The Effect of Exposure to Social Media Instagram @Narasinewsroom Regarding Online Fraud on Students' Vigilant Attitude

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ABSTRACT

Online fraud continues to haunt internet users, especially WhatsApp as a messenger media which is the main medium for communication. The motive is now to spread messages such as couriers, wedding invitations, or bill payments by sending .apk format to break into the victim's account. This became a concern and was reported by Instagram @narasinewsroom. Uploaded news can form a wary attitude among readers. The aim of this research is to determine the influence of exposure to the social media Instagram @narasinewsroom regarding online fraud on students' alert attitudes. The paradigm used is positivism with a quantitative approach. The sample used consisted of 100 Communication Science students at Jakarta State University and used a simple random sampling technique. The results of this research show that there is an influence between exposure to social media Instagram @narasinewsroom regarding online fraud on students' alert attitudes with a weak correlation, namely 13%.

Keywords: media exposure; online fraud; attitude; narrationnewsroom

INTRODUCTION

Fraud is a form of criminal action that can be carried out by a person or group by taking possession of another person, usually in the form of money. Fraud will cause material losses to its victims. The perpetrators will use various methods to ensure that the planned action is successful.

The rapid development of technology has meant that cases of fraud have spread to the digital world. In the internet world, criminals have more potential to commit extreme crimes and are difficult to catch because the perpetrators involved are fictitious or their identities are not real. This crime on the internet is called cybercrime. (Puspitasari 2018)
Online fraud often occurs on online buying and selling sites (e-commerce). Based on research conducted by Satria Nur Fauzi and Lushiana Primasari, fraud in e-commerce includes discount price fraud during national online shopping days, fraud on goods that do not match the buyer's order, and fraud pretending to sell goods even though they are not selling anything. (Fauzi 2018)

Fraud is also rampant in the investment world. For example, research conducted by Gonaricha Amelia stated that illegal investment fraud using crypto money, namely a Ponzi scheme, was exploited using online media. This can be interpreted that the Indonesian people do not fully understand legal investments according to the Financial Services Authority and people still use instant methods to get money by following investment offers on online media. (Amelia 2021)

Even though it invites crime, developments in digital technology are still ongoing on social media. One of the social media that many people often use is Instagram. Instagram is a social media that can be used to share information, activities and things you like with followers. Instagram has many features that users can use according to their individual needs, such as feed, story, reel, shop, direct message and live. The features that Instagram has have their respective functions.

The development of social media makes social life easier, including disseminating information, especially for mass media or press activists. The convenience provided by social media helps the press to disseminate more actual information and is based on facts in the field. With this convenience, the public will get the latest information more quickly, and the relevant press agencies will be better known to the public. Therefore, press agencies need to make good use of this digital technology so that it can provide benefits to the agency and society.

One of the Indonesian press agencies that disseminates current and factual news is Narasi TV. Narasi is a company operating in the media sector. The programs carried by Narasi TV include reportage, conversations, documentaries, opinion and interaction space, community management, online and offline activations and events uploaded via the Narasi.tv digital channel. (Narasi TV 2023) Apart from having a YouTube digital channel, Narasi TV has Instagram social media which also spreads actual news.
Exposure is a situation when individuals receive information from other parties. According to Shore, exposure is an activity carried out by utilizing several senses, namely sight and hearing. Utilizing the sense of sight to read messages in the media or having experience and paying attention to a message. Both individuals and groups, exposure can occur and can be done. (Putri 2020)

According to Rosengreen, media exposure has the dimensions of frequency, duration and attention. The duration dimension consists of indicators of the level of frequency of accessing media and the level of frequency of consuming message content. The duration dimension has indicators for the duration of accessing media and the duration of consuming media message content. The attention dimension has indicators of attention to media content and individual interest in seeking information. (Rizki and Pangestuti 2017)

One of the news items that is widely discussed by the public is fraud via the WhatsApp messenger application. The method is by providing messages such as invitations, sending packages, and payment bills along with the Android package kit or .apk document format. When this document is opened or downloaded, the perpetrator can immediately access the victim's cellphone and account. The reason is, this fraud has resulted in 493 victims with losses worth IDR 12 billion. This fraud was carried out by 13 perpetrators.
This upload received quite a lot of attention, namely getting 6,596 likes and 117 comments from Instagram users (Instagram @narasinewsroom, 15 February 2023 at 21:00 WIB). This content contains warning information not to open files in .apk format.

