

STRENGTHENING DIGITAL LITERACY FOR SOCIAL COMMUNICATION OF MILITARY OFFICERS IN MASOHI DISTRICT MILITARY COMMAND 1502 (KODIM 1502/MASOHI)

Denik Iswardani WITARTI^{1*} and Windarto WINDARTO²

¹*Faculty of Design and Communication Science, Universitas Budi Luhur*

²*Faculty of Information Technology, Universitas Budi Luhur*

^{*}*denik.iswardani@budiluhur.ac.id*

ABSTRACT

To implement social communication, The District Military Command 1502 (Kodim 1502/Masohi), in collaboration with Universitas Budi Luhur, conducted a digital literacy program for its officers, particularly Babinsa. This paper examines how to strengthen the digital literacy skill of Babinsa in carrying out their duty. Babinsa or the Indonesia Defence Force (TNI) village supervisory non-commissioned officers must maintain territory stability. This paper showed that Babinsa has to deal with new threats in the digital era. Babinsa has a role in community development. Babinsa often faces social problems that require wisdom to respond. This paper found that the lack of literacy is the biggest challenge for Babinsa to carry out its duty. In the digital era, all Babinsa in Kodim 1502/Masohi has to update their knowledge and digital skill to implement social communication. Finally, it suggested that social media can be used to communicate and maintain relations between Babinsa and society.

Keywords: babinsa, communication development, digital literacy, media literacy, social communication

1. INTRODUCTION

Human life today is inseparable from technological advances that occur in the field of Information and Communication Technology (ICT). Today's rapid development of information and communication technology can be visible in all aspects of human activities, where any activities carried out manually turned into digital-based. This all-digital world civilization has also affected people's lives in Indonesia. The Directorate General of Informatics Applications of the Ministry of Communication and Informatics website explains the industrial revolution's development starting from the Industrial Revolution 1.0 to the Industrial Revolution 4.0. Five technologies considered the main pillars of digitalization are the Internet of Things, Big Data, Artificial Intelligence, Cloud Computing, and Additive Manufacturing (Rizkinaswara, 2020).

Access to digital devices and the internet is optional for people to engage effectively in the digitalized world. Using ICTs and the internet is a new kind of digital literacy. Digital literacy covers more than the basic skills to manipulate a digital device. Li concludes that digital literacy at least covers the following abilities and skills: Operational skills with digital devices; Cognitive skills such as reading, comprehending, and evaluating digital content; Thinking critically about the information provided by digital media; Creating new content and sharing thoughts on the digital media; Communicating and collaborating with others on the internet. (Li & Li, 2022). Flannigan noted that digital literacy reflects a people's capacity to accomplish tasks efficiently in the digital environment; Literacy contains the ability to read and comprehend media, create data and images via digital operations, and assess and utilize the knowledge obtained from the digital world. (Jones-Kavalier & Flannigan, 2006)

The convenience offered by technology in all aspects of life has also brought several negative consequences, especially regarding information exchange. If highly advanced technology is unbalanced by literacy, mastery can raise numerous societal problems. For example, in education, digital literacy is often understood in terms of how it prepares young people for work in the 'knowledge economy' rather than in terms of self-expression. Similarly, digital citizenship has become a valuable cipher to challenge cyberbullying and inappropriate behavior (Mangkhang & Kaewpanya, 2021), particularly concerning children and young people. The Indonesian Telematics Society (Mastel) survey shows that 93% of respondents often received hoax news related to socio-political issues. The report also states that hoax news that disrupts public harmony increased by 75.9% in 2017 to 81.9% in 2019. (Winata, 2019)

This phenomenon potentially triggers open clashes, especially in areas prone to conflict. Maluku is one of the regions in Indonesia that has suffered injuries from conflicts that have occurred. The history of Indonesia has recorded the occurrence of conflicts in Maluku until now still causes wounds in the local community. Maluku harbors the vulnerability of communal conflicts due to the existing adoption of governmental systems. Riruma et al. (2022) explain that latent conflicts between community groups can arise in Titawai Country. The cause of conflicts is the legacy of the intervention of the Dutch colonizers in the customary traditional government system in Titawai Country, Central Maluku. (Riruma et al., 2022). Saimima's research (Saimima, 2018) in Leihitu Peninsula District Central Maluku concluded that a synergy of stakeholders at the provincial level is needed to prevent fights between countries and

overcome conflicts. In this context, the approach prioritizes security and social, cultural, and religious aspects (Tunny & Subair, 2020).

