

Digital Media Literacy Strategy for the Information Disruption Era in Improving the Communication Ethics of the Yogyakarta Community

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Abstract

Social media users in Indonesia continue to increase. In 2022, active users of social media in Indonesia according to the research from Hootsuite reach 191,4 million people, increased by 12,6% from 2021. According to the research from Microsoft in 2020, Indonesian Netizen's digital politeness is in ranked 29th of the 32 countries. To deal with disruption of information, good digital literacy is needed. According to research results from the Ministry of Communication and Informatics in 2021 and 2022, province that has highest digital literacy rate in Indonesia is the Special Region of Yogyakarta. Therefore, researcher choose that as a research subject. This research aim to know literacy media digital Strategy of Communication and Informatics Office of the Special Region of Yogyakarta to increase communication ethics of people, reviewed from the aspect of accessing, evaluating, and producing content. The research method used is qualitative. The results of this study are that the Communication and Informatics Office of the Special Region of Yogyakarta has awareness, responsibility, integrity or honesty, and benevolence in accessing, evaluating, and producing content. Implementation of the Strategy for the Communication and Informatics Office of the Special Region of Yogyakarta is through the Positive Content Dissemination Program, Education through Digital Media, Digitization Training, and Short Film.

Keywords: *Strategy, Literacy, Digital Media, Disruption, Communication Ethics.*

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A. INTRODUCTION

In February 2021, Microsoft published a report entitled "Digital Civility Index" (DCI). The report contains the results of Microsoft's research on the level of digital courtesy in internet use by adolescents and adults throughout 2020. Based on this research, Indonesia is ranked 29th out of 32 countries, as well as the lowest ranking in Southeast Asia (Huda & Hashim, 2022). The decline in the level of digital politeness was dominated by the high percentage of hoaxes and fraud which reached 47%, hate speech 27% and discrimination 13%.

The high spread of hoaxes, hate speech, and discrimination on social media is a violation of communication ethics (Hobbs, 2013; Arts, 2018). The communication ethics referred to in this study are all the rules contained in the norms of communication in general in society, especially in the digital space. In the Digital Media Ethics Book published by the Office of Communication and Informatics, Kusumastuti et al. (2021) and Dalton (2017) explained that the scope of digital ethics

is related to behavioral considerations that are filled with awareness, responsibility, integrity or honesty, and benevolent values.

Many violations of communication ethics have negative impacts in various fields, ranging from social, economic, entertainment, to loss of life. These violations can be found on social media. Meanwhile, according to a survey conducted by Katadata Insight Center (KIC) with the Ministry of Communication and Informatics (Kominfo) entitled "Digital Literacy Status in Indonesia 2021" explained that in 2021 there will be 73% of the public using social media as a platform to obtain information.

The number of active social media users in Indonesia according to research results from Hootsuite (We Are Social) in 2022 will reach 191 million people. This number has increased by 12.35% from 2021. The increase in active social media users is also in line with the increase in published information every day.

Information disruption must be dealt with wisely and requires human resources who have good digital literacy (Lee, 2018; Scolari, 2018). While information disruption can provide great benefits in terms of technological progress and innovation, some negative impacts may arise, such as the spread of misinformation or fake news, as well as difficulties in managing personal data and privacy (Daneels & Vanwynsberghe, 2017; Rasi et al., 2019). Therefore, efforts are needed to overcome this challenge by increasing digital literacy. Digital literacy is a concept and practice that does not only focus on skills to master technology (Kusumastuti et al., 2021; Moore & Redmond, 2014). According to the spokesperson for the Ministry of Communication and Information, Dedy Permadi in Rochman (2022), explained that literacy is also related to digital ethics, digital safety or security, and digital culture, not just technical digital skills.

The highest digital literacy level in Indonesia in 2021 and 2022 will be achieved by the Special Region of Yogyakarta. According to the results of research from the Ministry of Communication and Information (Kominfo) entitled "Indonesia's Digital Literacy Index 2021" explained that the Province of the Special Region of Yogyakarta (DIY) is ranked first with a score of 3.71. This shows that among all regions in Indonesia, the DIY Province has superior Human Resources (HR) in the field of digital media literacy.

According to Darmastuti et al. in Limilia & Aristi (2019), media literacy is a skill in interpreting messages received from the media. According to Limilia & Aristi (2019), audiences who have media literacy skills are audiences who are able to access, evaluate, and produce content. Human resources in Yogyakarta who excel in the field of digital literacy cannot be separated from the digital media literacy strategy echoed by the Yogyakarta Special Region Communication and Information Service (DIY Province's Diskominfo). Therefore, Diskominfo DIY Province was chosen as a subject in this study.

