

The Digital Literacy and Social Media Content-Making Training Program for SMEs and Housewives in the Heki Bandung Community

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ABSTRACT

New media usage, particularly network-based media using mobile platforms, has become a big issue in the community. Various issues arise related to the presence of information technology and its intersection with daily activities and other social environments. There has yet to be a corresponding growth in people's awareness of online ethics in Indonesia with the surge in internet use. Housewives, in particular, frequently do sharenting and oversharing on the internet. Awareness of the risks associated with online flaming and cyberbullying is also essential. Thus, it is crucial to successfully promote digital literacy among housewives in the HEPI Bandung community to raise awareness of online ethics. It is also critical to comprehend the technical facets of branding for both personal and professional purposes. This program seeks to educate participants about digital literacy and digital content creation workshops to assist them in avoiding adverse outcomes down the road, particularly for housewives. This activity had two phases: material distribution (including a workshop) and sharing sessions. Increasing the participants' knowledge is the purpose of the content delivery. The two-way sharing session aims to broaden participants' knowledge and answer their problems appropriately. Evaluate the activities by sending out feedback surveys. The evaluation's conclusions show how successfully literacy-related activities have addressed participants' needs. Increasing digital literacy is a positive thing, mainly as we use digital media to become a better-informed society. Furthermore, the participants hope that such literacy exercises continue in parallel to evaluate and improve the understanding that has been established collectively.

ARTICLE INFO

Article History:

Submitted/Received 12 Jan 2024

First Revised 25 Jan 2024

Accepted 26 Jan 2024

First Available online 30 Jan 2024

Publication Date 31 Jan 2024

Keyword:

New Media

Video Content

Digital skills

Media ethics.

INTRODUCTION

The emergence of new technology in communication and information has triggered various new behavioral actions. One of these behaviors is how various social media-based platforms dominate usage time in accessing media. The average Indonesian spends 3 hours 23 minutes a day accessing social media. From Indonesia's total population of 265.4 million, active social media users reached 130 million, with a penetration of 49% (Kemp, 2018). The behavior of using new media in Indonesia is an interesting issue because of the high growth rate of internet users in Indonesia. The existence of the internet cannot be separated from the use or choice of using new media because, in the current digital era, internet networks are like a connecting line that unites various platforms with abundant sources of information (Cahyono, 2016; Utama & Herawati, 2017).

New media usage has given rise to various negative issues, such as misuse of content, dissemination of information content that is not credible, cyberbullying, and several other issues related to the use of new media (Okditazeini & Irwansyah, 2018). However, this is at a higher level of appropriate technology or features, but rather the ability and level of understanding of users in directing activities in a positive direction. On the other hand, homemakers with small to medium enterprises (SMEs) still need to use new media effectively to promote their products. Instead, promotions carried out are still very minimal and limited (Silalahi, 2022). If we look at current marketing developments in product promotion, many market players create product advertisements through video content. Housewives need more expertise in upgrading themselves to create content and videos as a medium for product promotion. There is a need to increase expertise in creating video content that can be used as product promotion media to increase buyer interest, sales, and income (Dewa & Safitri, 2021; Hadi & Zakiah, 2021).

Although housewives in the HEPI Community (Harmony of Positive Energy for Wives), for example, have easier access to content through new media, they have more complex challenges, such as educational background, internet accessibility, infrastructure, economic background, etc. Some of the problems faced include using new media as media for product promotion for sale and purchase with creative content in the form of videos and photos that can be maximized. Hence, there is a need to improve skills in creating video content easily through applications that can be used by mothers in the Community via Mobile Phone devices.

Activities in the Community Service (PKM) program used institutional channels to provide the community with direct teaching to enhance knowledge, technology, arts, and culture as part of Tri Dharma (Juddi et al., 2023). Telkom University's School of Communication and Business Lecturers were conducting community service projects centered on digital literacy and enhancing digital competency, particularly about cyberspace ethics. On December 27, 2023, workshops on creating social media content for SMEs and Business Housewives in the HEPI Bandung community were held in the School of Communication and Business building at Telkom University.

METHOD

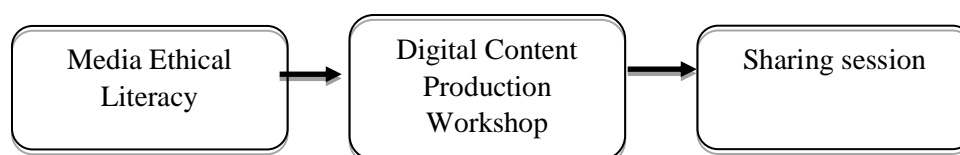


FIGURE 1. The Program Flowchart

Media Ethical Literacy

Moh Faidol Juddi, an academic at Telkom University Bandung, carried out this activity—Juddi's teaching course focuses on digital communications. In addition, Juddi is also active in TikTok with @juddijoyodiningrat account, focusing on literacy related to the application of communication theories and concepts, particularly related to digital phenomena.

Digital Content Production Workshop

Chairunnisa Widya Priastuty, a Telkom University academic focusing on social media strategy studies, conducted the activity. Besides being an academic, Chairunnisa has practical experience in the same field. In this session, participants were allowed to practice producing social media content independently.

Sharing session

At this point, the presenters tried to address the questions and shared experiences of the participants in a way that was relevant to their everyday lives. This session was conducted to increase the effectiveness of the understanding developed between the presenters and the target program participants during the sharing session by having a direct conversation about the issues they deal with daily regarding digital technology.

RESULT AND DISCUSSION

The community service initiative started by lecturers at Telkom University's School of Communication and Business was completed on December 27, 2023. The target community was given access to various topics related to digital literacy through this training series, including literacy digital media and digital content production workshop.

