

MEDIA LITERACY ON PREVENTION OF PORNOGRAPHY ON SOCIAL MEDIA AT SMK 60 DURI KEPA – JAKARTA BARAT

Nur KHOLISOH^{1*}, Melly RIDARYANTHI², and Mohamad SAIFUDIN³

¹Universitas Mercu Buana

²Universitas Mercu Buana

³Universiti Sains Malaysia

**nur.kholisoh@mercubuana.ac.id*

ABSTRACT

The social problem that is rife today is related to the impact of pornography on social media among adolescents. Adolescent psychology is still unstable and the growth of sexual hormones in adolescents, making pornography a danger (negative impact) is very large on adolescents. For teens, addicted to porn sites will make learning rhythm become chaotic. In general, addiction to porn sites will have a negative impact on one's character. Like chemical addiction, pornography addicts tend to replace something important with sex or other forms of pornography. Adolescents who generally still live with parents, therefore the role of supervision from parents is needed to provide an understanding of the use of social media wisely and directed to use social media positively. Parents can only provide gadgets as an easy access for their children to explore YouTube social media, but basically they also lack understanding about the media so there is still a lack of awareness for parents to control the content that their children see and consume on social media YouTube. Therefore, the need for media literacy training among adolescents is a form of prevention of the impact of pornography on social media in SMK 60, Duri Kepa – Jakarta Barat.

Keywords: Media Literacy, Pornography, Media Social, Prevention

1. INTRODUCTION

Duri Kepa is a sub-district located in the Kebon Jeruk sub-district, West Jakarta, the province of the Special Capital Region of Jakarta, Indonesia. This urban village has the largest population in the Kebon Jeruk sub-district, namely 73,972 people. In 2017, this sub-district was inhabited by 67,389 residents consisting of 33,698 men and 33,691 women with a sex ratio of 100.02 and 22,235 household heads. Meanwhile, in the 2020 Indonesian Population Census year, the population of the Duri Kepa sub-district was 73,972 people, including 28 foreigners.

Residents of the Duri Kepa sub-district have diverse ethnic and religious backgrounds, so this area has become one of the areas in West Jakarta as a village of harmony, a symbol of ethnic and religious diversity, in maintaining tolerance in the area. [4] Based on data from the Ministry of Home Affairs for 2021, the population of the Duri Kepa sub-district according to religion is 59.47% Muslim, then 31.25% Christian, 17.95% Protestant and 13.30% Catholic. Some of them adhere to Buddhism as much as 8.94%, then a small portion are Hindus namely 0.22% and Confucianism 0.12%. Facilities for houses of worship, there are 11 mosques, 28 prayer rooms, 8 churches and 1 monastery.

The educational facilities in this sub-district include 15 elementary schools, 3 Islamic elementary schools (MI), 11 junior high schools, 5 senior high schools, 3 vocational high schools, and 2 private tertiary institutions. One of the educational facilities in Duri Kepa is SMK 60 which is located on Jl. Duri Kepa Raya No. 15 A Kelurahan Duri Kepa – Kebon Jeruk District – West Jakarta Administrative City – DKI Jakarta Province 11510. Currently SMK 60 Duri Kepa has 3 (three) competency skills, namely: Hospitality, Catering, and Travel Business.



Figure 1. Competency Skills

1. Hospitality

Producing graduates who have qualifications and competencies as prospective workers who excel in the field of Hospitality Accommodation Services and have competitiveness in the global eraso that they are able to be absorbed in the world of work and help government programs to reduce unemployment and are able to compete in getting education to a higher level.



Figure 2. Hospitality's Logo

2. Culinary Art

Culinary expertise competence, is one of the competencies that is engaged in food and beverage services, where this competency starts from the culinary process to prepare food to packagefood, then proceeds to the culinary stage as a sales service for food and beverage products, this expertise in addition to producing graduates who have qualifications and competencies as prospectiveworkers who excel in the Culinary fieldalso have competitiveness in the global era so that they are able to be absorbed in the world of work and help government programs to reduce unemployment andcan compete in getting education to a higher level



Figure 3. Culinary's Logo

3. Travel Agent

Producing graduates who have qualifications and competencies as prospective workers who excel in the field of Hospitality Accommodation Services and have competitiveness in the global eraso that they are able to be absorbed in the world of work and help government programs to reduce unemployment and are able to compete in getting education to a higher level.



