

Media Literature Education to High School Students in Nimbokrang District, Jayapura Regency

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ABSTRACT

The advancement of digital media brings various impacts on the younger generation, especially students, both positive and negative impacts. From the positive impact on students, nowadays they are increasingly spoiled with various ease of accessing information, making friends, communicating, conducting online business activities, carrying daily work activities. Meanwhile, from negative impacts such as: lack of physical activity, reduced student learning, being easily provoked through hoax news, inefficiency costs, reduced study time and others. Community service activities, through digital media literacy education for students, aim to: increase digital literacy skills for students who are classified as vulnerable to information exposure. The methods used are: socialization and discussion, training, and practice of using digital media. The stages of activities: preparation, implementation and evaluation. Digital media literacy education activities result in an increase in students' knowledge and skills after following the series of materials provided. It is recommended that the school should be more active in conducting supervision, training and mentoring for students in the use of digital media to support student achievement in school.

Keywords: Community Service, Digital Media Literacy, Utilization of Digital

INTRODUCTION

Communication media is currently growing so rapidly with several forms and kinds of manifestations after the digital era began. Cyber or internet media began to thrive in the midst of television and radio broadcasting media, marked by the emergence of various social media such as: Twitter, Facebook, Instagram, Snapchat, Path, YouTube and so on which are often thought to rival the glory of television today. The growth of social media in Indonesia has spread to all age groups and circles. Starting from children who are addicted to watching videos on YouTube, teenagers who are trying to fight for their existence on social media, especially students who use applications on gadgets as news sources. The phenomenon of social media has a bad influence on students who do not understand social media literacy well. Information obtained from social media is not filtered well, but it is immediately believed to be true so what happens is the massive spread of hoax information among the younger generation, especially for students.

85 percent of social media users in Indonesia are connected to social media Facebook groups (Far, as many as 65 million actively use Facebook every day and 50 percent join Facebook groups. 45 million Instagram users every day and on average post 2 times more than the global average (APJII Team, 2018). Media literacy training is needed so that students have a critical attitude in responding to any information and interactions that exist. Therefore, students need to be given education regarding the rules and ways of playing that are used when they use social media in everyday life. Poor understanding of digital literacy (Pratiwi & Pritanova, 2017), will affect the psychology of children and adolescents who tend to insult others, cause jealousy towards others, lead to depression, get carried away with negative comments, and are accustomed to speaking in the poor language. polite. This is due to the low awareness of literacy which is one of the factors driving the massive circulation of fake news or hoaxes. With a low reading culture, people swallow information instantly without trying to digest it in its entirety.

The progress of current communication media (Eleanora & Sari, 2020), brings various impacts on students, especially the younger generation, both positive and negative impacts. From the

positive impact, students are now increasingly pampered with various conveniences in accessing information, establishing relationships, communicating, conducting online business activities, and carrying out daily work activities. Meanwhile, negative impacts such as: lack of physical activity, curtailing interest in learning for students, being easily provoked through hoax news, inefficiency costs, and others. The use of social media among students has positive and negative impacts, where in addition to providing knowledge, insight, and information, there are negative impacts that must be avoided from the use of social media, such as being able to have content that violates decency, gambling, humiliation, or defamation of one's good name. someone, extortion, or the occurrence of threats, or even the spread of untrue and misleading news so that it can also result in consumer losses.

Lots of information in the internet media era (Ainiyah, 2017), is like two blades where one side provides benefits but the other hand can threaten and injure users. Hoax or fake news becomes difficult to distinguish from fact when hoaxes are reproduced and packaged in such a way that social media users do not realize they are in the vortex of fake news. Therefore, it is important to carry out public media literacy education to provide awareness and introduction to the information circulating in the media. At least media users know that information that is factual or hoax will recognize the characteristics of the news. In addition, in the concept of public media literacy education, media users must be equipped with knowledge of internet ethics so that they do not spread the news that contains blasphemy, hatred, and terror or with the term "think before write" because it will be read and accepted by the public.

- Problems that will be solved through student service activities by carrying out several activities including: communication media literacy such as introducing features in communication media such as laptops and smartphones, designing news content in communication media.
- Utilize communication media creatively and socialize the impact of communication media both through explanations, and practice using the features of communication media;
- interactive dialogue about communication media and hoax news.

