related to Covid-19, without space and time barriers. Unfortunately, the easy process of disseminating information through digital media also has negative implications for the community itself. Society can freely produce and distribute information, resulting in information circulating cannot be properly controlled. The circulation of hoax news as well as excessive information (infodemic) has backfired, which has raised concerns for the people themselves.

Hoax and infodemic news is of course a challenge in itself in dealing with Covid-19. Judging by the definition of the Infodemic itself, it is an excessive amount of information and will actually lead to a problem. This, of course, hampers the search for a solution to the problem. In the conditions of the Covid-19 pandemic, the infodemic has clearly made matters worse and has become a challenge in itself. On one occasion, the founder of the Indonesian Anti-Defamation Society (Mafindo) Harry Sufehmi, said that the term infodemic has gone global because it has contributed to worsening the situation and has not helped at all (Bungin, 2010). Every news in the media must carry out a fact check to improve the quality of information, especially during the Covid-19 pandemic (Flyvbjerg (2006).

Communities should be able to understand the dangers of an infodemic well, so they can play an active role in preventing this infodemic. The existence of an infodemic in society cannot be separated from the intervention of the community itself in disseminating existing information. The danger of this infodemic can lead to death, for example when there is information about the antidote for Covid-19. This information caused many people to

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consume the drug, and in the end they felt safe, so they ignored health protocols. When in the end they were exposed to Covid, their condition actually got worse and even died.

The large number of hoax news in society, and the ability of digital media literacy which is still low has resulted in many people being unable to distinguish which news can be trusted and which is not. In counteracting the circulation of hoax and infodemic news, the public should be careful by trying to find out where the source of the information is, its meaning, and understanding of its contents. When getting information, the public must immediately find out the source of the news, before passing it on to other people through various existing social media. If you haven't found the source, then the news should not be disseminated.

Meanwhile, in terms of the content and contents of the news, the public should be able to cross-check whether the content contains any irregularities or not. Nowadays, there is a lot of news that actually tends to increase the reader's emotions, anger, excessive fear, as well as news that is the opposite of what is in the mass media. Such news, of course, must be avoided and its accuracy questioned. Some of the latest hoax news titles that have developed, such as: Children Immune to Covid-19, Photos of Dead Covid-19 Thrown into the Sea, Dangers of Blood Donation from Vaccinated People, Empty Vaccine Injections in Indonesia, and Be Careful People Will Be Killed by China's Vaccine.

The news is of course very disturbing society. While our government is making every effort to vaccinate all elements of society, a lot of hoax news is spreading about vaccines. Many are affected by this, and it causes them not to want to be vaccinated. When it is difficult for several countries to get vaccines, while in Indonesia itself it is currently available, people don't want to be vaccinated because they are consumed by the hoax news. This is of course very unfortunate and has resulted in the continued increase in the number of people exposed to Covid-19.

The development of digital technology that exists today, should be able to put it to good use to deal with Covid-19 in Indonesia. The fact is like two sides of a coin, digital transformation also has a negative effect. Various crimes have sprung up in digital media, which has increasingly caused public anxiety. One form of this crime is the spread of fake news/information (hoaxes) which cause various losses. Therefore, in this paper, we will examine the dynamics of accelerating digital transformation in Indonesia, the challenges of digital transformation during the Covid-19 pandemic, especially in relation to hoaxes and infodemics, as well as solutions to overcoming hoaxes and infodemics through digital literacy to deal with Covid-19.

In analyzing this phenomenon, the writer chooses to use a case study method. This research seeks to analyze social phenomena that occur in society, by focusing on the challenges of digital transformation in relation to preventing the spread of hoaxes and infodemics as a solution to dealing with Covid-19. As for the method of data collection in this study is by document study or literature study. Data sources were obtained from both print and online sources (King & Keohane, 2004). These data were obtained from books, journal articles, online media articles, social media, reports and databases related to various information on Covid-19.

