

SOCIALIZATION OF DIGITAL LITERACY AS AN EFFORT TO APPRECIATE OTHER PEOPLE'S WORK OR CONTENT ON SOCIAL MEDIA

Herman¹, Melvin M. Simanjuntak^{2*}, Ernest Grace³, Elly Susanti⁴, Nelly Ervina⁵

^{1,2*} Universitas HKBP Nommensen Pematangsiantar

^{3,4,5} Sekolah Tinggi Ilmu Ekonomi Sultan Agung

*Corresponding *email*: melvin.simanjuntak@uhnnp.ac.id

Abstract

This community service activity was carried out with the aim of providing socialization for efforts to respect the content/work of others on social media. This activity was organized by KOMINFO Indonesia Maju with the main theme being the 2021 Digital Literacy National Movement. This activity was held on Wednesday, 17 November 2021 at 13.00 WIB until it was finished. This activity is carried out online through the zoom application. About 200 participants took part in this webinar activity. The target of the socialization is the people who live in the city of Pematang Siantar, North Sumatra Province. The results obtained from this webinar activity are increasing awareness and also digital literacy competence which is the most important milestone in educating social media users in ethics, especially in avoiding plagiarism of content or other people's *work on social media which can have a negative impact on its users itself*

Keyword: Digital Literacy, Digital Ethics, Social Media, Technology

Abstrak

Kegiatan pengabdian masyarakat ini dilaksanakan dengan tujuan memberikan sosialisasi upaya menghargai konten/karya orang lain di media sosial. Kegiatan ini diselenggarakan oleh KOMINFO Indonesia Maju dengan tema utama Gerakan Nasional Literasi Digital 2021. Kegiatan ini dilaksanakan pada hari Rabu, 17 November 2021 pukul 13.00 WIB hingga selesai. Kegiatan ini dilakukan secara online melalui aplikasi zoom. Sekitar 200 peserta mengikuti kegiatan webinar ini. Sasaran sosialisasi adalah masyarakat yang berdomisili di Kota Pematang Siantar, Provinsi Sumatera Utara. Hasil yang diperoleh dari kegiatan webinar ini adalah peningkatan kesadaran dan juga kompetensi literasi digital yang merupakan tonggak terpenting dalam mengedukasi pengguna media sosial dalam beretika, terutama dalam menghindari penjiplakan konten atau karya orang lain di media sosial yang dapat berdampak negatif bagi dirinya. pengguna itu sendiri.

Kata Kunci: Literasi Digital, Etika Digital, Media Sosial, Teknologi

INTRODUCTION

A great nation must have a literate society and a high civilization to improve education in order to become one. An advanced nation is not only built by depending on a richness of natural resources and a big number of human resources. In order to compete successfully in the global marketplace, a country must not only be free of illiteracy but also ensure that every citizen has the life skills necessary to compete and work side by side with other countries to build global wealth. Due to its size, Indonesia must be able to create a culture of literacy as a requirement for 21st century life skills through integrated education that starts in the home and extends to the classroom and community (Purba et al., 2022). For students, parents, and members of society as a whole, mastery of the six fundamental literacy skills endorsed by the World Economic Forum in 2015 is crucial. The six basic forms of literacy are written as follows: literacy, numeracy, science, digital, financial, cultural, and citizenship literacy (Damayanti, 2019). Children's interest in reading needs to be cultivated from an early age beginning with the family environment. Creating a literacy culture by offering reading materials and raising children's interest in reading is crucial component of building character. High reading interest will promote the habit of reading and writing at school and in the community, supported by the availability of high-quality, reasonably priced reading resources. The next level of literacy (numeracy, scientific, digital, financial, as well as culture and citizenship) can be achieved with this reading proficiency (Sebayang et al., 2021).

Changes in communication technologies have an impact on how we communicate. The internet is one outcome of developments in communication technology that have an impact on every aspect of human life. The internet makes it simple to engage in social connection. To make it simpler to connect

on social media, telecommunications firms develop a variety of services and applications. It is important to handle the ongoing technical and informational advancements carefully. The number of internet users in Indonesia increased by 8.9% from 171.2 million in 2018 to 196.7 million in the second quarter of 2020, according to a poll by the Internet Service Providers Association (APJII). The percentage of the 266.9 million people in the nation who use the internet also rose, from 64.8% to 73.7%. Java continues to make the largest contribution, with a 56.4% increase from the previous 55.7% (Pambudi and Windasari, 2022).

