

Understanding of Media Literacy in Adolescents on the Use of Social Media in the Coastal Areas of Pematang Guntung Village

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ABSTRACT

Social media users, especially adolescents, do not only occur in urban areas but also in coastal areas, especially in Pematang Putus village. The impact of globalization has made all levels of society, both urban and rural, exposed to the development of communication and information technology. Literacy is one of the initial and basic abilities that every individual must have in living life in the digital era. Therefore, the development of media literacy needs to be considered, by optimizing literacy learning, especially at the age of children and adolescents. The purpose of this study is to increase understanding and knowledge about social media for teenagers who are in the coastal area of Pematang Guntung Village by using media literacy based on the individual competence framework. The research method used is descriptive qualitative with phenomenological research type, determination of sources using purposive sampling model. The results showed that the media literacy skills of Pematang Guntung Village youth based on the individual competence framework of three indicators, namely technical skills, critical understanding, and communicative abilities were at the medium level. At the medium level, the literacy skills of Pematang Guntung Village's youth are at a level that is already fluent not only in using social media and the features in it but also having a critical attitude, knowing and assessing how information is obtained and needed by adolescents, and has the ability active communication through social media.

Keywords: Media Literacy, Youth, Social Media.

1. INTRODUCTION

Information and Communication Technology has developed so fast that it presents new technologies. One of the newest technologies in communication and information that humans use in everyday life is the internet. Internet is a network that can connect people online or without the need to meet face to face, communicate, seek and obtain information from around the world.

The Internet is a service access provider that is connected to a network through various computer devices, the computing device connects with a protocol or TCP / IP (Transmission Control Protocol / Internet Protocol) so that it can provide information from various sources so that it can be accessed by people around the world easily, anytime and anywhere (S. Putri, 2020).

The first time the internet in Indonesia was present was in 1994 when the operation of the first Internet Service Provider, namely IndoNet, was the first commercial ISP in Indonesia, at the first only used access with text mode based on shell accounts, lynx browser, and pine email client, as well as chatting with conferences using the AIX server with various parties and communities still used the internet very little and used the internet as a business gap (Alcianno Ghobadi, 2020).

The use of the internet in the world is increasing, not only in developed countries but also in developing countries, one of which is Indonesia. In Indonesia, there is an increase in internet users, in 2020 Indonesian internet users reached 73.7% or as many as 196.71 million internet users from a total population of 226.91 million people (APJII, 2019). This increased by 8.9%, wherein the previous two years in 2018 internet users in Indonesia were 64.7% or as many as 171.17 million internet users out of a total population of 264.16 million. (Irawan et al., 2020).

Initially, the use of the internet was connected via computer devices, but nowadays with the presence of digital technology, namely smartphones, makes the internet more accessible with simpler devices. Advances in technology and the internet have presented various innovations, one of which is social media. Social media is the most popular platform used by all groups, from children to adults.

Various types of social media are used in everyday life by children and adults, including Facebook, Instagram, YouTube, Twitter, and so on. This social media allows fellow users to communicate with each other, both textually and visually, not only communicating but also sharing

photos, videos, messages, information according to the wishes of the social media user. (Hidayat, 2018).

The use of social media is increasing from year to year. based a report provided by We Are Social and Hootsuite in 2020, states that social media users from all over the world who have used various social media have now reached 4.5 billion users. This figure is much higher than the previous year, where social media users were only 3.5 billion users (Ramadan, 2020).

With the increasing number of social media users, the faster and easier it is for social media users to get information from each other. Besides, social media users can freely view and read information from what is needed to information that is not needed. Not a few of the information obtained from social media comes from sources whose clarity is unknown or can be called hoaxes.

The freedom to get information for all groups, from children, adolescents, to adults puts them in a state of being overwhelmed with information. This does not only happen in developed countries but also occurs in developing countries, one of which is Indonesia. The phenomenon of the rapid flow of information has had several negative impacts on people's lives, especially adolescents (Hidayat & Ginting, 2020).