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This research is case study research. Case study research does not have a single design like other social science research (Khan, 2016). This study selects cases that are in accordance with the conditions and scope of the main theory tested and hypothesized. In choosing a case, do not "choose the dependent variable" so that it requires foresight from the researcher to analyze, and see how much the case has an impact and influence on other cases (Kietzmann, Hemkens, McCarty, & Silvestre, 2011).

Data collection was carried out by in-depth interviews from Ministry of Communication and Information Technology, literature studies, both from books, journals and scientific articles. Data analysis was carried out using qualitative data analysis, namely collecting data from both primary and secondary sources, reducing data by identifying main data and supporting data, and drawing conclusions.

III. RESULT AND DISCUSSION

Digital transformation is synonymous with the application of digital technology in an aspect of people's lives. Digital transformation is often seen as the third stage in efforts to embrace digital technology, starting from the process: digital competence, digital usage, and digital transformation itself. The digital transformation process includes the use and transformative capabilities in informing digital awareness. The existence of creativity and innovation that is not just an improvement from conventional methods is the stage of digital transformation itself. Minimizing the use of paper (paperless) in various sectors of the communications industry is an indicator of this digital transformation.

Digital transformation is defined as the total and overall effect of digitalization on society. Khan (2016), said that digitization enables the digitization process, which is able to drive stronger opportunities for digital transformation to change business processes, socio-economic structures, laws, policy measures, organizational patterns, and cultural barriers. Digitization itself is interpreted as conversion, digitalization as a process, and digital transformation (effect) which is expected to be able to accelerate and illuminate what already exists and is taking place horizontally as well as the process of global change in society (Lankshear, 2015).

Digital transformation has changed existing social interactions. Through various existing digital platforms, such as social media, it allows the process of sending information in the form of messages, images, and videos to be faster. With the various features offered by social media, everyone can use it to produce and distribute content very easily. Looking at the definition of social media itself, which according to Kamesh (2021), refers to any technology that facilitates the dissemination of information via the internet. Social media has gone beyond the world wide web and into applications. The term social media can be applied to both social networking sites and applications. These technologies and applications are currently growing.

The Covid-19 pandemic has had an impact on accelerating digital transformation, and Indonesia is no exception. IDG Research data in July 2020, digital transformation in Indonesia is believed to grow by 10.4 percent, and in 2021 to 1.3 trillion US dollars.

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Indonesia is projected to be one of the five world economic giant countries with a total Gross Domestic Product (GDP) of 7 trillion US Dollars. Therefore, the Indonesian government is currently working hard to realize this, as is the mission of Indonesia Forward 2045 (Mansur, Saragih, Ritonga, & Damayanti, 2021).

Through the Ministry of Communication and Informatics, the government is currently seriously accelerating the national digital transformation. There are 5 priorities that will be carried out to accelerate this digital transformation process, including: (1) Provision of high-speed internet infrastructure in 12,548 Villages/Kelurahan and 150,000 public service points (including health services) which have not yet been reached by adequate internet services. (2) Development of a Data Center (PDN) which is a prerequisite for the realization of the One Data policy in Indonesia, as well as radio frequency spectrum framing and reframing for network efficiency and 5G technology development. (3) Comprehensive and sustainable development of Human Resources (HR) in the digital field starting from the level of "digital literacy" to the level of "leadership in the digital era". (4) Strengthening the digital economic ecosystem by facilitating programs such as MSMEs, digital technology by farmers/fishermen, as well as digital startups. (5) Completion of primary legislation supporting digital ecosystems, especially the draft Law on Personal Data Protection and the Bill on Job Creation in the Telecommunication/Broadcasting Sector which will be able to encourage the acceleration of national digital television.

During the Covid-19 Pandemic, the government's efforts were clearly needed to save the people's economy. Equal distribution of high-speed internet access in various regions is a must. Increasing the community's capacity to be skilled with digital technology is also a priority that must be done.

