Sustainability of digital literacy among youth in Palembang City

Wulan Dwi Mentari¹ and Maria Puspitasari¹*

¹Department of National Resilience Studies, School of Strategic and Global Studies, Universitas Indonesia, Jakarta, 10430, Indonesia
puspitasari11@ui.ac.id

Abstract. The phenomenon of using social media as online media has become increasingly massive in this decade. Young people as digital native generation are the biggest users in the use of social media today. Research on digital literacy is still rarely carried out, especially in Indonesia. The subjects of this study were young people aged 16-30 years who were active users of social media. This research uses a qualitative approach with a case study method and use interview and document review as data collection techniques. The informants who were used as research samples were 15 young people. The findings obtained in this study indicate the importance of sustainable digital literacy in the from of activity programs that have a positive impact on knowledge, understanding and skills in using media, especially social media, which is currently often used as a source of information by young people as audiences. This program provides a significant contribution to the dissemination of information in using social media, which is used by young people to made them have the awareness in using the media. The participants provided the understanding and skill in using social media wisely, but in fact the program is not enough, still need a continuous program after. Therefore digital literacy need to involve civil society to make people responsible to the goodness of society.

1. Introduction

The population of internet users in Indonesia in 2018 was 171.18 million out of a total population of 264.16 million. This means that as many as 64.8% of all Indonesians already use the internet [1]. Internet users in Indonesia are currently dominated by the young generation with an age range of 20-24 years, which is approximately 80%, the rest is divided into 30 age groups. 39 years and 40 years and over, including the elderly, namely over 50 years of age [2].

As mentioned by the Coordinator of the Indonesian Digital Literacy Activists Network (Japelidi), Novi Kurnia, the majority of internet users are not wise when using digital media. This phenomenon is based on the results of his study in the 2010-2017 period which states that this condition has an impact on the proliferation of hoax news, an increase in cyber bullying, and the rise of hate speech. There is even a tendency to use digital media for the benefit of acts of terrorism, violence, pedophiles, and direct suicidal actions [3].

Some of the important notes mentioning in the National Seminar of the UNPAD FIKOM Library Student Association, at the Postgraduate Auditorium of FIKOM UNPAD on October 30, 2017. Deputy Director of the Sustainable Development Goals (SDGs) Center of UNPAD, Dr. Zuzy Anna, was one of the speakers at the seminar. He delivered material about the concept of SDGs in general, as well as how the role of libraries and academics in achieving SDGs. Other speakers at this national seminar were Harkrisyati Kamil and the Head of the Central Library [4].

Dr. Zuzy Anna emphasized that "the important thing to pay attention to is the type and quality of the information that is circulating, for example, don't let it be hoaxes". This is because the development process as a whole and in all fields cannot be separated from the role of information
Achieving the SDGs is literacy, especially digital, quality and responsible [5].

From those point, we acknowledge the concept of digital literacy that necessarily need to supporting the successful achievement of the SDGs. SDGs are an inseparable part of information and libraries in today’s digital era. This is because digital literacy is a necessity for achieving sustainable development [6].

As mentioned by Buchingham (2001), the aim of media education is to develop the critical understanding and active participation, and at a time to bring youth through their ability to interpret the information wisely. And last, Buchingham mentioned that media education can enable youth to become media producers as an active participant. who are empowered in their society [7].

There are three approaches in defining digital literacy, the first is the protection approach, which is when digital media is considered to have only negative sides. For that, digital media users, especially teenagers and children, must be protected. Second, an instrumental approach is needed that considers digital media skills to be assessed when someone technically masters digital media. The third approach is through empowerment, namely digital media can be used to empower its users as needed [8].

As mentioned earlier, we’ve been realized that media education is concern about critical and creative abilities. Media literacy training is needed so that people have a critical attitude in responding to any information and interactions that exist. The community needs to be provided with education regarding the norms and values to support their usage of social media in their daily life. They must be check the validity of the media content by seeking information from the credible media. The goal is to find out whether the content of the news has balanced information or not.

The young generation should know about how the freedom of the expression is not an easy way to comply. Freedom of expression should be supported with an ethical and moral disposition. Information that can be obtained easily available on the social media. Social media users are mostly young people and adolescents. Understanding the negative effects of digital literacy needs to be emphasized on users so that unwanted things do not happen. Research conducted by Pratiwi and Pritanova, (2017) states that poor understanding of digital literacy will affect the psychology of children and adolescents who tend to insult others, lead to jealousy towards others leads to depression, drifts in the mood for negative comments, and is used to speaking impolite language [9]. Media literacy currently leads to the use of social media which can be more specified in digital literacy, which is a derivative of broader media literacy. Media literacy includes television, film, print media. Meanwhile, the study examined in this study includes the use of social media which includes Facebook, Instagram, Twitter, YouTube, and other digital platforms [10]. As cited in Kurniawati and Baroroh, (2016) media literacy consists of two words, namely literacy and media that can be understood as the ability to read and write. In a simple way media literate can be understood as an intermediary in the form of objects, humans, events. So, in we can be say that the digital literacy is the ability to search, study, and use of many media sources [11].

