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DIGITAL MEDIA LITERATION BASED ON LOCAL WISDOM OF SALATIGA COMMUNITIES IN 4.0 ERA

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ABSTRACT

Information technology has developed very quickly. At the moment we are at the end of the 4.0 era. According to Castells, the development of this network technology has led to the emergence of new radical communication models and has enabled the growth of mass self-communication where users can be both senders and recipients of the messages. On the one hand, the development of communication technology has a very big role in building the civilization of human life. On the other hand, many Indonesians are not ready to enter this era. Manuel Castell (2000) writes that social structures and activities in electronic technology capable of processing and managing information are very important at this level. In addition, the ability of people to choose and sort the information they consume makes it an urgency. Digital media literacy is an absolute necessity for every individual who is part of society 4.0. Kellner (2010) says that society can actually reject the influences of media culture by using the culture they have. Local wisdom, which is a manifestation of cultural teachings lived by a local community, can be used as a filter to absorb and cultivate foreign cultures according to their own character and abilities. This paper is based on the results of research conducted using qualitative methods and explores the local wisdom of the Salatiga community through in-depth observation and interviews. The first result is 4.0 society requires not only intelligence but also wisdom. Second, the local wisdom of the Salatiga community can be used as a basis in building smart and wise communities when they consume media. Third, Digital media literacy can be done using interactive media based on local wisdom of the Salatiga community.

Keywords: digital media literacy, local wisdom, Community of Salatiga, era 4.0

Introduction

Information technology has been developing very fast. It seems that it was only a while ago that we entered the era of the industrial revolution 4.0 and now the 5.0 community is starting to emerge. In some countries such as Japan and other developed countries, they now is entering the Industrial Society 5.0. The era of the industrial revolution 4.0 is an era where all parts of human life are dominated by the development of information technology, such as Internet and artificial intelligence (AI). Andreja Rojko said that the core idea of industry 4.0 is the industrial revolution (Rojko, 2017). According to Rojko, the emergence of the era of industrial revolution 4.0 was triggered by the development of Information and Communication Technology (ICT) based on intelligent automation of cyber-physical systems with decentralized control and the sophistication of connectivity systems (IoT function). This technology has consequences for industrial production systems, namely, the re-organization of a classical hierarchical automation system into an independent cyber-physical production system. At this level,

mass production can be done flexibly. In other words, Society 4.0 is an information society that recognizes the importance of information networks (Fukuyama, 2018).

Industrial community 4.0 develops from industrial community 3.0. Both Industrial community 3.0 and 4.0 realise the importance of information network and lives within the network. The community highly depends on information and the media helps to disseminate the information. As an example, in the era of 3.0 industrial community, people highly depends on information they obtained from the media such as television. According to the research conducted by Nielsen (2014), television used to be the main source of information in Indonesia. (95%), followed by internet (33%), radio (20%), newspaper (12%), tabloid (6%) dan magazine (5%). (<http://www.nielsen.com/id/en/press-room/2014/nielsen-konsumsi-media-lebih-tinggi-di-luar-jawa.html>, akses 29 Mei 2016).

Information technology affected both positively and negatively to the community. On one hand, information technology makes social life more convenient and eases the process of knowledge transfer. The industrial revolution 4.0 changes the way people communicate. Before, people communicated directly or through letters or short message service (SMS) but now, people highly depend on smartphone and internet connection. With the internet technology, communities at different part of the world can easily be connected in one network. People are not anymore limited within space and time anymore.

However, the technology can also bring negative impacts. Many people are not ready to select and choose the information, therefore in some cases, the condition leads to chaotic situation especially among young generation. . Elementary school children are among those who do not have enough capability to select information. The impacts of media such as television on the behaviour of school children can be very serious. We often read cases of violence and sexual fantasy of young children due to accesses to media such as internet or television. The Chairman of the National Commission for Child Protection, Arist Merdeka Sirait said that the negative impact of social media can be seen from the record of violence against children owned by the National Commission on Children. During the period January-June 2019, 420 violence against children was recorded. A total of 86 cases of which were caused by child exposure on social media (<https://www.cnnindonesia.com/gaya-hidup/20190724181156-284-415197/ekspos-anak-di-media-sosial-berujung-kekerasan>, akses 28 Nopember 2019). One example is the case of Revino Siahaya, a 10 year old elementary student who committed suicide. The analysis was that he was too obsessed to "Naruto" film. He committed suicide because he saw the example in the film. Another incident was the case of Has who was killed by five school friends because they were imitating the scene of an Indonesian action film *Manusia Harimau* (<https://www.viva.co.id/berita/nasional/679519-anak-anak-yang-meregang-nyawa-akibat-tayangan-televisi>, akses 28 November 2019). Elementary school children received information from television and they don't have the ability to use information from the television intelligently and the experience leads to the emergence of anarchist actions. The phenomena call for serious attention as many elementary school children spent a lot of time watching television in their daily life. According to the research done by Darmastuti (2016), elementary school students in Salatiga spent more than three hours a day watching television. They would rather watch television than study or play with their siblings.

