Online "Teacher" Incompetence
in Shaping Audience Confidence

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ABSTRACT

Social media provides space for everyone to act as they wish. Only by being able to operate a social media system can digital creators change their 'face' according to the construction they create. The background does not need to be relevant because social media does not require creators to create content according to their capacity and profession. However, social media is full of content that plays the role of expertise. Wrapped in a narrative that leads to a form of teaching, the content acts like a teacher. However, if it reaches the recesses of the public's mind, it will impact the formation of beliefs based on the text received. This reality will continue and has the potential to change the landscape of truth held by the public. Based on this, this research aims to uncover social media content originating from incompetent accounts. To fulfill methodological elements, this research uses a qualitative approach with a type of social media content analysis. The research results show that there is a lot of misleading content created by incompetent hands-on social media networks which has the potential to shape a personal image because it is supported by a form of delivery wrapped in the essence of meaningful truth.

Keywords: *Content creator, digital creator, role, social media.*

1. INTRODUCTION

Spreading across social media, many accounts construct the same theme with different ways of expressing it. The approach used is based on one's own perspective according to the owner's capacity and academic background. Massive distribution of content on the types of applications that are the audience's favorite continues to appear. Its use is not limited to storing documented personal data or archives, but rather as a means of branding by emphasizing the strength of elements of personal or group identity (Yusanda, Darmastuti, & Huwae, 2021).

Based on its nature, a lot of content containing private elements appears to massively fill the public space. In other words, public spaces are filled with very large amounts of private information. This is due to technology which cannot select between private and public life (Utami, Kurniawan, & Magistarina, 2021). These two characteristics complement each other in a new media system that is more personal and non-socially interactive, with a high level of privacy for the use of new media (Norhabiba & Putri, 2018).

The distribution of personal media with a personal style is estimated to be greater than conventional media which has transformed into online form. Under conditions like this, the appearance and substance of the media are more personal. Personalization occurs because creators not only use social media as a means of narcissism but also as a medium for expressing opinions. This convenience makes the account owner not feel guilty about content with academic value and various information that is contrary to his or her capabilities. In fact, like a 'teacher', the content created is patronizing by applying the substance of values that society must follow.

But this is the way and style of media in the digital era. The wave of change that is occurring is breaking down the dominance of groups, organizations, or companies as the main players in forming opinions. In this era, space in the media displays foreign figures who were previously unknown. Even spaces on social media facilitate basic human instincts to appear through good and almost flawless images. With a system like this, the information landscape changes completely. The validity of the basis for assessing information is starting to be doubted, considering that the source of the dissemination comes from foreign individuals. The power of social media can equalize people's

positions and make them become instant celebrities. This is because the application product is in favor of each person, considering its user-generated content (Umbara, 2021).

Another change regarding this new wave is the loss of the role of selectors through internal mechanisms. One of them is the gatekeeper as a social face constructor. The loss of the gatekeeper role results in the roles held in conventional media structures being taken over by individual account owners. Just as social reality shows many faces, account owners vary greatly depending on the shape of the face that will be painted on the internet 'canvas'. This shows the important role of the gatekeeper because when there is a response or feedback from the audience, they will be responsible (Istiqomah, 2020).

Like the influence of media, content created and distributed in online networks has a strong effect on audiences in interpreting views in terms of the advantages and disadvantages of social media content (Ibrahim & Irawan, 2021). Content with a design that contains certain elements can shape the opinions and beliefs of the audience (Choiriyati, 2019). Especially if it is able to fulfill aspirations and satisfy the audience's thirst for the information they want to obtain. Without exception, these accounts become role models and give hope for worship. This is because the audience's perception is only focused on the content, not the account owner. Anyone who manages an account, even if they are ordinary people without adequate competence in the field they are constructing, can become a role model.

Tendencies that lead to something will form an account that is in accordance with the concept created. Because an account is an identity that explains information about its owner with all the personal advantages. This is because the content created and the information displayed only contain positive elements while leaving aside shortcomings. Because basically, people want to communicate and communicate themselves to a wide audience. However, by only informing good values. All shortcomings and weaknesses are kept at the back and only appear in actual reality. With an atmosphere like that, social media becomes a showcase that displays a row of good and great people.

