Development of Digital Literacy Culture through Social Media in Improving Knowledge of New Students at IKIP PGRI Bojonegoro

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Abstrak

Literasi digital merupakan kecakapan dalam informasi dengan menggunakan akses internet tak terbatas yang menitikberatkan pada kemampuan bersosialisasi, berinteraksi dan pemahaman individu dalam membuat dan menanggapi suatu hal dalam digitalisasi. Jejaring sosial merupakan jembatan komunikasi bai kantar manusia antar instansi atau organisasi melalui penggunaan layanan internet. Penggunaan media juga tidak luput dari konten yang membahas tentang pendidikan, karya sastra, seni, olahraga, berita, dan lain sebagainya. Penelitian ini bertujuan untuk mengetahui upaya mahasiswa baru dalam mengembangkan literasi melalui media sosial dan menganalisis peran media sosial dalam pengembangan literasi untuk meningkatkan pengetahuan mahasiswa Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis deskriptif berupa pembagian angket kepada responden. Subyek dari penelitian ini adalah mahasiswa baru ikip pgri bojonegoro. Hasil dari penelitian ini menunjukan besarnya ketertarikan mahasiswa baru dalam penggunaan media sosial daripada media kertas, mereka hampir setiap hari, mengakses media sosial untuk mencari hal baru seperti, membagikan cerita, mencari informasi yang berkaitan untuk peningkatan pengetahuan individu literasi digital yang memberikan dampak positif bagi pengetahuan, pemahaman dan keterampilan dalam menggunakan media terutama media sosial yang saat ini sering dijadikan sumber informasi oleh khalayak terutama oleh kalangan yang berusia muda. Dengan demikian, mahasiswa baru akan lebih bijak dalam penggunaan media sosial serta memiliki kesadaran tentang pentingnya berliterasi digital.

Kata kunci: literasi digital, media sosial

Abstract

Digital literacy is a skill in information using unlimited internet access that focuses on the ability to socialize, interact and understand individuals in making and responding to things in digitization. Social networks are communication bridges between people between agencies or organizations through the use of internet services. The use of media also does not escape content that discusses education, literature, art, sports, news, and so on. This study aims to determine the efforts of new students in developing literacy through social media and analyze the role of social media in literacy development to increase student knowledge. This study uses a qualitative approach with descriptive analysis method in the form of distributing questionnaires to respondents. The subjects of this study were new students of IKIP PGRI Bojonegoro. The results of this study show that new students are interested in the use of social media rather than paper media, they almost every day access social media to find new things such as, share stories, look for information related to increasing individual knowledge of digital literacy which has 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 the public, especially by young people. Thus, new students will be wiser in the use of social media and have an awareness of the importance of digital literacy.

Keywords: Digital literacy, social media.

INTRODUCTION

Along with the times and experiencing globalization in various sectors, ranging from the cultural sector, technology and also communication tools. Thus, it requires humans to be able and ready to face the globalization that is happening. Globalization is not something that is avoided,

with globalization any access will become faster and easier. Then, in the development of technology, especially in communication tools, the dissemination of information will be conveyed more quickly, making everything closer by reaching unlimited people. In addition to technological developments, the development of the internet is also growing rapidly, not only in certain fields. However, now all fields require the internet. Especially for the education sector, education can use an online system, namely the distance learning system. The development of the internet also presents a new innovation to create books in electronic form or e-books to facilitate student access and increase interest in reading books. Entering the era of digitalization, everything will change.

A change will have a positive impact and a negative impact depending on how we respond to it. The most important aspect of change is the ability to respond to situations by cultivating literacy as a component that must be developed. Literacy in a simple sense is the ability to read and write. Reading can be defined as a process of spelling or reciting, seeing and understanding what is written, and writing means expressing a thought or feeling to form an understanding. Currently, the meaning of literacy is quite broad. Saputra & Salim (2020) explained that literacy is an individual's ability to use potential and skills in processing and understanding information when reading, writing, calculating, and providing alternative solutions to problems in everyday life. One form of literacy culture is digital literacy.

Digital literacy is a skill in information using unlimited internet access that focuses on the ability to socialize, interact and understand individuals in making and responding to things in digitization. In 2018 the United Nations Educational Scientific and cultural organization (UNESCO) defined digital literacy as the ability of individuals to access, understand, create, communicate, and evaluate information through digital technology. The network of digital literacy activists in the same year grouped digital literacy into 10 competencies, namely accessing, selecting, understanding, analyzing, proving, evaluating, distributing, producing, participating, and collaborating. Characteristics of digital literacy refers to the process of understanding and making writing that creates new knowledge. Management and understanding of information is very necessary in digital literacy, because now information is easy to create and quickly disseminated.

Purawinangan & Yusuf (2020) revealed that in digitalization, social media cannot be separated from social media as a medium of education, especially literacy. Social media is a communication bridge for both personal and agency or institution using internet facilities. Currently the use of social media is a common phenomenon, everyone can use social media, especially the millennial generation. The use of social media is inseparable from content that contains education, literature, art, sports, news, and so on. In 2021, of Indonesia's total population of 274.9 million, 170 million of them have used social media. The number of social media users in Indonesia will always experience growth. The development of technology, especially skills in using social media is something that is certainly not foreign, especially among students.

In the era of digitalization, students must be wise in using social media. Social media is a communication tool that can be accessed via the internet. The search for various knowledge ranging from arts, hobbies and knowledge as well as literary works can all be accessed through social media. This is presented to create a digital literacy culture. Thus, a literate person is not monotonous who only uses traditional media such as television, radio, newspapers. However, nowadays literacy is becoming more varied.

