Students' Digital Media Literacy of Universitas Kuningan (Survey on Universitas Kuningan Students Academic Year 2019/2020)

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Abstract. This survey research on digital media literacy of Universitas Kuningan students carried out with the aim at describing the digital media personal competence level of Universitas Kuningan students in the 2019-2020 academic year, as well as to find out what factors affect the level of personal competence related to digital media literacy. In this study the authors used the concept of media literacy based on a personal competence framework consisting of technical skills, critical understanding and social competences. Based on the research objectives, this research is included in quantitative research, using survey methods and using descriptive statistical data analysis techniques to analyze research data. The results revealed that: 1) the level of digital media literacy, personal competence of Universitas Kuningan students in the academic year 2019-2020 is at a medium level, meaning that students are fluent in media use, know functions and are able to carry out more complex operations, internet media is used as needed, able to know and assess relevant information, and use specific information retrieval strategies. 2) the factors that affect the individual level of competence related to digital media literacy are mainly family environmental factors.

Keywords: media literacy; use skills; critical understanding; social competences;

1 Introduction

The influence of "New Media" is enormous on society individually and in groups. Various studies have proven how powerful the influence of new media is in social life, especially on the younger generation, in this case on students. The effects include changes in patterns and forms of communication between children and parents, between adolescents in their friendships, as well as between students and lecturers [2]. Changes in mindset that tend to indulge in self-disclosure in new media, especially on social media, as well as a tendency to become more consumptive. This situation has been conveyed by McLuhan with his Technological Determinism Theory which describes the influence of the media [13].

The exploitation of the new media has begun to lead to and threaten the existence of an objective perspective and public space. The existence of new media has also changed the lifestyle of students a lot, where students today are more passive in the direct communication process and are more focused on the information they access from new media. Media is so filling our daily lives that we are not aware of its presence and its influence. The media provide information, entertain, and sometimes provide bad effects. The media often downgrade us to a commodity that can be sold to the highest bidder. Media define us, they shape our reality [1].

Students in this era of cyber society are fond of accessing information sites on the internet, accessing online games to using social media and applications that facilitate friendship on sophisticated gadgets. Student's life today is like incomplete and does not exist if they do not carry cool smartphones and modern gadgets. Indonesian proverb says "vegetables without salt" is if one day without updating status on social media. Students' need for digital media is increasingly becoming a primary need. Students have a high interest in looking for information on the internet. Researchers have witnessed themselves in their daily lives with students on campus that this addiction is already in the addict category. In class discussion forums, even in teaching and learning situations, searching for answers from Google search engine is more often done rather than looking for answers in reference books [18] [19]. When lecturers give assignments in the form of writing papers with certain themes, they will look on the internet as well without processing, without thinking, just click, copy, paste, then the assignment is done [17].

The internet as a digital medium has offered various conveniences over the times. Modern humans are very spoiled by this media. Students, as educated young generations, should theoretically have higher individual competence. The closeness of students to digital media has brought significant changes [8]. Changes that have occurred and are in the process of making it easier for them to gain access to existing information. But unfortunately, the close proximity of digital media to students is not only good but also bad. The information presented on the internet / digital media is not necessarily correct. If the recipient of the information does not cross check, there will be misperceptions, which of course will not affect both themselves and the community [20] [21].

Today's civilization is an information society, which is a civilization where information has become the main commodity, and human interaction is based on information and communication technology [15]. In addition, the development of information technology spurs a new way of life, from life starting to ending, life like this is known as e-life, meaning that this life has been influenced by various needs electronically [12]. To answer students' dependence on digital media about the effects and impacts that arise due to the negative and unwanted content of digital media, it is necessary to introduce digital media literacy, namely an ability, knowledge, awareness, and skills specifically audiences as print media readers, surfers in cyberspace, television viewers, or radio listeners. Digital media referred to in this research is information media that is connected to the internet, including the use of smartphones.

Based on observations, Universitas Kuningan students use smart phones at every opportunity. The high use of this gadget must also be balanced with a good understanding of the function of the gadget itself. Thus, knowledge about digital media literacy becomes mandatory knowledge that must be mastered by Universitas Kuningan students so that students have mental readiness to face various challenges in this era of media and technology. The young generation as an element of society must always be present to be critical of any changes that occur. Quoting the inspirational sentence from UNESCO, 1982 in the book by Ibrahim and Akhmad [4] "we must prepare young people for living in a world of powerful images, words, and sounds", this sentence is in line with the research conducted, where this research was carried out as a first step to know the level of digital media literacy.

The results of this study are expected to be used as a reference for making regulations on campus regarding the use of digital media, especially in the campus environment. Based on phenomena such as the description above, the researcher is interested in examining how the digital media literacy level of Universitas Kuningan students from the aspect of individual competence.

