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Final Paper Proposal – Digital Literacy

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Digital Literacy and Media Youtube Content for Teenegers to Avoid the Negative Impact of Technology

Abstract

As changes in society that has entered the 21st century, the world has been treated to a rapid change in the media industry. Rapid growth is greatly influenced by technological progress. As we know the rise of technology usage due to the advancement of media and also interesting content can be consumed easily at any time through media such as Youtube which is currently favored by all circles, especially teenagers.

Unfortunately with the sophistication of technology, the use of these media is not properly paid attention to due to the content on Youtube that is not fit for consumption by teenagers. The content in question is that there is an element of violence, videos that display elements of pornography such things are expected teenagers to pay attention to the use of the technology wisely. This study aims to minimize the presence of negative content that can have an impact on adolescents through digital literacy and media.

Keywords : *Digital literacy and media, Youtube, Teenagers*

CHAPTER I

INTRODUCTION

1.1 Rsearch Background

Globalization cannot be kept away from increasingly advanced technological developments. The development of technology in people's lives is developing rapidly. Various information from various parts of the world can be accessed quickly and lightly. The result is that technological development is now unavoidable, one of the proofs is the existence of media convergence. Media convergence makes it easy for anyone to access information through *online.*

Unlimited media access such as Youtube is indeed greatly enjoyed by various layers, people who use it can easily express their creativity and delivery of various information contained on Youtube, upload various activities that are being carried out and important moments that are shared in their YouTube accounts. respectively. Because the completeness can facilitate anyone who wants to be connected through technological sophistication, but it should be noted also by the convergence of public media, especially adolescents who also do not want to be left behind with the media that makes everything easier but still needs to be watched out so it does not become a negative impact for adolescents by means of fortifying oneself through literacy knowledge.

In the 21st century, the notion of literacy is more than just reading and writing, but includes thinking skills using knowledge sources in print, visual, digital and auditory forms. This ability is called information literacy. (World of Education. Media and Digital Literacy) about the intended impact in relation to media convergence, namely less educative and inappropriate content such as videos containing elements of violence and pornography, or content specifically for users who are old enough,

and also the news and information circulating have not been proven true, some of these impacts need the existence of media and digital literacy for consumption by adolescents considering adolescence is a condition that needs digital literacy and also media in the use of Youtube to avoid negative things due to technology advances.

1.2 Significance of Study

- What is Digital Literacy?

- What is Media Literacy?

- What is the purpose of Digital Literacy and Media in relation to Youtube Content for teenagers?

1.3 Scope of Study

The purpose of making a paper on Digital Literacy and Media Content Youtube for teenagers in Avoiding the Negative Impact of Technology is to show the extent to which Youtube media leads adolescent audiences and also because of the convergence of these media makes the lack of content limits that are sufficiently consumed by teenagers or not.

CHAPTER II

LITERATURE RIVIEW

2.1 Definition of Digital Literacy

The term digital literacy began popularity around 2005 (Davis & Shaw, 2011). Digital literacy significantly ability to connect with hypertextual information in the meaning of compact computer incompanies.

Digital literacy was once used in the year 1980s, (Davis & Shaw, 2011), in general the meaning of the ability to connect with hypertextual information in the meaning of non-sequentials or computer-based non-complexes (Bawden, 2001). Gilster (2007) then expands the concept of digital literacy as the ability to understand and use information from various digital sources.; With other words ability to read, write and relate to information using technology and format in existing to its time.

2.2 Definition of Media Literacy

The media literacy is the ability to access, analyze, evaluate and produce the media for certain purposes. Definition according to *The National Leadership Conference on Media Literacy* (Aufderheide 5 1993). The ability is the one should be owned by the whole person.

Literacy Media or better known as media literacy is one of the many frequent literacy is one of the many times that is often presented in various occasions, both in unregal conversations to academic discussions. The term is interpreted quite varied. The definition of media literacy offered by *New Media Consortium* (2005) is as follows:

"The set of abilities and skills are aural, visual and digital literacy overlap. These included the imags and the Sounds, to recognize and use,", to the manipulate and transform digital media, todristribute them

pervasively and to eilily adapt theme to new form " (jefkins, 2009).