Media literacy and digital literacy in the lives of our people are an urgency. Looking for solutions and models of media literacy and digital literacy are the objectives of this paper. Kellner in his book "Media Culture: Cultural Studies, Identity and Politics, between Modern and Postmoder" (2010: 11) says that people can actually reject the influences of media culture by using the culture they have. Kellner's statement refers to the power of

culture and local wisdom to deal with the influence of the media (including television) as well as the influence of social media that came from the era of industry 4.0. Based on this understanding, then the question then is first, what kind of abilities must be acquired in the industry 4.0 era? Second, what filters can be used to deal with era 4.0? Third, what kind of digital literacy can be used to face the 4.0 era? We often witness negative impacts of media such as television on the behaviour of school children.

Methodology

This paper is written based on the research conducted in 2017-2019 in Salatiga in order to develop a media literacy model for elementary school children based on the local wisdom of Salatiga community. The research funded by Ristekdikti in the Higher Education Applied Research scheme was conducted in Salatiga in 2017-2019. The researchers used qualitative methods and the ethnographic approach to communication.

The data in this study were obtained through direct observation and in-depth interviews. Observations were made in the city of Salatiga to explore the cultural richness and local wisdom of the Salatiga people. In-depth interviews were conducted with key figures in Salatiga who understand the culture of Salatiga, teachers and community leaders in Salatiga. After exploring the local wisdom of the Salatiga community, researchers then mapped out the local wisdom of the Salatiga community, which has been used as a filter in the face of exposure to messages originating from television and social media, and then proceed with creating a model of media literacy and digital literacy

Literature Review

Era Industri 4.0

The concept of Industry 4.0 comes from Germany, a country with big manufacturing industry and is a leader in the equipment manufactures. Industry 4.0 can be seen as an act of maintaining the position of Germany as one of the most influential countries in manufacturing machinery and automotive. The main idea is to exploit the potential of new technologies and concepts such as the use of the internet and IoT, integration of technical and business processes in companies, and digital mapping and real-world virtualization in the industry.

Industry 4.0 is a comprehensive concept that fits with new trends in the world of manufacturing based on technology integration that enables ecosystems of intelligence, automation as well as decentralized factories and the integration of products and services [9]. The combination of technology from machine learning, IoT and the Internet of Systems makes the 4.0 era industry make factories smarter. According to Maiolini, Marra, Baldassarri and Carlie (2016), social innovation in the industrial era 4.0 can be associated through communication channels, software development, use of operating systems, social media platforms, and specific tools, and special services with technology. It consists of three groups of innovations, the first is the use of smartphones as a tool, the second is websites and social platforms, and the third is marketing, education, and e-commerce activities that are relevant to social needs. The various technologies are used to improve communication between individuals to create prosperity, entertainment, increase employment, and economy. The innovation can happen through networks.

The social network is the social structure consisting of individual elements or organizations. The network shows the formation of relations due to the similarity of sociality. Initially the social networking sites were more related to things that were "fun" and nostalgic but the latest development of networking sites leads to professionalism (Watkins, S.Craig. 2009). With the quick development of information technology in the era of 4.0 industrial technology, people need to be equipped with skills to respond to the

development. The skills needed are related to media literacy, visual literacy, multicultural literacy, global awareness, and technological literacy. In addition to that, to succeed in career life, leadership, responsibility, ethical and moral values, Productivity and Accountability, Flexibility and Adaptability, Social and Cross Cultural, Initiative and Self Direction, Learning and Innovation consisted of Complex Problem Solving, Creativity, Curiosity, and Risk Taking; and Effective Communication consisted of Team Work and collaboration skill, Personal and Social Responsibility, Interactive Communication, National and Global Orientation [37] need to be acquired.