Diskominfo DIY Province uses various social media platforms to educate the public about digital literacy. This is the realization of the first Diskominfo mission, namely "Improving the quality of Indonesian Humans". With the realization of this

mission, a society that is smart, wise in using social media, and has good communication ethics in the digital space can be realized.

B. METHOD

The research method used in this research is qualitative. According to Hardani et al. (2020), qualitative research is research that adheres to a phenomenological school, which focuses more on scientific research activities by describing and understanding the social phenomena it studies. In this research, the informant selection technique used purposive sampling.

Purposive sampling is a sampling technique by selecting sample members specifically based on research objectives (Hardani et al., 2020). The indicators for selecting informants in this study were having served in the field of communication and information or public relations for at least one year and understanding the digital media literacy strategy of the DIY Province Diskominfo. From these indicators, the informants selected in this study were public relations officers, coordinators of the social media management team, and content creators of the DIY Province Diskominfo.

C. RESULT AND DISCUSSION

Digital Media Literacy Strategy in dealing with information disruption at the DIY Provincial Diskominfo to improve community communication ethics in terms of three aspects as follows:

1. Access Content

In accessing content, Diskominfo DIY Province has awareness, responsibility, prioritizes integrity and honesty, and has virtue and policies. The form of awareness of the DIY Provincial Diskominfo in accessing content is by understanding the ITE Law, complying with it, and ensuring that the content accessed is correct or credible. Apart from that, Diskominfo DIY Province only accesses content that is relevant to its needs and goals. This is in line with the ethical theory in the digital space from Kusumastuti, et al. (2021) which explains that the key word for awareness is doing everything consciously or for a specific purpose.

The form of responsibility of the DIY Province Diskominfo in accessing is to be careful in accessing content, pay attention to ethics, respect copyright, and be ready to accept the consequences in accessing any content. This form of responsibility is in line with the ethical theory in the digital space from Kusumastuti et al. (2021), which underlines the meaning of being responsible is the willingness to bear the consequences for what one has done.

Diskominfo DIY Province in accessing content also prioritizes integrity and honesty. This form of integrity is by adhering firmly to laws, such as the ITE Law and the PDP Law. While the form of honesty is by accessing content that has factual and complete information, to then convey it to the public as it is.

The virtue of the DIY Province Diskominfo in accessing content is by only accessing useful and credible sources or content. This is in line with the ethical theory in the digital space from Kusumastuti et al. (2021), which explains that expediency,

humanity, and kindness are part of virtue.

Another form of the Virtue of the DIY Province Diskominfo is to make policies in accessing content. This policy is to optimize the social media management team that has been formed and only grant access permissions to social media content creators Diskominfo DIY Province to access content.

Content creators also have special policies in accessing content. They provide a policy for students who do internships at Diskominfo DIY Province to only access platforms that have clear credibility and always pay attention to the license. However, of course they access using a personal account, not the DIY Provincial Diskominfo account.

The DIY Province Diskominfo Policy as described above is a concrete example for the public to always apply digital communication ethics in accessing content. In addition, Diskominfo DIY Province also seeks to improve public communication ethics in accessing content through certain programs. The programs are Positive Content Dissemination, Education through Digital Media, Digitalization Training, and Short Films.

2. Evaluating Content

Diskominfo DIY Province has implemented digital communication ethics in evaluating content. The form of applying these ethics is by having awareness, responsibility, integrity and honesty, as well as benevolence in evaluating content. The form of awareness of the DIY Provincial Diskominfo is to be aware of the consequences in evaluating content and to immediately follow up on complaints from the public regarding content that is felt to be detrimental or violates the rules and ethics that apply in the local area. This is in line with the ethical theory in the digital space from Kusumastuti, et al. (2021) which explains that the main point of awareness is to do everything consciously or for a specific purpose.

The responsibility of the DIY Provincial Diskominfo is to be careful in evaluating content, always cross-check and evaluate content before publication. In addition, Diskominfo DIY Province also studies the rules relating to content that is being produced and is ready to accept the consequences of content that has been published. This effort is in line with ethical theory in the digital space Kusumastuti et al. (2021), which emphasizes the point of being responsible, namely the willingness to bear the consequences for what one has done.

Diskominfo DIY Province also prioritizes integrity and honesty in evaluating content. This form of integrity is by always upholding existing laws and norms. Meanwhile, the form of honesty in evaluating content is evaluating each content as it is, without anything being covered up. Integrity and honesty are always applied in evaluating content, both before and after publication.

