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ABSTRACT

This study aims to investigate digital literacy education, which enhances users' technical skills and fosters ethical and effective communication competencies. This study emphasizes the use of language as a mechanism for resolving communication problems on social media. This research employs a qualitative methodology. This study aims to analyze public perceptions of political dynamics, polarization, and voter engagement, as well as the influence of social media on the dissemination of information and opinions concerning the election. Data is gathered via interviews and focus group sessions. We employed a descriptive qualitative data analysis methodology. The study's results suggest that the ramifications for digital literacy education are substantial in the context of the election. Education that fosters a critical comprehension of language in social media, the capacity to identify biased or misleading material, and the proficiency in ethical and effective communication can mitigate communication disputes and enhance the quality of political discourse. Another conclusion indicates that language significantly influences the quality of communication on social media, subsequently impacting the democratic process and voter engagement in elections. Moreover, social media can serve as a crucial medium to enhance voter engagement, provided that the language employed stimulates public interest and comprehension of the electoral process. This paper integrates the methodologies of the philosophy of language and digital communication studies, contributing to the discourse on fostering peaceful interactions in cyberspace and offering good applications for digital literacy education.

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Digital Literacy Education: The Role of Language in Resolving Communication Conflicts on Social Media

1. Introduction

In the digital age, social media has become the predominant medium for interpersonal interaction, enabling communication across geographical, cultural, and social divides (Taylor & Gibson, 2017). However, discrepancies in interpretation, ambiguous phrasing, and a lack of contextual understanding often led to communication challenges on these platforms. This phenomenon highlights the crucial role of language as a tool for mediation and conflict resolution in digital discourse. Philosophically, language is viewed not only as a communicative instrument but also as a cognitive framework that shapes social reality (Darvin & Norton, 2023; Whittle et al., 2023). Wittgenstein posits that language use governs human understanding and conflict resolution (Gustafsson, 2017). In the context of social media, where interactions are often brief, implicit, and lacking direct engagement, the role of language becomes increasingly complex and essential (Cunliffe, 2021).

Recent studies have emphasized the significance of language in mitigating communication problems on social media and its ramifications for digital literacy education (Radovanović et al., 2015; Cladis, 2020; Cho et al., 2024). These studies offer comprehensive insights into how the utilization of suitable language can alleviate tensions and enhance the quality of online interactions. A study highlights the difficulties of language in the digital age, especially concerning linguistic inaccuracies in social media interactions (Tagg & Seargeant, 2021; Barrot, 2022). The utilization of acronyms, emoticons, and alterations in platform policies frequently results in misunderstandings that incite conflict. This study highlights the significance of digital literacy in comprehending the dynamics of language on social media and mitigating the likelihood of communication blunders.

Insufficient digital literacy instruction in society frequently incites detrimental behavior, such as the proliferation of hate speech (Diepeveen & Pinet, 2022; Pizzi, 2022). This study advocates for the integration of a moral value framework into digital literacy instruction to improve awareness and accountability in technology interactions within cyberspace. Technology serves as a catalyst in mitigating linguistic issues (Marshall & Marshall, 2018). A study outlines the utilization of technology to resolve linguistic problems in Indonesia and presents creative methods to enhance harmonious communication (Mariyono, 2024; Bachtiar, 2025). A study indicates that digital literacy programs and social media ethics positively influence high school students by enhancing their digital literacy and comprehension of ethical

communication on social media (Datu et al., 2021; Dashtestani & Hojatpanah, 2022). This is crucial to avoid conflicts stemming from a deficiency in comprehension of digital ethics and security.

The condition of digital literacy education in Indonesia raises concerns due to the varying capabilities of persons in accessing and utilizing digital media (Suwana, 2017; Luthfia et al., 2021). The proliferation of negative news on social media necessitates the cultivation of good digital literacy to avert conflict and ensure security. Enhancing digital literacy education is seen essential for sustaining the stability of social media users and mitigating the dissemination of negative news and the resultant disputes (Audrin & Audrin, 2022; Apuke et al., 2023). A study examining the correlation between digital literacy and social media usage indicates that a comprehensive grasp of digital literacy enables individuals to engage more constructively and mitigate conflicts on online platforms (Tomczyk et al., 2020).

The skill of communication is crucial in surmounting linguistic obstacles, particularly within the framework of globalization (Tomec & Gričar, 2024). Utilizing visual elements like images and videos can enhance message conveyance, hence diminishing the likelihood of conflict stemming from linguistic disparities. The utilization of language in the digital age has undergone significant transformation owing to social media and instant messaging technologies (Cladis, 2020; Biletska et al., 2021). Thus, comprehending the environment of communication and its influence on interpersonal interactions, particularly regarding conflict on social media, is crucial (Polanco-Levicán & Salvo-Garrido, 2022). A study identifies linguistic patterns that frequently incite disagreement on social media, particularly among adolescents. He emphasizes the significance of language analysis in enhancing digital literacy education (Olof Larsson, 2023).