The community itself is expected to quickly adapt to this digital technology, especially the Covid-19 pandemic, which does not know when it will end, of course, demands that the community have qualified digital skills. Educational institutions must look for new strategies to improve student experience, institutional sustainability, as well as new habits in the future. Educational institutions are required to be able to master distance learning strategies, using various media. Likewise with the business industry, which must change the old business model into a new one. Digital transformation that presents various new business models such as startups, has given rise to a digital ecosystem trend where all actors are involved in a platform, of course, requires the right strategy to be able to synergize various interests, be it: participants, rules, shared capacity, or also exchange value.

This is what startups must understand well, where technology services are expected to be able to reduce some of the impact of this widespread pandemic in various parts of the world (Rasywir, 2015). Through the features that are displayed, the startup industry must be able to make it easy for its users to do digital transactions without worrying about being exposed to viruses.

Another thing that must be paid attention to by the government in relation to the digital transformation acceleration program during the Covid-19 pandemic is how to increase the security of users of digital technology itself. We all know that apart from digital technology making it easy to support social interaction, digital technology has also given rise to various

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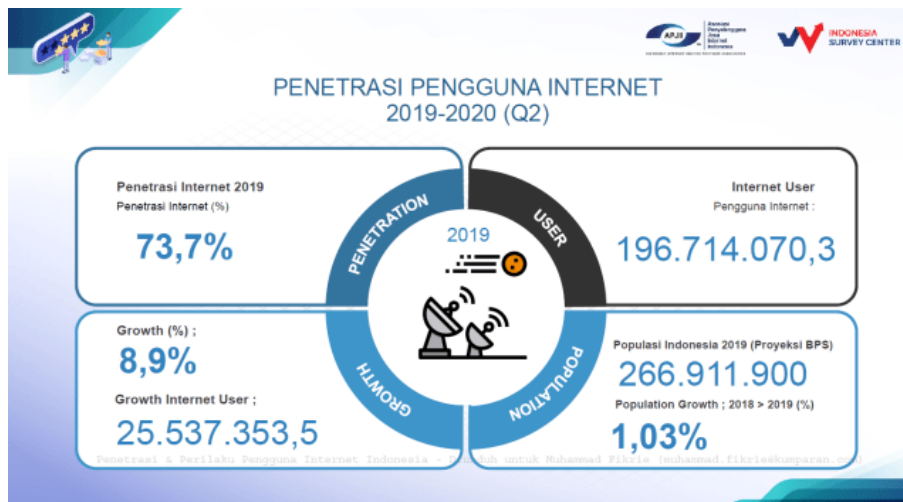
new crimes. The existence of crime in cyberspace is a paradox of the development of digital technology. Various forms of cybercrime during the Covid-19 pandemic have experienced a significant increase. Based on data from the National Cyber and Crypto Agency (BSSN), in 2020 there were nearly 190 million attempted cyber-attacks in Indonesia. This figure has quadrupled compared to the same period in the previous year in the range of 39 million (Cybercrime in Indonesia Increased 4-fold During the Pandemic, 2020).

One of the most prevalent cyber-crimes is the spread of fake news or hoaxes. It cannot be underestimated, this type of crime actually has a very big impact on its victims, especially during this pandemic. The rise of hoax news circulating in society is certainly a challenge for the government in dealing with Covid-19. The phenomenon of fake news and misinformation is getting more prevalent

Indonesia. Everyone has the chance to write and express their thoughts (Juditha, 2018). Many people have become victims of this hoax news. There are also many people who are ultimately resistant to government policies in handling Covid-19, as a result of being consumed by hoax news. Therefore, this is of course a big concern for the government to overcome this form of crime in the cyber world, in order to optimize the digital transformation process to face the new era during the Covid-19 pandemic.