Figure 4. Travel Agent's Logo

The total number of SMK 60 students is 612 students consisting of 450 female students and 162 male students. Their ages are between 16-19 years old. This age is a teenager who has its own challenges and problems compared to other ages. One of the problems faced is the problem related tothe impact of pornography on social media and its massive effect to the youth. Nowadays, there is much exposure of pornography mass media, causing bad effects to young people as the main potentialresources. Therefore, educating the youth becomes crucial to be done in SMK 60. Tackling such socialissues, including pornography, is not only in the hand of government, but also in the citizens. Such collaboration in building the nation to be progressive and well developed is part of citizen's obligation (Suparno, 2018).

Up to this day, many sides have no serious concern to socialize any healthy information on sexuality to the youth. The parents generally take this sexuality issue as something taboo, thereforenever give healthy information to their children especially those reaching teenager phase. This is also caused by their lack of information on sexuality

and inability to communicate sexuality issue to their children wisely. Therefore, in satiating their curiosity on sexual issue, teenagers secretly find alternatives by watching porn behind the doors, whether by themselves or by their friends' company.

The sad thing is surely when a kid is addicted to watch porn on internet. 4000 porn websites are created weekly. In the beginning, children may not use internet to watch porn but for positive purpose. However, pornographic content may appear in time of their browsing time while looking for information for their school assignment or any other purposes. An innocent kid, incapable of judging the bad and good of any issue, aging 8-12 years old can easily be targeted for such content.

It is no surprise that sexual violence conducted by teenagers and underage children often occurs these days. The bad influence of watching porn for the youth severely damages one's mental state and morality, triggering any sexual violence such as rape, non-marital pregnancy, Sexual Transmitted Disease, and many bad consequences. Begun from a habit to watch porn, one slowly starts to watch and get addicted, and it is no little number of them making their own sexual videos as to record the sexual activities with their partners.

On dating, one's relationship easily grows to be toxic. A person attached to pornography tends to make his partner as the object of any sexual desires and acts based on the porn videos they watch. Besides, in many cases, pornography causes a person to lose their ability to perform; it also breaks the sexual bond between partners as one habitually imagines another person in a sexual activity.

Imagination is one of the strongest effects of pornography. Once they consumed it, such images and scenes are well recorded in their unconscious mind, and getting stronger. The moral value gradually evaporates, creating a double standard that is confusing one's mind. It makes him distant from spirituality and one cannot take a solemnity in time of praying as the mind is occupied with sexual images and scenes.

Today, the spread of pornography also occupies social medias. Social media is online media and platform in which the users can easily participate and share information each other. The social media technology now takes many forms in magazine, internet forum, weblog, social blog, microblogging, wiki, podcast, images or photos, video, social rank and bookmark. Social media has such characteristics: the message is delivered not only for a individual target but to many people, in such case is Short Message Service or Internet, the message also tends to be unrestricted, free from any Gatekeeper, the message is also faster than other media forms, and lastly the receiver of the message determines the time interaction.

The user of the website shares media contents such as video, e-book, images, and others. YouTube is one of popular video sharing website by which users can upload, watch, and share the video clips freely. The videos posted on YouTube are generally music clip, movie, television program, and homemade videos by the users. The format being used in YouTube videos are .flv that can be played on web browser with Flash Player plugin. Most YouTube contents are uploaded individually, though media companies such as CBS, BBC, Vevo, Hulu, and other organizations have uploaded their materials to this site as a partnership program with YouTube. Here, the unregistered users can watch the video while registered users can upload videos without limit. As the normative legal applies, videos that are categorized as offensive contents can only be viewed by registered users of 18 years old or above.

However, there are factually many children and teenagers under 18 years old capable of assessing porn videos on YouTube. The pornographic images on porn websites become attached and occupy the mind of children in quite long time. To note, technology is one of medias to support human's daily concern to be better, but misused, it might damage the users. Today Internet has been one of crucial technologies to assess information and one tool to communicate, nonetheless it can backfire so long as it is not used wisely. Based on the survey, for instance, Indonesia takes the 7th highest porn movies downloader across the globe. The porn website consumers in Indonesia are mostly dominated by young people, teenagers, and kids who are underage. Such porn websites are assessed through internet cafe, because they are afraid of getting caught by their parents if conducted at home. Based on the description previously presented, the focus of the problem is: How to prevent pornography on social media among teenagers, especially students at SMK 60 Duri Kepa, West Jakarta?