Observation at the location is known that, students use communication media only to communicate with friends and family. Lack of students' ability to use communication media as learning resources to support student achievement at school. This condition certainly has a bad impact on students because of the lack of education, especially since Nimbokrang District is a district that is quite far from the center of Sentani City, Jayapura Regency, with a distance of about 81.6 km. The results of observations on Yapis Nimbokrang High School students are known that:

- The use of digital media has become a trend among the younger generation, especially students.
- Students' understanding of digital literacy is still low so they are easily exposed to hoax news.
- Students' understanding is still low in utilizing digital media
- Students' skills are still low in the use of digital media.

Community service activities through social media literacy education for high school students in Nimbokrang District, Jayapura Regency aim to:

- Increasing students' knowledge about digital media.
- Improve students' ability to understand digital media literacy.
- Improve students' ability to use digital media.
- Improve students' skills in using digital media as a means to support learning activities and job opportunities in the millennial era.

Literacy education for students in the form of training and socialization involves high school students in Nimbokrang District Muhammadiyah Papua University acts as an implementing partner for Community Service activities in Jayapura Regency. Through this activity, the general theme is "Improving Student Knowledge and Skills in Utilizing Digital Communication Media to Support Student Achievement". While the special theme is "Creation of students who are information literate in warding off hoax news and increasingly skilled in utilizing digital

communication media" The general theme of PKM for students to be achieved within a certain period of time, and a special theme as the basis for community service activities that have been carried out.

METHOD

Community service activities are carried out through media literacy education, training in the use of digital media skills and Q&A. PKM activities will be held in November 2021 with 72 students participating. The training method is carried out in 3 stages, namely: preparation, implementation and evaluation. The implementation of digital media literacy education for high school students is carried out in the form of:

- Media literacy education is a form of providing material to students related to digital media, the benefits of digital media, tricks to avoid crime in digital media, good communication techniques, ethics in social media, and safe shopping tricks in digital media.
- Training on the use of digital communication media Students can practice using digital communication media, recognize application features on digital media, find credible learning reference sources, design website applications.
- Discussion and question and answer. Sessions to discuss various problems and solutions for digital media literacy education activities for students. As well as a means of two-way communication to get feedback from participants.

The description of the method of implementing Community Service (PKM) activities at SMA in Nimbokrang District, Jayapura Regency can be seen in Table 1 below.

Table 1. Activity Implementation Method

No	Name of Activity
A.	A meeting of understanding between partners and the proposing team to combine perceptions of the program of activities and ensure the flow of activities and implementation runs smoothly supported by infrastructure and facilities.
B.	Digital Media Literacy Education
	1 Digital Media Literacy
	2 Smart In Receiving Information And Techniques To Avoid Hoax News
	3 Getting to Know Digital Media Features
	4 Learning Through Digital Media to Support Student Achievement
	5 Tips and tricks on social media
	6 Discussion and Q&A C
C.	Training on the Utilization of Digital Media Applications
	1 Prepare training instruments with digital media creatively
	2 Practices for students in operating digital media in learning at school
	3 Practice making website designs, designing effective communication messages

Expected objectives, benefits and impacts of activities

a. Activity goal

Community service activities through digital media literacy education are an effort to provide education and understanding and skills for students in using communication media positively. Through this activity, they are expected to have the ability and knowledge to use digital media as a means of social media properly and correctly. Training materials and media literacy socialization are carried out in several ways, namely: good communication tips, avoiding hoax news, techniques to avoid pornography sites, safe online shopping tricks, ethical ways of getting along on social media, and how to convey effective messages through social media and other ways of communicating. use digital communication media as a means of learning and self-development for school students.

b. Activity benefits The benefits of community service in Media Literacy Education activities for High School students in Nimbokrang District are:

c. Theoretical Benefit

1) Theoretical Benefits

The results of this student service are expected to be one form of information delivery activity to students about the important role in the use of gadgets and social media, especially regarding the basic legal provisions for cyber, namely the ITE Law and Law No. 22 of 2009. About motorists (who use cell phones) can be affected. Article 106 paragraph 1 concerning the driver must drive the vehicle with full concentration.

2) Practical Benefits

The results of this Community Service activity are expected to have an impact on student ability to carry out the training that we provide based on information and questions from students, practice it in daily life, and provide information to other students if something is not right or wrong in using gadgets and digital media. The impact of Community Service activities is as follows:

d. Expected impact of activities This activity is expected to have a positive impact on students in understanding digital media literacy well and can also improve student achievement.