Based on the Internet Service Providers Association (APJI) data for 2019-2020 shows that internet users in Indonesia currently touch 196.714 million, an increase of 8.9% from the previous year (APJIII, 2020). As can be seen from the image below:

Figure 1. Penetration of Internet Users in Indonesia 2019-2020



The existence of the internet and new media that is growing rapidly has changed the face of the media completely, the media infrastructure which shifts to multi-platform towards a single platform (convergence) is an unavoidable implication. The media industry is increasingly efficient in producing and distributing its services, resulting in the need for adaptation from media sector stakeholders: industry, technology, audiences and markets. In other words, media convergence has changed two main aspects of media: (1) how media operates rationally, and (2) how consumers can access content. In response to this, the media business industry in Indonesia has now transformed into a digital business with various

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platforms and digital content being developed. Various adjustments were made, especially in building fast interactivity with the audience. The existence of digital platforms has resulted in the development of information flows that are developing in society, including regarding Covid-19. Today's society can access various information easily and quickly, anytime and anywhere. Spaces for digital discussion to criticize various social phenomena have also developed in such a way that nowadays sometimes they have exceeded their limits with the development of hoaxes and infodemics that are troubling the public.

Data as of Oct, 2022 from the Ministry of Communication and Information of the Republic of Indonesia shows that there were 2,240 findings of Covid-19 hoax issues found on various social media, be it Facebook, Instagram, Twitter, or YouTube. As shown through the following infographic.

Figure 2. Handling the Spread of Covid-19 Hoax Issues



It can be seen from the data above, that there is a lot of hoax information during the Covid-19 pandemic on social media, such as Facebook, Instagram, Twitter, and YouTube. The current development of social media cannot be separated from digital transformation itself. Seeing the development of social media that allows the process of exchanging information quickly, of course, must be addressed wisely. The community as users of social media themselves are expected to be able to create good content instead of creating false information or information that is troubling the public.

During the Covid-19 pandemic, positive information can certainly provide benefits to prevent the spread of Covid-19. Positive information in various forms of content that educates the public to continue to maintain health protocols, apply the principles of a healthy life, comply with government recommendations to break the chain of Covid-19 is urgently needed.

It's just that in reality, negative information on social media is still common, just like this hoax and infodemic. This information is of course very detrimental to society, and a challenge for the government in efforts to tackle Covid-19. Hoax and infodemic news related to vaccines has caused reluctance on the part of the public to vaccinate them.

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Hoax news and vaccinations related to the Covid-19 conspiracy have caused many people to still not believe in Covid-19 and do not want to comply with health protocols. Judging what is hoax information itself, which is dangerous and misguided information. Hoaxes are false information which is then disseminated as truth so that it misleads human perception. Hoaxes generally have the goal of influencing people by tarnishing credibility and an image that affects the image of readers so that in the end they take action according to the content of the information (Peters, Jandric, & McLaren, 2022).

Hoax is news that is not based on reality or truth that is produced for a specific purpose. Analyzing the purpose of hoaxes themselves in general, hoaxes are not only a joke, fad but also form public opinion. Basically, hoaxes mislead readers who are not critical of information and share the news they read with other readers without cross-checking the truth (Bechmann, 2020).

In order to provide a deterrent effect for the perpetrators of spreading hoax news and infodemics themselves, the government must take firm action with criminal acts. Thus the public is expected to be careful both in producing news/information and in distributing it. Since February 2021, the Ministry of Communication and Information has also formed an Internet Ethics Committee to monitor the digital space in Indonesia to make it productive and healthy.

The existence of the Internet Ethics Committee is expected to be able to make practical guidelines regarding culture and ethics using the internet and social media that are based on honesty, politeness, benevolence, respect for privacy, as well as individuals and other people's personal data. With this guide, it is hoped that it will be able to increase community digital media literacy, especially with regard to skills in using digital instruments and the ability to respond to information flows.

The influence of hoaxes and infodemics is enormous and is a challenge in itself in the fight against Covid-19, so creating a practical guide regarding the culture and ethics of using the internet is very appropriate. Antonio Guterres (Secretary General of the United Nations) on March 28 2020 said that the world's enemy is not only Covid-19 but also infodemic, namely how misinformation is currently growing rapidly.

Infodemic leads to excessive information about a problem so that its appearance can interfere with efforts to find solutions to the problem. Harry Sufehmi (2020), founder of the Indonesian Anti-Defamation Society (Mafindo), said that this infodemic has become a global problem and exacerbated the current situation. This infodemic was even considered to have a very large effect during the Covid-19 pandemic and actually damaged the infosphere (info space) in international education and education at home (Mas'udi, 2020).