From the above quote it can be interpreted that the new media is a media that is familiar with teenagers today. Prohibiting is no longer a choice. Raising awareness to be able to carry out critical dialogue can help teens to better understand the meaning of their media experiences. (Kusuma R, 2010).

Media literacy both conventional and new invites the audience and as a communicator to have the ability to read when faced with the media. Media technology, especially new media can change the way of learning, playing and socializing in the real world. Associating with something new requires new expertise, especially especially when the subject is teenagers.

The existence of media literacy can be used as a key for the formation of an intelligent and critical society so that information flow is not easily eroded from the media, especially gadgets. The key word for media literacy is how we have a filter or control over media that can be used for information and entertainment searches. The legal basis needs to be introduced as knowledge that media literacy activities are protected by the constitution.

Among young people, media literacy aims to provide knowledge, understanding and skills in accessing information presented by the mass media. In its development the mass media has increased very rapidly, especially on social media. Social media users in Indonesia are active users and are ranked in the top 3 in the world in their use. This is quite worrying because social media users are among the productive age groups and more specifically are young people aged between 15-19 years (APJII, 2018). Social media consumed by young people is in the form of Facebook, Twitter, Instagram and YouTube. In addition, some social media that are used in the form of media that can be used individually (chat) or groups such as line, whatsapp, hang out, we talk and others. This

media is used starting from children aged under five to old age. The average length of use of social media in a day starts from 2 to 7 hours spent accessing information provided by the information service.

2.3 Youtube

One of the social networks most often accessed by social media users is Youtube. Following is a diagram of the most frequent visits on social media obtained from (APJII, 2018).
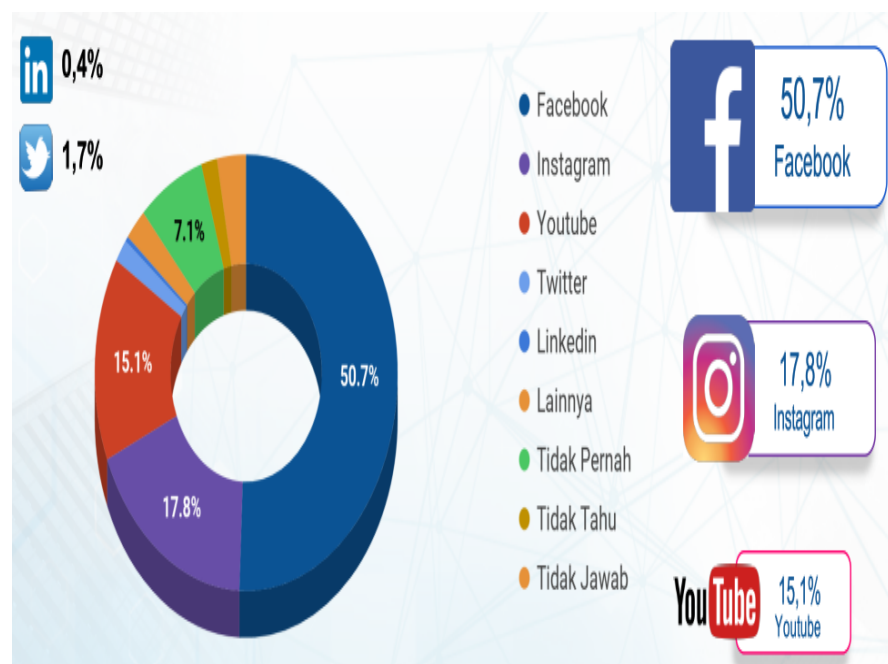

Diagram 2.1 Content Data Most Frequently Visited by Users

Source: https://apjii.or.id/survei

Dari data diagram 2.1 tentang konten yang paling sering dikunjungi

From diagram data 2.1 about the content most frequently visited by users above, it was found that Youtube is the third most popular social media with 15.1% of users who frequently access Youtube.

YouTube is a video site that provides a variety of information in the form of 'moving pictures' and can be relied upon. This site is indeed

provided for those who want to search for video information and watch it live. We can also participate in uploading videos to YouTube's servers and sharing them throughout the world (Baskoro, 2009: 58).