Diskominfo DIY Province has virtues in evaluating content. The form of virtue is to evaluate the content before and after publication as well as possible. Apart from that, having awareness, responsibility, integrity and honesty is also a form of the virtue of Diskominfo DIY Province in accessing content. This is in line with the ethical

theory in the digital space from Kusumastuti et al. (2021), which explains that virtue includes things that are of benefit, humanity, and kindness.

In evaluating content, Diskominfo DIY Province also has a policy. The policy is to carry out routine evaluations once a month involving the Head of Information and Public Communication, public relations institutions, social media coordinators, and content creators. Apart from that, there is also a routine evaluation that is carried out at least once a week involving social media coordinators, content creators, and students who do internships at Diskominfo DIY Province.

Diskominfo DIY Province also has a policy in evaluating content based on the time of implementation. Content evaluation is carried out before publication and after publication. The evaluation mechanism before publication is by curating the content that has been produced, evaluated, then if it complies with the existing terms and conditions, the content can be published. Meanwhile, evaluation of content after publication has a mechanism, namely by evaluating prominent content and immediately taking action if there are complaints about certain content.

In the evaluation process after publication, the DIY Provincial Diskominfo evaluates technically and non-technically. Technical evaluation, namely the evaluation carried out to obtain data in the form of numerical data. An example of a tool used for technical evaluation is by looking at the insights on each post. It is very important to know exactly what kind of content has a high engagement rate. While non-technical evaluation is an evaluation carried out to obtain data in the form of categorical or non-numeric data. To obtain this data, Diskominfo DIY Province reviews the comments and messages in every published content. This is to find out how the community responds to the content presented, as well as to find out what kind of content the community needs.

Diskominfo DIY Province also opens opportunities for the public to participate in evaluating published content. This was done by activating the comment and message fields on social media to accommodate evaluations from the public. In this way, Diskominfo DIY Province seeks to establish two-way communication, as well as provide a concrete example for the public to always be open and honest in evaluating content.

Diskominfo DIY Province also has several digital media literacy strategy programs to improve public communication ethics in evaluating content. These programs are Positive Content Dissemination, Education through Digital Media, Digitalization Training, and Short Films. In this program, the DIY Provincial Diskominfo educates the public to be responsible, have awareness, integrity and honesty, as well as policies in evaluating content.

3. Producing Content

Diskominfo DIY Province has awareness, responsibility, integrity and honesty, as well as benevolence in producing content. The form of Awareness of the DIY Province Diskominfo is to understand the laws relating to the content produced. Apart from that, Diskominfo DIY Province is also aware of the consequences of any

content produced. Therefore, Diskominfo DIY Province always tries not to violate existing rules and ethics. This effort is in line with the ethical theory in the digital space from Kusumastuti et al. (2021). which explains that the main point of awareness is to do everything consciously or for a specific purpose.

The form of the responsibility of the DIY Provincial Diskominfo in producing content is to produce with great care, not violating the ITE Law, PDP Law, and paying attention to applicable norms. In addition, in every content produced by Diskominfo, the DIY Province also pays attention to the communication ethics of the DIY community. If viewed from the ethical theory in the digital space from Kusumastuti et al. (2021), the efforts made by the DIY Provincial Diskominfo are in line with this theory. In this theory the main point of being responsible is being ready to accept the consequences. Diskominfo DIY Province in producing content is always ready to accept the consequences of that content.

In producing content, Diskominfo DIY Province also always prioritizes integrity and honesty. This form of integrity is always guided by the ITE Law, the PDP Law, and existing regulations in producing content. In addition, another form of integrity is by always paying attention to the communication ethics that apply in the surrounding community. The goal is that the content produced can be well received by the public.

The form of honesty in producing content is by providing information as a whole and as it is to the public. Even though integrity and honesty are closely related, the DIY Provincial Diskominfo has a different meaning and form of application of these two things. The form of integrity is more directed at complying with existing laws and regulations, while honesty is by conveying content as it is. This is slightly different from the theoretical concept of ethics in the digital space from Kusumastuti et al. (2021), which defines integrity as honesty.

Diskominfo DIY Province also has virtues in producing content. This form of benevolence is by producing useful positive content, which is currently being discussed, and is needed by the community. This is in line with the ethical theory in the digital space from Kusumastuti et al. (2021), which emphasizes the virtues of expediency, humanity, and goodness.

Through positive and useful content, having awareness, responsibility, integrity and honesty is also a form of the virtues of the DIY Provincial Diskominfo in producing content. Apart from that, another form of virtue implemented by Diskominfo DIY Province is by making policies in producing content. The policy is to form a social media management team, collaborate with students who are apprentices at the DIY Provincial Diskominfo, and have rules in the content production process.

