

## THE ROLE OF UNDERSTANDING MEDIA LITERACY IN INFORMATION FILTERING ON SOCIAL MEDIA AMONG STUDENTS

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### **Abstract**

Students must have media literacy skills, especially Internet media, if they don't want to be left behind and become strangers in an environment that has been hit by the flow of digital information. It is hoped that students' media literacy regarding the use of Internet media can reduce the bad effects of using this media and also information that cannot be denied which can lead to negative things such as: consumerism, a culture of violence, a culture of peeking at other people's privacy, and even sexual maturity occurs more quickly at a child's age. -child. Digital Literacy is the awareness, attitude and ability of individuals to appropriately use digital tools and facilities to identify, access, manage, integrate, evaluate, analyze and synthesize digital resources, construct new knowledge, create media expressions, and communicate with others, in the context of specific life situations, in order to enable constructive social action; and to reflect upon this process.” It is necessary to strive for an understanding of digital literacy at all levels of stakeholders starting from parents, teachers/educators, educational institutions, and the government in providing guidance, direction and direction in order to create a society with a critical and creative mindset and perspective so as to build social and community life. which is conducive.

**Keywords:** Urgency, Social Studies Learning, Local Wisdom

### **INTRODUCTION**

In the era of globalization where digital technology can be accessed by almost all groups, information is developing rapidly and its spread is increasingly rapid. In today's digital era, conventional media still exists, but has been abandoned by the generation born in the digital era, namely the Millennial generation. The millennial generation tends to be lazy to validate the truth of the news they receive and tends to receive information from only one source, namely social media (Kaplan, A. M., & Haenlein, M, 2010). It is impossible to calculate how much news contains false information or even

estimate the amount that is spread online on social media. Because social media is a free public forum, there is an increased possibility of false, out-of-context, and inaccurate information being spread. For the millennial generation to protect themselves from inaccurate and provocative information, media usage behavior patterns must be evaluated and corrected (Polanco-Levicán, K., & Salvo-Garrido, S, 2022).

Mass media not only provides information and entertainment, but also invites audiences to make changes in behavior. Through a variety of distinctive and unique media content, the media messages look very interesting, arousing the audience's curiosity. Framing messages through text, images and sound is a media activity to influence the thoughts and feelings of audiences (Paxton, S. J., et al, 2022).

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In this condition, the audience's perception is often shaped by mass media messages, the picture of reality shown in news, advertisements and films which then shapes the perception of some people about how they view the real world. This condition is in accordance with what Baran stated, namely that we never realize most of what happens in our brains. Although these activities often influence our conscious thoughts, they do not directly influence other cognitive processes. Our consciousness acts as the highest supervisor of this cognitive activity, but is only able to control it in a limited and indirect way (Baran, S. J, 2012).

Media literacy can be said to be a process of accessing, critically analyzing media messages, and creating messages using media tools (Hobbs, R., & Jensen, A, 2009). Rubin (1998) explains that what is meant by media literacy is understanding the source, communication technology, code used, messages produced, selection, interpretation and impact of the message. So it can be said that the existence of the Internet or new media has changed human communication patterns. A person is not only in the position of a media consumer but can also be a producer.

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media literacy regarding the use of Internet media can reduce the bad effects of using this media and also information that cannot be denied which can lead to negative things such as: consumerism, a culture of violence, a culture of peeking at other people's privacy, and even sexual maturity occurs more quickly at a child's age. -children (Ku, K. Y., et al, 2019). Therefore, students are expected to be able to wisely use the Internet media to increase and broaden their horizons, not just as an entertainment medium to access online games and other things. And Blake in Gammon, M. A., & White, J, (2011) states that media literacy is needed by students because (1) they live in a media environment; (2) media literacy emphasizes critical thinking; (3) being media literate is part of citizen learning, enabling them to play an active role in an environment filled with media; and (5) media education helps in understanding communication technology.

## **RESEARCH METHOD**

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

## **RESULT AND DISCUSSION**

### **Media Literacy Theory**

#### **A. Definition of Media Literacy**

Media literacy comes from the English language, namely media literacy, consisting of two syllables media, meaning the media in which messages are expressed and literacy, which is then known as media literacy. In this case, media literacy refers to the ability of audiences to be literate towards media and mass media messages in the context of mass communication (Potter, W. J, 2018).

