

ABSTRACT

In the increasingly sophisticated digital era, the use of social media and the internet has become an important part of everyday life. Social media is considered a primary need for Gen Z. Social media helps people communicate without distance barriers, making communication faster and more practical. This study aims to determine the extent to which digital literacy can influence Gen Z's ability to recognize and avoid the spread of hoax news on TikTok using quantitative methods and data analysis techniques such as descriptive analysis, normality test, correlation analysis, simple linear regression analysis, determination coefficient test, and partial hypothesis test (t-test). Based on the results of the analysis that has been carried out, respondents gave a tendency of 75.5% for the digital literacy variable (X) and 75% for the hoax news spreading behavior variable (Y). In hypothesis testing, the t-count value obtained was 13.708 which is greater than the t-table 4.701, which indicates that H_0 is rejected and H_1 is accepted, and there is a significant influence between digital literacy and hoax news spreading behavior. And it was also found that there was a significant influence between digital literacy and the behavior of spreading hoax news, with a determination coefficient reaching 65.7%. So it can be concluded that digital literacy has an influence on the behavior of spreading hoax news.

Keywords: Digital Literacy, Social Media, Hoax News Spreading Behavior