According to the National Population and Family Planning Agency (BKKBN) adolescents are a population group with an age range of 10-24 years and are not married and adolescents are one part of society that is in a transitional phase, namely from the phase of children to adulthood. The adolescent group in the transitional phase experienced changes marked by physical changes (body shape, voice, etc.) and experienced psychological changes emotions, attitudes, feelings, etc (Kusumaryani, 2017).

All activities and activities of Youth cannot be separated from social media life. Social media allows teenagers to provide and receive information every second due to the ease of accessing social media. It is not uncommon for teenagers to get information that is inappropriate and not needed by them, because the information that comes from social media is so much and comes from various sources, both clear and unclear.

The use of social media in adolescents cannot be separated from the positive and negative impacts. The positive impact that will be felt by adolescents in using social media, such as expanding networks and relationships in friendship, facilitating communication both textually, visually, and audiovisually, as a forum for finding and obtaining information, as a forum for sharing photos, videos, and others and can also be a good and cheap promotional media (WSR Putri et al., 2016).

The negative impact of social media use on adolescents according to (Triastuti et al., 2017) mentioned that teenagers often feel anxious when they are separated from social media because for adolescents there is no other alternative to relieving boredom or filling spare time other than social media, and another negative impact of the use of social media is known as FOMO (Fear Of Missing Out), or fear of missing out on popular news so that teenagers continue to search and share information through their social media, and then .

For example, the case happened to teenagers in Jakarta who clashed and killed two people, one of whom was still in elementary school, and three adolescents who were killed were also underage, where the age range of the perpetrators was 14-16 years, when the beginning of the murder case was triggered by the mockery of social media between the victim and the perpetrator, which after that continued to clash or fight directly (Stanly, 2018).

In addition, during the Covid-19 pandemic in Indonesia in 2020, there were cases of online violence targeted at young people, especially young girls. The latest data shows that online violence that occurs in young women is estimated to increase by 40% in 2020, with 659 cases of online violence recorded in just 10 months, whereas previously in 2019 there were only 281 cases (Inge Nurtjahyo, 2020).

In the digital era 4.0, as it is today, old literacy, such as reading and writing, is not only enough to rely on these two things in facing the digital era, so from that to important have a literacy, wherein new literacy there are three components, first, data literacy, namely the skills to analyze, read and use information with so much information in the digital world, and second, technological literacy can master the workings of machines, applications, and technology, the last, social literacy, namely the ability to communicate, mutual respect, and knowledge related to social media (AA Gede Oka Wisnumurti, 2017).

Based on observations in the Coastal area of Pematang Putus Village, researchers found the phenomenon that teenagers living in the Coastal area of Pematang Guntung Village in all activities in

daily life cannot be separated from social media, such as studying, communicating with friends, seeking entertainment, and so on. . The use of social media among teenagers is also increasing during the current COVID-19 pandemic.

In addition, researchers also found phenomena that in the coastal area of Pematang Guntung Village they still do not have the understanding and knowledge related to how to overcome the negative impacts of using social media. Therefore, to overcome these negative impacts on adolescents, it is very necessary to have media literacy skills. Where the purpose of this research is to increase understanding and knowledge about the negative impact of social media for teenagers who are in the coastal area of Pematang Guntung Village.

2. LITERATURE REVIEW

Social Media

The development of social media makes all individuals feel like they own a media platform of their own. If traditional media such as television or radio to own it requires a large amount of capital, a lot of labor, and so on. In contrast to social media, which only requires internet network access, without high costs, without workers, and can be done alone without requiring employees.

Social media is a place for individuals who work together to produce content or what is known as user generative content(Nasrullah, 2015). Meanwhile, according to(Van Dijk, 2006) Social media is a facilitator that focuses on the existence of social media users to collaborate so that users can improve relationships that become social bonds.

According to (Ferlitasari et al., 2020) Social media is a site or online media that uses the internet network so that people can easily and quickly participate, communicate, connect with each other without time limits, share and get information, and create content. Social media is one of the most commonly used things by people all over the world today.

Thus, social media is media that can be accessed with technology via a browser or application that must be connected to an internet network that allows its users to connect, from people close to people who are even far away. social media can make new relationships or friendships with people you didn't know before.

