Abstract. New media helps all aspects of society well. The formulation of the problem of this research is how the influence of electronic word of mouth, brand trust, brand loyalty towards the new media literacy of the community. The concept is new media in electronic word of mouth, brand trust, brand loyalty and new media literacy. Method used quantitative with multivariate analysis. Research respondents are Youtube users on a product. Validity and reliability of the research is good it can proceed to the next stage. Reflections are from the descriptive results of all the variables that have a positive dominant value. Multivariate in this study went positive. Alternative hypothesis of all independent variables on new media literacy has a positive effect. This means that this research is consistent with previous research toward positive influences. There is the influence of electronic word of mouth, brand trust, brand loyalty towards the public's new media literacy in using Youtube. Conclusion is positive. Suggestion is to use new media in subsequent research and reflect on the concept of research in technological development to make new contributions in the development of technology and the social side of society.

Keywords: Electronic word of mouth, media literacy, new media.

1. Introduction

Research conducted by the Edelman Trust in 2018 found, 59 percent of respondents experienced this confusion. The survey was conducted on 1,000 respondents in 28 countries. As many as 63 respondents said they did not know what good journalism was like. Only 49 percent define media related to journalism. Even so, people in 21 countries claim they trust journalism more than platforms. Only people in Brazil, Malaysia, Mexico and Turkey have more confidence in the information they get on the platform than journalistic work carried out by traditional mainstream media. Digital literacy is one thing that surfaced in the discussion. Literacy is understood as an individual's ability to be critical of the information he receives. Varit Limthongkul, Director of Digital MGR Online Operations, Thailand, said that literacy has always been linked to gender topics. In fact, activities on social media also require adequate literacy. "This is terrible. Literacy is no longer related to education. Even a professor today is trapped in spreading false news, "he said. (Margianto, 2018)

The background of this research, the researcher formulated a research problem with whether there was an effect of electronic word of mouth, brand trust, loyal to the new public media literacy? The purpose of the study was to analyze the effect of electronic word of mouth, brand trust, brand loyalty
towards the new media literacy of the community. The benefits of academic research are the results of this study can develop a study of communication science, especially information technology in new media today. The benefits of social research are the results of this study can be useful for practitioners of communication and new media and information technology in reviewing the content of new media and information technology in empowering new media literacy in the community.

2. Literature Review

Previous research was by Jason Q. Zhang, Georgina Craciun and Dongwoo Shin with the title When Does Electronic word-of-mouth matter? It research stated that word of mouth capabilities still greatly affect marketing a tangible and intangible product. (Zhang et al, 2009). Previous research by Nisha Sharma Adhikari with the title Effectiveness of Advertising and Sales Promotion on Buying Decision of Smartphone in Kathmandu Valley. This study wanted to see the decision to buy smartphone consumers in Kathmandu Mountain. They still see advertising and sales promotions in selling and buying goods or services. (Adhikari, 2019). Rodrigo Lagos's researched, Enrique Canessa, Sergio E. Chaigneau in Modeling Stereotypes and Negative Self-Stereotypes as a Function of Interactions among groups with Power Asymetries. Rodrigo's research sees stereotypes and negatives of self stereotyped as an obstacle in interacting with humans. It is better for humans when interacting to release all the attributes that are in themselves. That interaction can work well. (Lagos, 2019).

Previous research by Doron Schultziner and Sarah Goldberg, entitled The Stages of Mass Mobilization: Separate Phenomena and Distinct Causal Mechanisms. Doron state/s the dynamics of the mass level such as the condition of the engine in terms of which is divided into a phenomenon and causality that has occurred as predicted. Humans are like machines whose movements have been planned at a specified time. (Schultiziner et al, 2019). Previous researched by Daniel Moulin-Stozek on The Social Construction of Character. Daniel states that the characterized of society is constructed by the environment. So that this can be estimated as desired by certain parties. There is no more freedom like humans in using their freedom like humans. (Stozek, 2019). Subsequent research by Alexy Ponomareko entitled Do Sterilized Foreign Exchange Interventions Create Money. The value of a country's money is constructed by various elements. (Ponomareko, 2019).