Meanwhile, a digital researcher from Europe, Reichel (2019) said that the situation of disinformation and infodemic in the Covid-19 pandemic is a symptom of a deep problem in the media landscape, both problems on the media platform itself and problems in the media business. Therefore, it is not strange if the media tries to seize space and time in order to reach its audience.

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In this pandemic condition, online media as well as social media can actually be optimized to help resolve information distortions as mainstream media at this time. With positive information on social media, we can work together to focus on how to provide awareness for the community in preventing the transmission of Covid-19. Unfortunately, much of the information available is destructive and in the end creates chaos in society (Rahadi, 2017).

The high amount of information circulating on the internet, which in turn causes conflicting information, between the wrong and the right. According to Heidi Larson, an anthropologist and director of the Vaccine Confidence Project at The London School of Hygiene Tropical Medicine, said that misinformation and manipulated information on social media is a threat to global public health. This is in line with what Larson said in Rudiantara (2018), that social media has connected people with similar experiences, but social media also brings significant pitfalls.

People can easily produce, modify, or distribute hoaxes very easily. The spread of hoaxes in this digital era is indeed very difficult to control, this is because digital media still allows people to store, modify, and distribute information not only online but also offline. Whether you realize it or not, the act of spreading hoaxes is part of social interaction which is the implication of social interaction in the communication process with the motive of sharing information (APJIII, 2020).

West (2010), a former Minister of Communication and Information of the Republic of Indonesia, said that this hoax was actually created by smart but evil people and spread by stupid but good people. Basically, hoaxes are creative content products created by those who have skills in communication design, graphic design, copywriting and even hypnowriting. Hoaxes themselves have great potential to get the attention of many people, influence public opinion when packaged.

As we all know, internet usage activity over the past year has experienced a significant increase. This is due to the condition of the Covid-19 pandemic, resulting in many activities depending on the internet. Lockdown policies, work from home as well as school from home, have caused many people to spend their time just at home and rely on the internet as a means of communication.

If so, far people's activities have been spent outside the home, this policy has resulted in people spending a lot of time at home and having more free time to access the internet, for example: accessing online news, YouTube, online games, chatting, accessing social media, as well as online shopping etc.

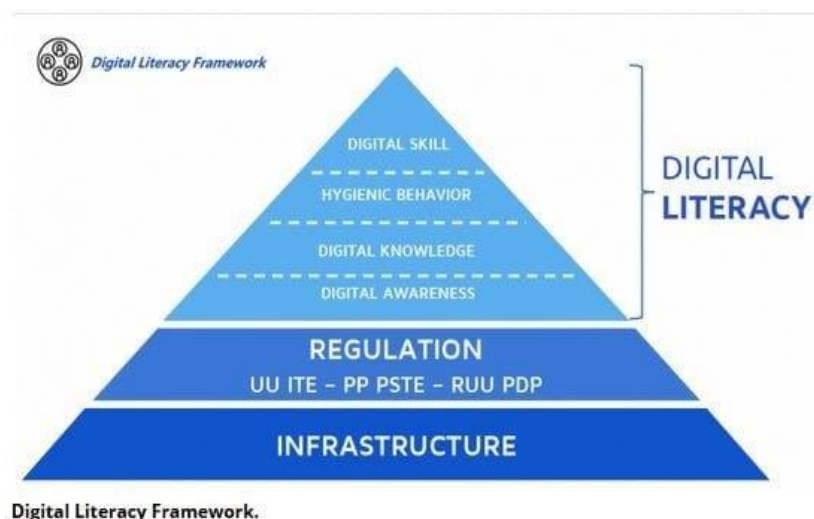
This is in line with what was conveyed by the Chairman of the Association of Indonesian Internet Service Providers (APJII), Jamalil Izza. According to him, the number of internet users in Indonesia has increased by 73.7 percent of the population or the equivalent of 196.7 million users. This increase is inseparable from the internet infrastructure in Indonesia which is getting faster and more evenly distributed with the existence of the Palapa Ring, digital transformation is increasingly massive due to online learning and work at home policies (APJIII, 2020).