In this article, we will focus on the extent to which students respond to the digital literacy culture which is now not a taboo subject. After examining the growing needs and digitalization, the researchers tried to describe and formulate problems, namely how students' efforts to develop digital literacy through social media, the role of social media in digital literacy among new students of IKIP PGRI Bojonegoro.

METHOD

The methodological approach used in this article is a qualitative approach. Qualitative research is a research whose research results are not obtained through statistical

procedures or other quantification methods. Research does not use statistics but through data collection, analysis, and then interpretation (Anggito & Setiawan, 2018). The data collection in this article was obtained from data collection techniques using questionnaires or questionnaires. The researcher prepared a questionnaire in the form of questions using the multiple choice method. Respondents can directly choose the answers that have been provided by the researcher. After the data is collected from the distribution of the questionnaire then it is analyzed. In this study, using descriptive analysis, to find answers from a study about student efforts in developing digital literacy through social media and the role of students in developing digital literacy to increase student knowledge. Researchers chose the target of new students of IKIP PGRI Bojonegoro, because new students in 2021 have a soul that is very technology literate, especially in social media.

FINDINGS AND DISCUSSION

The development of a digital literacy culture is needed to increase knowledge, critical attitudes and respond to any information and interactions that exist. Digital literacy is a series to be aware of the media, able to control individuals in making and receiving information. Digital literacy culture does not only carry out the process of producing and consuming information, but as a new student must ensure the validity of information. The phenomenon of information being tampered with requires an acknowledgment to clarify the news. At this stage, literacy media is needed to meet the need for information and healthy information education. The purpose of this media literacy program is to equip young people with knowledge, understanding, and skills, as well as provide access to information provided by social media.

Currently, new student IKIP PGRI Bojonegoro has an extraordinary interest in social media. They are interested in using social media rather than paper media, because social media is more effective and efficient, effective in the sense of being quick to get information, producing information and efficient in the use of time.
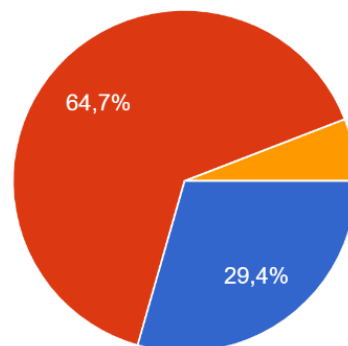

The first questionnaire, *"Students are more interested in using social media than paper media for digital literacy"* there are 64,7% voted frequent using social media, 29,4% voted strongly frequent and 5,9% voted not frequent. The writer concluded that social media favored by new students of IKIP PGRI Bojonegoro.
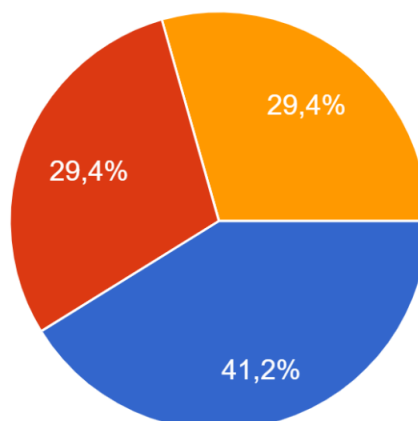
The second questionnaire, *"students access social media almost every day for digital literacy"* there are 41,2% were chose by strongly frequent, 29,4 % in orange graphic voted not frequent and 29,4% in red graphic voted frequent. The result proven that student almost every day to access social media.
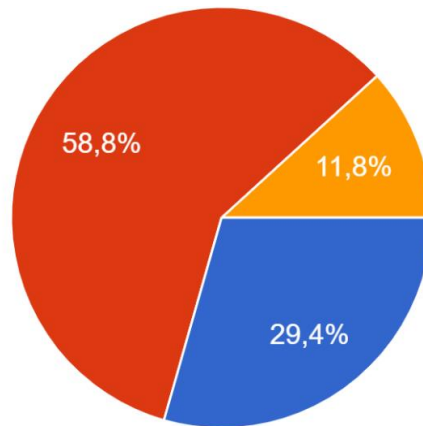
The third questionnaire, *"students increase new knowledge through social media"* there are 58,8% were chose by frequent, 29,4% voted strongly frequent and 11,8% voted not frequent. It Shows that most of student using social media to increase new knowledge.
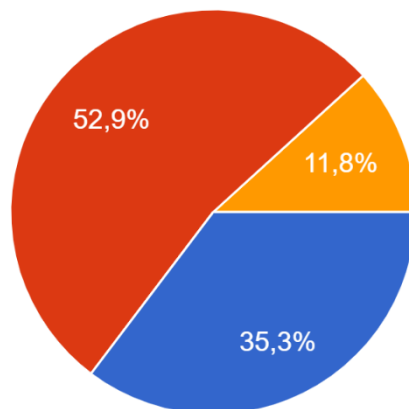
The fourth questionnaire, *"students always ensure the validity of news that has been found and searched through social media"* there are 52,9% voted frequent, 35,3% voted strongly frequent, 11,8% voted not frequent. The results shows that students strongly ensure the validity of a news that has been found and searched through social media. New students get a lot of information from social media. Speed and accuracy of news are what millennials are looking for critical.

CONCLUSION

From the research above, it can be concluded that the development of digital literacy culture through social media can be done by knowing the role of social media on digital literacy and efforts to develop digital literacy. Considering that digital literacy culture is important because new students have a tendency to consume media. New students get a lot of new and up-to-date information through social media, the accuracy and speed in finding news makes them more interested in using social media than paper media. Thus, social media is a platform to develop a digital literacy culture for new students IKIP PGRI Bojonegoro.

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