Similar research conducted by Anssi Roina entitled Investigating former Pupils’ Experience and Perceptions of CLIL in Finland: a Retrospective Analysis. Retrospective is seeing teaching and learning activities in schools in Finlandia. Teaching and learning activities in the classroom, teachers play an important role in carrying out the teaching and learning process in the classroom. Students only follow from the schedule and direction from the teacher to deliver in class. (Roina, 2019). Investigating former Pupils’ Experience and Perceptions of CLIL in Finland: a Retrospective Analysis. (Roina, 2019). In this process, self-regulation is likely to affect how consumers evaluate information. Self-regulation refers to the processes through which people set their goals, choose behavioral strategies to achieve these goals, choose behavioral strategies to achieve these goals, and assess progress toward their goals (Carver and Scheier, 1988). According to regulatory focus theory (Higgins, 1997), people strive to achieve promotion and prevention. (Jason Q. Zhang, 2009).

Understanding e-WOM in the field of business marketing is very important, especially understanding e-WOM on social networking sites (SNS) because this media is more popular in online communities where consumers have the potential to reach a global audience quickly and easily (Daugherty & Hoffman, 2014) (Yoo et al., 2013). At the very least, there are five basic functions of the SNS based on Dick Stroud’s (2008) research: SNS provides: (a) A profile that can contain photos, videos and or sounds. Profiles are pages that explain the user themselves. Can be private (available for certain people) and public (available for everyone or search engines). (b) Contact network. Users can choose who they want to communicate with. (c) Message. Most social network members usually use
application messages instead of email. (d) Sharing Content. On social media networks users can exchange messages, photos, music and videos. (E) Value Added Content. The partnership relationship between SNS and content providers will improve user profiles.

There are four variables studied to reveal what motivates people to do e-WOM. What the driving factored. 1) Social Capital. Named a combination of many resources through social interaction, such as information, trust, interpersonal, emotional support, ideas, and cooperation for consumers. Social capital is divided into two, namely Bridging Social capital and Bonding Social Capital. Both are related but not the same because they occur in different situations. Bridging Social Capital is formed when people with different backgrounds build relationships between social networks. Whereas Bonding Social Capital, occurs when people in ties such as family and close friends, provide emotional or substantive support for each other. In Bridging SC, individuals often only have a temporary relationship, whereas in Bonding SC, individuals have only a slight difference in their background, therefore having a good personal relationship.

2) Trust. Consumers usually use reviews on SNS (social networking sites) that they personally trust to make decisions. This trust also encourages people to share information and promote products through their social networking sites. Therefore trust, is considered to help the flow of information in social networks that enhance e-WOM communication. 3) Identification. Described as a sense of belonging has the greatest impact on the intensity of consumers in conducting e-WOM. Status search is an important motivation to get opinions and provide advice and information in the online community. In this community, individuals can find their new identity closer to what they expect. Through this community, they are motivated to participate in sharing free advice and information.

4) Interpersonal Influences. This variable appears in social interactions because individuals are vulnerable to the influence of others in social relations. In other words, someone deciding usual influenced by someone who is influential in lives. There are 2 factors in this case, Informational Influences (influences that are informative in nature, there are appropriate and adaptive responses) and Normative Influences (influences that are blurred, but the aim is to increase social acceptance). (Daugherty & Hoffman, 2014).

Delgado et al. (2003) define brand trust as "suspected or hope with confidence in the reliability and intention of a brand in situations involving risk for consumers. Trust is alleged or hope that the brand can be relied upon to behave generously and responsive to the needs of a person (Park et al., 2006). Trust exists when one party has confidence in the reliability and integrity of its exchange partners (Morgan and Hunt, 1994). Trust also means the belief that someone will find what they want from others, not what they fear (Deutsch in Delgado and Munuera, 2005). Brand trust means consumers are generally willing to rely on the brand's ability to carry out its functions (Moorman et al., 2002). Trust evolves from the results of past experiences and previous interactions (Delgado et al., 2003). As an attribute of experience, brand trust is influenced by consumer evaluations of each direct contact (eg trial, use) and indirect (eg advertising, word of mouth) with the brand (Delgado et al, 2003).

