DIGITAL MEDIA LITERACY TRAINING FOR YOUNGSTERS IN CIAMIS TO ACHIEVE ASEAN SMART CITIES

Anggun PUSPITASARI[1*], Andrea Abdul Rahman AZZQY[2] and Vivi PUSVITASARY[3]
[1-3] *Faculty of Social and Politics, Universitas Budi Luhur*
[*]anggun.puspitasari@budiluhur.ac.id

ABSTRACT

Everyone needs to understand that digital literacy is an important thing that needed to be accepted in today's modern world. Digital literacy will create a society with critical-creative mindset and outlook. Building a digital literacy culture needs an active role of the community together. The success of building digital literacy is one of the indicators of victory in the fields of education and agriculture and will facilitate an area to develop potential towards a broader direction, in this context developing regions globally. Efforts to develop the potential of Indonesian regions globally can be done at the regional level, in this case Southeast Asia. The ASEAN Smart Cities Network (ASCN) is a collaborative platform aimed at synergizing smart city development efforts in Southeast Asia by facilitating smart city development cooperation, catalyzing banking development projects with industrial sectors, and supporting various assistance and support from partners outside Southeast Asia. Ciamis is one of the districts that is well appointed to be one of the ASEAN Smart Cities networks. Thus, the local government still needs help from various parties related to efforts to increase digital media literacy, especially to youth in Ciamis Regency.

Keywords: Literacy, Digital, ASEAN Smart Cities, Ciamis.

1. INTRODUCTION

Indonesia is one of the countries with the largest number of internet users in the world. Based on the results of research conducted by the Association of Indonesian Internet Service Providers (APJII), the total number of Internet users in Indonesia as of early 2020 was 132 million people. However, the development of the digital world can lead to two opposite sides to the development of digital literacy. The development of digital equipment and access to information in digital form has both challenges and opportunities. (Pratiwi, 2021) One of the concerns that arise is that the number of young people who access the internet is very large. The time they spend on the internet, either through mobile phones, personal computers, or laptops and on average close to 5 hours every day. The high penetration of the internet for the younger generation certainly shows many parties and the facts show that there are still many unhealthy internet behaviors, indicated by the spread of hoax, hate, and intolerance news or information on social media. These things are certainly a big challenge for the country to educate a generation that has digital competence. (Pratiwi: 2021)

The younger generation who had the expertise to access digital media, currently have not matched their ability to utilize digital media for the benefit of obtaining self-development information. This is also not supported by the increasing number of materials/information presented in digital media with various types, relevance, and validation. In Indonesia today, the development of the number of digital media is recorded to have increased rapidly to reach around 43,400 media, while those registered in the Press Council are only around 243 media. Thus, the public can easily get information from various existing media, regardless of whether the news is official or not. This is indicated by the decline in the community's reading culture, which is still low. Various gadgets that can be connected to the internet divert people's attention from books to their gadgets.

Every individual needs to understand that digital literacy is an important thing needed to be able to participate in today's modern world. Digital literacy is as important as reading, writing, arithmetic, and other disciplines. The generation that grew up with unrestricted access to digital technology has a different mindset than previous generations. Everyone must be responsible for how to use technology to interact with the environment. Digital technology allows people to interact and communicate with family and friends in everyday life. However, today's digitalization is increasingly filled with content that smells of fake news, hate speech, and radicalism, and even fraudulent practices. The existence of negative content that destroys the current digital ecosystem can only be prevented by building awareness among each individual. (Wahono: 2018)

Being digitally literate means being able to process various information, being able to understand messages, and communicate effectively with others in a variety of forms. In this case, the form in question includes creating, collaborating, communicating, and working according to ethical rules, and understanding when and how technology must be used to be effective in achieving goals. This includes awareness and critical thinking about the various positive and negative impacts that may occur due to the use of technology in everyday life. Encourage individuals to move from passive consumers of information to active producers, both individually and as part of a community. If the

younger generation lacks digital competence, it is very risky for them to be left out in the competition for jobs, democratic participation, and social interaction.