Digital technology has infiltrated all levels of society; however, most humans have not adequately harnessed this technology. Improper use of digital technology might negatively affect the continuity of individual and society life (Yan et al., 2021). Consequently, we must improve digital literacy to cultivate the nation's identity. The facets of digital literacy encompass historical and cultural contexts, sharing and creation, information and data, along with tools and systems (Radovanović et al., 2020). Comprehending the specified dimensions expands the range of resources and methods for delivering digital literacy, both inside and outside educational institutions.

The boundless expanse of the digital domain offers prospects for expert navigators; however, it often subverts essential life values in numerous ways. The public's ignorance of digital innovations has resulted in numerous counterfeit digital devices at individual,

communal, and national levels (Kozyreva et al., 2020). In the contemporary era, obtaining news was remarkably effortless. Digital media enables seamless dissemination of news among users (Perdana & Bharathi, 2023). News sources can be obtained from diverse sites. The existence of the digital era is undeniable. It is easily accessible and effectively utilized by anyone. Digital literacy encompasses the knowledge, skills, and attitudes required to effectively utilize computers and electronic devices for locating, organizing, connecting, analyzing, and evaluating information, as well as for generating new content and engaging with others, thus facilitating active participation in society (Martínez-Bravo et al., 2022; Nguyen & Habók, 2024).

Thus, digital literacy is crucial in society, especially for children and teenagers, to evaluate news circulated on social media (Pérez-Escoda et al., 2021). Digital literacy is the capacity to understand, evaluate, organize, and analyze information through digital technology (Pangrazio et al., 2020; Tinmaz et al., 2022). Insufficient literacy can impair adolescent psychology. This arises from the fluctuating emotions of children and teenagers. Children and adolescents lack an efficient filter for information, readily accepting it without critical examination due to its lack of veracity and reputable sources. The inability of children and adolescents to understand digital literacy influences their character and attitudes (Ding & Li, 2023).

Children and adolescents are familiar with reading and commenting on news through social media. These statements diverge. Upon perceiving the news as adverse, they promptly formulate language that implies harassment, diminishment, and oppression. Upon hearing positive news, individuals swiftly share the information on their account or social network status. This symptom is distinctly undesirable. Therefore, the most effective approach for children and adolescents is to provide digital literacy, as insufficient digital literacy may negatively impact on their character and psychology over time (Helsper & Smahel, 2020). Therefore, digital literacy education is crucial for society to alleviate communication conflicts on social media (Lovari & Bowen, 2020; Buchholz et al., 2020).

Therefore, this study aims to explore how language can be used as a tool to resolve communication conflicts on social media. This study also highlights its implications for digital literacy education, which aims not only to improve users' technical skills but also to develop ethical and effective communication competencies. By integrating the approaches of the philosophy of language and digital communication studies, this article contributes to the discourse on how society can build more harmonious interactions in cyberspace.

2. Research Methods

This study uses a qualitative approach to analyze the main issues that emerged in the election. The focus of this study is to understand public perceptions of political dynamics, polarization, and voter participation, and how social media influences the spread of information and opinions related to the election and its implications for digital literacy education. In-depth interviews were conducted to explore the views, experiences, and opinions of key individuals related to the election. This technique allows researchers to obtain in-depth and personal data.

This interview will involve several groups of subjects, including Politicians and campaign teams: The goal is to gain insight into the campaign strategies and issues raised during the election. The goal for voters is to comprehend their motivations, perceptions, and reasons for selecting a specific candidate or party. Political observers and academics aim to gain objective perspectives and a comprehensive understanding of the election process.

Additionally, focus group discussions (FGDs) were conducted to obtain further information through group discussions. FGDs involve groups of voters from various social, economic, and educational backgrounds to discuss issues that develop around the election. This technique allows researchers to explore broader views and see the dynamics in discussion groups. The FGD will be guided by a moderator to ensure the discussion remains focused on the topic and objectives of the research while providing space for all participants to speak and share their views.

3. Results and Discussion

Observations indicate that social media significantly influences public opinion toward the 2024 election. The polarization evident on platforms like Twitter and Facebook is significant, since people often reinforce their opinions in alignment with their preferred politicians. Discourse frequently centers on content that conveys either favorable or negative information regarding specific candidates; hence, it exacerbates divisions among voters.