Trust is important for consumers because trust will help reduce the sacrifice of time and consumer risk for the brand (Kapferer, 2008). Trust in the brand will enable consumers to simplify the brand selection process and reduce the time needed to make purchasing decisions. Brand trust can also reduce uncertain purchases. These are benefits that can be gained from brand trust. (Johan Albantani, 2010). Some potential that can be given by brand loyalty to companies, namely "reduced marketing costs, trade leverage, attracting new customers, and providing time to respond to competitive threats" (Durianto et al., 2001, p.127). (1) Reduced marketing costs (Reducing marketing costs) The existence of brand loyalty in relation to marketing costs. Marketing costs will be cheaper especially in retaining customers compared to efforts to get new customers. So, marketing costs will be small if brand loyalty increases. (2) Trade leverage (Increasing Trade) Strong loyalty to a brand will result in increased trade and strengthen the confidence of marketing intermediaries. The more ordinary consumers buy a
product, the higher the frequency of consumer purchases, which in turn can increase sales. (3) Attracted new customers (attracting new customers) number of customers who feel satisfied and like a particular brand, it will lead to feelings of confidence or trust in other prospective customers to consume certain brands. In addition, satisfied customers will generally recommend brands that have been / are being consumed by close friends / relatives, so that they will attract new customers. (4) provided time to respond to competitive threats (Giving time to respond to competitive threats) Brand loyalty will give the company time to respond to competitors' movements. If one competitor develops a new and superior product, loyal customers will give the company time to update the product produced by adjusting or innovating to be able to control the competitor's new products.

Brand loyalty of a product, found several levels of brand loyalty. Each level shows the marketing challenges that must be faced as well as assets that can be utilized. The brand loyalty level diagram is as follows: Based on the loyalty pyramid above, it can be explained new media literacy skills according to Jenkins are play, performance, simulation, appropriation, multitasking, distributed cognition, collective intelligence, judgment, transmedia navigation, networking, negotiation, vizual. Previous researched by Jale Bahalahn and Sali in New Media Literacies of Communication Students. (Jale Bahalhn, 2012).

3. Research Methods

The approach of this research is quantitative by distributing 170 questionnaires. Respondents are buyers of goods that have been on social media 10 times in the past year. The researcher looks at the purchase transaction through a purchase report. The validity and reliability of this research instrument is good. Then it can proceed to the next stage. The validity and reliability of variables are positif and significant.

4. Discussion and Reflections

The results of this study descriptively describe the electronic variables of word of mouth, brand trust, brand loyalty and new media literacy are positive. Electronic word of mouth has social capital, trust, identification and interpersonal influences dimensions. Brand trust has an experimental dimension and electronic advertising of word of mouth is positive. Brand loyalty has the dimensions of reducing marketing costs, trade leverage, attracting new customers and giving time to respond to the threat of competitors having a positive value. Following is the table of this study.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Descriptive Data</th>
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<tbody>
<tr>
<td>Electronic word of mouth</td>
<td>0.89</td>
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<tr>
<td>Brand trust</td>
<td>0.84</td>
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<tr>
<td>Brand loyalty</td>
<td>0.79</td>
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<tr>
<td>New Media Literacy</td>
<td>0.71</td>
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</table>

The results are a descriptive variable that have the highest positive charge is the electronic word of mouth. And the variable that has the lowest value is new media literacy. If it is related to previous research conducted by Jale Balahan and Sali that students in the class are very following the direction of their teacher in the class. When they use new media, they are not optimal in using new media literacy. (Jale and Sali, 2012). This clearly suggests the same thing in this study, that the community is very limited in literate new media. When viewed by respondent Indonesian people who only have new media are very fast in using new media. But in new media literacy, Indonesian society
has not been optimal in new media literacy. As happened in previous studies conducted by Rodrigo, Enrique canessa and Sergio E. Chaigneau that the model of interaction between humans can also occur if stereotypes and negatives can function also in interactions between humans. (Rodrigo Lagos, 2019)