In the pre-production process, the DIY Provincial Diskominfo brainstormed, carefully prepared concepts, managed social media human resources as well as possible, formulated and raised one big theme each month. The form of a mature pre-production realization is by making plans, time schedules, and clear division of job desks before producing content on social media. Content creators and interns have their respective duties and are placed in divisions within the social media

management team. The divisions are the Admin Division, the Photography and Videography Division, and the Layouting Division.

As a form of responsibility in producing content, Diskominfo DIY Province provides creative space as a place for the production and evaluation of social media content. Apart from that, Diskominfo DIY Province is also trying to manage Human Resources (HR) in the social media management team as well as possible, one of which is collaborating with apprentice students. Intern students are given the task of producing content that has been planned with the social media core team. This collaboration is also an effort by the DIY Provincial Diskominfo in overcoming the shortage of human resources to manage social media. This is a concrete example to the community that the DIY Provincial Diskominfo is wise in managing the team and producing content.

Apart from providing concrete examples, the DIY Provincial Diskominfo also has special programs as the implementation of digital media literacy strategies in improving community communication ethics. The programs are Positive Content Dissemination, Education through Social Media, Digitalization Training, and Short Films.

Dissemination of Positive Content in the form of offline socialization and podcasts is used by the DIY Provincial Diskominfo to educate the public regarding digital communication ethics. Apart from that, Diskominfo DIY Province also educates the public through digital media such as social media, websites and videotrons. However, the primary digital media of Diskominfo DIY Province are social media, especially Instagram, Twitter, Facebook and YouTube. Among the four social media, Instagram, Twitter and Facebook are the primary social media. Meanwhile, the secondary social media is YouTube.

Diskominfo DIY Province has different treatment in producing content on social media, even though their segmentation is in the same age range, namely 18-40 years. Diskominfo DIY Province produces content in the form of short videos and infographics generally for Instagram and Facebook, by utilizing the mirroring feature. The mirroring feature is a feature for sharing posts on Instagram as well as on Facebook. As for YouTube, the average video is more than 3 minutes long. Twitter prioritizes text and updates without paying too much attention to visual appearance, unlike when producing content for Instagram.

One example of education on social media related to digital communication ethics in producing content is through content related to the ITE Law and the PDP Law. Diskominfo DIY Province also educates the public to be careful in accessing every link. Apart from that, Diskominfo DIY Province also shared the importance of evaluating content, both before and after publication.

Diskominfo DIY Province in producing content on social media does not only focus on the message conveyed, but also on the visuals and seeks to increase the engagement rate on published content. The main thing that Diskominfo DIY Province is currently doing is changing the layout on social media to make it more attractive and increase engagement. Apart from that, the DIY Provincial Diskominfo is also

developing a Digitalization Training Program. One of the objectives of the program is to improve the technical capabilities of the community in the digital field.

Diskominfo DIY Province also produces short films to educate the public. One of the newest short films of the DIY Provincial Diskominfo related to education on the importance of digital communication ethics is the film "Geger Gedhen". The short film which is also a PSA contains a message for the public to be careful in producing content.

D. CONCLUSION

The DIY Province Diskominfo Digital Media Literacy Strategy in improving public communication ethics in terms of accessing, evaluating, and producing content can be drawn the following conclusions: 1) Accessing Diskominfo Content DIY Province has implemented digital communication ethics by always having awareness, responsibility, integrity and honesty, benevolence and have policies in accessing content. The form of implementing these values is by granting permission to access only social media team technicians, accessing sources that are credible, useful, and the information is intact, then conveying what is to the public, and complying with applicable regulations, such as the ITE Law and the PDP Law. ; 2) Evaluating Content, Diskominfo DIY Province always has awareness, responsibility, integrity and honesty, benevolence and also has a policy in evaluating content. Efforts to implement these values are by conducting honest routine evaluations with the Head of the IKP Division, evaluations before and after publication, as well as technical and non-technical evaluations; and 3) Producing Content, Diskominfo DIY Province always has awareness, responsibility, integrity and honesty, benevolence and also has policies in producing content. This is implemented by always complying with the ITE Law, the PDP Law, paying attention to ethics, providing complete and as-is information, and forming a social media management team and collaborating with intern students. Meanwhile, digital media literacy strategies to improve public communication ethics in accessing, evaluating, and producing content are through Positive Content Dissemination programs, Education through Digital Media, Digitalization Training, and Short Films.

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