An adequate understanding of the digital world for young people and information disclosure on social media which has a negative impact on the use of social media is often experienced by young people. According to Stefany et al. (2017) media literacy is the ability of social media users to filter information circulating in various media in a critical and creative way [12]. Most of the internet usage is between individuals who are unfamiliar with each other and from other contexts. While many people believe that anonymous communication on the internet is unacceptable, on the other hand there are some of risks involved in using anonymous communication because of the having no sense of responsibility for the behavior of the anonymous individual. Even though users do not use anonymous communication, the feeling of being too comfortable in the information still greatly affects the lack of responsibility for the correctness of the information.

Palembang City as a locus on research is interesting to choose, because some of the characteristics of Palembang. With the population projections for 2019 were 1,662,893 people (BPS Palembang,2019) and population by age group (15-29) were 440,441 people [13], we look at the number of young people as the agent of development potentially growing. For that reason, we should
know there is some risks if we don’t have concern to pay attention on young people over there. Young people should be prepared and provided by the abilities to have the digital literacy.

Palembang city is hosen as host of international sport events, such Sea Games 2011, host of Islamic Solidarity Games 2013, host of Asean University Games 2014, host of Asian Games 2018 and runner up Kota Layak Pemuda 2019 by Ministry of Youth and Sport Republic Indonesia. In that events, Palembang involved a lot of youth in its implementation. In line with Mayor of Palembang Harnojoyo said that the role of youth is very important to keep the city of Palembang safe and conducive. So that the implementation of Sustainable development can run safely. (Bisnis.com, 8/2/2018)

"Youth is an important pillar of the progress of a country. Because many ideas and thoughts of youth are needed to support government programs in the welfare of the people. Therefore it is necessary to cultivate an understanding of digital literacy or digital literacy, namely an ability, knowledge, awareness, and skills specifically for youth in the city of Palembang.

2. Method
The use of the scientific method in a study is a stage or steps that will affect determining the success of a study so that the research can be justified. This research uses a qualitative approach with a case study method and use interview and document review as data collection techniques. This research will provide a complete picture and explore the content of the media literacy training program that implemented by government in Palembang City. This research uses the purposive method, by choosing for informants with certain criteria relating to research problems and research objectives [14]. In this study, the informants consisted of fifteen young people from several youth organizations and athletes from Palembang City who joined the program of digital literacy in Palembang city.

3. Results and discussion
3.1. Sustainability of digital literacy
Digital literacy programs are needed so that people have a critical attitude in disclosing any information and interactions that exist. There is an awareness that the community should be provided with education regarding the rules and ways of playing that are used when they use social media in everyday life.

Digital literacy is a must in the era of flood of information. Information comes from every sources as a consequence of being a member of the digital world. People sometimes read and easily believe what they read. Then people share the informations without checking the validity. This will make other receive the false information. Imagine if the information is spunned before send it to us. The information spunned to make people confused and then hate one to each other.

From that perspective, we find out that ensuring the validity of the media is a must to do when people seek the information from various media. The goal is to find out whether the content of the news has balanced information or not, false or true information, or sometimes we’ve found that the information is manufactured to make people hatred. The phenomenon of the large number of hoax news or summarized information requires awareness to sort the news. It is at this stage that media literacy is necessarily needed to relate the need of healthy information.

This media literacy program aims to provide young people with knowledge, understanding and skills in accessing information presented by the mass media. Not only providing youth with knowledge understanding and skills, but could make young people to be actively participate in maintaining social order and responsible to the society we live.

In its development, social media users in Indonesia are the active users and are ranked in the top 3 in the world in their use. This data have showed the indication of huge usage of social media. The tendency is quite good but in some way, tend to be a threat if we found out that these social media users are among the productive age group and more specifically are young people aged 16–30 years. This young people who are productively using the social media for many aspects in their life. If they don’t have digital literacy, imagine how the consequences will be.

Young people is actively consumed the variety of social media, in Indonesia, most of them increasingly use Instagram and YouTube. Some of social media used are in the form of media that can
be used individually (chat) or in groups such as line, whatsapp, hangout, we talk and others. The use of social media is currently very massive, especially among productive age groups. This media is used from toddlers to seniors. The duration of the use of social media in an average day starts from 2 to 7 hours spent accessing the information provided by the information service.

As mentioned earlier, digital literacy is interpreted as media literacy movements to increase individual control over the media they use to consume and produce messages. The keyword for the importance of media literacy is how we have a filter or control over media that can be used for information seeking and entertainment. The legal basis needs to be introduced as the knowledge that media literacy activities are protected by the constitution. The scope of media literacy includes three areas of literacy such as: technology, information, and responsibility literacy and last to get knowledge of being competence. Technology literacy is based on technological determination theory that said people in their lives comply to technological developments.

Every birth of new technology affects the way information is searched and reacted. There are some elements and objectives of the media literacy knowledge. First element is the critical thinking to promote an adequate and independent assessment of the media. Then, the awareness of the user that information is not only about themselves but for the goodness of society, and last element is an understanding of the ethical and moral obligations.