This phenomenon of youtube also raises new jobs as is commonly called YouTubers. YouTubers are people who create content that is then shown on YouTube. Because of the magnitude of this phenomenon new ideals appear in the world of children. If in the past the children were asked if they wanted to be big, what would be the answer? Pilots, Doctors, Teachers and Astronauts, not a few nowadays, the children answered Youtubers.

Content on Youtube is very free. This freedom can be strengths and weaknesses. The advantage is that as viewers we are free to watch whatever information is on Youtube, as content creators we are free to create without any limitations unlike Television in Indonesia which is mostly censored. The disadvantage is that as a spectator, children are free to watch negative things such as pornography, porno-action and hoaxes. As content creators, there are irresponsible content creators, such as creating content, that can create false information, pornography and piracy.

Therefore, it is better in accessing content on Youtube, children must be accompanied by parents. In addition, we also have to understand the digital literacy activities that have developed as they are today.

2.4 Teenagers

Understanding Youth Adolescence (adolescence) is a very important period in the span of human life, a period of transition or transition from childhood to adulthood. There are several understandings according to the figures regarding the understanding of adolescents such as:

Elizabeth B. Hurlock The term adolescence or adolescence comes from the Latin word (adolescene), the word adolescentia which means

adolescent which means "growing up" or "growing up." other periods in the life span of a child are considered to be adults if they are able to carry out reproduction.

The term adolescence, which is used today, has a very broad meaning, namely covering mental, social, emotional maturity, this view expressed by Piaget by saying, Psychologically, adolescence is the age at which individuals integrate with the adult community, the age at which children no longer feel below the level of older people but are in the same level, at least in the problem of integration in society (adults) have effective aspects, more or less related to puberty, including also a striking intellectual change. This way of thinking of adolescents enables it to achieve integration in adult social relations, which is in fact a common characteristic of this developmental period.

The same thing also stated by Jhon W. Santrock, adolescence (adolescence) is a period of developmental transition from childhood to adulthood which includes biological, cognitive, and social emotional changes.

Likewise, the opinion of WHO (World Health Organization) 1974 adolescence is a period in which an individual develops from the first time he shows signs of sexuality until now reaching the maturity of his sexuality, individuals experiencing psychological development and identification patterns from childhood to adulthood, and there was a transition from full social dependence, to a relatively more independent state.

So after understanding of some of the above theories, what is meant by adolescence is a transition from childhood to adulthood, with marked individuals have experienced developments or growths that are very rapid in all fields, which include physical changes that shows the maturity of the reproductive organs and the optimal functioning of other organs.

Globally, adolescence takes place between the ages of 12-21 years, with a division of 12-15 years: early adolescence, 15-18 years of middle adolescence, 18-21 years: late adolescence (Fatmawaty, n.d.).

Characteristics of adolescence as stated by (Fatmawaty, n.d.) namely (1) adolescence as an important period, in the teenage period both direct and long-term consequences remain important. There are important periods due to physical consequences and there are more due to psychological consequences. In the teenage period both are equally important; (2) adolescence as a transitional period, adolescence as a transitional period has an unclear status and there are doubts about the role played. At this time, adolescents are no longer a child and neither are they adults. This unclear adolescent status gives him time to try different lifestyles and determine the patterns of behavior, values and traits that are most appropriate for him; (3) adolescence as a period of change, there are three similar changes and are almost universal in each adolescent, namely the height of emotions whose intensity depends on the level of physical and psychological changes that occur, body changes, changes in interests and roles; (4) adolescence as a problematic age; (5) adolescence as a time of searching for identity; (6) adolescence as an age that causes fear; (7) adolescence is an unrealistic period; (8) adolescence as the threshold of adulthood.

Furthermore cognitive development that shows the way of adolescent thinking style, as well as adolescent social emotional growth. and all other developments experienced in preparation for entering adulthood. To enter the adulthood stage, adolescent development has many factors that must be considered during growth include: relationships with parents, relationships with peers, relationships with environmental conditions, and cognitive knowledge.