Social media has both beneficial and detrimental effects. Purba, Sinurat, and Herman (2021) claim that social media is a communication tool that can be utilized as a source of information and that using it effectively requires media literacy abilities. If social media users do not sort or do not have the competency in the media literacy they require, using social media, which is also a communication tool, can have an impact on a person's personality. The younger generation may have unforeseen issues as a result of this. As a result, social media usage requires awareness.

As a means of public communication, social media has now evolved into a necessity and habit for everyone. However, some individuals use social media as a platform to disseminate false information and engage in hate speech, which can contribute to radicalization and intolerance in society (Abner, et al, 2017). The digital native generation, which was raised and was born while digital technology was blooming and it was very impossible to separate it from social media, is one of the active consumers of social media. Millennials may now access social media more easily anywhere and at any time thanks to an increasing number of devices. There are times when social media users, particularly those in the millennial generation, are not aware of the risks posed by hate speech and fake news, which can lead to instability in Indonesia's social life, politics, and diversity (Anindito, 2018).

In Indonesian society, there is still a dearth of literacy. Everyday actions, such as the community's lack of interest in reading and writing, can be used to identify behaviors that demonstrate low literacy traditions (Taryadi and Yunianto, 2022). Accepting modern improvements in information and communication technologies may be difficult due to poor literacy levels (Herman et al., 2022). Therefore, plagiarism occurs when members of the community lack a basic understanding of digital literacy, particularly while using social media. The term "piracy of other people's work" is another name for plagiarism. unauthorized reproduction, duplication, distribution, and copying of another person's creative work. Although digital technology has been widely available, it has not always been used in a thoughtful or productive manner. Digital technology abuse is a possibility, and the results could be detrimental in all spheres of life. As a result, establishing the 21st century generation—that is, a generation with digital literacy skills—represents a significant challenge for all groups, including parents, teachers, the community, and even stakeholders in this country.

Every person must realize the importance of having a basic understanding of digital literacy in order to participate in the present disruptive era. As fundamental as reading, writing, math, and other subjects are, digital literacy is equally crucial. The mindset of the generation that had unrestricted access to digital technology differs from that of the previous generation. Everyone should be in charge of deciding how to use technology to engage with the environment. People can contact and communicate with family and friends on a regular basis thanks to digital technology. Being digitally literate involves having the ability to digest a range of information, comprehend communications, and successfully interact with people. The forms at question here include teamwork, critical thinking, creativity, communicative creation, working within ethical guidelines, and knowing when and how technology must be employed in order to be effective in reaching objectives. This involves being aware of and exercising critical thought about the different positive and bad effects that the use of technology in daily life may have. A social structure with a critical-creative mindset and outlook will be created thanks to digital literacy. They won't be easily swayed by contentious issues, fall for false information, or fall prey to online fraud (Nasrullah, 2017).

According to the description and justification given above, this is the subject of community service projects in the hope of educating and boosting digital literacy among the younger generation to make them more adept at using social media and better able to avoid plagiarism or appreciate the context and work of others on the platform.

RESEARCH METHOD

Swith the major theme of the Danger of Crime in the Digital Space, this community service

project is an initiative of KOMINFO with the theme of the 2021 Digital Literacy National Movement in Pematangsiantar City, North Sumatra Province. Giving younger generations insight, inspiration, information, and skills in the form of digital literacy so they may appreciate other people's content and work on social media is one of the sub-themes that acts as a service activity. To accomplish the desired outcomes, this task is completed in a thorough and effective manner.



Image 1. Flyer of the socialization for the digital literacy

The following explanation gives the phases of the activities:

1. The Pre-event Phase

Before the webinar, a meeting is held once again to make sure the tools are in good working order, completing all previously created plans and inspecting all webinar-related equipment. Ensure that everything is prepared and flawless.

2. Implementation Phase

Participants who will participate in this activity enter the room from the waiting area to start the implementation phase. All residents of Pematang Siantar and its vicinity, especially students, are the target audience. This practice promotes ethical understanding of appreciating other people's work and content on social media to prevent plagiarism.