This exhibition of goodness with the appearance of greatness becomes a new role model. To have an account with a charming appearance and impressive appearance is very easy. People use the same identity in their real life, change part of their identity to support their social interactions, or create a completely different identity by becoming the person they dream of being (Subagyo, 2020). Support and facilities spread across various application networks are easy to obtain. This type of account with a concept does not require high academic requirements, only with the ability to manage and operate it can be permanently established on the online network. Likewise, basic knowledge about media can be easily obtained from sources that are easy to obtain on various online networks. People do not need to have a higher education to become an expert in their field. They just need to explore the breadth and depth of the internet, link to a search about something, and then apply it to the account being created.

In that instant, the media transformed into an online library. In it, there is a lot of literature and references containing works and about anything. Media also becomes a school in an informal atmosphere that shapes and directs a person's knowledge and ability to become anything. It is just that considering its informal and monologue nature, it makes the students confused. especially in interpreting various accepted symbols. Even though the patterns presented by the media are made as easily as possible so that they are quickly understood, they must have similarities in the meaning of these symbols. Errors in interpreting result in misunderstandings in the way of thinking and behaving. Meanwhile, on the account creator's side, it would be fatal if the knowledge he possessed was simply duplicated or re-shared from another account.

The media also becomes a 'field' for sowing various good values in practical ways, including distributing religious sermons. Furthermore, people who create or share certain content will receive attributes according to the content of the content they distribute. If it has religious content, it is called by a title that shows its status according to the religion it is spreading. Likewise, if you explain more about politics, you will be called a politician. The same thing applies to other fields in which the account owner is able to obtain the status of a competent person.

Based on this explanation, this research was conducted to explain that in the internet network, there are scattered incompetent accounts that result in misinterpretation of the reality they construct. The account's incompetence is usually motivated by the interest of creating popularity and building a personal image rather than being an expert in the field. The aim of the research is to uncover social media content that originates from incompetent accounts and contains elements of error. Various kinds of accounts that are spread with misleading content endanger the information ecosystem and form wrong beliefs and perceptions. On that basis, it is important to carry out this research as a part that can guide the public in understanding the dimensions and breadth of social media.

2. LITERATURE REVIEW

"Teacher" Online Media has many functions. One of them is education. This function is carried out by the media by presenting various educational things. The way the media does this is through teaching values, ethics, and applicable rules to viewers or readers (Qudratullah, 2016). In another sense, because of this educational role, the media can be considered as a teacher. The role of a teacher carried out by the media takes place in a non-formal atmosphere because it is not a real profession. The actual teaching profession can refer to Law 14/2005 concerning Teachers and Lecturers (Ministry of Education and Culture, n.d.) in article 1 which reads: Teachers are professional educators with the main task of educating, teaching, guiding, directing, training, and assessing and evaluating students in early childhood education, formal education, basic education and secondary education.

In subsequent developments, the media that played the role of 'teacher' changed as changes occurred in the media system. In conventional types of media, those who act as teachers are institutions or media company organizations. As the change progresses, the teacher's role shifts to the individual account holders. Especially in the current media context, the transformation that is taking place apart from presenting media in the form of websites accommodates more social media accounts that are controlled personally. This of course changes the configuration of the media's role as 'teacher'. Each account owner can be creative in creating teaching or educational content. Regardless of their background or profession, when they can create content, they create it as educational content. In some cases, many children create educational content or followers of other religions create content outside their religion.

This shows that information competence is very necessary. The aim is to prevent the content created from leading to misleading elements. This competency concerns the intention and truth of the treatise that will be conveyed in the content. According to Dessler (2017, as cited in Tjahyanti & Chairuninsa, 2020), competence is a personal characteristic that can be demonstrated such as knowledge, skills, and personal behavior such as leadership. Efforts to increase competency have been carried out by the press council and press organizations by setting competency standards for journalists. Journalist competency standards are a formulation of work abilities that include aspects of knowledge, skills/expertise, and work attitudes that are relevant to the implementation of journalistic duties. Journalist competency standards are needed to protect the public interest and people's personal rights. Parties who do not have competence are of course classified as incompetent (Sukardi, 2013). However, this competency increase is only intended for journalists. Ideally, every potential content disseminator must be competent to prevent unfavorable content from spreading on the online network.

