

## The Digital Skill Improvement Program for Women of the HEPI Bandung Community Members in Using New Media

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### Abstract

The tremendous number of internet usage in Indonesia does not only present positive impacts but also negative implications, particularly for women. Many of them experience difficulties related to digital security, not only for themselves but also for their children. Therefore, a digital literacy program targeting housewives, particularly members of the HEPI Bandung community, is critical. This program was conducted on 21 June 2023 by focusing on literacy to empower the participants to shop online wisely and control children in accessing digital media products effectively. This program has two stages. Number one is knowledge sharing aims at awareness improvements and a two-way sharing session to build knowledge and appropriate solutions. The program evaluation showed that literacy activities witnessed benefits for the participants to be wiser in using the internet. Hopefully, this program can be conducted sustainably in the future program.

**Keywords:** Community service program, digital literacy, digital customer literacy, parental mediation, housewives.

### INTRODUCTION

A literacy activity in the Community Service Program (PKM) is intended as direct learning for the community to improve science, technology, arts, and culture through institutional channels as part of the Tri Dharma. (Bawa, 2020; Juddi et al., 2022). The program was conducted by lecturers from the School of Communication and Business, at Telkom University. This focused on digital literacy in increasing digital skill competence in using new media for women who are members of the Bandung HEPI community. This program focused on understanding consumer digital literacy and parental mediation, which was conducted on 21 June 2023 at the school building, Telkom University.

Generally, Indonesia has a significant internet growth rate in Asia (Kusnandar, 2021). This country had 204.7 million internet users in January 2022. By early 2022, 73.7 percent of Indonesia's population was using it. This can be forecasted that web clients in Indonesia will experience an increase of 2.1 people or around 1% between 2021 and 2022. According to the calculation of internet users this year, 73.05 million people in Indonesia did not use the internet until the beginning of 2022. This means that 26.3% of people are still offline at the beginning of the year (Annur, 2022).

A large number of new media users is a common concern because it not only brings beneficial impacts on media usage (Juddi et al., 2022) but also raises various negative issues, such as content misuse, hoaxes, cyberbullying, and others (Hidajat et al., 2015; Okditazeini & Irwansyah, 2018). This is not at the level of technology or feature deceptions but rather the users' level of understanding in utilizing this technology for positive purposes (Juddi et al., 2023).

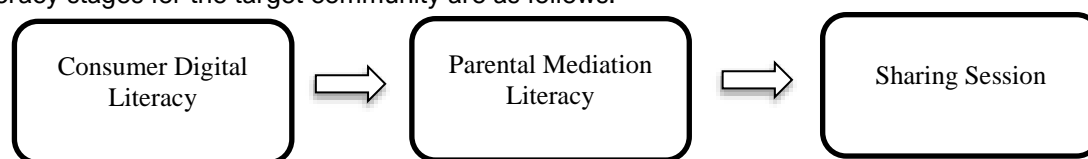
The existence of the Internet cannot be separated from the users and their choices of using new media. This is because internet networks intertwine various platforms with massive information sources. Digital literacy is an effective effort for this phenomenon so that everyone can use digital technology properly with adequate skills due to the many digital crimes. Digital literacy is critical to protect people and their families from digital crime. The lack of digital literacy could drive some disadvantages.

Many housewives who do not work and do not have a business experience difficulties related to digital security (Nazari et al., 2022; Sholichah, 2019). For instance, they often experience scamming when shopping on social media because of discounts. They also experience fraud from links sent by anonymous WhatsApp numbers. In addition, they have started introducing gadgets to their children from an early age without understanding the significant impact on their growth.

The new media usage cannot be isolated from everyday life at any social level. Nevertheless, the community still lacks knowledge related to digital security. It could be tough to stem the changes that are currently taking place regarding the use of the internet. Hence, this requires digital skill improvement to avoid things that will be detrimental in the future, particularly for housewives. The government and non-governmental organizations have been conducting numerous efforts to ease the negative impacts of Internet technology. The government and non-governmental organizations have continued some efforts easing the negative of Internet technology. These have been conducted massively by targeting audiences through the mass media by targeting specific organizations, communities, and groups, ranging from early childhood to old age through various strategies, such as education and increasing digital literacy. Yet, academics have been looking for standardized methods to tackle internet drawbacks effectively.

## METHOD

The literacy stages for the target community are as follows:



**Figure 1.** The Training Program Flowchart

### Consumer Digital Literacy

This part was presented by Ratih Hasanah Sudradjat, Ph.D. She is an academic at Telkom University Bandung. Ratih focuses on research themes in marketing communications and advertising, both in theory and technical.

### Parental Mediation Literacy

This part was guided by Clara Novita Angraini. She is a media academic at Telkom University who focuses on the digital literacy movement, including parental mediation, a literacy related to methods parents use to control, supervise, and interpret media content.

### Sharing Session

At this stage, the speakers attempted to provide specific answers to participants' sharing experiences and questions that relate to their daily lives. This session was intended to elevate the understanding between the presenters and participants deeper. Hence, it could be more effective by discussing directly the problems they face daily related to digital technology.

## RESULT AND DISCUSSION

The community service program initiated by academics of the School of Communication and Business, Telkom University, through digital literacy, was conducted on 21 January 2023. In this series of programs, various topics, derived from the digital literacy concepts, have been given to the target community, namely digital consumer literacy and parental mediation.