3. Evaluation Phase

The ability to comprehend the information provided by service partners is evaluated both during implementation and at the conclusion of the activity. Evaluation occurs twice, once during the course of the activity and once after it has been completed. The accomplishment of activity objectives and the implementation of activities in the form of evaluation of processes and results are the aspects that are evaluated. At the conclusion of socialization, evaluation is conducted using a question-and-answer session to determine the success of the activity.



Image 2. The slide PowerPoint by one of the keynote Speaker, Dr. Herman, S.Pd., M.Pd.

RESULTS AND DISCUSSION

The results and outcomes of the implementation of this online National Seminar include the best way to appreciate other people's content on social media.

1. Make fair observations.
Give it the respect it deserves if you agree that it is good. Please offer recommendations and constructive criticism if you believe the work or material is still lacking.
2. Even if we disagree with other people's views, keeping silent is one of the best options.
3. Always practice asking the creator for their consent before using their creation.
4. If you upload another person's work or content, make sure to credit the original author.
5. Always make an effort to avoid using someone else's ideas or words as your own. You'll be forced to use creativity when you produce your own work as a result.

The participation and aptitude of participants at each step of implementation are evaluated as part of the socialization process. The evaluation findings with different achievement indicators demonstrate that the trainees' abilities have improved in the following areas, both technically and cognitively:

1. Possess cognitive and technological skills for locating, assessing, using, and communicating content.
2. Capable of preventing the purposeful or unintentional electronic transfer of personal data.
3. Capable of implementing personal security and understanding the dangers of online activity.
4. Able to communicate information to other parties in an ethical and non-hateful way and to regulate, amend, delete personal information.
5. Possibility to freely express one's opinions without impinging on the rights and interests of the general public and other parties.
6. Capable of participating in social activities through interacting with online communities.
7. Be able to assess numerous difficulties in cyberspace related to harmful content, as well as correctly organize and communicate information.

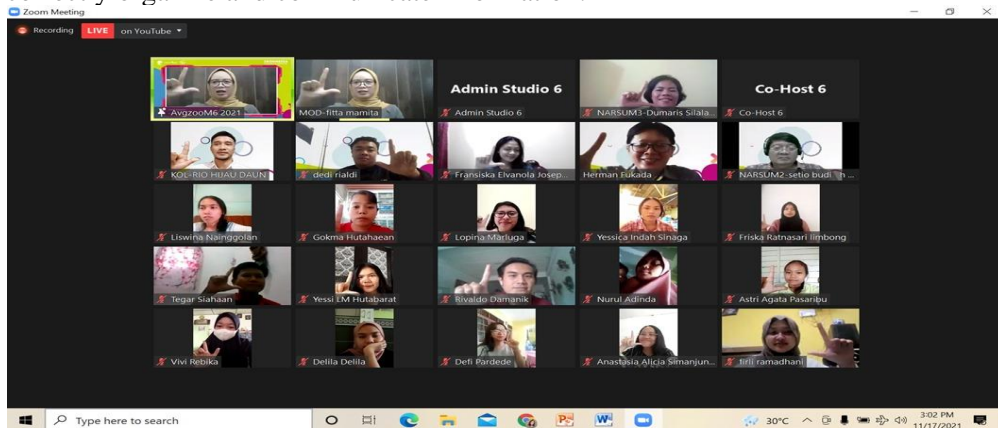


Image 3. Photo Sessions in the end of the event with participants and keynote speaker

CONCLUSION

Competence in digital literacy is crucial for promoting achievement and the growth of people's ethical worldview. The use of technology and the degree of digital literacy do not just call for high-level skills, but also for strong ethics. ethics, pertaining to all internal human characteristics. Unlike etiquette, which simply considers the external element. Therefore, we should start with ourselves and stop looking to others for appropriate interaction or communication ethics on social media.

SUGGESTION

After getting the socialization, the researchers hope that people (teenagers, lecturers, teachers or internet users) can start to appreciate other people especially their content and avoid the verbal abuse or doing some plagiarism since plagiarism nowadays is a crime.

THANK YOU NOTE

The researchers would like to give the biggest gratitude to KOMINFO INDONESIA MAJU for the support for this event in the city of Pematang Siantar, North Sumatera Province.

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