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The increased use of the internet has accelerated the process of digital transformation during the Covid-19 pandemic as above, of course, which has given the public the opportunity to receive online-based information, which is no exception to the existence of hoax and infodemic news related to the Covid-19 pandemic. Therefore, it is not surprising that recently hoax information and infodemics have increased compared to previous years. The effect of hoax news and infodemics is also greater than before. Previously, people did not have much time to access online news. Under these conditions, they actually became agents for spreading hoaxes and infodemics, which had a negative influence on the people themselves.

Dissemination of information is part of social interaction. Fitz-Gerald (2012) said that the dissemination of information is part of symbolic interaction where meaning is built through a communication process by each individual with a purpose for various. The main factor in the dissemination of information is determined by the channel, namely the use of media, both direct and face-to-face communication or by using technology. Meanwhile Barat (2018) said that the dissemination of information as an action to spread various messages that have the aim of helping others informally. Therefore, in order to overcome the negative implications of this digital transformation, there are at least three pillars that must be considered, namely: the community, the business world, as well as the government. The existence of digital literacy is expected to be able to support the pillars of digital transformation in society, where the infrastructure and regulations become an umbrella for increasing digital awareness, digital knowledge, hygienic behavior, and digital skills. The following is a picture of the digital literacy framework.

Figure 3. Digital Literacy Framework



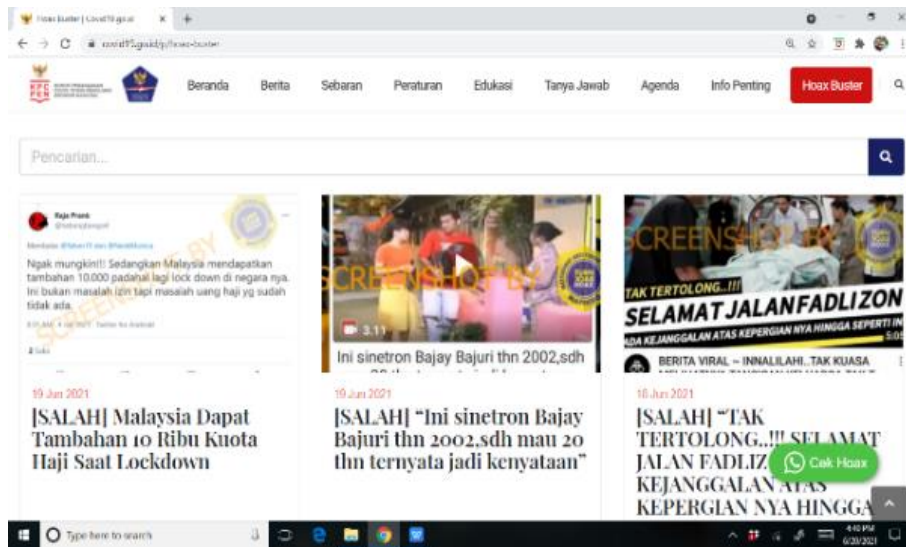
Based on the picture above, it can be seen that in carrying out digital transformation, good digital literacy is also needed from the community. So that the goals of digital transformation can be achieved properly. In order to realize digital literacy itself, various supporting work programs are needed to be able to form a digitally competent society. These programs can be realized in the form of campaigns, education, as well as digital literacy workshops.

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Various programs to improve digital literacy are carried out by the government in collaboration with various parties. It is hoped that the community will have good literacy skills. With good literacy, it is hoped that the community will be able to play an active role in stopping the spread of hoax news which is very detrimental. The government itself, through the Covid-19 Task Force, is always updating related hoax information about Covid, even on the www.covid-19/p/hoax-buster page, WhatsApp services are also provided to check hoaxes.

