

Literature of Digital Media in The Environment of Household Mother in Sub District Gondomanan Yogyakarta

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Abstract. Media literacy becomes a necessity in today's information age. Especially " digital media " or "new media" is rife in use, from children to adults. For example, new media such as face book, instagram, wattshap, line, path, and others. The dangers of the media digital are the content, especially for children who do not yet understand how to read media intelligently. Most of the media content is negative which can anesthetize the audience. The biggest content content of the media is entertainment, programs that do not educate. Media put forward the entertainment programs which have less attention to ethics and community norms. They do not care about the negative impact of the broadcast program that put forward. For example: hoax news, pornography, sexuality, criminality, exploitation of women's bodies, children, bullying, advertisements that offer consumptive lifestyle, unconscientious, abusive behavior and so on. Housewives are a family milestone in charge of educating children in the family, so that this study took the subject of housewives, especially in the Ngupasan sub-district, district Gondomanan Yogyakarta. This study aims to map and socialize the ability of housewives to consume media, especially new media, then these mothers will become agents of change in their environment. The method used is content analysis, literature study, in-depth interview, and FGD (Focus Group Discussion). Theory used is Media Equation Theory and Media Literacy. The results of this study indicate that most housewives in Gondomanan sub-district of Jogjakarta are mostly still low-educated, and only few of them are highly educated. The housewives who were subjected to the study were undergraduate and working. They used to utilize gadgets or smartphones. They are also active in PKK and Dharma Wanita in their neighborhood, so that they can become agents of media literacy's change. These mothers socialize media literacy in their families and neighborhoods. The result shows that they can manage the environment to be careful in consuming media, especially new media.

Keywords: Digital media literacy, Household Mother

Introduction

The information offered in online media is very diverse. Most of the content is entertainment. This unlimited information is very disturbing because there are no filters that can

well filtrate information which is valuable or qualified, plus the various circles that can easily access this new media. Managing social media reflects one of the many concerns of observers of mass media communications on the development of social media, since the contents

are spread freely without going through the editing process of professional editor as done in the press media. New media are rampant in use today. It is even beat the conventional media and have impact on users, especially for children. Disruptive websites such as porn sites, uncensored movies, and even unscrupulous advertisements often appear on the internet. New media often used such as facebook, twitter, instagram, whatsapp, line, path, etc, which cause unrest. The hoax news often spreads into an unknown viral from which it originated. What troubling is if the reader thinks it is a true news.

The Ministry of Communication and Information (Kemenkominfo) revealed internet users in Indonesia currently reach 63 million people. Of that number, 95 percent use the internet to access social networking. It makes many online sources of information more competitive in presenting publication issues. Information that spreads fastly, exploited by certain parties to spread the hoax news. The issue of hoax news and its impact is quite disturbing to the public and government. People who do not do the cross check when receiving a news, could potentially spreading hoax news and causing social conflicts.

Exposure to the above problems requires a common solution. The right solutions that are being promoted by various governments, educational institutions, among nongovernment organizations (NGOs) or non-governmental organizations (NGOs) are media literacy. People are required to be smart in reading media content. The interest in reading books and print media such as newspapers and magazines is still very low. That is why people are more than happy to receive instant information. There should be a serious effort to overcome this problem.

Symptoms like this also occur in the city of Yogyakarta, especially Gondomanan district. Notabene Yogyakarta is famous for its image as a student city. But the image is now increasingly shifting. Instant culture also began to erode yogyakarta society, including in terms of looking for news. In Gondomanan District, despite its location in the city, media literacy issues are still very alarming. Attention should be given to children who easily access the online media while tech-stammering mothers are not able to monitor what content that has been consumed by their children. This study took the subject of research of housewives who already have a gadget or smartphone and able to use it. Housewives are a family milestone in charge of educating children in the family. This is the reason why this study took the subject of

housewives, especially in the district Gondomanan Yogyakarta. This study aims to map the ability of housewives in consuming media, especially new media, socializing new media literacy, and then these mothers are formed to be agents of change in their environment.

To describe the results of the research, the theoretical basis is needed. It uses media theory Equation Theory and Media Literacy. The Media Equation Theory was proposed by Byron Reeves and Clifford Nass, two professors of communications at Stanford University of America) in his article of *The Media Equation: How People Treat Computers, Television and New Media Like Real People and Places* in 1996. The theory is relative new in the world of mass communication. Through this theory Reeves and Nass tried to study the communication relationship that occurs between an individual and the media. Reeves and Nass tries to illustrate that an individual is able to respond automatically to what the media saying without knowing it is a human being he/she talk to. Based on research conducted by Reeves and Nass, they are convinced that humans today treat communication media as if they are alive and can be spoken to as human beings and we can also respond to something that is conveyed by the media.

Media Equation Theory or equation theory (Reeves & Nass, 1996), answer the question of why people unconsciously and even automatically respond to what the media communicates as if it were human? Thus, according to the assumption of this theory, the media is likened to humans. This theory notes that the media can also be invited to speak. The media can be an interlocutor of the individual as in interpersonal communication involving two people in a face to face situation. For example, we talk (ask for data processing) with our computer as if the computer is human. We also use another media to communicate. In fact, we behave unconsciously as if the media were human.