To get through this transition period, adolescents need an important role for parents to shape their personality. As for the important role of

parents that need to be applied according to (Fatmawaty, nd), namely (1) Children learn what they live, the meaning here is that parents should be an example of a personality that lives on high values and helps the personalities desired by parents who is certainly a good person; (2) learning achievement, in this case parents play a role to support children's learning achievement. Children need understanding and time and praise from parents if the child shows sincerity in learning but has not been successful. If it hasn't worked, don't judge the child. Because, it will make them frustrated. But, to get past this, children should be given support by parents; (3) parents should instill the fondness of reading in children so that later children can have critical knowledge based on what they read. Thus, they will be able to filter the conditions they will face, whether bad or good. (4) parents should provide sex education to children according to their age, such education is education related to the physical and biological experienced in this teenage period. As parents, we give understanding to children that they must be able to accept, care for and respect the state of their body. (5) parents provide religious education to children, in religious education it is endeavored that religious teachings are not only known, but also truly understood and internalized so that they can generate a great desire to live according to the will of God Almighty.

With the roles of parents in the development of adolescents, the child will become a good teen person. Because, they have received their first education in the family environment.

From some of the above theoretical foundations regarding digital literacy, media literacy, Youtube social media and teenagers, it can be concluded that to avoid the negative impact of technology, teenagers must be literate with every technological developments, especially on the contents on Youtube. Teenagers should be able to filter every content on YouTube by knowing early on good content contains education. Whereas parents must play an active role in directing children to access existing

content. Parents must assist children in accessing the content so that their teenage children are not wrong in opening negative content.

CHAPTER III

DISCUSSION AND CONCLUSIONS

In the discussion of this research the object of this research is adolescents. The following is a diagram of the results of a survey report on penetration and behavior profile of Indonesian internet users conducted by the Indonesian Internet Service Providers Association (APJII) in 2018.
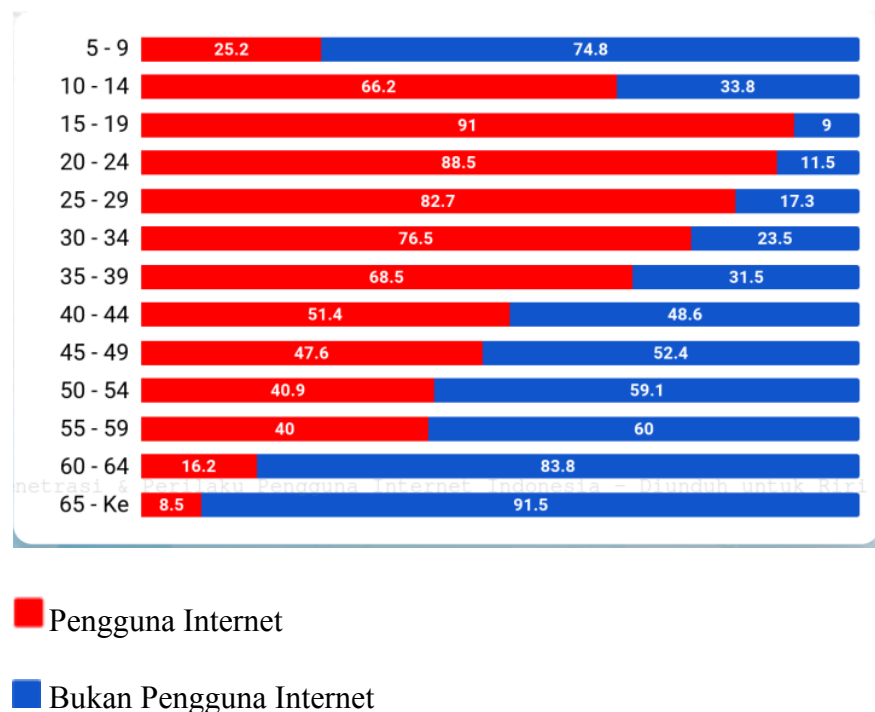
Age	Pengguna Internet	Bukan Pengguna Internet
5 - 9	25.2	74.8
10 - 14	66.2	33.8
15 - 19	91	9
20 - 24	88.5	11.5
25 - 29	82.7	17.3
30 - 34	76.5	23.5
35 - 39	68.5	31.5
40 - 44	51.4	48.6
45 - 49	47.6	52.4
50 - 54	40.9	59.1
55 - 59	40	60
60 - 64	16.2	83.8
65 - Ke	8.5	91.5