**Table 1.** The Rundown

TIME	ACTIVITY	DESCRIPTION
09.00 – 10.00 WIB	Participant Registration	Filling in the Participant Attendance Lists
09.00 – 09.05 WIB	Opening	Opening by MC
09.05 – 09.10 WIB	Welcome speech by the Head of Abdimas	By Bu Agus Apriyanti
09.10 – 09.15 WIB	Welcome speech by the Chief of HEPI Community	By Eva Fauziyyah Hendana
09.15 – 9.45 WIB	Consumer Digital Literacy	Speaker: Ratih Hasanah Sudradjat, Ph.D. Moderator : Moh. Faidol Juddi, S.I.Kom, M.I.Kom
9.45 – 10.00 WIB	Coffee Break	MC
10.00 – 10.30 WIB	Parental Mediation	Speaker: Clara Novita Anggraini, S.I.Kom., M.A. Moderator : Moh. Faidol Juddi, S.I.Kom, M.I.Kom
10.30– 11.10 WIB	Sharing Session	Moderator and Speakers
11.10 – .11.20 WIB	Door prize	MC
11.20 - Selesai	Closing	Taking pictures

This activity was carried out for about three hours starting at 09.00 and divided into two stages, including sharing knowledge (consumer digital literacy and parental mediation) and sharing sessions. This program was assisted by students and academics of the School of Communication and Business at Telkom University.

### **Consumer Digital Literacy**

In this session, the speaker provided an understanding of online shopping security to avoid losses and the dangers of fraud. Digital shopping literacy emphasizes the ability to understand technology use in online shopping can help choose the right product and shop online quickly and safely (Dewi & April, 2022; Lam & Lam, 2017; Muthupriya, 2021). This method emphasizes understanding how e-commerce works to pick the right products online, avoid fraud, maintain privacy, and enhance the shopping experience. Internet use in Indonesia continues to increase. People spend more than 3 hours a day surfing the internet (Pertwi, 2018). However, crime in online shopping has also increased. Therefore, understanding related to how to shop online wisely and controlling emotions so as not to lead to impulsive actions due to discounts is essential.



**Figure 2.** Digital shopping literacy by the speaker

### **Parental Mediation Literacy**

Parental mediation is a strategy for parents to control, supervise and interpret media content for their children (Paramitha & Purwanti, 2020; Warren, 2001). This strategy's adoption detects children's safety aspects in digital media. The current generation, which was born with the normality of digital technology, can sort out media content according to their preferences. This will be hazardous for them if there is no effective supervision from the adult, such as at what age they are allowed to use a gadget, how long they should use it, what content and applications they are allowed to access, etc.

Digital parenting is paramount as the primary source of information for children at home to minimize the negative effect of digital media, which has the potential to endanger children's safety. Furthermore, their cognitive, emotional, moral, and experience is not yet sufficiently developed, so they cannot distinguish between right and wrong. Supervision with an assertive two-way communication approach (Lyndon, 2006; Pipaş & Jaradat, 2010), where children and parents can express their opinions explicitly without offending, is one of the keys to effectiveness in digital parenting. This communication technique can be used to create opportunities for open discussion, between parents and children, with different opinions, needs, and options to be heard and considered for mutually beneficial solutions. In addition, techniques can also strengthen the relationship between parents and children, reduce the impact of stress due to conflict, and provide social support.



**Figure 3.** Parental mediation literacy by the speaker

### Sharing Session

After the knowledge-sharing session was conducted successfully by the speakers, it was followed by a sharing session, which took place in two directions. Starting with the participants conveying questions they did not understand related to the materials, their anxieties about scamming when shopping online, parenting in choosing the right media preferences for children, and solutions regarding the problems they faced. The speakers tried to listen to the questions from the participants with the assistance of a moderator, then tried to find the answers together through a further exploration process with confirmation of feedback that aims to build knowledge and solve problems together without patronizing. (Casero-Ripollés et al., 2016; Järvinen, 2018).



**Figure 4.** Sharing session between participants and speakers

After literacy was complete, activity evaluation was measured through participant feedback quantitatively. The results show that the PKM program has answered the needs of participants significantly, both in the selection of speakers, the material presented, the time and the program

implementing committee. In addition, the participants hoped that this activity could be carried out continuously in the future.

**Table 2.** The program feedback

Questionnaires	STS (%)	TS (%)	N (%)	S (%)	SS (%)
1 Material activities in accordance with the needs of the participants				41%	59%
2 The time for carrying out this activity is relatively appropriate and sufficient				32%	68%
3 The materials/activities presented are obvious and easy to understand				32%	68%
4 The committee provided good service during the activity				9%	91%
5 The participants accept and hope that activities like this will be continued in the future				18%	82%
					100%

## CONCLUSION

The incline of the crime rate follows the increase in the penetration rate of internet usage in Indonesia. The rise of online fraud under the pretext of online shopping, as well as disappointing experiences when shopping online, are experienced by women using digital technology. In addition, the abundance of digital media content mix also makes it difficult for them to control children when using gadgets. Therefore, digital literacy targeting housewives, particularly the HEPI Bandung community members, in shopping online wisely and supervising children accessing media products is critical. This activity aims to help them eliminate losses in the future through understanding digital literacy, including consumer digital literacy and digital safety literacy for children and families. This was conducted in two stages, including knowledge-sharing and sharing sessions. The first stage aims to increase the participants' knowledge, and the second object is to build knowledge and solve problems to present the right solutions. Evaluate activities by distributing feedback questionnaires. The evaluation results show that literacy activities have answered the needs of participants significantly. Efforts to increase digital literacy are beneficial, especially for the target, hence, they become wise in using digital media. In addition, they hope this kind of literacy activity could sustain to improve their understanding further.

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