With the news on Instagram, people are expected to be more careful when receiving messages from people they don't know. The public must be more alert and careful when reading messages on message exchange media such as WhatsApp.

Attitude is a relatively stable individual tendency to evaluate objects such as people, things, or places in a certain way. Alo Liliweri further explained that attitude is a combination of several things which are often called beliefs, values, personality, motivation and behavior. (Liliweri 2017) This attitude held by an individual can come from personal experience, direct experience, and personal observation. Not only that, attitudes can also come from media exposure, social environment, work environment, education and training.
Attitudes are formed from three components, namely cognitive, affective and conative. The cognitive component is a response in the form of knowledge and understanding of an object. The affective component is the feeling, evaluation and emotion felt towards the object. The conative component is behavioral intentions and responses regarding the attitude object. (Liliweri 2017)

Researchers conducted preliminary research or pre-research to complete the problem data in this research. Pre-research was carried out by researchers to find out the level of alertness of the Indonesian people in responding to online fraud. Researchers distributed a questionnaire in the form of a Google Form and received answers from 35 respondents. The following are the results of the pre-research conducted.

The graph above shows that 33 out of 35 respondents think that the level of public awareness in responding to online fraud is still low. The public is still not aware of the things that need to be paid attention to so as not to be trapped by the perpetrator's invitation. So it is important for the public to get news about the rise of online fraud.

Based on this explanation, the public's level of alertness to unknown messages is still low. This has the potential that fraud will repeat itself with new schemes and methods that can be carried out. Therefore, social media can be a forum for reporting fraud cases, as is done by @narasinewsroom. The formulation of the research problem is whether there is an influence of exposure to social media Instagram @narasinewsroom regarding online fraud on students'
alert attitudes? To answer this problem formulation, this research aims to determine the exposure of the social media Instagram @narasinewsroom regarding online fraud to students' alert attitudes. This research has a research hypothesis, namely that there is an influence between exposure to social media Instagram @narasinewsroom regarding online fraud on students' alert attitudes.

**RESEARCH METHODS**

This research uses a positivism paradigm. The positivism paradigm is due to the aim of this research to test the theory of cause and effect which can be measured statistically. (Neuman 2017) Researchers use a quantitative approach. Quantitative is used to test theories objectively by examining the relationships between variables. (Creswell 2018) namely variable X media exposure and variable Y attitude. In this research, the paradigm used is the positivism paradigm.

The population of this study were students of the Jakarta State University Communication Science study program. This population was chosen because students are active users in communicating via the internet such as messenger or social media. The total sample for this research was 100 people. The sampling technique used was nonprobability sampling, namely a purposive sample, namely students who had seen, liked and liked @narasinewsroom content regarding fraud via WhatsApp which was uploaded on February 1 2023.

This research method is a survey. The survey method is used to collect information from respondents to describe or explain the respondent's attitudes. The questions in the survey instrument will be compiled into a questionnaire that is filled in by the respondent. (Bougie and Sekaran 2019) Data collection will be carried out primarily by distributing research questionnaires using Google Form.

The concept of this research is new media with the variable (X) media exposure and planned behavior with the variable (Y) attitude. The following is a table of operationalization of research concepts.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimensions</th>
<th>Indicator</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Exposure (X)</td>
<td>Frequency</td>
<td>1. The level of frequency of accessing media</td>
<td>Intervals</td>
</tr>
</tbody>
</table>

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FINDINGS AND DISCUSSION

Findings

Simple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.360a</td>
<td>.130</td>
<td>.121</td>
<td>4.959</td>
</tr>
</tbody>
</table>

The Model Summary table explains the level of correlation or relationship (R) of the independent variable to the dependent variable. In the table it is written that the R value (relationship) is 0.360. In the table, the coefficient of determination is 0.130, meaning that the influence of variable X media exposure on variable Y attitude is 13%.