The solutions that can be offered in overcoming the problem of pornography among teenagers, especially students at SMK 60 Duri Kepa, West Jakarta, are: conducting social media literacy about the dangers of pornography. This is done to prevent unwanted negative impacts due to pornography on social media

Therefore, any preventive action needs to be done as to avoid the negative impacts of pornography. Parents, Government, and community can no longer stay ignorant and become inattentive of these current situations. The role of parents, government, and community becomes highly crucial in preventing such negative effects. They have to act with more care and awareness in educating the youth, here specifically to those in SMK 60 Duri Kepa –

Jakarta Barat.

One of the preventive actions we propose is the act of educating senior high school students at SMK 60 Duri Kepa to fully understand things about pornography and negative impacts it perpetuates. In the context of Personal Social Responsibility, through such PPM KLN (Community Service Program, International Collaboration). The solution we offer is to provide media literacy to teenagers in SMK 60 Duri Kepa about the dangers of the impact of watching pornography on social media. What is meant is the danger of pornography addiction effects that occur on the brain.

2. METHOD

This activity is fostering media literacy that covers seven competencies: **Analysis** (related ability to comprehend the material and content as well as to break down and study a message or information within a media), **Evaluation** (the ability to put value or judgment on a message of information delivered by media), **Grouping** (ability to group some information we receive from a certain media in a certain similarity and difference), **Induction** (ability to analyse and study any information from particular, within a small scope, to something more general or universal about the whole), **Deduction** (ability to analyse and study any information from general then elaborate it to something more particular), **Synthesis** (ability to re-compose a message or information from a media into a message with a new different structure than before), and **Abstracting** (complete ability and competency, from analysing, describing, finding a focal point of problem or issue to simplifying messages and displaying it with practically more understandable language).

This training is conducted by several techniques or methods: discussion, presentation, and lecture. A focus group discussion is conducted by dividing participants into small groups then discussing theme or issue brought up by the source speaker, especially related to negative effects of pornography in social media through PSR (*personal Social Responsibility*). After discussing, representative from each group presents the result of their group discussion in sequence then receives response and feedback from other discussion groups.

After that, results of focus group discussion (FGD) are discussed and elaborated by the speakers by giving instruction and elaboration through a lecture. In this elaboration, the speaker delivers the main material about pornography and the negative impact of pornography in social media through PSR (*personal Social Responsibility*). Besides, a discussion on educating Parents' Behaviour to prevent the negative effects of pornography through PSR (*personal Social Responsibility*) is also conducted. To explain and delve into more understanding on the materials, the source speaker also gives related example and evidence about pornography in social media.

3. RESULTS AND DISCUSSION

The community service program entitled Media Literacy among Adolescents: Preventive to the Impact of Pornography on Social Media in Jakarta Barat was held offline on Thursday, March 16, 2023. This program is in collaboration with the SMKN 60 at Duri Kepa – Jakarta Barat. The program was attended by students. The rundown of program began with the registration of participants assisted by the organizing committee, the event was opened with remarks by the implementation team then entered into a material exposure session followed by a question and answer discussion between the speaker and the participants, then did not forget to capture the moment in this training with a group photo.

The speaker in this program was present and discuss the importance of awareness from the students about media literacy which is currently also supporting the ability to operate information media include digital media that has advanced technology. The speaker also discussed the conditions that are currently happening in the environment of adolescents regarding freedom of access to social media. Teenagers are free to choose the content they want to see with all the ease of searching and curiosity that children for when they are teenagers, besides that sometimes they also abuse the use of social media to find and view content that should not be seen for children their age, for example is porographic content. Some case phenomena that happen among adolescents related to the abuse of social media are also presented both in terms of crime to psychological aspects of adolescents, this also does not happen only in Indonesia but in several other countries. In this program, education was provided on the understanding of media literacy for students, to be able to provide control, especially the content they watched, the importance of knowing the effects and impacts that could result if this freedom was left without there is control from parents, especially during adolescence is the formation of the personality of a child or can be said to be a transition from the stage of children into adult stages. If in the process of self-development is not balanced with positive contents, it will also affect the formation of the teen's identity when growing up or even damage it if it is filled with the effects created from watching porography on social media.