There are various characteristics of social media, the first is participation, that is, fellow users who have the same interests respond to each other, which creates almost no boundaries between the media and its users. Second, openness in providing suggestions, comments, and sharing information openly. Third, the conversation that took place was two-way. Fourth, presenting various communities according to the interests of the social media users. The fifth is the connection between social media users(Gustam, 2015).

Media Literacy

Understanding media literacy can be defined as a person's ability to select or filter information obtained through these media. Literacy skills can make a person distinguish between information that is considered important or good and information that is considered unimportant or bad. With media literacy, one can actively use the media and think critically so that one does not just trust the information obtained from the media(Novianti & Fatonah, 2018).

Literacy is one of the initial and basic abilities that every individual must have in living life in the digital era. Therefore, the development of media literacy needs to be considered, by optimizing literacy lessons, especially at the age of children and adolescents which is a golden period, where children and adolescents experience rapid development, especially in terms of psychology. (Lamada, 2019).

Meanwhile, according to (Miočić & Perinić, 2014)media literacy skills can be linked to the use of social media, computers, and the internet. The focus of media literacy is not only about how someone criticizes messages or information from the media, but about how someone can be more active in using the media, whether in producing information or media content, participating in social media groups, and so on.

Individual Competence Framework

The individual competence framework is a conceptual framework in measuring a person's media literacy level. The individual competence framework is a person's ability to access and utilize media which can be seen from personal competence and social competence. In the personal competence indicator, there are two indicators, namely technical skills and critical understanding. Meanwhile, social competence only has one indicator, namely Communicative Abilities (Latief,

2019).

Table 1
Individual Competence Framework

Individual Competence framework	Personal Competence and Social Competence Indicators	Criteria of indicators
Personal Competence (individual ability to utilize media and analyze media content)	a) Technical skill (A person's technical ability in using media and understanding the functions that are in it	1. internet and computer skills 2. active and balance use of media 3. advanced use internet
	b) Critical understanding (the ability to know to understand, analyzing, and evaluating content in the media)	1. functioning and understanding media content 2. Knowledge about media and media regulation 3. User behavior
Social competence (a person's ability to build social relationships and communicate and be able to create media content	Communicative Abilities (abilities that include communicating, participating and building relationships, and producing media content)	1. Social relations 2. Citizen participation 3. Content creation

The individual competence framework is a conceptual framework in measuring a person's media literacy level. The individual competence framework is a person's ability to access and utilize media which can be seen from personal competence and social competence. In the personal competence indicator, there are two indicators, namely technical skills and critical understanding. Meanwhile, social competence only has one indicator, namely Communicative Abilities (Latief, 2019).

In general, according to (Sholihuddin, 2016) Media literacy levels can be grouped into three levels, namely:

- a. Basic, namely the ability to use media on a basic basis. One only knows the functions of the media, but the use of media is used without a clear purpose. Limitations in critical thinking, analyzing information received, and limited communication skills.
- b. Medium, namely the ability to use media is already fluent. Someone already knows the functions and carries out the functions of the media, and runs the media in a complex manner. Users can judge the information needed and how to find a good information strategy.
- c. Advanced, namely the ability to use media that is already active. One has a deep understanding and knows the regulations regarding the media. Engineering and communication skills, content creation, and media content analysis. Users are active in groups and tend to solve a problem.

3. RESEARCH METHODOLOGY

The research method used in this research is descriptive qualitative. Qualitative research with a descriptive format is useful for explaining all conditions and circumstances, situations, or various things that arise in a society which are used as the object of research by seeing what phenomena are happening. After that, explain the description of how the condition, situation, or variable is (Burhan, 2013).

The type of research used in this study is phenomenology. Phenomenology is a study that explains the general meaning of individuals from various life experiences, concepts or phenomena, where the main purpose of this type of research is to reduce someone's experience which was originally a phenomenon into a description or explanation of an essence (Creswell, 2017) (Asbari et al., 2020).

