Representation of media literacy in the dimensions of social life in Indonesia

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Abstract. New media is currently growing very rapidly. New media users very often use without meaning from the contents of the message. Effects of media use both in the positive and negative sectors greatly affect the user. Media literacy is New media is a term meant to cover the emergence of network of digital technology, computer, or information and communication at the end of 20th century. Most technologies are described as "new media; We are digital, often have characteristics that can be manipulated, networked, solid, interactive and impartial. Some examples can be Internet, website, multimedia computer, computer games, CD-ROM, and DVD. New media is not television, movies, magazines, books, or paper-based publications. Internet media literacy can be known from the structure of individual knowledge about content, impact, industry, and also internet users. Then the description of internet media literacy seen from the skills of individuals in understanding and evaluating the internet media. Furthermore, this media literacy can be seen from the ability of communication and individual participation in the internet media. The methods used were surveys and interviews with key informants and informants. The result of the study is that the community still needs to educate the content of the message delivered in all aspects of life. There are no State device tasks but can help people be more aware of the meaning of messages across all media. Suggestions in this research is media literacy research must be sustainable because it can educate society in educating nation through various methods used.

1. Background
New media greatly affect human life. Positive and negative sides greatly affect human life. Often people today are very prioritizing things that are pragmatic rather than the meaning of the contents of the media delivered. However, until now, there are still many people who lack media literacy. According to data from the Indonesian Child Protection Commission, pornography and online crime victims from 2011 to 2014 are 1,022 children [1].

Other behaviors due to social media use other than pornographies are addiction to cyber relations, gambling, information overload, computer addiction, cruelty and cruelty, fraud and kidnapping [2]. According to research by Kaspersky Lab and B2B International, 26% of Indonesian consumers lose money because they are the target of fraudulent behavior from online media [3]. Even according to an annual report from Symantec's security firm "Internet Security Threat Report (ISTR) Volume 21 & ndquo; issued early 2016, Indonesia was ranked 10th with the largest number of frauds in social media in the Asia-Pacific region and Japan [4].
Media literacy, is defined as the ability to understand the meaning of symbols written efficiently and effectively and comprehensively. Through the development of media mainstream and the birth of electronic media, then the ability is not literacy media anymore, but the media literacy or media literacy (literate of media intelligence). In essence, the media's intelligence is one of the attempts to capture the negative impact of mass media, because intelligence enables media audiences to evaluate and think critically of media messages. In the past, the community was taught not to be "illiterate" but now the teaching has shifted so people are required not to "blind the media & read" [5].

Banten is a province consisting of 4 cities, namely Serang, Pandeglang, Lebak, Tangerang, Serang dan Cilegon with 9,160.70 km2 with population of 12,548,986 soul [6]. There is one of the districts in Lebak Regency that will be the author of the subject of research that is Bayah District.

Bayah District is located at the southern tip of Lebak district, bordering on Cilograng sub-district, Cibeber Subdistrict and Cihara Subdistrict. The distance from downtown Rangkasbitung is approximately 150 km or about 4 hours drive by motorcycle. Bayah district has a population of 42,968 people with 21,805 male and 21,163 female divisions. There are 57 primary-level schools located in Bayah Sub-district with the distribution of 15 kindergarten schools, 36 primary schools and 6 MI. 13 Junior High School & more; with the division of 1 private junior, 9 SMP Negeri, 2 MTs non public and 1 MTs Negeri. And there are 7 High Schools with 1 share Private High School, 2 SMA Negeri, & more; 1 SMK Negeri, 2 Privates Madrasah Aliyah and 1 State Madrasah Aliyah [7].

Research question of our research are how representation of media literacy in the dimensions of social life in Indonesia. And the aim of research is to analyze representation of media literacy in the dimensions of social life in Indonesia. And the significant of these researches is to develop communication angle especially for media literate.

2. Literature review
New media is a term intended to cover the emergence of digital, computer, or information and communications technology networks in the late 20th century. Most of the technologies described as "new media" & read; We are digital, often have characteristics that can be manipulated, networked, solid, interactive and impartial. Some examples can be the Internet, websites, multimedia computers, computer games, CD-ROMS, and DVDs. New media is not television, movies, magazines, books, or paper-based publications [8]. Internet media literacy can be known from the structure of individual knowledge about content, impact, industry, and also internet users. Then the description of internet media literacy seen from the individual skills in analyzing and evaluating the internet media. Furthermore, this media literacy can be seen from communication skills and individual participation in the internet media [9].