The importance of competence can reduce subtle content that contains truth but tends to be detrimental. Such as the content of misinformation in the form of information that has sufficient elements of truth, either based on fragments or entire objective facts. However, the presentation is packaged in such a way as to carry out actions that are detrimental to other parties or certain conditions, rather than being oriented towards the public interest. Several forms of harassment (verbal), hate speech, and discrimination, as well as the dissemination of information resulting from violations of privacy and personal data, are various forms of misinformation (Ministry of Communication and Information, 2019). This content containing misinformation is widely spread on online networks and has a strong influence in shaping perceptions and audience opinion. It can even form beliefs or change the beliefs of the audience. A lack of understanding of the media will ultimately have bad effects. The experience, education, tendencies, and social interactions experienced by each individual make it possible for that individual to interpret reality differently from other individuals (Pratyaksa & Putri, 2020).

From this nature, everyone can create content according to their wishes. Even though he doesn't have the knowledge and experience of what he wants to create, it's easy to take references from online sources and then compile them by combining them into his own content. Social media, which is classified as a new type of media, can build intense relationships between users or users and audiences. This happens because of the interconnectedness between the parties involved. This connectedness is one of the characteristics of new media. According to McQuail (2011, as cited in Ahmadi, 2020) its access to individual audiences as recipients and senders of messages, its interactivity, diverse uses as an open character, and its ubiquitous nature. These various characteristics show social relationships among the account owner's audience. This type of media is a tool to increase user capabilities, to increase user capabilities, to share, collaborate among users, and take collective action, all of which are outside the institutional or organizational framework (Kencana, Situmeang, Meisyanti, Rahmawati, & Nugroho, 2022).

3. METHOD

This research uses qualitative methods with media analysis content types. According to Bogdan and Taylor, qualitative research is a research method that produces descriptive data, either in the form of spoken or written words from people or observed behavior (Sutikno & Hadisaputra, 2020). A qualitative approach is taken to explain and

analyze individual or group phenomena, events, social dynamics, attitudes, beliefs, and perceptions. Meanwhile, in media research, one of the analyses emphasizes the content that is the object of research.

The research process begins with the development of basic assumptions, then linked to the principles of thought used in the research. This is intended so that the research does not deviate from the observed reality and obtains data that is appropriate to the object being researched. Concerning this research, the steps taken were to explore online data sourced from social media TikTok which was short of around 60 seconds, and YouTube media. The research was conducted between March and July 2023 by collecting data through searches using SEO or the Google search engine. By typing in the keyword incompetent content, the results lead to online media. Meanwhile, searching using the search column in social media applications does not find the data you are looking for, considering that the content packaged in social media is considered correct. Then, after the data is collected, it is grouped into types of information that contain elements of error. After that, using media norms and ethics, analysis is carried out on all the data obtained to obtain the equivalent.

4. FINDINGS AND DISCUSSION

Various content spread across various social media applications has become a reference. Information about anything can be obtained in an instant. There are messages in the content that are very complete because the duration provided by the application system is long and lengthy, but there are also those that are only fleeting and incomplete because they are time-limited. These various types of applications consist of content that is very popular and popular and has become a reference source for information, some social media applications have received little response from the public. Popular applications such as TikTok, Reel, YouTube Short, SnackVideo, and Likee have become very popular. The duration used is usually short and brief, but this is what is most popular and is the choice of creators to package the content and message. Based on data, the short video application TikTok is currently recorded as having 10 million active users in Indonesia and 732 million active users in the world (Siregar & Rasyid, 2022). In a short time, creators were creative in creating content with constructed messages that suited their capacities. Without paying attention to competence, expertise, and professional background, content creators create content as if it were professional work. This content can influence and shape audience perceptions, as detailed in Figure 1.
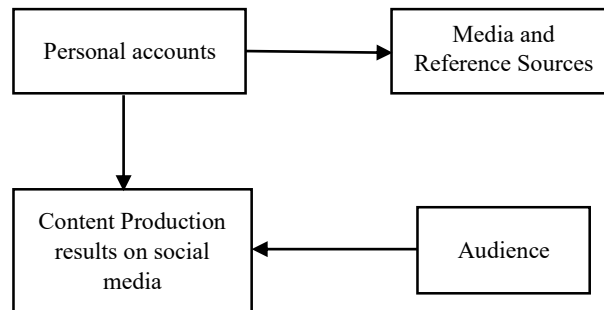
Figure 1 The formation of the perception of media audiences.

Figure 1 shows that the formation of audience perception begins with the owners of personal accounts taking various sources and references from those spread across online networks. Regardless of their competence, the data and information they obtain then become material for further production and after the production results are formed they are then disseminated on social media. The various contents are accepted by the audience as they are and directly affect the audience's perception. Contents are considered as truth. This is because the design and appearance of the directed scenes reflect objective reality. The content created can talk about anything and say anything as long as it can be disseminated. Various supporting elements that lead to the construction of truth can be easily obtained. All media channels provide him with very complete information about various things. In other words, everything is available, and only the courage to create content that is not their competence.