Table 3. Simple Linear Regression Test Results
The Coefficients table shows that there is a significant influence between variable X media exposure on variable Y attitude. This significant influence can be seen based on the Sig value. Table 7 shows the figure 0.000, which is lower than 0.05. This proves that the media exposure variable influences the attitude variable.

\[ Y' = a + b(X) \]

Whereas:
- \( Y' \) = Dependent variable
- \( a \) = Constant (\( Y' \) value when \( X = 0 \))
- \( b \) = Regression coefficient
- \( X \) = Independent variable

\[ Y' = 36.356 + 0.254X \]

The form of the equation above has the following meaning.

1. The constant value is 36,356, meaning the consistent value of the attitude variable is 36,356.
2. The constant value of the variable X media exposure is 0.254. This means that every additional 1% of the social media exposure variable Instagram @narasinewsroom regarding online fraud (X) can increase the value of the student alert attitude variable by 0.254.

Thus, it can be concluded that there is a weak influence between the variable exposure to social media Instagram @narasinewsroom regarding online fraud (X) on the variable student alertness (Y) with an influence of 0.254.

Based on the Coefficients table, the significance value (Sig.) is 0.000, which is smaller than 0.05. This means that there is a significant influence between the variable exposure to
social media Instagram @narasinewsroom regarding online fraud (X) on the student alert attitude variable. These results indicate that the research hypothesis is accepted.

Discussion

Instagram social media exposure @narasinewsroom regarding online fraudulent content via WhatsApp This is measured on three dimensions, namely frequency, duration, and attention. Frequency is how many respondents access Instagram @narasinewsroom regarding online fraud content via WhatsApp in a day. Then duration is how long respondents access Instagram @narasinewsroom and related content in a day. Then the attention dimension looks at how much attention respondents pay to related content and their interest in searching for related information.

The clean and healthy lifestyle measured by this research has three components, namely cognitive, affective and conative. The cognitive component is the respondent's knowledge and understanding of online fraud information on WhatsApp. The affective component is the emotions and feelings that arise as a result of being exposed to online fraudulent information on WhatsApp. The conative component is a response and action to be aware of all forms of fraud that appear on WhatsApp and share information with friends.

This research hypothesis is accepted, namely There is an influence between exposure to social media Instagram @narasinewsroom regarding online fraud on students' alert attitudes. This is because the respondents, namely followers of @narasinewsroom, still access information about online fraud on WhatsApp. This is also due to the attention given by respondents, that students pay attention to related content because the information is being widely discussed and the high level of curiosity generated by students regarding related content.

The research results also show that students have an attitude of being alert. It is shown from the affective component which means that students have knowledge about forms of fraud on WhatsApp. This case is still a concern for WhatsApp users who are worried about data being hacked, money being taken and data being accessed by fraudsters. This is also due to the attention or concern given by respondents that online fraud on WhatsApp can be carried out by not receiving messages that provide suspicious documents in the form of .apk from unknown numbers.
This research uses the new media theory put forward by Dennis McQuail. McQuail assumes that the audience can now easily find the information they need. In this case, the audience who are students or followers of @narasinewsroom can search for the information needed to fulfill their curiosity about fraud on WhatsApp, one of which is via Instagram from the online media Narasi Newsroom. It is hoped that exposure to fraudulent information on WhatsApp which is distributed on Instagram @narasinewsroom will influence students' alert attitude towards online fraud on WhatsApp.

**CONCLUSION**

Based on the results of the analysis of research data, researchers can draw the conclusion that there is a significant influence between the variable exposure to social media Instagram @narasinewsroom regarding online fraud (X) on the student alert attitude variable. However, the correlation level between the social media exposure variable Instagram @narasinewsroom regarding online fraud and the student alert attitude variable is low, namely 13%. The low correlation value is caused by respondents who open Instagram social media with a frequency of 1-4 times a day and for a duration of 1-2 hours a day. Apart from that, respondents only need to open online fraud information with a frequency of 1-2 times to be able to understand the news conveyed. After conducting research, there are suggestions that researchers can convey to carry out in further research, namely to expand the range of populations used to see other perspectives. Apart from that, researchers hope that there will be similar research with different dependent variables to see a greater influence. Researchers also hope for qualitative research to deepen the data and research results.

**REFERENCES**