PKM Activity Targets

The measurable output targets of the problem solutions proposed through this community service activity are:

- Increasing students' knowledge and understanding of media literacy that is not yet known and is often ignored. With media literacy education, students can understand and know the use of media appropriately and correctly, able to sort out the correct information and avoid hoax news.
- Increase student interest in techniques and how to use digital media and social media to increase creativity and innovation learned for the implementation of media literacy activities.
- Improving students' skills in using online through gadgets to provide added value for student achievement as well as learning resources in making friends and networking collaborations.
- As a source of information and new knowledge about media literacy activities so that in the implementation of life the results of literacy can be applied in real terms.
- Improving the way of thinking and increasing the power of reasoning in problem solving through media literacy.
- Adding experience in media literacy and learning in delivering communicative and informative messages to other parties.
- Improve good and correct communication ethics in order to avoid the possibility of disputes between friends, teachers and family.

Able to identify potential crimes through digital media in the current era of Information and Communication Technology.

RESULTS AND DISCUSSION

Community service activities through media literacy education are an effort to provide education and understanding and skills in using communication media positively. Through this activity, they are expected to have the ability and knowledge to use digital media as a learning tool and a means to interact through social media properly and correctly. Improving social media literacy skills among students, according to (Haris et al., 2021) can be done through: virtual classroom-based learning activities, bringing in social media design practitioners as guest lecturers to share knowledge, providing work experience for lecturers and students, and designing information media for disseminated via social media.

Training materials and socialization of digital media literacy are carried out in several ways, namely: good communication tips, avoiding hoax news, techniques to avoid pornography sites, safe online shopping tricks, ethical ways of getting along on social media, how to convey effective messages through social media and how to use digital media as a means of learning and self-development of students at school. The method of implementing the activity contains media

creativity training and socialization of the impact of social media for the younger generation, either through explanations, practices in using communication media features as well as discussions and questions and answers.

We can no longer avoid the use of gadgets (Liestyasari et al., 2020) among young people and teenagers. Things we can do to anticipate that children are able to use gadgets wisely is to do some simple ways, for example checking the truth of the news and information we receive. By providing knowledge related to this, it is hoped that children will understand how to receive news and will pass this healthy literacy knowledge on to their friends at school. Students in accessing the internet (Choiriyati et al., 2019), always face obstacles and difficulties, therefore students' abilities are required to develop more effective information search strategies. The role of the school as an information and culture center for students is needed to be carried out optimally. Media literacy skills are very important for students to be able to access the internet optimally and wisely in order to fulfil students' information needs. Activities using social media such as playing online games with a high frequency need control from the school. Digital literacy training (Praseptiawan et al., 2021) can improve skills and 2 in recognizing digital devices that are useful in the use of information systems. The method of implementing activities containing education, workshops, creativity training using digital communication media, as well as socializing the impact of social media for students can provide reports on community service activities as follows:

Media Literacy Education

Is a form of providing material to students related to what and how to use digital media, the benefits of digital media, tricks to avoid crime in digital media, good communication techniques, ethics in social media, and safe shopping tricks in digital media. According to (Saputra et al., 2018), the rise of various negative phenomena in the media, was responded to with unrest by various circles of society. The existence of a person, who is always close to the media, is not accompanied by the ability to perform media literacy or the ability to analyse messages conveyed by the media properly. So that the community, carelessly in responding to various messages conveyed by the media.

Based on observations during socialization with Nimbokrang High School students, the students who attended seemed to understand more about the functions and uses of digital media both through smartphones, the internet and even being able to operate features on digital media. Students have been using the internet and smartphones more often for status updates, accessing information without knowing which news is factual and hoax. Students' digital media literacy ability is low, even though they know various content or information from digital media from internet websites and social media (You tube, Facebook, Instagram, WhatsApp and others). The ability of students is still very lacking in utilizing digital media as a source of learning and supporting assignments at school. According to (Juditha, 2013), a person is said to be media literate (media literacy), if he is able to use the media, and access it every day. Another indicator of media literacy, if the respondent is able to analyse, evaluate, and communicate the content of the message obtained from the media.