TABLE 1. The Program Rundown

TIME	ACTIVITY	DESCRIPTION
09.00 – 10.00 WIB	Registration	Filling in the Participant Attendance List
09.00 – 09.05 WIB	Opening	MC
09.05 – 09.10 WIB	Opening Speech from The Lecturer Team	By Agus Apriyanti
09.10 – 09.15 WIB	Opening Speech from the HEPI Community	By Eva Fauziyyah Hendana
09.15 – 9.45 WIB	Ethical Literacy Using Media	Speaker: Moh Faidol Juddi Moderator : Putu Tatyana Prami Dewanty
9.45 – 10.00 WIB	Coffee Break	MC

TIME	ACTIVITY	DESCRIPTION
10.00 – 10.30 WIB	Digital Content Production Workshop	Speaker: Chairunnisa Widya Priastuty Moderator : Putu Tatyana Prami Dewanty
10.30– 11.10 WIB	Sharing Session	Moderator dan Speakers
11.10 – .11.20 WIB	Pembagian Door prize	MC
11.20 - End	Closing	Souvenir, Taking Pictures, and Lunch

This session began at 9:00 am and lasted for around three hours. This activity is divided into two stages, namely the material dissemination, literacy and workshop stages, and sharing sessions, which are assisted by students and a team of PKM Telkom University lecturers who help to prepare and oversee the implementation of the training program.

Media Ethical Literacy

Media ethics literacy has focused on the sharenting and oversharing issues. The sharenting phenomenon affects parents who have children aged infants to toddlers. Excessive exposure of children to social media (oversharing) can harm children's mental development (Fatmawati & Sholikin, 2019; Wahyudi, 2023). Sharenting could make children grow up mentally unhealthy and can develop anxiety in children in the future. For parents, sharenting can also create pressure to maintain a picture of perfect family life. However, there are some positive impacts of sharenting, including parents feeling that sharing with others can help build a sense of friendship and community. This can also provide communication for families who live in distant locations. Even though sharenting has become normal in society, it still requires special attention because oversharing has a big impact.

Furthermore, media ethics literacy also conveyed the dangers of cyberbullying and flaming. A lack of digital literacy can result in someone being cyberbullied and flaming. Cyberbullying is a type of bullying behavior that is known as the act of continuously harassing or hurting other people in cyberspace. Meanwhile, flaming is an online argument in the form of a war of words in cyberspace using language that contains anger, vulgarity, threats, and derogation.



FIGURE 2. Media Ethical Literacy by the Speaker
Digital Content Production Workshop

Effective content creation and regular content uploading are crucial for developing personal branding or managing a business on social media. By fostering a sense of connection and trust, personal branding is the most efficient approach to establish a worldwide identity and reach a wider audience (Patel, 2023). Customers nowadays typically purchase products from brands they follow on social media (Williams, 2020). Personal branding on social media can serve various functions, such as generating revenue or upholding a positive reputation. As a result, we must recognize the significance of our online persona as social media users. Any personal or educational material we share can shape others' opinions of us, both positively and negatively (Safiaji, 2020).

The participant's knowledge regarding applications for managing Instagram content was unexpected; several participants who attended knew what applications, such as Capcut and Canva, could help edit video and photo content. In delivering this material, the resource person also dissected several Instagram accounts, including the Instagram account of the HEPI Bandung community. Furthermore, all housewives' participants were also asked to practice creating interesting content in a short time, namely 15 minutes, and upload the results to their respective Instagram accounts. The participants who attended were very enthusiastic about creating this content. This session shows the difference between participants who already understand and are used to creating interesting content and participants who still need to understand fully.



FIGURE 3. Digital Content Production Workshop

Sharing Session

Following the speakers' material delivery, a sharing session went in both directions. The participants began by posing questions regarding the materials that needed clarification. With the moderator's assistance, the speakers tried to hear the questions posed by the attendees. They then worked to come up with solutions.



FIGURE 4. Sharing Session

Following literacy completion, quantitative participant input was used to gauge the effectiveness of the activity. The findings demonstrate how well the PKM program met the needs of the participants in terms of presenter selection, content delivery, timing, and program implementation committee. The participants also hope that this activity can continue indefinitely in the future.

TABLE 2. The Feedback Result

Questionnaire	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1 The activity materials are designed with participants' needs				25%	75%
2 This task can be completed in a suitable and ample amount of time			7%	22%	71%
3 The exercises and materials are				13%	87%

	simple to comprehend and straightforward		
4	Throughout the activities, the committee rendered excellent service	9%	91%
5	The neighborhood agrees and anticipates that such events will occur in the future	18%	82%
			100%

CONCLUSION

The increase in internet usage in Indonesia, unfortunately, is not matched by an increase in knowledge related to ethics in cyberspace. Many internet users, especially housewives, do sharenting and oversharing. In addition, the dangers of cyberbullying and flaming on the internet also need to be anticipated. Therefore, the importance of digital literacy targeting housewives in the HEPI Bandung community in building awareness of internet ethics effectively. Furthermore, it is also important to understand the technical aspects of branding, both for personal and business needs that they run. This activity aims to help the participants avoid detrimental consequences in the future, especially for housewives, through understanding digital literacy and digital content production workshops. This activity was carried out in two stages: delivery of material (as well as a workshop) and sharing sessions. The aim of delivering the material is to increase the participants' knowledge. The goal of the two-way sharing session is to increase participants' knowledge and provide suitable solutions to their issues. By distributing feedback surveys, assess the activities. The evaluation's findings demonstrate how well literacy-related activities have met participants' requirements. Increasing digital literacy is good, especially as we use digital media to become a more informed society. In addition, the participants wish that this type of literacy exercise might go on concurrently to assess and enhance the understanding that has been developed collectively.

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