

Reliable Sources Video Campaign

Ilyamaisarah Mohd Fuzi¹*, Najwa Qistina Amir Ruddin², 2. Qistina Izni Mohd Faudzi³, Siti Nurfadhilah Ibrahim⁴, and Siti Nur Shahira Dahari⁵

¹ College of Computing, Informatics and Media, Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kampus Merbok, Kedah Darulaman, Malaysia; ilymsrh04@gmail.com

² College of Computing, Informatics and Media, Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kampus Merbok, Kedah Darulaman, Malaysia; email; najwa.amir07@gmail.com

³ College of Computing, Informatics and Media, Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kampus Merbok, Kedah Darulaman, Malaysia; qistinafaudzi31@gmail.com;

⁴ College of Computing, Informatics and Media, Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kampus Merbok, Kedah Darulaman, Malaysia; siti.nurfasilah.ibrahim@gmail.com;

⁵ College of Computing, Informatics and Media, Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kampus Merbok, Kedah Darulaman, Malaysia; nurshahira@uitm.edu.my

* Correspondence: ilymsrh04@gmail.com; 01113239248

Abstract: *Reliable sources are an important factor in our life. Afterall, we are living in the technology era where viral is among the ways to spread information. Fake news and unreliable sources have been spread easily as there are always audiences who believe in those things. Looking at reality, some people just spread the information without knowing any consequences and getting a fact check first. Through this video campaign, the public will be aware of reliable sources, fake news, and solutions. They will also know about the penalty given by the jurisdiction system to someone who spreads fake news.*

Keywords: *Reliable Sources; Fake News, Digital Information*



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1. INTRODUCTION

The online video campaign is about reliable sources which were introduced in the video. The video campaign will explain more about the sources that can be trusted in Malaysia, especially when people are trying to find information from online sources. This video will explain more about reliable sources in Malaysia and internationally. Other than that, the video also showed how to identify fake news when we read the news on an online platform. This video also shows the solution that people can do when they find a news or source that seems suspicious. Lastly, the video also showed the reason why fake news exists and the ideas of the video existed to the public.

2. METHOD & MATERIAL

The method used in this project is video online tools. Video is a great tool to Promote anything. This is because video can be edited to be engaging and creatively tell A story. The video includes both audio and images making it more accessible for everyone, People who are deaf are able to read the title, and people who are blind can use the audio To hear the explanation. Online medium tools such as youtube, facebook, and Instagram are great tools to use in promotion. This is because online tools can increase shareability which allows people to share the video locally and globally. The editing application used to edit the video is capcut. Capcut is a free online Video editor. Capcut is a suitable application as it provides many features that can improve the quality of a video. While capcut is a free

application, it does not have many restrictions Such as a time limit, and watermark. Capcut can be accessed through pc and Smartphones.

3. FINDINGS

The finding of this video campaign is to spread awareness of reliable sources locally. This video can be inserted in many advertisement places such as television, or on online media like YouTube or Facebook. This video can be used as a learning tool for people to identify reliable sources and fake news. In this day and age. There is many information being published or created without any factual information and credentials

4. DISCUSSION

This video brings many beneficial value to the audience by captures audience's attention, help to answer questions from the audience about fake news issue and the audience will be aware of the disadvantage of sharing unreliable sources with the community. This video also can spread awareness of reliable sources, focusing on fake news to the public. In addition, it could benefit audience by gains and utilize the knowledge gained from this informative video. Furthermore, this video able to spread awareness about the penalty given by the jurisdiction system if someone offends the laws.

5. CONCLUSION

In conclusion, the public needs to have awareness of reliable sources and fake news. In Malaysia, awareness about this matter is still low. It can be seen in various news sources highlighting the topic of fake news. There are many people who fall under the curse of fake news. That is the starting point of the video's topics. Our video can be a catalyst for many informative videos that discuss this matter. By having the public aware of this matter, it can decrease the spreading of fake news. Indirectly, it can also decrease scam activities.

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