3.2. Digital literacy programs in Palembang City

Programs that have been implemented by the Provincial Library Service in South Sumatra include a seminar with the theme The Role of Librarians in the Digital Age which was held on 27 November 2018 by presenting Mrs. Hj. Percha Leanpuri as the resource person. In her Instagram post @perchahd on November 27, 2018, she hopes that in the future every school in Palembang City will have a literacy ambassador with the aim of stimulating reading and writing interest.

Furthermore, the talkshow with the theme of the Digital Literacy Movement of South Sumatra Province was held at Opi Mall Jakabaring, Palembang on December 13, 2019 by inviting speakers including, Najwa Sihab (National Reading Ambassador), Hj. Percha Leanpuri (South Sumatra Literacy Ambassador), Mrs. Woro (National Library Representative), and Mrs. Mislena (South Sumatra Library Kadin).

In the talkshow, the speakers provide material which can be concluded the necessity of conducting ethics and moral to prevent many problems in social media. The utilization of gadget should be equipped by the awareness of media literacy. Youth should aware that using gadget is not only to consume it well, but realize that consume is only one part, the other part is being responsible to the society. Talkshow participants were given information in order to have the ability to understand the positive and negative impacts from information obtained in social media. They are also asked to collect anything that can avoid and minimize the negative impact of the media. Material in the form of media literacy that is more specific to digital literacy and technological developments is provided by the second resource. The material given is an in-depth study of the material that has been previously given. In the second stage, the resource person provides knowledge regarding the development of information on social media. At this point, the information presented on social media enter the stage of metamorphosis. The news content experiences variations with many varied settings. Resource persons provide explanatory content for various content, motivated by the types of media that are changing rapidly and massively.

Speaker in the talkshelf introduced the different characteristics of various social media and the application of segmentation and features provided. No real activities have been carried out such as assignments to make mind mapping about media literacy, as well as bringing up case studies that are often found in the field given to participants with the assignment of capturing case studies found in everyday life and explaining the background why this can happen and even analyzing situations that occur. Lifted from the actual case studies. Or more deeply in continuing the program to conduct training, it is still limited to seminars and talk shows.

The digital literacy program is socialized and become one of the government priority recently. The government realized there is an issue caused by declared literacy in various aspects. In line with what was stated by the key informant (key informant) that media literacy must be intensively carried out to
anticipate the negative impact of the mass media which is not realized that it has entered all lines of life. Social media users have a high level in the younger generation. This was revealed by key informants that social media has entered all aspects of life, so media literacy is very important for all circles, and socialization related to the impact of media and its anticipation needs to be done both by the government and elements of society.

3.3. Digital literacy goals

Participants who took part in this talkshow had a positive view regarding this activity, they found their knowledge and skills built through this session. They learned how to be literate in social media activities.

The material presented also discusses hoaxes or fake news that has been developing. Participants are interested in this material because they face fake news as the real reality in their daily activities. Furthermore the all participants provided the way to learn about what hoax is and the type of hoax and how they consume hoax everyday unwittingly. Hoax is around us and become inevitable exist in our daily routine.

The materials given in this digital literacy talk show also varied. The all of speakers in accordance with their capacities and fields with different methods and delivery. However, in the end, it refers to the explanation of media literacy itself. The participants were given a module on media literacy during the presentation. The participants are expected to understand the importance of media literacy, which be applied in daily life. The response of the informant related to this training suggested that media literacy training must be "enlivened", given the rapid development of information technology which is proportional to the development of information itself.

The digital literacy talk show conducted by the government is one of means among other means to convey information related to knowledge, understanding and skills in using mass media. The talkshow participants are in the young age category with an age range of 17–28 years, so the material they provide is related to the media they often use and serve as a source of information. Good for school-work needs, recreation and also just for self-existence. In line with what was mentioned by McQuillan (2003) in Yosal (2009), someone who uses mass media is driven by four motives, namely information, personal identity, integration and social interaction, social entertainment. These motives are influenced by the way the mass media send and design the information, to attract the audience's interest in receiving the information.

There is an awareness built into participants of the talkshows. But awareness is only one step to gain more deep understanding and skills to be a digital literate. In some way, government should involve civil society together to bring the digital literacy as a strategy to make people able to consume information wisely and responsible for the society’s interest.

4. Conclusion

Based on the results can be concluded that Sustainability of Digital Literacy among Youth in Palembang City is still not optimal yet. One of the programs that need to be carried out by the government is to provide basic skills in the form of basic skills in deciding which message displays are selected from the media by identifying and selecting all the symbols appears, and being expert in recognizing patterns and assembling symbols. Based on that abilities, they can interpret all the message conveyed with the meanings they have previously had. This basic skill must be possessed by audiences of media users, so that they will avoid being trapped by unsure information. Basic skills are an aspect that must be possessed by young people, which in this training have been owned by the training participants. Further skills is also needed to interpret more complex media messages, which usually have many layers of meaning. The skills provided could determine the media literate level of each individual. In this talkshow, not all participants gain the skills because this skill requires a continuous and consistent practice to make the abilities works well. Therefore, media literacy education is one of good way carried out by the government and some of elements of civil society and academics who care the future of our nation.

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