

ABSTRACT

Social media offers many benefits in people's lives including ease of communication, easy to get information from social media and easy to send and receive messages in the form of documents or videos and photos through social media. However, people often receive adverse effects from social media, one of which is receiving hoax information. This study aims to analyze the relationship between exposure to hoax content and the level of social media literacy of Generation Z in responding to online news. This type of research uses positivistic quantitative method by distributing questionnaires to 400 respondents to generation Z people in Bandung. The author uses the Audience Reception theory by Stuart Hall which explains how messages conveyed by the media are produced encoding and received decoding by the audience. The results showed that there is a significant relationship between exposure to hoax content and generation Z's critical attitude. The higher the exposure to hoax content, the lower the critical attitude shown by the respondents. In the sense that the more often a person is exposed to false information without being able to verify the truth, the more vulnerable he is in receiving information passively and uncritically.

Keywords: Media Social, Generation Z, Hoax Content