In 2022 there were clashes between communities on Haruku Island, Central Maluku Regency, Maluku. A provocative hate speech posted on the social media account of one of the residents triggered this incident. The perpetrator conducted his actions through several posts on Facebook using a fake account. Before revealing the perpetrator's real identity, a cyber patrol on social media was conducted by the cyber police. The perpetrator violated article number 45 clause 2, juncto articles 28 clause 2, Law of the Republic of Indonesia number 19 the year 2016 concerning Information and Electronic Transactions (Jaya, 2022). From the existing phenomenon, Collins Selano (Selano, 2022) reveals that the clash between the community on Kariuw was triggered by online media news circulating on various social and electronic media that are often unbalanced and have a relationship between human moral ethics and digital communication.

Based on the above problems, it can be concluded that the interference of security threats is increasingly widespread. Tensions in society are more prone to arise with the increasing choice of channels and media to exchange information. The role of the Indonesian Army as a territorial guard is necessary to improve the ability to carry out social communication. At the village level, the existence of the Village Leadership NCO (Babinsa) serves as the frontline territorial guards. Social communication is usually met in various forms, namely seminars, speeches, lectures, dialogues, socialization, counseling, and utilizing the internet.

Military District Command 1502/Masohi collaborated with Universitas Budi Luhur to organize digital literacy activities as the implementation of territorial technical exercises. The commander of Kodim 1502/Masohi at that time, Lieutenant Colonel of Infantry Sang Ngurah Wikrama, ordered the Village Leadership NCO (Babinsa) to participate in this activity.

This paper wants to discuss how digital literacy implementation can equip the Village Leadership NCO (Babinsa) in the Military District Command 1502/Masohi area to carry out their social communication with the community.

2. METHOD

Figure 1 shows the method stages carried out to implement community service activities by the theme of Strengthening Social Communication Function with Digital Literacy for Military Officers in Central Maluku District Area 1502 / Masohi in the following flow.

This community service activity is a seminar activity to strengthen the participant's capacity to understand the digital world. This activity began by providing a seminar on digital literacy for Military Officers. Conference terminology has a meaning of activity to deliver scientific work in the form of an academic science forum, which presents to the seminar's participants the ability to make the same decisions on scientific work between sources and participants. (Kartika, 2012)

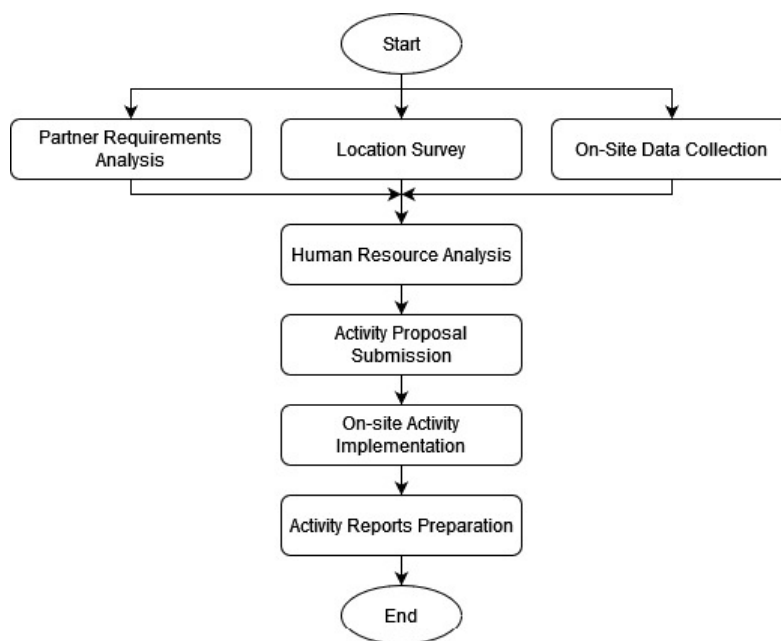


Figure 1. Stages of proposed Community Service Activity

A seminar is a scientific meeting to discuss specific problems with infrastructure and responses through a discussion to get a joint decision from the discussed issues. There are two differences between science, objectively and by feeling or by common sense. In a scientific seminar, an opinion can be expressed orally and in writing. Yet it should be followed by objective arguments (Yani, 2017).

According to Kartika (Kartika, 2012), a seminar has three benefits deepening knowledge and expressing opinions orally. The second benefit is a medium of communication to exchange knowledge and experience. The last benefit obtained from seminars is a forum for identifying problems and finding ways of solving problems.

Before running the activity, observations were carried out of the object and its environment to find the understanding and capability of digital literacy of the military officers in Military District Command 1502/Masohi. The objectives were to find out how deep the participant's knowledge and skills in digital literacy were. So that the seminar's topic and materials that will have to be delivered to the participants could be adjusted considering their needs.