Figure 4. Covid-19 Task Force Hoax Complaint Service



In order to prevent the spread of hoaxes and infodemics, a clearing house is also needed. This is as stated by Dahlan Iskan (Spires, 2012), the clearing house functions to help the public to be more mature in reviewing information, so that later they can sort out which information is correct. and no.

Everyone is free to choose the media to be used, this is individual. Therefore, in choosing information media, especially digital media, someone really fits what they are looking for. benefit us will surely be abandoned. This implies that a person's motivation in choosing the media to be used to meet his information needs will be very subjective. Media that is considered to be of less benefit to him, of course, will not be used. Therefore, it is important here, is how to ensure that the digital media used is media that is credible and able to provide benefits. The concern that currently a lot of digital media is developing, including online news portals is something that must be considered considering that many online news portals are currently unable to be accounted for the content or quality of the news they display. In the end, many news portals that are not credible spread various hoaxes, infodemics, and even hate speech.

The Covid-19 condition is no exception, where there is a lot of false information circulating in the community, which, when cross-checked, turns out that the source of the news is not clear. The government certainly has a role in preventing the development of fake news portals, as well as blogs that cannot be accounted for. Efforts to provide a deterrent effect need to be given to the parties involved in the production process as well as the distribution of this hoax.

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Apart from that, the existence of regulations that specifically regulate digital media is also very necessary. If currently our government has drafted a personal data protection law, to provide guarantees for the security of internet users' data, then the establishment of an independent institution that will later play a role in overseeing the dynamics of digital media, including the crimes involved in it, is also a must.

The increase in internet users, which has implications for the faster flow of information in various digital channels, requires the community itself to be able to have digital skills which can be realized through good digital literacy. Nurohman (1970) explains that in digital literacy there are several main things that can be done. (1) locating and consuming digital content (finding and consuming digital content), (2) creating digital content (creating digital content), and (3) communicating digital content (communicating digital content). These three things are one unit where to realize digital literacy, all three must be applied.

Digital literacy can be said as a skill in using digital media ethically and responsibly in order to obtain good information and communication. Digital literacy can also be interpreted as information literacy, which is an activity to get good and correct information from digital media. Information literacy itself is said to be an ability to recognize information needs, find sources of information, evaluate information, and communicate it effectively (Kurnia & Astuti, 2017).

Digital media literacy itself appears along with the dominance of digital media in communicating information in everyday life (Kurnia & Astuti, 2017). According to the Network of Digital Literacy Activists (Kurnia & Hurhayati, 2020) and (Bawden & Robinson (2018), there are at least 10 competencies that people must have in relation to digital literacy, as follows. (1) Access, which means competence to obtain information by operating digital media. (2) Selecting, is the competence to choose and sort various information from various sources that are accessed and assessed to be useful for digital media users. (3) Understanding, is the competence to understand previously selected information. (4) Analyzing, is the competence to see the pluses and minuses of previously understood information. (5) Verifying, is the competence to perform cross conformation with similar information. (6) Evaluate, is the competence to consider risk mitigation before distributing information by considering the method and platform to be used. (7) Distributing, is the competence to share information by considering who will access the information. (8) Producing, is the competence to compile new information that is accurate, clear, and pays attention to ethics. (9) Participating, competence to play an active role in sharing good and ethical information through social media and other online communication activities. (10) Collaborate, competence to initiate and distribute honest, accurate and ethical information by working with other stakeholders.

Providing awareness to the public to have digital competencies as above, of course, is not easy to do. According to the author, the first way to do digital literacy is to design effective communication messages. With the existence of an effective communication message, it is hoped that the strategy will be to create messages that are interesting, easily accessible, acceptable according to the target audience, and convince people to take literacy actions as expected. As we all know, communication channels are currently dominated by digital media, be it online media or chat applications. as well as social media. Even so, the use of

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conventional media and even interpersonal communication channels can still be used. Many examples of successful campaigns at the micro level show that behavior change can be carried out more quickly if it is carried out through conventional or interpersonal communication channels (Public Health Ontario Campaigns, 2012).