Media literacy is the answer, to the rise of public views about the influence and impact of the mass media which tends to be negative and unexpected. So it is necessary to be given the ability, knowledge, awareness, and skills specifically to the audience as media readers. According to Lailam, et al., (2022), The low literacy culture of the Indonesian people is a fundamental problem. This condition impacts the slow progress, and independence of the nation. Moreover, in shaping a literacy culture, it can be done in various ways by making a tradition of writing and reading issues in the hands of the community, providing access in the form of books, journals, and magazines as references that support the literacy movement.

Education to Digital Media

Digital literacy education activities for high school students are carried out through providing digital media materials, recognizing application features on digital media, and looking for factual,

accurate, and credible learning reference sources. Students are given an explanation of digital media in the form of programs on computers and their software, techniques for accessing the web and websites including social media, electronic books, and others. In addition, games were also played to test the extent to which high school students in Nimbokrang District digest and convey information well from the source to the interlocutor. The result is that students are not well versed in digital media literacy, so understanding is strengthened so that students are not trapped with information content that is scattered in cyberspace. Students are also given material on the positive, and negative impacts of using digital media, and how to use digital media effectively to support the learning process at school. Discussion and question and answer. After being briefed on digital media, the students were also given space to discuss and ask questions. This session is an attempt to discuss various problems that have been faced so far, as well as to find solutions to the problems.

At the same time as a means of two-way communication, in order to get feedback from participants on the material that has been given by the presenters. The students are very enthusiastic about providing feedback in digital media education activities, where students actively ask if there is a material that is not understood, provide feedback and share experiences in using digital media. Students' ability regarding digital media related to the training materials carried out can be seen from the results of the following pre-test and post-test.

Table 2. Students' Ability on Digital Media

No	Material Of Activity	Indicators Of Student Abilitiy	
		Pre-test (%)	Post-test (%)
1	Understanding of digital media	16,67	83,33
2	Utilization of digital media in the millennial era	20,83	79,17
3	The importance of digital literacy in supporting learning in schools	31,94	68,06
4	The practice of using digital media techniques	23,61	76,39
Average		23,26	76,74

From table 2. above, it can be explained that students' understanding of digital media is different during the pre-test and post-test. Of the 72 students who were involved in digital media training, students' understanding and skills were still relatively low, with an average of 23.26 percent before the activity, but an average increase of 76.74 percent of their knowledge and skills after the activity. This shows that digital literacy education is very necessary for students who are of a vulnerable age to exposure to content digital media.

Practice of Utilizing Digital Media

Student participation is seen when the practice of implementing community service activities is carried out. Students are enthusiastic about listening by participating in training and practicing using digital media as a source of learning for students. Where digital media has several advantages, namely flexible, practical, and not limited by space and time in its use. The students learn how to use YouTube as a learning medium where students can get a variety of subject matter that is easy to understand because it is in the form of videos besides that students can also learn various skills. Moreover, as millenials, the opportunity to become a You tuber is very large and has become a source of income in the current era. In addition, students also practice e-learning as learning materials through electronic media, a combination of video, audio and other communication devices. Through e-learning, students can do assignments more effectively and efficiently. The practice of using digital media also provides learning for students, how to earn additional income through skills in making website designs, and compiling communicative content in digital media. In the practice of using digital media, students are also enthusiastic about asking questions, ideas and opinions and conveying their experiences so far. Various negative impacts

from the use of digital media that they get. This shows that students have a better understanding of using digital media even though at first they lacked insight and skills from using digital media.

CONCLUSIONS AND RECOMMENDATIONS

The implementation of community service carried out for students went well and smoothly. Programs implemented in community service activities are:

- Digital media literacy education for students
- Utilization of digital media in supporting learning in schools.
- Training to increase skills for students in the use of digital media
- Discussion and Q&A for students. Student mentoring and support is very good, where students are active in participating in the program so that students can take advantage of it.

Based on the activities that have been carried out at Senior High School of Nimbokrang District, Jayapura Regency, it is expected to be useful for increasing digital media literacy for students, including: students understand about digital media literacy, have the ability to filter information through digital media, have the skills to use digital media to support the learning process. Recommendations for schools to be more active in conducting coaching, monitoring and mentoring activities for students so that students' knowledge can always be updated.

ACKNOWLEDGMENTS

This community service was carried out by the Muhammadiyah College Grant and Aisyah (PTMA) from the PP Muhammadiyah Diktilibang Council. Thanks are also given to partners who have facilitated the implementation of PKM.

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APPENDIX



Figure 1. Media literacy education



Figure 2. Discussion grup



Figure 3. Training on the use of digital communication media