Digital literacy will create a society with a critical-creative mindset and view. They will not be easily consumed by provocative issues, become victims of hoax information, or victims of digital-based fraud. (Hamid: 2019) Thus, the social and cultural life of the community will tend to be safe and conducive. Building a digital literacy culture needs to involve the active role of the community together. The success of building digital literacy is one indicator of achievement in the fields of education and culture. With success in the fields of education and culture, it will certainly make it easier for a region to develop its potential in a wider direction, in this context is to develop the region globally. (Ahmad: 2018)

Efforts to develop Indonesia's regional potential on a global scale may first be carried out at the regional level, in this case Southeast Asia. ASEAN Smart City Network (ASCN) is a collaborative platform that aims to coordinate smart city development efforts in Southeast Asia by promoting smart city development cooperation, promoting banking projects with the private sector, and obtaining financing and support from external partners. Southeast Asia. Indonesia nominated Jakarta, Banyuwangi, and Makassar as part of the ASEAN Smart City Network cooperation. Such cooperation can reduce the development gap and fit the national agenda to improve the quality of life in the community. President Joko Widodo stated that Indonesia is launching the "Towards 100 Smart Cities Campaign", which encourages the use of technology to promote urban development and achieve more effective, transparent and trustworthy governance.

A city can be called a smart city level if it has features such as smart governance (public services based on information technology), smart environment (using renewable energy and green buildings), smart economy (e-commerce services that promote community economy), etc.) , Smart people (society). They are smart because they have access to educational opportunities), smart living (smart and safe lifestyles supported by a high-quality living environment), and smart mobility (applying smart systems to provide public transportation services, logistics and convenience for car, bicycle and walking users).

Although the clearly proposed areas are still Jakarta, Banyuwangi and Makassar, Indonesia may soon propose other cities. Therefore, no matter in terms of technology, population preparation, government system and a good education system, we all need to be prepared. Ciamis is one of the regions that has the potential to become one of the ASEAN smart city networks. Since 2015, Ciamis Regency has begun to implement technological and digital innovations, making its blood one of the smart city networks. In terms of ideology, the Ciamis community does not yet have a solid foundation for digital literacy. The International Student Assessment Program (PISA) research report reveals how the Ciamis community's literacy tradition ranked 64th among hundreds of research fields in 2012. Therefore, the local government still needs the help of all parties in improving the literacy of digital media, especially for the young people of Ciamis Regency.

Based on this background, professors at Budiruhul University conducted digital media literacy education in the form of community service activities at Ciamis Regency. The community service plan (abdimas) is a form of implementation of the National Plan to Support the Literacy Campaign. The plan was carried out by the FISIP Research Program in International Relations of Budi Ruhul University in the odd math period of the 2018/2019 academic year. It is located in Jakarta and Tangerang. 6 (six) cooperative schools in the city and South Tangerang area. In the odd math period 2019/2020, this event was held at Ciamis Regency, West Java. In this way, it is expected that the ability of young people to use digital media correctly will be improved and it will become an aspect of support for the construction of Ciamis as a network of smart cities.

Ciamis is a province of West Java, bounded by the Magalunka Regency and Kuningan Regency to the north, Tasimalaya Regency and Tasimalaya City to the west, and Bangal City and Central Java Province to the east., Front to the Indonesian Ocean to the south. Due to its geographical location, Ciamis Regency is in a strategic position: the national highway passes through West Java and Central Java, and the provincial highway passes through Ciamis-Cirebon-Central Java. Its astronomical location is 108 ° 20` to 108 ° 40` east longitude and 7 ° 40`20 "to 7o41`20` south latitude. Ciamis covers an area of 244,479 hectares, which represents 7.73% of the area. The total of West Java province is located in West Java province In the context of development, Ciamis Regency has 2 (two) main areas, namely, the East Priangan pillar area and the Pangandaran pillar area.