Resource persons are people who provide information about the entire scope of the research. Determining the sources in this study using non-probability sampling with a purposive sampling

model. According to (Ruslan, 2012) the Selection of samples or sources by purposive sampling, which is based on certain characteristics that are considered to have research relevance.

In this study, the resource persons were youth in Pematang Guntung Village who had social media accounts aged 10-24 years. The following are the research sources:

Table 2. Research Resources

Name	Age	Social Media Used
Muhammad Al Fauzan	14 years	Facebook
Luthfiah Nur Al Banjari	20 years	Facebook, Instagram, Whatsapp
Fitri	14 years	Facebook, Whatsapp
Nur Annisa	19 years old	Facebook, Instagram, Whatsapp
Nita	19 years old	Facebook, Instagram, Whatsapp
Akbar	16 years	Facebook, Whatsapp
Raihan	16 years	Facebook, Instagram, Whatsapp

The technique of collecting data in research is a scientific method in research that is carried out through systematic, logical procedures and a data search process. In this study, the data collection technique used was interviewed. Interviewing is a technique in research with sources who come face to face using directional discussions, where the discussion is not judged to be correct or wrong in the opinion of the informants. (Gunawan, 2013).

Furthermore, all data is collected and the information required in a study is called analyzing data. Data analysis techniques are the steps in outline about analyzing data. According to Miles and Huberman, analyzing data in qualitative research can be done in several ways, namely collecting data, reducing data, and presenting data, and drawing conclusions. (Machfoedz, 2011).

4. RESULTS AND ANALYSIS

Results

The results of the research conducted to see the ability of media literacy based on individual competence frameworks show that Pematang Guntung village adolescents have media literacy skills at the medium level. At the medium level, Pematang Guntung village youth was able to use the media fluently, knew the media's functions, and could assess what information was needed for them and how to find good information.

On personal competence with technical skill indicators, Pematang Guntung village youths revealed that all of them can use and know the features of the social media Facebook, WhatsApp, or Instagram that they use. This is because the use of three social media is already accustomed to being used in everyday life. The use of social media is used for various things such as studying, looking for information, entertainment, doing business, seeing the latest things, communicating, making friends, and others. Overall, Pematang Guntung village youth accessed social media at the following times:

Table 3. Time in Accessing Social Media in a Day

Name	Social Media Used	Time
Muhammad Al Fauzan	Facebook	30 Minutes / Day
Luthfiah Nur Al Banjari	Facebook, Instagram, Whatsapp	8 Hours / Day
Fitri	Facebook, Whatsapp	5 Hours / Day
Nur Annisa	Facebook, Instagram, Whatsapp	8 Hours / Day
Nita	Facebook, Instagram, Whatsapp	8 Hours / Day
Akbar	Facebook, Whatsapp	3 Hours / Day
Achievement	Facebook, Instagram, Whatsapp	5 Hours / Day

Furthermore, on the critical understanding indicator, Pematang Guntung village youth when getting information from social media Facebook, Instagram, or WhatsApp must be reviewed first. When information is important and interesting, it will be read in its entirety to understand the information, and if the information is not so important, it will be read at a glance and will not even be read because it is considered that information that is not important is not information that must be read, especially information from unclear sources, moreover, they will find out the source first so that the information they get is correct.

Pematang guntung village youth will criticize the information they get if the information is wrong. Then, the youth of Pematang Guntung Village was also able to distinguish which information was correct and which information was wrong by looking at other sources, words, and from the responses of others. Lastly, teenagers know very little about the penalties someone for spreading misinformation will receive

In social competence in the indicators of communicative abilities, Pematang Guntung village youth are classified as active in using social media, but there are variations in activeness which will be presented in the table as follows:

Table 4. Social Media Activity

Name	To Communicate	To Seek Information
Muhammad Al Fauzan	-	Facebook
Luthfiah Nur Al Banjari	Whatsapp	Facebook and Instagram
Fitri	Whatsapp	Facebook
Nur Annisa	Whatsapp	Facebook
Nita	Whatsapp	Facebook
Akbar	Whatsapp	Facebook
Raihan	Whatsapp	Facebook