The result of the implementation of the community service program is that teenagers generally spend a lot of time watching programs on social media, but many of them only know glimpses of the types of pornography on social

media. Teenagers stated that they spend a lot of time with their gadgets when they are at home so that communication between their parents and their families is reduced. There were also those who stated that they were more open with their friends to tell each other stories, including about pornography. Therefore, in this community service program, youth are given training on social media platforms, including an introduction to their features. Participants were also given information on how to monitor YouTube content watched on gadgets in the search menu and related content viewed. Participants are also invited to play a role in monitoring as far as possible the blocking of certain sites that point to pornographic content on YouTube for maximum prevention

This media literacy training is also balanced with the ability of communication between parents and children as a form of monitoring and prevention of social media abuse for these teenagers. With this effective and open communication, the roles between parents and children also complement each other, because it is not uncommon for these teenagers are more expert the use of social media technology more than parents, so for these teens they can at least provide information to deepen the introduction of social media technology to their parents, and parents can learn from their teenage children while knowing the extent of the child's use of social media.

4. CONCLUSION

This community service program at Mercu Buana University with the theme "Media Literacy among Adolescents: Preventive to the Impact of Pornography on Social Media at SMKN 60 Duri Kepa – Jakarta Barat" has been well implemented. The conclusion of the activities carried out in this community service program is that basically adolescence is a stage where a person is trying various things for his own exploration, their curiosity about many things also affects in finding a variety of information, especially the current situation is supported by sophisticated technology. exists primarily in digital media. The results of the webinar on this community service program also show that the participants who are teenagers actually already know and understand the presence of social media for themselves, including about its benefits and other impacts that can be generated, both negative and positive, which return to users in utilizing the presence of media. social. Regarding pornographies that are often found in social media, they also feel that it is often found in various types and forms which in fact some are unconsciously included in the category of pornographical content. Therefore, it is important for every teenager to be equipped with understanding and knowledge of digital media literacy so that they can also take advantage of the use of social media positively to have a positive impact on themselves, lest teenagers misuse the use of social media for negative things because it is also will have a bad impact, including pornographic content that is consumed continuously.

Based on the results of Community Service activities carried out in collaboration with the SMKN 60 Duri Kepa – Jakarta Barat, the suggestion that can be conveyed is that this activity can continue to be carried out in the future so that it can provide sustainable education for teenagers who become the next generation of the nation, in this case, is related to understanding and knowledge in the field of digital media literacy

ACKNOWLEDGMENT

We would like to thank Mercu Buana University for all the support given to the author.

Hopefully this article will provide benefits both internally and externally at Mercu Buana University

5. REFERENCES

- Arifin Anwar, (1998) *Ilmu Komunikasi : sebuah Pengantar Ringkas*, Rajawali Press, Jakarta
- Devito, Joseph A, (1997) *Komunikasi Antar Manusia – Kuliah Dasar*, e.d. Ke-5, Professional Books, Jakarta
- Fahrudin, Adi, (1994). *Pemberdayaan, Partisipasi dan Penguatan Kapasitas Masyarakat*. Bandung: Humaniora.
- Lord, John dan Peggy Hutchison, (1993) *E Process of Empowerment: Implications for theory and Practice*, Canadian Journal of Community Mental Health, 12: 1.
- Mc. Quail, Dennis Sven Windhal, (1996) *Communication Models*, Longman Inc, USA
- Mulyana Deddy, (2000) *Ilmu Komunikasi suatu Pengantar*, PT Remaja Rosdakarya, Bandung
- Paul, R. Wayne, J Don F, (2000) *Komunikasi Organisasi* (Editor : Deddy Mulyana, M.A., Ph. D) PT Remaja Rosdakarya, Bandung.
- Sandjaja, Sasa Djuarsa, (1993) *Pengantar Komunikasi*, Univeristas Terbuka, Jakarta.
- Sulistiyani, A. Teguh dan kawan-kawan, (2017) *Proses Pemberdayaan Masyarakat Desa Sitimulyo, Kecamatan Piyungan, Kabupaten Bantul dalam Pembentukan Kelompok Pengelola Sampah Mandiri*, *Indonesian Journal of Community Engagement*, Vol. 02, No. 02.

- Van Vugt, M., Roberts, G., & Hardy, C. (2007). [Competitive altruism: Development of reputation- based cooperation in groups](#). In R. Dunbar & L. Barrett, *Handbook of Evolutionary Psychology*. Oxford: Oxford University Press.
- Wilonoyudho, Saratri, *Model Pemberdayaan Masyarakat dalam Pengendalian Banjir yang Berwawasan Lingkungan di Semarang*, *Jurnal Manusia dan Lingkungan*, Vo. 16. No. 2, Juli 2000