Since the implementation of regional autonomy in 2001, Ciamis Regency has experienced regional expansion. Ciamis Regency has 30 streets and 4 districts in the city of Banjar. With the increase in the population of Ciamis Regency and the reduction of government control in 2006, Ciamis Regency has experienced an expansion of 6 streets, from 30 streets to 36 streets. Also in terms of the number of villages, between 2007 and 2009, the number of villages increased by three. Also, during the same period, the number of Neighborhood Associations (RW) and Neighborhood Associations (RT) increased by 27 Rukun Warga (RW) and 92 Rukun Tetangga (RT). Education is one of the important aspects of people's lives and plays an important role in improving the quality of life. One of the educational

indicators is Ciamis Regency's literacy rate year over year. In 2017, the percentage of the literate population increased by 96.57% and in 2019 it increased to 97.01%. Similarly, in terms of average years of schooling, Ciamis Regency residents study longer, and this indicator is represented by average years of schooling. It increased to 6.78 in 2017 and increased to 7.09 in 2019, or decided to stop in the second grade of high school.

Achievements in the field of education are closely related to the availability of educational facilities. In the primary school of Ciamis Regency in the 2009/2010 school year, an average teacher taught 17 primary school students. The higher the level of education, the lighter the burden of teachers. On average, a teacher in high school teaches 21 students, while the burden of a teacher in high school is only 13 students. The school's capacity for the number of students must be balanced so that the teaching and learning process can proceed smoothly. The more students there are in a school, the less materials students absorb. The Ciamis Regency primary school can accommodate 137 people, the middle school can accommodate 301 people, and the middle school can accommodate 273 people.

2. METHOD

This community service activity uses methods in the form of material presentation, and interactive games with participants.

Material presentation

Activities in the form of interactive presentations from the presenter team will present two materials. The first material is digital media literacy for youth. The digital media literacy component described seeks to accommodate aspects of digital media that are not only technically new but also present a very interactive communication logic that is quite different from conventional media such as print and broadcast media to students in Ciamis Regency. In this presentation, it was explained that interaction in digital media does not only require technical ability to access technology but also understand content, active and interactive functions to produce messages. For this reason, digital literacy needs to be encouraged as a learning mechanism, which is structured in the curriculum, or at least connected to the teaching and learning system. In addition to learning institutions, digital literacy campaigns also need to collaborate with creative communities and education-based community organizations that can spread ideas, improve capabilities and execute massive movements for digital literacy.
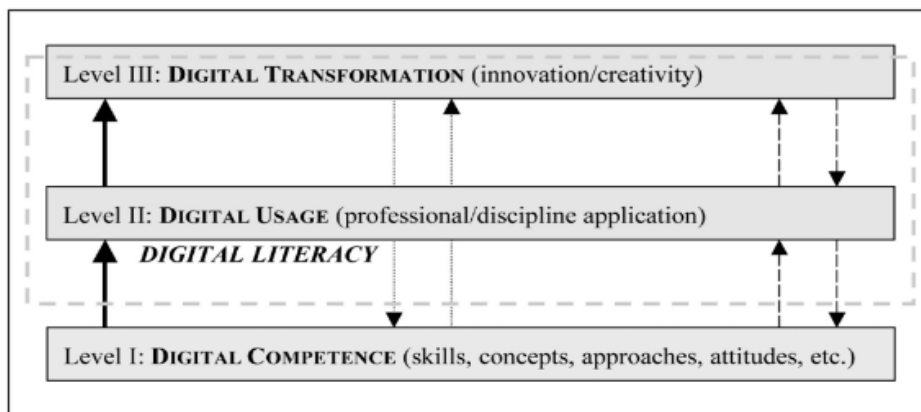

Figure 1. Digital Literacy Intelligence Level

The second material explains the potential of Ciamis Regency to become an ASEAN smart city. The second session of this activity is in the form of simulating the healthy use of digital media in connection with efforts to realize an ASEAN smart city at the Ciamis Regency. Simulations were conducted to directly train students' hard and soft skills. Ciamis students are worthy of being publicized as one of the ASEAN smart cities, creating a short story of their own experiences and innovative ideas that Ciamis students can use to develop the potential of Ciamis Regency. I asked. The results in this article will be used as a reference to see the literacy potential of Ciamis Regency students.