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In the development of media literacy, it then becomes an organized activity in the form of education for the community. CLM (Center of Media Literacy) then uses an expanded definition: information literacy is a 21st century approach to education. It provides a framework for accessing, researching, evaluating, creating and engaging with messages in a variety of forms from print to video to the internet. Media literacy builds an understanding of the role of the media in important societal skills as well as the examination and statement of (which are) important for citizens of a democracy (Livingstone, S, 2004).

From the definitions put forward by both communication experts and media literacy activist institutions, it can be concluded that in a long period of time media literacy which was limited only to studies in tertiary institutions has now moved more advanced, more organized/institutionalized and the next generation is touching on efforts to prepare each individual's media literacy skills in the future.

#### B. Media Literacy Goals

The fundamental purpose of media literacy is to teach audiences or media users to analyze messages conveyed by mass media, consider the commercial and political goals behind a media image or message, and examine who is responsible for the message or idea implied by that message or image (Hobbs, R., & Jensen, A, 2009).

There are several goals of media literacy, including:

1. Aims to help consumers have sufficient knowledge and understanding of media content, so they can control the influence of media in their lives.
2. To protect consumers who are vulnerable and weak against the media impact of the penetration of new media culture.
3. The aim of media literacy is to produce citizens who are "well informed" and can make assessments of media content based on their knowledge and understanding of the media in question (Turnomo, R, 2012).

#### C. Elements of Media Literacy

There are five basic elements of Media Literacy. (Potter, W. J, 2004). The elements of Media Literacy are:

1. An awareness of the consequences of the media.  
Writing and printing have helped change the world and the people in it. The mass media also does the same thing. If individuals reject the impact of media on their lives, avoiding the risks that will be obtained and brought during these changes will be better than allowing these effects to run rampant.

2. An understanding of the process of mass communication.  
If each individual knows the components of the mass communication process and how these components relate to each other, then that individual can form expectations about how these components can serve him. How the various media industries operate. What are their obligations to the audience. What are the obligations of the audience. How different media limit or enhance the message. What form of feedback is most effective, and why.
3. Strategies for analyzing and discussing media messages.  
To consume media messages well, every individual needs a foundation as a basis for thinking and reflection. If an individual makes sense, he or she must have tools that can do that (for example, understanding the meaning and effects of films and videos such as camera angles and lighting, or the strategy behind placing a photo on a newspaper page).
4. An understanding of media content as a text.  
How to know a culture and the individuals within it, attitudes, values, concerns and myths. This can be known through communication. For modern culture, the messages conveyed by the media have increased sharply and dominate life.
5. The ability to enjoy, understand and appreciate media content.  
Where you must have the ability to understand, enjoy and appreciate all content contained in the media so that there are no errors in interpreting the content obtained from a media.

### **Utilization of Social Media as Information Filtering**

Social media has now become a popular tool for individuals in everyday life and in new teaching and learning processes. Social media allows the spread of information very quickly, especially among millennial teenagers. According to Grant and Meadows in Ainiyah, information on social media spreads and develops like a virus in the body (Ainiyah, N, 2018). The millennial generation in Indonesia adapts very quickly to current technological developments, especially in their teens. Therefore, it is not surprising that in busy centers, millennial teenagers at least use digital tools with the aim of making all their life activities easier. The appeal of social media is very strong for all groups, especially the millennial generation (Nie, D. C., et al, 2014).

Social media makes the learning process have unique characteristics that make students not only limited to studying in class, but they can learn whenever and wherever is most convenient for them (Deshpande, A. K., et al,

2018). Student motivation and excitement can increase when social media is used as a learning tool, thereby making learning more successful and enjoyable (Dai, Z., & Shrivastava, A, 2020). In addition, one of the benefits of social media is that it can be easily accessed from various locations, making it easier for students to find sources of educational content and complete assignments given by teachers (Hiltz, S. R., & Plotnick, L, 2013). Students have the opportunity to search and find inspiration for designs and additional resources for educational materials through social media. They recognize that social media and the internet offer various additional sources that can inspire people to create.

Millennial teenagers have a tendency to always look for new things and explore everything in the process of self-development by using supportive tools wisely. Even though there are abilities that lead to the bad and deviant, the development of the mindset of today's teenagers can also lead to a positive life even though they are faced with all the very strong challenges today.

Social media has formed a new world for millennial teenagers, especially in their thinking and interaction patterns. In the education sector, as students, they look for media that can help the learning process. Social media has provided an answer to this challenge by providing various educational information from various fields. Among the educational features of social media that are always used by millennial teenagers is Wikipedia, which is considered the most complete encyclopedia of knowledge in cyberspace (Ratikan, A., & Shikida, M, 2012).