Then, teenagers can make new friends and have many groups on their social media, especially on Whatsapp social media because teenagers use WhatsApp as a medium for school or college learning, especially during the Covid-19 pandemic. There are various social media that teenagers often use to share content, namely:

Table 5. Social Media used to Share Content

Name	Social Media used	Shared content
Muhammad Al Fauzan	Facebook	Writing
Luthfiah Nur Al Banjari	Facebook, Whatsapp, Instagram	Posts, Photos, and Videos
Fitri	Whatsapp and Facebook	Photo
Nur Annisa	Whatsapp	Writing
Nita	Whatsapp	Writing
Akbar	Whatsapp and Facebook	Videos, Pictures
Achievement	Whatsapp and Facebook	Video

Analysis

Media literacy is a person's ability to use, analyze, evaluate, and be able to communicate in accessing social media. media literacy can also make someone have the ability to create meanings from information obtained through social media and think critically in interpreting information from social media. (Potter, 2004) (Suryadi, 2013).

Media literacy skills in Pematang Guntung Village are already at the medium level. Even though the youth of Pematang Guntung Village are fluent in accessing, using, and understanding the social media features they use, based on the individual competence framework there are still various things that need to be improved by teenagers so that they can use social media in this digital era better.

Pematang Guntung Village Youth on the technical skill indicator was able to master the features on Facebook, Instagram, and WhatsApp. However, they cannot fully explain all the features of the three social media. Teenagers can only explain the features with the most frequently used social media, namely Facebook and WhatsApp. Whereas for Instagram social media, only 4 out of 3 people use it, even 3 out of 4 people are not very active in using Instagram so that the features on Instagram are only known in general.

Then, the duration of the use of social media in the daily lives of Pematang Guntung Village youths accessed media for a long period in one day. For the youth of Pematang Guntung Village, if they do not access social media, their daily activities will feel incomplete. What's more, the use of social media is not only for looking for entertainment, communicating with friends, and seeking information but also during the Covid-19 pandemic as a medium of learning and communicating with peers so that their daily activities cannot be separated from social media.

On the indicators of critical understanding, Pematang Guntung Village youth already could understand information obtained on social media, choose good information, and find sources of information from clear sources. Pematang Guntung Village youths when they get information that is not true and the source is not clear will be critical by ignoring the information. However, the critical attitude that appears is enough only for oneself to give rise to the attitude of not having to ignore or care about this incorrect information.

Then, knowledge about the sanctions in spreading false information through social media only knows that there are sanctions that will be given to disseminators of false information based on the law that has been regulated. However, teenagers do not know what laws regulate these sanctions, and only know the types of penalties from these sanctions in general, such as imprisonment and fines. Some of the teens do not know that spreading false information through social media has a sanction or punishment.

Then, on the indicators of the communicative abilities of Pematang Guntung Village youth in establishing relationships, communicating with their friends from the three social media, Facebook, WhatsApp, and Instagram, which are most actively used to establish relationships and communicate with their friends via WhatsApp. Whatsapp is the easiest application to use to communicate than other social media.

However, it is more effective to find new friends from other areas using Facebook and

Instagram. Because Facebook and Instagram can search for someone thoroughly by just typing someone's name in the search feature, while using Whatsapp when they want to know new people, they must first know the Whatsapp number before they can communicate with that person. However, one teenager revealed that communicating or interacting with friends is better-done face-to-face which he thinks is more fun than through social media.

5. CONCLUSION

Therefore, the conclusion in this study is that media literacy skills in Pematang Guntung Village are based on individual competence frames from three indicators, namely technical skills, critical understanding, and communicative abilities at the medium level. At the medium level, youth literacy skills in Pematang Guntung Village are at a level that is already fluent not only in using social media and its features but also having a critical attitude, knowing and assessing how information is obtained and needed by adolescents, and has the ability active communication through social media.

However, the media literacy skills of Pematang Guntung Village youth still need to be improved, because the media literacy skills they get only come from personal experience in using social media so that it is expected for parents, especially in Pematang Guntung Village, and teachers and the government. local government can teach teenagers about the importance of understanding and the ability of media literacy in today's digital era.

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