Unequal access to information related to Covid-19 causes differences in the behavior patterns of the people themselves. Therefore, equalization of the flow of information is something that needs to be done by the government and Covid-19 activists so that the public is able to get good information, so that they are able to take advantage of this information. There are many facts on the ground, which show the opposite reality.

Currently, there is a lot of information that is ambiguous, confusing, and also contains disinformation and misinformation. The amount of incorrect information related to Covid-19 has caused excessive concern and also unrest in society which has led to various attitudes, such as: antipathy, stigmatization, to discrimination against Covid survivors including medical personnel. Meanwhile, on the other hand, many of our people still lack information about Covid-19, so their level of awareness to actively participate in efforts to prevent the Covid-19 virus is still very limited. This is where the role of various elements of society is needed, be it academics, activists, or social organizations themselves to be able to play an active role in disseminating information related to efforts to prevent Covid-19 properly.

The process of conveying information, especially those that aim to provide education to the communicant, will certainly be more effective if the communicators are the closest people. Therefore, it's time for us to be able to help the government by influencing those closest to us by providing persuasion and examples of things we can do to prevent the spread of Covid-19. Educational efforts can also be carried out with social campaign activities to provide awareness for the public to have good digital literacy. This was initiated by the Media Literacy Activists Network (Thelwall & Thelwall, 2020), which has made efforts to do this, either through direct campaigns, online or by making various publications to prevent the spread of hoaxes and the Covid-19 infodemic.

Referring to the definition of health campaigns themselves, which are generally no different from communication campaigns in general, the difference is that health campaigns do not lead to commercial gains for individuals or institutions. In carrying out a health campaign, it must also be distinguished what type of disease is being campaigned for, whether it is a communicable disease or not. There are slight differences in this regard in terms of the objectives of the health campaigns carried out. Health campaigns for infectious diseases prioritize efforts to localize transmission as part of emergency response management. After that, it simultaneously continues the immunization/vaccination process as a prevention effort in the future. Covid-19 is a type of contagious disease, but of course it is different from infectious diseases such as: dengue fever, as well as tuberculosis. Until now, not a single country in the world has been able to present its success story in fully tackling Covid-19. In general, several countries have only been able to reduce the rate of increase in Covid-19, such as only China and Taiwan.

In an effort to stop the spread of hoaxes and infodemics, it is necessary to have resilience from the community itself, as was done by Japelidi. Resilience efforts can be realized in the

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form of community collaboration with the aim of producing balanced and factual content and information related to public education in order to minimize hoax information and stigma in society. This collaboration is certainly the key to carrying out digital literacy movements in all regions of Indonesia. Various elements of society as well as digital literacy activists such as Siber Kreasi, Japelidi and others, can join hands to make this digital literacy program successful. The Ministry of Communication and Informatics itself has launched a literacy program, the National Digital Literacy Movement, involving 110 institutions from both community organizations and the government. Various training programs to provide digital literacy skills in 34 provinces are the targets of this program. It is hoped that this program will be able to provide an introduction to basic and intermediate skills related to digital literacy based on four pillars, namely: digital ethics, digital skills, digital society, and digital culture.

This program shows the government's seriousness in providing skills for the community to have digital skills. In the conditions of the Covid-19 pandemic, this is certainly very beneficial. With digital prowess, it is hoped that people will have various skills that can be used to support their lives. The independence of the people to be able to make good use of digital technology is the key to Indonesia's success in facing this new order era.

IV. CONCLUSION

The Covid-19 pandemic has accelerated the process of digital transformation in Indonesia. During the Covid-19 pandemic, which did not allow people to carry out their social interactivity directly, it resulted in people having to adapt to a new lifestyle that is synonymous with communication and information technology devices.

The existence of this digital transformation has many implications for society, not only related to positive but also negative things. The high level of cyber-crimes, including hoaxes and infodemics, is a challenge for the government in dealing with Covid-19. Until now, many Indonesian people still don't believe in Covid-19 and are resistant to the policies taken by the government. This has resulted in cases of Covid-19 in Indonesia continuing to experience a worrying increase to date.

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