■ Pengguna Internet

■ Bukan Pengguna Internet

Diagram 3.1 Internet user penetration 2018 based on age (%)

Source: https://apjii.or.id/survei

Based on diagram 3.1 about the penetration of internet users in 2018 according to age, it can be seen that the age range of 15-19 years which is included in the youth category is the highest internet user in Indonesia, reaching 91%. Only 9% of teenagers are not internet users.

Teenagers are famous for their very high curiosity. In using the internet, teenagers are certainly not only focused on one content. They

will look for entertainment internet content for themselves such as watching movies / videos, playing games, listening to music, watching games, online karaoke, listening to the radio and others. The following is a diagram of the results of a survey report on penetration and behavior profile of Indonesian internet users conducted by the Association of Indonesian Internet Service Providers (APJII) in 2018 about internet content that is often visited by internet users especially teenagers.
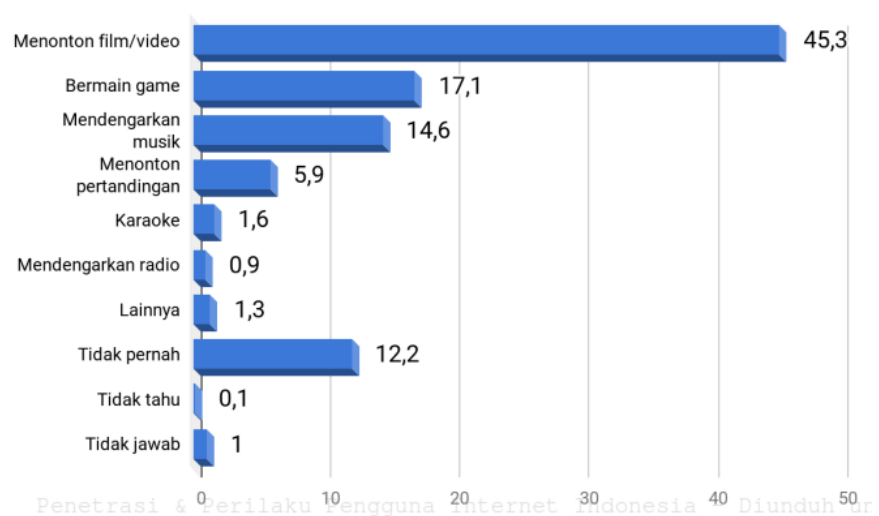

Diagram 3.2 Frequently visited internet entertainment content

Source: https://apjii.or.id/survei

Based on diagram 3.2 about entertainment internet content that is frequently visited, it can be seen that the internet content that is most frequently visited is watching movies / videos which is 45.3%. By watching films / videos, users can gain knowledge through educational content, information and news that are rife in this country. One of the social media that is often favored by young people or teenagers to look for this film / video is Youtube. Youtube site provides various information in the form of video, including audio. In addition to searching for videos, visitors to this site can also upload their videos to Youtube and share them worldwide (Muhaemin dalam (Putra & Patmaningrum, 2018)). One of

YouTube's popularity is related to the fact that content in digital media in the form of videos is mushrooming.

The development of Information technology, especially the existence of Youtube, has resulted in faster and more rapid dissemination of information, the tsunami era of information flows that occur must be addressed properly so that we avoid negative content and various hoax news. Many of us think that all content, news or information obtained on the internet or in digital media is good. But in reality, there are YouTube content that contains negative content and positive content. For that we as teenagers and as young people need to fortify ourselves and more sort out the information we absorb through literacy activities.

Literacy is the main thing that everyone has. Through high literacy, a person will be able to solve every problem he faces and be able to find solutions and make appropriate decisions in accordance with his knowledge. Literate people are able to appreciate, criticize, and use the information they have for good. Along with the development of increasingly sophisticated times to welcome this 21st century, literacy has experienced increasingly advanced changes that we know as digital literacy.