This shows that the use of Wikipedia's educational features provided by social media is very beneficial for students, especially millennial teenagers, in fulfilling their academic interests (Fohringer, J., et al, 2015). As previously explained, as a source of educational information, the use of social media features proves that social media can bring good changes in the implementation of education as a whole. It can be seen that social media has a big influence on the world of education and has a positive influence on the development of the mindset of millennial teenagers who pay attention to their educational careers. Apart from Wikipedia, there are several features that can be used to support the development of the mindset of millennial teenagers, including electronic learning such as E-Learning, digital dictionaries, and other features (Nguyen, D. T., et al, 2017).

## **Internet Media Literacy among Students**

Media literacy or better known in Indonesian as media literacy is considered as an answer to the many public perceptions regarding the influence and impact that arise from content in mass media which tends to be negative, so that the ability, knowledge, awareness and skills are needed for the public to evaluate message critically. In message evaluation there is a process of message selection, interpretation and evaluation of the impact of the messages received (Supratman, L. P., & Wahyudin, A, 2017).

According to UNESCO, digital literacy is "the ability to use information and communication technology (ICT) to find, evaluate, utilize, create and communicate content or information with cognitive, ethical, social emotional skills and technical or technological aspects". Martin, A (2009) states that "Digital Literacy is the awareness, attitude and ability of individuals to appropriately use digital tools and facilities to identify, access, manage, integrate, evaluate, analyze and synthesize digital resources, construct new knowledge, create media expressions, and communicate with others, in the context of specific life situations, in order to enable constructive social action; and to reflect upon this process."

Everyone must have responsibility for using technology to interact or communicate in their daily lives. Content in the media that contains fake news, deception, contains hate speech and even radicalism can disrupt the existing digital ecosystem by creating understanding from each individual user. Handling a variety of information, the ability to interpret messages and communicate effectively with other people are various abilities in digital literacy. The process of creating, collaborating, communicating based on ethics, understanding when and how to use technology effectively are the digital competencies needed today. Digital literacy education needs to be pursued by all levels of stakeholders starting from parents, teachers/educators, educational institutions, and the government in providing guidance, direction and guidance in order to create a society with a critical and creative mindset and perspective so as to build social and community life. conducive (Shirzad, M., et al, 2019).

With digitalization, the internet will become the main source of information capable of combining all media from newspapers, magazines, tabloids to radio, television, telephone and computers digitally. Jenkins in Papaioannou, T (2011) states that old media users are more isolated, while new media users are more socially connected because they can interact by uploading their own content, as well as selecting a variety of available

information, so that the interoperability of new media results in greater media user participation. more active. As a tool that separates the distance between transportation and communication, computers introduce the virtual world to the public. Computer users can send messages with developments in communication speed, users can ignore the distance and time needed to communicate, because messages can be sent and received in real time. The internet and its supporting digital technology have advantages in the form of bandwidth and capability to transmit more complex formats in faster time and space components (Park, H., et al, 2021).

The media is analogous to a double-edged sword, on one hand it can provide benefits, on the other hand it can pose threats and losses for society, especially teenagers, because teenagers aged 12-18 years are starting to experience many physical and emotional changes, they are starting to be able to think rationally, logically and systematic. So teenagers need to receive guidance and supervision from parents and teachers, especially in the use of digital media, so that they can get the benefits and avoid mistakes.

According to Potter, W. J (2018), "Media Literacy is a set of perspectives that we actively use to expose ourselves to the media to interpret the meaning of the messages we encounter. We build our perspectives from knowledge structures. To build our knowledge structures, we need tools and raw materials. These tools are our skills. The raw material is information from the media and from the real world. Active use means that we are aware of the messages and are consciously interacting with them."

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## **CONCLUSION**

The development of teenagers in this millennial era is greatly helped by social media, they can easily develop their potential and interact and exchange information through media or tools that can be used to explore all kinds of knowledge and insight in any field. However, social media also has a negative

impact on its users if used inappropriately. Students must have media literacy skills, especially Internet media, if they don't want to be left behind and become strangers in an environment that has been hit by the flow of digital information. It is hoped that students' media literacy regarding the use of Internet media can reduce the bad effects of using this media and also information that cannot be denied which can lead to negative things such as: consumerism, a culture of violence, a culture of peeking at other people's privacy, and even sexual maturity occurs more quickly at a child's age. -child.

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