The manufacturing process is relatively easy and does not require complicated equipment like the production programs carried out by television stations. There are many applications that can be obtained for free at various application service providers for recording, audio, image editing, or writing. It does not require special skills to operate because everything is equipped with technical instructions for its implementation. With devices that are integrated and operated only by hand, various content slides across the network. Content will be interesting and get a large number of visitors when it is added with a caption or title made by means of clickbait. Based on these conditions, anyone can become a digital creator regardless of age or educational background.

On the other hand, the receiving audience doesn't care about the account running the content. When one considers that an account can be a source and reference in solving problems, it will be considered a teacher. Audience interaction with the media does not consider the competence or credibility of the account owner. However, because it is considered valuable and can satisfy curiosity, it can finally be used as knowledge that fulfills their curiosity.

This is because the audience's habit of absorbing information only relies on the substance of the message conveyed and not on the account owner. The audience with awareness will choose the media and messages they want to access (Nasrullah, 2018). This kind of audience reaction is considered reasonable considering that the media from the perspective of mass communication only emphasizes the content dimension (Mulyana, 2012). This means that the communication that occurs between the communicator and the audience is mediated by messages that arrive without knowing the other dimensions when the message is delivered. Likewise, from the side of the communicator, they cannot know the exact reaction of the audience directly, other than assuming that the message being disseminated has been received.

The cause of this situation is because it is a characteristic of communication media which is delayed in nature. In other words, the reaction conveyed by the audience takes time. This is of course different from direct communication in real settings where the link between the communicator and the communicant will clearly show the reactions that arise when conveying or receiving messages. In the media system, the message conveyed is one-way even though there are facilities for responding to the content delivered.

On that basis, messages made by incompetent hands can flow swiftly and spread across media networks. The ease of creating content invites everyone to create the same thing because they find information that is deemed important to share. This is like the content on TikTok which contains mental disorders that make it difficult for people who have difficulty focusing. Proper knowledge to explain mental disorders, of course, must go through an expert, in this case, a clinical psychologist, as shown in Figure 2.
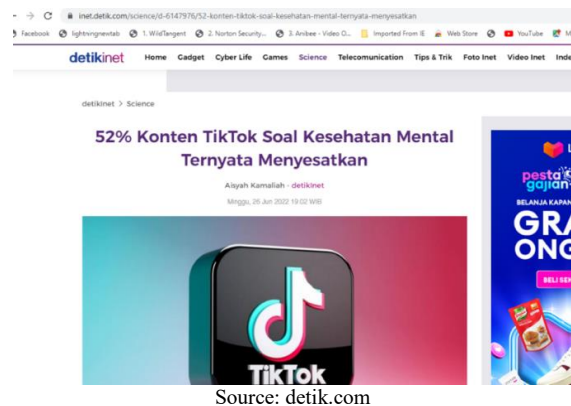

Source: detik.com

Figure 2 News about TikTok content about mental health.

Based on the news (see Figure 2), it was found that 52 percent of TikTok content specifically discussing mental health contained elements of deception. The findings regarding this fallacy were obtained by a clinical psychologist, Dr. Jonathan N Stea via his Twitter account. As proof of the deviance of the content, bring evidence in the form of published journals. Incorrect mental health information is rampant on social media. The cause of this error is that incompetent hands try to reconstruct the findings of experts who then take bits and pieces of reference content that has a long duration, then construct it in TikTok content which is only of very short duration. Of course, explanations and complete information regarding mental health must be intact and comprehensive and not separated into fragments of images that appear briefly.

The following information, which has a misguided nuance in TikTok content, is regarding the Mediterranean diet. A diet that emphasizes healthy eating helps prevent heart disease and other chronic health conditions. However, information about this diet finds suggestions that are not aligned with the diet shown on TikTok (see Figure 3).
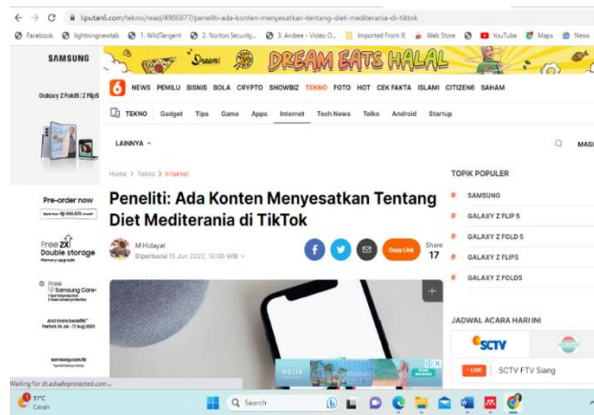
Source: liputan 6.com

Figure 3 Misguided content circulating on TikTok.