In this case, television and computers are enacted as social actors. That is, the rules that affect the daily behavior of individuals in interaction with others are relatively the same as when people interact with computers or television. If people interact by using certain rules, television and computers also have certain rules as well as in social environment situations.

In the process of social interaction is said that people tend to close and like each other because of the similarity of each other, for

example the similarity needs, trust, social status, fate and others. Television viewers also tend to see television shows that can meet their needs, or they watch less television due to the common belief. Just for example, audiences from Islamic circles would be reluctant to watch cooking shows on television with the main ingredient of pork. The reason because pork is considered haram (not to be eaten) by this people. This will be different from those of other religions who do not forbid pork. That means, people use television or computer not just as equipment alone, but also as social actors (Nurudin, 2007).

While Media Literacy as a foundation concept in this research is used to help research subjects to be able to consume media intelligently. There are many expert opinions related to media literacy. One is the Center for Media Literacy's opinion which stated that media literacy is a framework for accessing analyzing, evaluating and creating the content of media messages. The development of critical thinking and the skill of producing it is necessary to live in the 21st century of media culture. It can also be defined as the ability to communicate competently in all forms of print and electronic media, and the ability to access, understand, analyze and evaluate image strengths, as well as the words and sounds that shape contemporary mass media culture.

Literacy of digital media becomes important to do because of the many users of this media. As quoted in *kompas.com* How many internet users in Indonesia? According to market research institute of e-Marketer, netter population of the country reached 83.7 million people in 2014. The number applies to every person who access the internet at least once each month it put Indonesia ranked the 6th largest in the world in terms of the number of Internet users. By 2017, eMarketer estimates netter of Indonesia will reach 112 million people, beating Japan in the fifth rank of the growing number of Internet. Overall, the number of internet users worldwide is projected to reach 3 billion people by 2015. Three years later, by 2018, an estimated 3.6 billion people on Earth will access the internet at least once every month.

Why there are so many digital media users? This is inseparable from the digital characteristics of the new media itself which makes this media better use than analog data in terms of speed and correctness, and able to present an interactivity among users. Communication in this digital media also does not require the presence of communication participants physically, but still has the presence

of elements. As a result, for individuality, individual freedom in expressing himself/herself becomes very big in this internet medium. Digital media such as the Internet are able to present a new identity and a new culture that we know as virtual culture and identity.

Research Methods

This research is a qualitative research. The objective of this research is to mapping the ability of housewives in Ngupasan sub-district, Gondomanan district, in consuming media especially new media, then socializing, and finally become agents of change in their environment. The data source consists of primary data and secondary data. Primary data is In-depth interviews, observation, Focused Group Discussion (FGD), as well as informal discussions are conducted unstructured as it is a follow-up of the formal discussion. While the secondary data is in the form of content analysis and literature study.

The analytical technique to be used is cross-site analysis. In each case, it will be done using an interactive analysis model. In this analytical model, the three components of analysis are: data reduction, data presentation and conclusion of verification, done in interactive form with data collection process as a process cycle (Sutopo, 2002).

Research Results And Discussion

Indonesia, although regarded as developing countries, but the use of media on line was quite amazing. Indonesia ranked 4th as the country with the largest number of Facebook users in the world that is 65 million active users and ranked fifth as the country with the most Twitter users in the world that is 19.5 million active users. In addition to Facebook and Twitter, Indonesian people also use Blog, Tumblr, Path, Instagram, LINE, and other social networks.

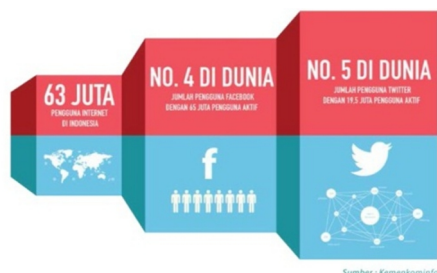
According to statistics, active social networking users are willing to spend as much as 3 hours a day to interact on social networks. That is, each user is able to spend as much as 21 hours a week to interact on social networking sites, while in fact, students spend only an average of 3 hours a week for intense learning. This is certainly ironic considering that students prioritize status updates rather than study.

Users are not just adults only. Even elementary school students are now already have an account of social networking sites. And one user has at least one account. That is, it is

possible that one person can have more than one account on one type of social media, at least one account on a different social media type, or a combination of both.

According to the Ministry of Communications and Informatics (Kemenkominfo), as many as 63 million people in Indonesia are internet users and 95 percent of them are users of social networking sites.

Here is a picture of Indonesian internet users by Kominfo



Picture 1. Internet users in Indonesia
<https://icca.co.id/social-media-overdosis/>
diakses tgl 10-06-2017

The data above makes this nation should control the community so as not to be swayed by new technology that is only anesthetized. The active role of government, educators such as universities, and various circles is needed to be able to educate the people.

