

ABSTRACT

This study aims to explore the media literacy skills possessed by baby boomers mothers in GBA 1 Housing, Carel Residence Area, and understand the phenomenon of massive hoax information dissemination among them. This research uses a qualitative method with a phenomenological approach. Data collection techniques were carried out through in-depth interviews, observation, and documentation of three informants from among baby boomers' mothers. The results showed that informants have several media literacy skills, including induction, deduction, synthesis and abstraction skills. However, other important skills such as analysis, evaluation and categorization are missing. Inability in these aspects has an impact on the absence of social responsibility in information. This research calls for the collaborative role of many parties, especially religious leaders, the government, and digital literacy activists, to organize media literacy programs that are specifically designed according to the characteristics of the baby boomers generation.

Keywords: *Media literacy, skills, hoax information, baby boomers, housewives.*