2 Method

This research uses a survey method. The approach taken in this research uses a descriptive approach, namely research that is directed to provide symptoms, facts, or incidents systematically and accurately regarding the characteristics of a particular population or area. Descriptive is the simplest statistic in the form of a frequency distribution, and qualitative is a description of the research results in the form of words. In the survey, information was collected from respondents using a questionnaire [14].

3 Result and Discussion

Research on the level of digital media literacy of students at Universitas Kuningan uses a survey method with the main review on the individual aspect of competence. It focused on one aspect of assessment, namely individual competence with three parts of the study, they are skills, critical understanding, and communicative abilities in understanding the functions of digital media and realizing their effects.

3.1 The Understanding of Universitas Kuningan Students Regarding the Function of Digital Media

In measuring the understanding of the digital media function, it is divided into several categories, such as: gadget ownership, access / connection methods, understanding the functions of digital media and understanding the features of gadgets. For the ownership of gadgets and laptops, the average starting point of students owning gadgets / laptops is between the ages of 16-20 years. Furthermore, based on data processing, it is concluded that the majority of respondents have an understanding level in the medium category, where respondents who have on average smartphones do not fully understand the functions of digital media in depth. The majority of students already have smartphones use or subscribe to internet data packages.

The use of internet access is mostly to visit sites that provide a definition or meaning of a sentence and sites that contain lecture assignments that can be downloaded for free. Students have very high access to smartphones and have high confidence when they have the latest gadgets. This is supported by processed data regarding access times, types of media and various platforms that are frequently visited, presented in the following diagram:
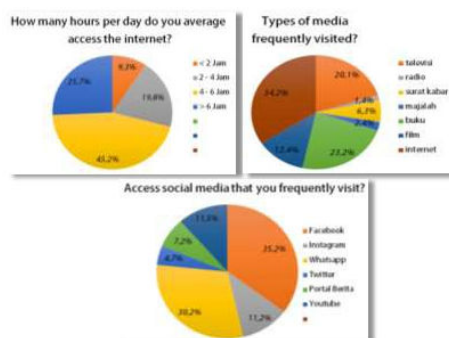

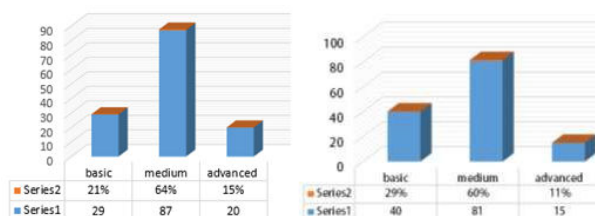**Fig 1.** Research Results of Student Digital Literacy Understanding

Research that has been conducted states that 45.2% of Universitas Kuningan students access the internet for more than 4 hours. However, it is not yet known which sites are most accessed by students. Meanwhile, the pattern of internet usage in Indonesia can be illustrated by looking at the list of most accessed sites, which states that currently the most accessed site in Indonesia is facebook.com followed by google.co.id in second place. Meanwhile, online news sites such as detik.com are in the ninth place [22]

Based on these data, it can be concluded that the activities of internet users in Indonesia are currently dominated by activities on social networking media compared to activities on other websites [23] [24]. Meanwhile, if we explore more deeply, the use of Facebook is mostly driven by affective factors and social integration rather than cognitive factors [8].

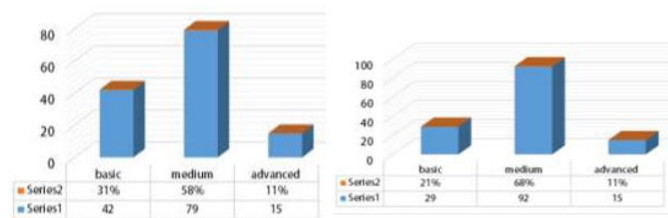## 3.2 Level of Individual Competence of Universitas Kuningan Students in Digital Media Literacy

Individual competencies are discussed through three parts of the study, namely skills, critical understanding, and communicative abilities in understanding the functions of digital media.

a. Skill is related to the ability to access and operate the media. So that the medium category illustrates that the average student has a good ability to operate computers and the internet, the ability to use media actively and the ability to use the internet which is quite high.

b. Critical understanding describes a cognitive ability possessed by Universitas Kuningan students in using media. In terms of understanding, analyzing and evaluating media content comprehensively.

c. Social competences are a person's ability to socialize and participate through a media. In social competences, there is one dimension, namely Communicative Abilities. These Communicative Abilities are a person's ability to build relationships and participate with society through the media.

	basic	medium	advanced
Series2	21%	64%	15%
Series1	29	87	20

	basic	medium	advanced
Series2	29%	60%	11%
Series1	40	81	15

Fig 2. Results of Technical Skills and Critical Understanding for Universitas Kuningan Students

After knowing the weight of each component of the media literacy assessment above, the next step is analyzing the results of the questionnaire calculation and integrating it with the weight of each component. Level medium means the individual is fluent in media use, knowing their functions and able to carry out certain, more complex operations. The use of media is extended. The user knows how to obtain and assess the information he/she requires, as well as evaluating (and improving) the information search strategies.