This study's primary finding is that language significantly influences the resolution or escalation of communication conflicts on social media around the 2024 election. The rhetoric employed in political campaigns is frequently incendiary and includes hate speech, hence intensifying societal polarization. Nevertheless, judiciously employed language, characterized by inclusivity and empathy, can alleviate tensions and enhance the caliber of discourse. Candidates employing persuasive and dialogical language are generally more effective in unifying supporters with divergent perspectives.

Sentiment analysis shows that there is more polarization on social media, with groups

supporting and opposing political ideas dividing political discourse and changing how people understand political issues. Debates among proponents of rival candidates and reactions to contentious matters such as economic policy and candidate integrity further illustrate this polarization. These findings highlight the significance of social media as a medium that magnifies divergent viewpoints in the 2024 election.

Polarization on social media represents a prevalent form of communicative conflict observed in conversations regarding the 2024 election. Political discourse frequently employs terminology that solidifies group identities and incites tensions among disparate supporter factions. This study illustrates that voters exposed to unpleasant and hateful content on social media are likely to become more polarized and less open to alternative perspectives. This division intensifies tensions and undermines effective communication processes.

A significant finding of this study is that negative advertising intensifies communication conflicts on social media. Adverse campaigns that emphasize assaults on adversaries frequently include rhetoric that incites wrath and condemnation. Researchers have discovered that personal assaults and misinformation can intensify societal divisions, ultimately resulting in a deficiency of constructive conversation. The use of inflammatory rhetoric by candidates and their supporters intensifies division and generates social friction.

Political discourse on social media can impact voting participation through linguistic choices. Interview findings indicate that uplifting and motivational language, highlighting the significance of voting and civic contribution, might enhance electoral participation motivation among voters. Conversely, language that marginalizes specific groups or individuals, or that obfuscates information for voters, can lead to feelings of alienation and diminished desire in participation.

This study additionally discovered that the language employed on social media can affect alterations in voter sentiments. Conversations characterized by transparent, evidence-based discourse and tolerance for divergent viewpoints can transform negative perceptions into positive ones and facilitate productive dialogue. Voters exposed to informed and substantiated discourse are generally more open-minded and inclined to comprehend the positions of alternative candidates or parties compared to those just exposed to polarizing or inaccurate information.

This study also emphasizes the significance of social media administrators in mitigating communication conflicts. Social media sites, like Twitter, Instagram, and Facebook, bear the obligation to guarantee that the content they disseminate does not provoke hatred or misinformation. This study demonstrates that language moderation, the filtration of hate speech,

and the facilitation of constructive discourse can diminish polarization levels. Consequently, social media managers must actively contribute to fostering a more constructive communication atmosphere, particularly during elections (Kim & Leach, 2020; Farkas & Bene, 2021; Tapsell, 2021).

Digital literacy education, which emphasizes the significance of using appropriate language in digital communication (Pangrazio et al., 2020; Vodă et al., 2022; Audrin & Audrin, 2022), is a crucial factor in resolving communication conflicts (Vodă et al., 2022; Audrin & Audrin, 2022). Despite many people's familiarity with social media, the study's results reveal their lack of understanding about the influence of language in forming or resolving conflicts. Education on how to use inclusive language and avoid hate speech is crucial in building a healthy and productive communication culture on social media (Matamoros-Fernández & Farkas, 2021; Shcherbyna et al., 2024), especially in the context of the election.

We conclude from the analysis and discussion that language significantly influences the quality of communication on social media, thereby impacting the democratic process and voter participation in the election.

4. Conclusion and Suggestions

In this study, we explore the role of language in resolving communication conflicts on social media during the 2024 election and its implications for digital literacy education. First, the language used in social media, both in political campaigns and public discussions, greatly determines whether communication will result in better understanding or increased polarization. Language that is inclusive, persuasive, and fact-based tends to reduce tensions and open space for constructive dialogue, while language that is full of hate speech and personal attacks worsens conflicts and widens the gap between groups with different views.

Second, the research findings show that social media could function as an important channel for increasing voter participation if the language used is able to arouse public interest and understanding of the election process. The use of language that inspires and emphasizes the importance of voting rights has a positive impact on political participation, while confusing or manipulative language tends to make voters feel alienated and less motivated to participate. Third, the implications for digital literacy education are significant in the context of the 2024 election. Education that teaches critical understanding of language on social media, the ability to recognize biased or misleading information, and skills in communicating ethically and effectively can help reduce communication conflicts and improve the quality of political debate. The tools will help voters make more informed and responsible decisions. Overall, this study

confirms that language has enormous power in shaping the dynamics of communication during the 2024 election.

A suggestion It is important for stakeholders, such as prospective political leaders, social media managers, and educational institutions, to prioritize the use of wise language and educate the public in digital literacy. We hope that this approach will foster healthier, more democratic, and inclusive communication, ultimately contributing to a fairer and more participatory election.

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