A discussion session between the officers and the executor was conducted to uncover the problems faced by these military officers directly in their territorial areas and how to overcome them as part of securing their territorial areas utilizing the digital world. The final stage is an evaluation step. The objective is to evaluate the development and progress of the program executed. Evaluation is also needed to find out the obstacles encountered during the implementation of the activity to find some solutions so that this program can be effectively and optimally useful for the military officers who are involved in this activity.

3. RESULT AND DISCUSSION

The Military District Command 1502/Masohi is a territorial unit under the Military Region Command 151/Binaiya. The Military District Command 1502/Masohi has a territorial area in the Central Maluku Regency, East Seram, and West Seram. The Military District Command 1502/Masohi headquarters is in Namaelo, Masohi City, Central Maluku Regency. The Military District Command 1502/Masohi area is in charge of 11 Military Sub-District Commands in Central Maluku Regency, shown in figure 2.

Table 1. Territorial Unit under The Military District Command 1502/Masohi

| No | Sub-District | Regency / City | Sub-District Military Command |
|----|--------------|----------------|-------------------------------|
| 1 | Banda | Central Maluku | Koramil 1502-01/Banda |
| 2 | Amahai | Central Maluku | Koramil 1502-02/Amahai |
| 3 | Tehoru | Central Maluku | Koramil 1502-03/Tehoru |
| 4 | Geser | East Seram | Koramil 1502-04/Geser |
| 5 | Wahai | Central Maluku | Koramil 1502-05/Wahai |
| 6 | Taniwel | West Seram | Koramil 1502-06/Taniwel |
| 7 | Piru | West Seram | Koramil 1502-07/Piru |
| 8 | Kairatu | West Seram | Koramil 1502-08/Kairatu |
| 9 | Bula | East Seram | Koramil 1502-09/Bula |
| 10 | Werinama | East Seram | Koramil 1502-10/Werinama |
| 11 | Waipia | Central Maluku | Koramil 1502-11/Waipia |

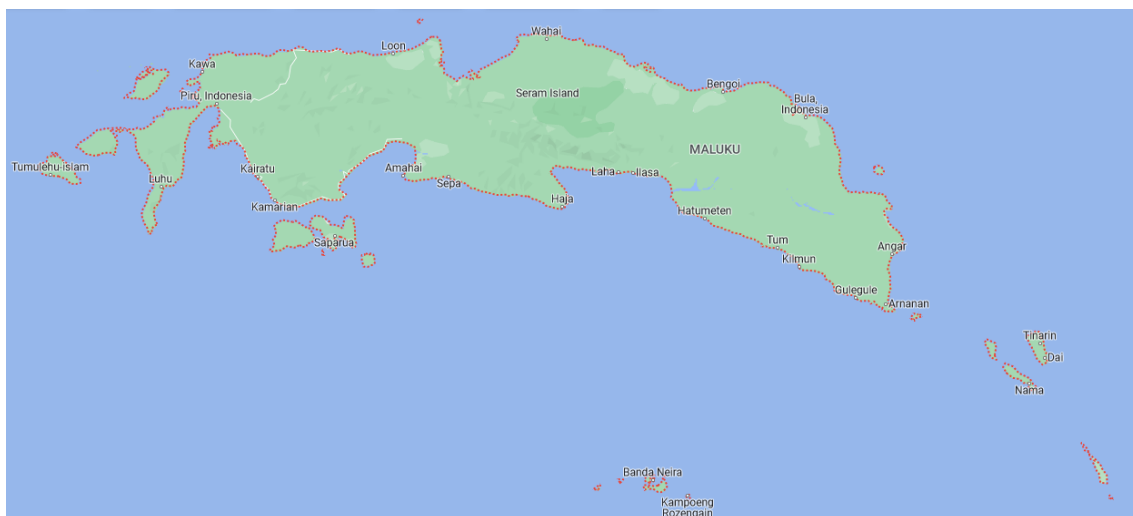


Figure 2. Military District 1502/Masohi Area

Social communication from a military perspective

The conception of security threats has expanded since the Cold War ended. Information and Communication Technology advancement gives birth to new threats that can attack the joints of life from macro, meso, and even micro. In this context, the concepts of defense and security are increasingly more complex and up-to-date (Witarti & Armandha, 2018). The security spectrum and its idea in the digital era have become expanded. The concept is no longer limited to territorial security but also adds to human security. So the militaristic approach has also changed into the sustainable approach consideration. (Setiawan, 2017)

The Indonesian National Armed Forces (TNI) also responds to world developments, especially new challenges in the digital era. The main task of the TNI is to uphold state sovereignty and maintain the territorial integrity of the Unitary State of the Republic of Indonesia carried out through War Military Operations and Military Operations Other Than War. Military operation other than war is manifested in the function of territorial development (Binter) to carry out empowerment in the land defense area, which is the main task of the Indonesian National Army - Ground Forces.