Literacy of Digital Media In The Environment of Housewives Ngupasan Village Kec. Gondomanan Yogyakarta

Based on the results of the research through focus group discussion (FGD) all the informant is an organization activist namely Family Welfare Education (PKK), Dasa Wisma, Aisyiyah, and study groups. Ibu Atikah for example, she becomes director of Bank Trash, educator on Early Childhood Education (PAUD), Posyandu, and also in Agriculture. Mrs. Dewi is active in Dasawisma, PKK chairman, Lasis cadre, Kader Batita, Garbage Bank, secretary of AISYAH branch of branch, Cooperative, and others. Mrs. Suwari as Executive Committee of PKK and also chairman of USEB. Bu Subariyah USEB Manager, PKK Management, Treasurer of PKK RW, KOJA 2, KB cadres and members of Elderly Forum. Ibu Tri is almost the same as the other mothers, all are cadres mother. The others participants are Tari, Lela, and Bu Sigit.

Subariyah commented that "The point is we are happy to get out and active in an organization. Ordinary housewife always have reasons not to do this, such as busy. Yes, we are active here and looking for rewards. While we

can still give services, we will keep trying to help.

The mothers who were subjects of this study were trained in digital media literacy. Researchers invited Non-Government Organization (NGO) and media literacy Media Concerned Media (MPM). The focus of MPM NGO activities is media literacy education and media monitoring. Although this is an NGO but it is a civil society organization, because its members are as diverse, such as housewives, gentlemen, and college students who are volunteers. The researcher and team of NGO MPM provide training and socialization of digital media literacy to the housewives of Ngupasan Gondomanan urban village. Before conducting socialization, researcher mapping the knowledge of research subjects about digital media and its use. All the mothers as subject of this research is already have gadgets or smartphones, but its use is limited to SMS (text messaging) and WA. They already have email and facebook but use them less because they do not know how to use those digital media. Their children are more sophisticated in using this digital media like WA, FB, Tweeter, instagram, Youtube etc than their mother. Unfortunately, these mothers do not know how to trace the historical substance of the media. They have no idea of what content that has been consumed by their children. What worried about is the misleading media content such as; Hoax news, pornography, sexuality, criminality, exploitation of women's bodies, children, bullying, advertisements that offer consumptive lifestyle, unconscientious, abusive behavior and so on. If the content is continuously consumed by the children, then the children will be affected to do the same scenes. This impact is very dire for the sustainability of the nation's generation.

The participants of the digital media literacy training were very enthusiastic. Much of the information they previously did not know, finally after training they became aware of, like how to track historical media content, how to recognize the hoax news and the true news. They also know that uploading messages must be cautious, especially in public media such as FB, instagram, tweeter, because the message will be consumed by the crowd, heterogeneous, and spread quickly. If the uploaded things are personal, then this will be a disgrace that is difficult to be clarified of.

After the researchers conducted the mapping, socialization, and provide training media literacy, housewives of urban village Ngupasan Gondomanan became understand and have open insight. Furthermore, researchers

monitor the development of these housewives in implementing media literacy in their environment. On the occasion of Dasa Wisma and PKK, the mothers who became media literacy agents disseminating media literacy education to other mothers. In the family environment, they also do media literacy education. Thus, education and socialization of digital media literacy is done in a chain, both formal and informal.

What was proposed by Byron Reeves and Clifford Nass in The Media Equation Theory was assumed that the media was likened to humans. This theory notes that the media can also be invited to speak. The media can be an interlocutor of the individual as in interpersonal communication involving two people in a face to face situation is true. The results of this study prove that research subjects acknowledge they are highly dependent with smartphones. In a day, they spend much times just to read and communicate via smartphone. The children of these housewives even consume information through gadgets more than the housewives do.

Monitoring the use of gadgets become increasingly important and people become more intelligent in consuming digital media.

Conclusion

Digital media is present in front of our eyes, so it can not be avoided. The consequences hit us both positive and negative impact. The positive impact is digital media makes it easy for people to communicate, exchange information, and sharing in fast and wide reach. But on the other hand, digital media also bring a negative impact that makes users addicted to using the media and consume non-educational content such as hoaxes, sexuality, pornography, crime, bullying, female exploitation, advertisements that offer a consumptive lifestyle, etc. which can affect audiences. Attention should be given to children who consume the information, because they have not been able to choose and filter well which information is useful and which are not. The result of the research shows that the housewife of Ngupasan urban village who become the research subject is very enthusiastic when participating in training and socialization of digital media literacy. Their insights and knowledge of digital media are widespread. They become agents of digital media literacy's change

in their environment. They deliver a media literacy message on a chain basis. First, through the mothers who are the subject of this research deliver to families and groups of PKK and Dasa Wisma. Second, family and PKK groups, as well as Dasa Wisma convey to the environment around them, and so on. Monitoring the use of gadgets is becoming increasingly tight and people become increasingly smart in consuming digital media.

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