Indonesian people have not trusted too much in a particular item. Brand trust in the conceptual framework in Indonesia is not so real. Evidently, in this study, users of certain brand users did not really believe very dominantly. Respondents of this study strongly believe in the things that benefit the user in this study. But in the descriptive test, this research brand trust research is rather dominant. However, respondents still stated that they did not trust one particular brand. The same is the research conducted by Doron and Sarah. They examined how the mass level in the mobilization of social structures that exist in society. (Doron Shultziner and Sarah Goldberg, 2018) Brand loyalty in this study is also positive and by interviewing respondents, actually they are not too loyal to a particular brand. Especially in buying silk products. Respondents always take positive things into account when they buy a product. When the respondent gets the discounted price of a product or they get a profit that they think is very giving things that benefit him, then they will be loyal to the product promo. So it's not loyal to a particular brand. But loyal to the benefits obtained from the products they buy. As in previous studies conducted by Daniel Moulin and Stozek, their research on social construction was not static in the past. But the dynamics of the community are very fast moving in accordance with everything that benefits the respondents. (Daniel Moulin and Stozek, 2018)

New media literacy it was not full getted by respondents. Respondents only understood the ownership of new media, new technology, but they did not really understand the meaning of new media content. Actual information occurs in the new media. When the information is very beneficial to the respondent, the respondent will buy it, without thinking what is used. Like research conducted by Jason Q. Zhang and Georgina Craciun. Zhang’s research states that consumers are still very concerned about electronic word of mouth used in their communities. (Jason Q. Zhang and Georgina Craciun, 2009)

<table>
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<tr>
<th>Table 2. Regression Research Results</th>
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<tbody>
<tr>
<td><strong>Electronic word of mouth</strong></td>
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<tr>
<td>➔</td>
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<tr>
<td>r = .64</td>
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<tr>
<td><strong>Brand trust</strong></td>
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<tr>
<td>➔</td>
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<tr>
<td>r = .57</td>
</tr>
<tr>
<td><strong>Brand loyalty</strong></td>
</tr>
<tr>
<td>➔</td>
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<tr>
<td>r = .51</td>
</tr>
</tbody>
</table>

The three independent variables of this study, namely electronic word of mouth, brand trust and brand loyalty have a strong influence on new media literacy variables. Electronic word of mouth has a strong influence on new media literacy. This research is very helpful for respondents in terms of electronic word of mouth in finding new things that respondents want to find. But in terms of new media literacy descriptors, respondents did not understand what was presented in the new media.

Research conducted by Tonghui Lian and Caihua Yu that the impact of online media is very influential on tourists when they want to go on vacation. The media is very active nowadays in offering vacation destinations. And offers vacation packages from planes, accommodations and trips to holiday destinations that will be used by tourists. (Tonghui Lian and Caihua Yu, 2019) This brand trust research on new media literacy has a strong influence. The descriptive data above states that brand trust in this study is very positive, and this results in a positive influence on new media literacy. Respondents of this study must be assisted in the meaning of new media literacy. Nisha Sharma’s researched about the effectiveness of advertising and sales promotion on buying decisions of smartphones in Kathmandu valley. The study states how advertising and sales promotion still
dominated in this area. Nisha's respondents are still very concerned about the advertising and sales promotion of a product. If advertising and sales promotions is products in the area. Then the consumer will buy the item with these things. (Nisha Sharma Valley, 2019)

5. Conclusion and Recommendations

The conclusion of this study is that each of these research variables electronic word of mouth, brand trust, brand loyalty and new media literacy has positive values on respondents. It regression variable in the new media literacy variable, it also has a strong influence on new media literacy. The suggestion of this research based on previous research is that there is continuous assistance and training to the community with the help of all elements of society. It is not only the government's duty in new media literacy. But all elements of society also help in this matter.

References


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