Based on this news (see Figure 3), TikTok users will encounter conflicting, unclear, or even misleading information when browsing the hashtag #mediterraneandiet on TikTok. People who scour TikTok for information on the Mediterranean diet are likely to find advice that doesn't align with the diet itself. More and more research supports it as a healthy diet that helps prevent heart disease and other chronic health conditions. Margaret Raber, the study's lead author, and Assistant Professor in the Center for Child Nutrition Research in the Agricultural Research Service at the U.S. The Department of Agriculture and Baylor College of Medicine said people would not be able to follow the Mediterranean diet unless they understood what it was and how to integrate it into their home food environment. Based on this view, it will not be easy for everyone to adopt the diet method as shown on TikTok.

TikTok content that becomes an 'online teacher' is about hand-cutting impressions. The methods and techniques that are spread by TikTok inspire audiences, in this case students to do the same thing as stated in the TikTok content (see Figure 4).

Source: detik.com

Figure 4 Tiktok as an online teacher.

Figure 4 shows that TikTok content owned by incompetent accounts has claimed the lives of 50 junior high school students in North Bengkulu. The practice carried out is that students imitate the content of TikTok because they think that the content they are following is trending. An explanation regarding the imitation of TikTok was obtained from the North Bengkulu Regency Education Office, which said that the students scratched their arms but did not use sharp objects such as razors or knives just to follow content trends on TikTok (detik.com). This very detrimental imitation occurs because of the nature of the media, one of whose functions is to influence. When made by creators who have a reputation in certain circles of society, the influence felt is very real. Likewise, the losses are experienced by the audience because the content reaches groups whose ability to understand the value of information is still low or who are still not literate. The basis for fulfilling information also occurs because of the need to fulfill hopes and desires that are considered urgent. As is widely spread on the YouTube social media network, the fulfillment of desires can be channeled even though in reality it is not as easy as what is shown and what is digested.
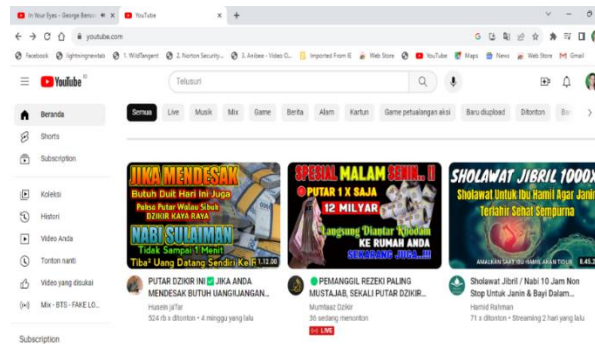
Source: youtube.com

Figure 5 View YouTube videos.

In Figure 5, the image containing video content from the YouTube application system explains that just by clicking on the YouTube link and listening to the content until the end, you will get material wealth in the form of money. Even the money will come by itself or can be sent through parties who are not previously known. Content like this can influence audience choices and encourage clicks. In fact, clicking means increasing the number of clickers which is profitable for the account owner.

5. CONCLUSION

The application system provided by social media makes it easy for everyone to imitate the "teacher" method by creating content based on their own knowledge. Regardless of whether or not the account holders are credible and competent in the field that is being or will be constructed into content, what is clear is that the content can spread and get attention from the audience to at least click, view, like, or comment, as well as share or furthermore by subscribe. Through explanatory information about something that is being constructed, a lack of understanding of the content being explained can be obtained easily from various sources scattered on internet network media channels. Incompetent creators only can combine images and narratives, content is created and distributed on various media networks.

On the other hand, audiences are light in viewing the content they receive because they place more emphasis on the substance of the message rather than the name of the account owner. This kind of audience attitude makes it easier for content that originates from incompetent hands to gain a good image because the substance is considered to satisfy and fulfill the audience's curiosity. As long as there is no information explaining that the content created contains elements of heresy, hoaxes, or misinformation, the content will still receive positive reactions and the name of the account owner will be seen as a very credible and competent person.

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