In an effort to educate Indonesians through new media literacy, this study looks at some previous studies that are in line with the UNJ Strategic Plan. Social changes resulting from the existence of information technology then it takes the media literacy gradually. Improvement Value of Urban Kampong Based on Community Potential in an Architectural Perspective Study.

3. Research methods
The purpose of this study is to produce a model of the new media literacy model as a means of family and community intelligence ready to be registered publication in reputable international scientific journals and articles in the proceedings and intellectual property rights of the Republic of Indonesia. HKI to obtain registered copyright on literacy model & read; new media as a means of family and community intelligence.

This research will be carried out by using mixed method's research approach that is a research approach that combines qualitative and quantitative research in one study [10]. This approach is appraised precisely because the data collected in this research includes both quantitative and qualitative data.
4. Result and discussion

The result of this research is descriptively Bayah society very familiar with new media. In teenagers and children are already familiar with new media. But the meaning of the new media content has not been understood as the purpose of the message sender. In depth, researchers get deep results about the diversity of understanding of new media communities. Factors of socioeconomic status are crucial in the light of new media content.

| No | Education                  | Quantity |
|----|----------------------------|----------|
| 1  | Elementary School          | 36       |
| 2  | Junior High School         | 13       |
| 3  | Senior High School         | 7        |
| 4  | Madrasah Ibtidaiyah        | 6        |

Table 1. Status of Formal Education in Bayah, 2018.

Formal education in Bayah represented that on basic formal education level is bigger than higher education. It means for literate for new media must sustainable for people in Bayah.

The competence of high technology of people in Bayah is very dominant. From the descriptive 78% people can operate the high information technology. But for literate information in media, people can not get what the information in the media. about 21.8% people who understand what the meaning of the messages.

Media literacy must be understood by the recipient of the message well. However, due to many factors that make the media literacy can not be received well by the recipient of the message. So the recipient of the message can not understand well the information submitted.

New media and social media in it there is information that can help the needs of the community. The message content of various community needs is contained in it. New media can provide information about the health of self and family as well as society. New media can provide political, cultural, economic and human and regional development information in various countries.

But the content of the media can create a bad perception that society receives. Because people just read the title and do not read through the information submitted, then the meaning that the community gets from the message to change.

The negative things that exist in the new media are numerous. Even in some communication science theories, today's society is experiencing information overload. So that the recipient of the message can not digest the real information.

The Bayah community can also obtain useful information for their lives. For example they know how to deal with the earthquakes that often occur in their area. Usually they only know from the myth that developed from generation to generation.

Along with the development of new media, people can know a lot of things that are directly related to real life. However Karen many factors that exist, then they can not digest the information well. So the results obtained by the recipient of the message is not maximal.

Bayah there are also tourist areas, should the community in empowering tourism information in improving their standard of living. However it is not optimized. The young generation of Bayah as much as 69% really understand the new media. But the new media is only used for playing games. And get the information that is trendy. For productive ages they rarely optimize new media.

New media is used for the productive age for the needs of their young children to play games. So they are not preoccupied with taking care of their child. 51% of adult women are married and have children. So they use new media only for their child is not naughty when cared for.

Adults in their Bayah are employed as bureaucratic employees. But there are also working as Indonesian labor. So the need for information by using gadgets is only used for media liaison with the family.

Bayah is an area that in the process of development some cement companies and factories set up their business office there. So it has started to work in recruitment at some of these companies.
Traditional gold business is also still in Bayah. There should be education from the government to the public. It provides information about the safety of gold mining in the traditional way. There is help from the government in tackling the development of traditional mining.

Utilization of new media should be optimized for the needs of people's lives. Government assistance to the community in receiving and digesting information obtained should be assisted not only by the government but also by other community institutions.

Campus and responsibility of Tri Dharma University which become the benchmark of a university in Indonesia should help local people. In order for regional development is optimal. And the public will not aspire to the big city. The Bayah community will help the region. Opening employment. Empowering the Bayah community through optimizing new media. So Bayah and other areas can thrive.

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