Social communication is a method of territorial mentoring that prioritizes preventive and persuasive efforts to gain sympathy and win people's hearts and minds (Yusdarmoko & Putri, 2018). According to the territorial master handbook, social communication is a process of interaction between individuals and groups in society that allows messages exchange or human cultural results in the form of language, customs or traditions, science, and valuable systems that are needed and can provide benefits unilaterally or both parties (AD, 2012).

Each unit of the TNI-AD organized social communication concerning planning activities and maintaining harmonious relations with all components in the interest of defense. Social contact is carried out with government officials, community components, and the extended family of the Indonesian Army, especially regional command officers starting from the Military Area Command C-in-C to Village Leadership NCO.

Digital literacy for village leadership NCO (BABINSA)

Village Leadership NCO (Babinsa) is an Army soldier in a village-level area. Village Leadership NCO (Babinsa) is the leading territorial unit because they face the community directly. Based on the Army Chief of Staff (Kasad) Regulation No. 19/IV/2008, a Babinsa is obligated to carry out all territorial mentoring under the instructions given by its commander, the Military Sub-District Command. Babinsa's major duties include all aspects of human resources, natural resources, facilities, and infrastructure, as well as infrastructure in its target areas. In other words, a Babinsa is responsible for the problems in his area (Kautsar, 2022). Following their duties, Babinsa carries out the function of social communication to provide the understanding and increase public participation in TNI programs in the interests of state defense. According to the Technical Manual on Social Communication, one of the forms of social communication activities can be carried out using the internet. This shows that the TNI-AD already recognizes the potential security disturbances associated with ICT developments.

Military District Command (Kodim) 1502/Masohi, responsible for territorial development in the Central Maluku regency, considers it necessary to provide provisions to babinsa members. The collaboration between Military District Command (Kodim) 1502/Masohi and Universitas Budi Luhur held a digital literacy debriefing activity for the Village Leadership NCO (Babinsa).

In 2021, President Joko Widodo gave directions to accelerate digital change, especially in developing digital human resources (HR). The Ministry of Communication and Informatics then launched a national program named after the National Digital Literacy Program with the theme Indonesia Makin Cakap Digital (Indonesia is Getting More Digitally Capable). This program was officially launched at the Basket Hall, Jakarta, on Thursday, May 20, 2021. (Setkab, 2021)

Universitas Budi Luhur is one of the campuses that has been participating in supporting the government's efforts to accelerate digital change according to the direction of President Joko Widodo. In this program, Universitas Budi Luhur became one of the campuses that actively participated in the activity by evolving one of the speakers in several districts and cities, especially in the Special Capital Region of Jakarta, Central Java, and Banten. In the spirit of actively participating in intensifying this digital literacy program, Universitas Budi Luhur collaborated with Military District Command (Kodim) 1502/Masohi in Central Maluku in a series of implementation of the 112th Tentara Nasional Indonesia Manunggal Membangun Desa (The Armed Forces United with the People in Building-up the Villages). Budi Luhur University plays a role in non-physical programs by organizing digital literacy activities and providing digital skills training for teachers in Seram Utara Timur Seti District, Central Maluku Regency, a remote area in Indonesia (Windarto & Witarti, 2022).

The partnership between Budi Luhur University and Kodim 1502/Masohi was continued by organizing special digital literacy activities for TNI-AD members. The activity was carried out in the framework of a territorial technical

exercise attended by all Babinsa ranks of Kodim 1502 / Masohi. This activity was implemented in a hybrid manner, namely an online seminar but participants heard directly offline. The Babinsa training participants and technical coaches gathered in the hall of Kodim 1502 / Masohi, Central Maluku Regency, while the seminar speakers were at Budi Luhur University, Jakarta.

The theme of digital literacy in this training is entitled "Kawal Teritorial Kuasai Literasi Digital" (Territorial Control by Mastering Digital Literacy). The material (figure 3) was delivered online by Denik Iswardani Witarti, Ph. D, a lecturer from the Master of Communication Science, and Windarto, a lecturer from the Faculty of Information Technology, Universitas Budi Luhur. The first material explains the development of threats to the nation. It is not only threats in the real world; potential security disturbances that arise in cyberspace must also be aware of. Tensions in society could be triggered by the difficulty of containing information in cyberspace, yet this is also supported by the increasing number of digital media platforms. Participants were also provisioned to distinguish misinformation, disinformation, and mal-information with various examples. Misinformation is misinformation spread by those who believe it to be the truth. Dis-information is misinformation that is deliberately spread.