With digital literacy, all information can be accessed in a very wide variety of sources through computers and using the internet network (Rusli, A, & E, 2019).

Digital literacy creates a critical and creative public mindset. Digital literacy not only prevents us from lying or hoax news, but also can prevent us from avoiding cyber crime which is now happening a lot. According to research conducted by the Digital Literacy Activists Network (Japelidi) (Rahmawan, Mahameruaji, & Preciosa Alnashava, 2018) has mapped the digital literacy movement in nine cities including Jakarta, Yogyakarta, Malang, Semarang, Surakarta, Salatiga, Bandung, Banjarmasin, and Bali

proves digital stuttering in Indonesian society. Based on the results of this research it can be seen that the main problems faced by the Indonesian community in digital media are the spread of hoaxes and expressions of hatred, the rise of cyberbullying, the use of social media for terrorism and radicalism activities and addictions to digital media.

In this internet age, there are a number of special problems that affect especially teenagers because their mindset is still a lot of curious and not yet able to distinguish whether the content is suitable for consumption or not.

So that along with the times and also the sophistication of technology that can not be avoided, the public, especially teenagers must be media literate especially with YouTube, because there will be a lot of content that is widely distributed and has not been tested whether the content can be accounted for or not have the impact will be obtained for its users. If not noticed early on, when adolescents' conditions should be directed if left unchecked will have a major impact on adolescent behavior and thought patterns, especially perceptions per individual is different and not all teenagers will understand and want to learn or just want to know about digital literacy and media. To carry out community empowerment especially teenagers, digital literacy activities need to be done with more and more movements that create positive content in digital media, one of them is Youtube.

The first step that can be taken is to educate children, and other family members in responding to the circulation of bad content in the community by means of media literacy, meaning that they need to think critically and be vigilant, not to swallow the raw information. As a 21st millennial generation, teenagers must now be good at sorting out which content is good and which content is not good. In sorting out this, can not be separated from the role of parents as the first educator in the family. Parents at home must accompany their children in accessing YouTube

content. That way, children will get direction from parents in accessing the positives.

The second step we can take to avoid negative content is to reproduce positive content such as educational content. Some of the most popular educational content on YouTube are teacher room content, Quipper School Indonesia, Zenius Education, and others. All three content features digital based learning by providing experienced tutors in each content. Not only that, the content also provides audio-visual learning material and practice questions that can be learned by children. Whether it's elementary, middle and high school kids.

There are three main genres related to educational content (Rahmawan et al., 2018), namely: (1) edutainment, this content combines education and entertainment in a creative way on YouTube, (2) education and direct answers containing instructional curriculum-based lessons that are guided by experts, (3) skill-based learning that teaches a variety of skills and guided by reliable tutors. Based on these three main genres, youtubers can create more positive content with educational themes.

The third step that can be done is to socialize ethics and morals to the younger generation. This is in accordance with the objectives of media literacy education which is about the ethical and moral obligations of media practitioners. The use of media devices must be accompanied by rules and awareness of the media. Awareness of the impact of media on individuals. Ramaja as the younger generation was given treatment in order to be able to distinguish the positive and negative impacts of information obtained on social media especially Youtube. In addition, they are also asked to collect and collect anything that can avoid and minimize the negative impact of the media. Media literacy must be intensively carried out to anticipate the negative impact of mass media such as Youtube which is not realized already entered in all lines of life. Social media users have a high level found in the younger generation.

Therefore, media literacy is very important in all circles, and socialization related to the impact of the media and its anticipation needs to be done both by the government and the elements of society.

In carrying out digital literacy activities for adolescents, teenagers should check and re-check the content that contains information that is not necessarily true. Before receiving these contents, teenagers must learn to find other reliable sources of truth. After receiving the correctness of the information, then it can only be done sharing information on existing content.

With digital literacy and media not only avoid hoax news and information, but also can avoid various problems relating to adolescents. With literacy will form a thought, and thought will form a decision, which a decision will form an attitude. So how important is it for us to have skills in sorting out information before we spread information to our friends or family or on social media in Indonesia.

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