Quizzes and interactive games

Along with the presentation of the material, and after the simulation, the presenter team also held quizzes and interactive games. The selection of this method was held in the context of ice-breaking and measuring participants' understanding of the material that had been presented. The interactive game was carried out by involving all 100 representative students from 20 schools in Ciamis Regency. In this activity, students from Ciamis Regency were invited to get to know ASEAN member countries in a fun way. The students were divided into several groups

representing ASEAN countries such as Malaysia, the Philippines, Thailand, and Laos. The students then played roles as Hasan and Hasin figures to get to know each other students who represented other countries. Students are trained to focus while the presenters tell stories about Hasan and Hasin's journey to travel around Southeast Asian countries.

Figure 2. ASEAN Interactive Quiz

3.   RESULTS AND DISCUSSION

Digital literacy needs to be encouraged as a learning mechanism, which is structured in the curriculum, or at least connected to the teaching and learning system. In addition to learning institutions, digital literacy campaigns also need to collaborate with creative communities and education-based community organizations that can spread ideas, improve skills and execute massive movements to be smart with social media. These skills can improve a person's ability to deal with digital media both in accessing, understanding content, disseminating, creating and even updating digital media for decision making in his life. In this presentation, it is explained that if someone has these skills, then he or she can use digital media for productive activities, pleasure and self-development, not for consumptive and even destructive actions. Digital literacy creates skills for students to be able not only to use technology, information, and communication devices, but also social skills, learning abilities, and have attitudes, think critically, creatively, and inspire as digital competencies.

Therefore, digital literacy learning is needed in society, especially at the age of teenagers, namely high school students. There are two paths that can be used, namely school education (formal) and community (informal and non-formal). In schools, digital literacy can be included in several subjects such as language, Social Sciences (IPS), health and computers. In language subjects, for example, there are several skills that students must master, such as reading, listening, and writing. If it is associated with digital literacy, reading, listening and writing skills are carried out using digital media such as through computers, the internet (blogs, social media, web), and smartphones. Teenagers need to improve their technical and cognitive abilities in searching for information on the internet so that information search can be done more effectively and efficiently.

In addition, teenagers also need to have the awareness to not only look for information on digital media but also use other media (print media or electronic media) in order to get the right information according to their information needs. For example, using books or journals in the library as a source of information is considered more valid and reliable than the information available on the internet. Digital literacy will also spur individuals to become active producers, not just passive consumers of information. If the millennial generation is not digital savvy, they will be at risk of being excluded due to competition in work, democratic participation, and social interaction. Students can be invited to write useful articles that can be distributed on the internet. In addition, they are told the addresses of sites that are useful for learning and how to use them. Learning about various learning applications was also delivered by the implementers. Another important thing, the implementer also provides learning using digital media regarding universal values that must be adhered to by every student such as freedom of expression, privacy, cultural diversity, intellectual rights and so on.

Figure 3. Presentation by the Speaker

With the capabilities of the youth generated through digital literacy, Ciamis Regency will be able to prepare itself for global challenges, one of which is the ASEAN Smart City. This challenge requires smart solutions from each region, digital literacy is one of the main needs towards economic competition to advance the region. This is part of efforts to advance the Human Resources (HR) of Ciamis Regency. The advancement of human resources in a region is the main benchmark to see how far a region can compete, both nationally, regionally, and globally.

4. CONCLUSION

Evaluation after the activity is then carried out as a benchmark for the success of community service activities. The evaluation that comes from the minutes of activities and the results of discussions with students explains that literacy skills in the digital era contain a set of competencies. The competence that is considered the most important is the ability to write good writing using digital media. With good digital literacy skills, it will encourage the progress of an area that is supported by the intelligence of its youth. This will make a region more advanced at the regional and global levels. In this study, the first target that is most likely to be prepared in the development of Ciamis Regency to excel internationally, of which is to prepare for one of the cities included in the ASEN Smart City.

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