On the other hand, mal-information is information based on reality but is used to inflict harm on a person, organization, or country. Furthermore, the material presents several examples of information cases in cyberspace that impact the emergence of tensions in society. The participants who are Babinsa were reminded to be more aware of the information that develops in their respective target areas.

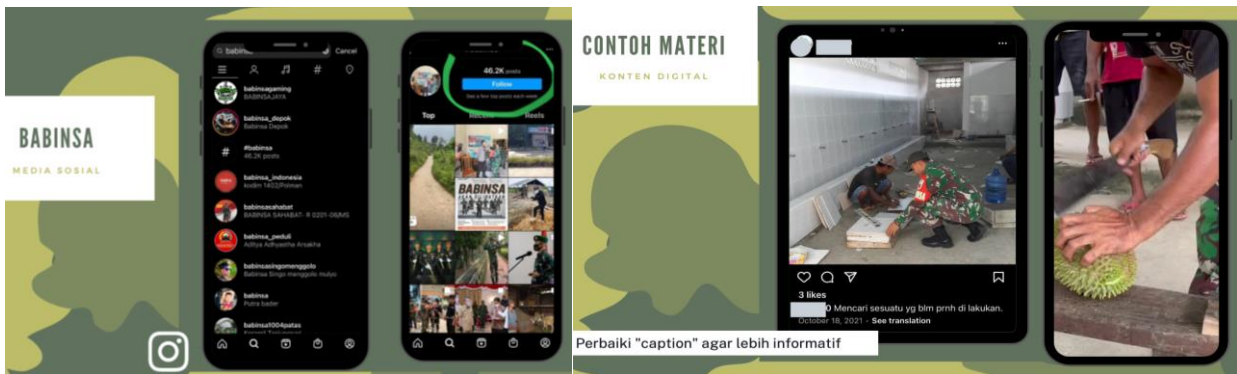


Figure 3. Delivered Seminar Material

The second material focuses on providing social communication that the Babinsa can carry out. The use of digital media can be optimized to carry out social contact, but as TNI-AD soldiers, they are bound by the rules. Data from Instagram recorded 46.2 thousand posts related to Babinsa's activities. Babinsa must follow social media guidelines issued by the TNI-AD Information Service to minimize social media abuse. This is important because many Babinsa has used social media to communicate.

The seminar material also explained the importance of creating a good narrative caption in digital content so that many people could understand the message uploaded. An example of a post taken from the account of one of the Babinsa who served in the military district command (Kodim) 1502/Masohi area.

In the questions and answer session (figure 4), the questions that arise are mostly related to hoax news. Babinsa is often overwhelmed when answering questions from the public received from social media. During the Covid-19 pandemic, there were many hoax issues about vaccines. For example, the question asked Babinsa is, "If I get vaccinated, I'll be paralyzed, won't I?"



Figure 4. Questions and Answer Session

To answer some questions related to how to counteract issues that disturb the community, several links were given to Babinsa so they could be used to check the truth of the news circulating. The reference links are delivered in table 2.

Table 2. Reference Links to Counteract Issues That Disturb the Community

| <i>Information</i> | <i>Reputable Source</i> | <i>Links</i> |
|-------------------------------|--|---|
| Check the hoax report | Ministry of Communication and Informatics | https://kominfo.go.id/inihoaks |
| Check the hoax about Covid-19 | The COVID-19 Task Force | https://covid19.go.id/p/hoax-buster http://s.id/infovaksin |
| Check another hoax | The Indonesian Anti-Slander Society (Masyarakat Anti Fitnah Indonesia – MAFINDO) | WhatsApp number at +6285921600500 https://turnbackhoax.id https://cekfakta.com |

4. CONCLUSION

Based on the results of the activities, it is likely concluded that it is easier for humans to meet their daily needs alongside information technology development. People, Babinsa as an example, need the information to add their insights, update their knowledge, and act as opinion materials. However, in this digitalized era, from the activities carried out, Babinsa still lacks digital literacy. Several questions asked in the questions and answer session are still underlying. After all, information is crucial and frequently needed as basic materials in making decisions. Eventually, this remarkably imperative activity to equip Babinsa's skills to counteract possible threats from the digital space has been signed by the expected goals. Furthermore, Babinsa needs advanced debriefing to master information and communication technology in applying digital social communications in this digitalized era.

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