Fig 3. Results of Social Competences and Digital Literacy Level for Universitas Kuningan Students

3.3 Factors Affecting the Level of Individual Competence

To identify what factors, play a role and influence the level of individual competence of Universitas Kuningan students, we as researchers conducted interviews with several samples of respondents through several questions. The research findings are based on the results of interviews that the majority of students in using gadgets are influenced by the environment, especially the family. Students who have a high level of media literacy get this knowledge from their parents or siblings. Based on this, we can see that the current community condition is quite alarming. Therefore, media literacy skills are very important to prepare and protect the public, especially students, as academic people from the negative impacts of mass media [13].

In addition, media literacy is also important for improving media quality [16], changing the way people perceive mass media [5], developing democratization and participation [6] [7], and protecting children and adults from the bad effects of communication. Modern mass and remedy the large inequality between industrialized countries that control the manufacture and distribution of communication products with other countries [3]. Thus, media literacy is a compulsory knowledge that must be mastered by Universitas Kuningan students so that they are ready to face the challenges in this era of media congestion. Universitas Kuningan students must be able to become resources who master media literacy competencies which include the ability to use, analyze, evaluate, and produce information in the media. If these competencies are not fulfilled, it is feared that students of the Universitas Kuningan will be affected by the negative effects of the media and unable to compete in the era of globalization.

This condition is relevant to the opinion of Cross that "we are already experiencing the cultural effects of the digital revolution that is underway" [10] [11]. This is appropriate for the current conditions of society. We have experienced the cyber era, the digital media era, or the media cramped era in recent years. People who live in this century, like it or not, we have to keep up with changes that come and go. Almost all life activities are connected to the internet, started from shopping, checking accounts, paying for electricity, saving via the web (although to deposit money you still have to go to the teller, but to speed up transactions, you can do it first via e-form), buying pulses, ordering food and drinks, orders vehicles, while the latest information is also updated on the internet, everything is completely online. As if all the joints of life will die without a network / internet.

For that we need our knowledge in analyzing everything that is displayed on digital media in order to be able to filter out all the information received. One form of solution to the above problems is to raise or raise awareness from students about the impact of digital media. As stated the lecture process must adjust and maximize creativity and innovation to take advantage of internet technology as a learning resource [9]. Efforts to raise awareness can be carried out, among others, by holding sharing, brainstorming, or class discussions or regular discussions at student associations with topics regarding digital media. Next, after awareness begins to grow, inviting students to understand how information processes occur, information

is released not without an agenda, who and why the information is released as well as in digital media. In social media there are certain trends that have been raised by certain groups. Next is to invite students to analyze the messages raised by online media, whether the message is like that or contains an element of provocation, as well as inviting students to always check the truth of information, of course from valid and reliable sources.

Furthermore, it is no less important to develop the ability regarding regulations and code of ethics, not to post messages, comments or status that ultimately harm oneself, such as being entangled in the articles of the Indonesian Information and Technology Law [23]. Digital media development is now increasingly rapid along with the development of information and communication technology. Digital media also produces various extraordinary benefits to support daily activities.

Digital media literacy critically helps students develop skills to solve problems independently and collaboratively. However, this does not mean that they do not need guidance to navigate the digital world and become digital participants. Media literacy is not only a better awareness and understanding, but also a very important autonomy. Through media literacy we will develop critical thinking skills and will understand how media texts are designed to influence audiences, as well as how these texts reflect the perspectives of their creators. Critical use of media is a key aspect of digital media literacy.

4 Conclusion

Based on the results and discussion of research in the previous chapter, the conclusions in this study in response to the formulation of the problem are as follows:

a. Digital literacy from a technical point of view regarding the use of applications is quite understood by the students, but in terms of existence in cyberspace through information sharing and knowledge sharing that is connected to one another is in the medium category.

b. The individual competence level of Universitas Kuningan students is at the medium level. This means that the average ability to operate media is quite high the ability to analyze and evaluate media content is quite good, and active in producing media content and participating socially.

c. The most dominant factors affecting the individual level of competence related to digital media literacy is the family, where the role of parents is very large in providing early education about digital media.

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