Literasi Digital & The Use of Local Wisdom to Filter

The body of literature surrounding the field of media literacy has been described as “a large complex patchwork of ideas” (Potter, 2010, p. 686). “According to Aufderheide’s (1993), media literacy is “The ability of a citizen to access, analyze, and produce information for specific outcomes” (p. 6). Basic assumptions of the field include the precepts that media are constructed and construct reality, that media have commercial, ideological, and political motivations and implications, that form and content are related, that each medium has unique aesthetics and conventions, and, finally, that receivers negotiate the meanings of messages (Aufderheide, 1993). The goals of educating people in these precepts is to create informed, autonomous citizens who question the information they receive, appreciate aesthetics, develop self-esteem and competence, and have a sense of advocacy (Aufderheide, 1993; Tyner, 1998, p. 199).

With the fast information technology development, community deeply needs digital literacy. Digital literacy is related to interest, attitude and ability of an individual to use digital technology and communication tools to build new knowledge and evaluate information, and also access, manage, integrate, analyse, create and communicate with others so that he/she can participate effectively in the community.

Douglas Kellner in his book "Media Culture: Cultural Studies, Identity and Politics, between Modern and Postmodern" "says that people can actually reject the influences of media culture by using the culture they have.

Interactive Multimedia

Turban (2002) explains that multimedia is a combination of at least two media – input and output. This media can be in the form of audio (sound, music), animation, video, text, graphics and images. Multimedia can help with dynamic and interactive presentation combining text, graphic, animation, audio and video (Robin & Linda, 2001). With its development, multimedia is then utilized in many different fields such as in education, games, film, medical, military, business, design, architecture, sports, hobbies, advertisements / promotions and others (Wahono, 2007). The use of multimedia in some of these fields gives flexibility to the user in controlling the multimedia so that it raises the term interactive multimedia.

According to Thorn (2006), interactive multimedia has to meet six criteria, first, ease of navigation; second, the content of cognition; third, information presentation; fourth, media integration; fifth, artistic and aesthetic and sixth, overall function. Interactive multimedia combines and synergizes all media encompasses a) text; b) graph; c) audio; and d) interactivity (Green & Brown, 2002: 2-6).

Findings

The culture and local wisdom of the Salatiga people cannot be separated from the history of the birth of the city of Salatiga. There are several sources that are used as a basis for expressing the origins of Salatiga, which are derived from folklore, inscriptions, as

well as detailed research. The culture of the Salatiga people is strongly influenced by the cultures of Solo, Semarang and Yogyakarta.

Bapak Jarwadi, the head of tourism and cultural department of Salatiga, in one indepth interview, said that people in Salatiga holds tolerance and mutual cooperation. Furthermore according to Bapak Nyoto, tolerance is then expressed in their art showing the mutual cooperation. One cultural event showing the mutual cooperation is *Saparan*. People in some areas in Salatiga still regularly perform the cultural event. The local wisdom conveys through the Saparan cultural event is mutual cooperation, tolerance, and obedience to the ancestors or elder people. During Saparan event, the local community works together to clean the village, the mosque and their surroundings. Different art performances in Salatiga also adopted tolerance and togetherness as the main themes.

The inception of Satya Wacana Christian University in Salatiga in 1956. has attracted students from different parts of Indonesia. The University was initially a Teachers' training school to prepare teachers from Eastern Indonesia. After a few years, it was developed into a University serving students from different parts of Indonesia with the majority of students coming from Eastern Indonesia consisting of different ethnic groups. In one interview, Bapak Nyoto, the head of Tourism Department of Salatiga said that 43 ethnics live in Salatiga for so many years and get along well so far. Therefore Salatiga is renowned as Mini Indonesia and as a tolerant city.

Discussion

Now that we are in the era of 4.0, in which the community realises the importance of information network. Industrial Technology of 4.0 influenced lives of the community positively and negatively psychologically, biologically and socially. Media literacy and digital literacy are two skills needed to educate public as not all members of the community have the ability to select information to consume. Frank Biocca (1988) differentiated between passive and active audience. Passive audience are those who do not have the ability to select information and consider the worthiness of the information (Littlejohn & Gray, 2001, p. 333). According to the categorisation of Frank Biocca, elementary school children in Salatiga are among those who can be categorised as passive audience. Therefore, they need to be equipped with media literacy skill. Nina Armando (2010) said that media literacy would help young generation in three ways, first is to help them obtain new information and build connection among different ideas, second is to train children to think critically and third is to help children enjoy their activities. Media literacy may help children to select information relevant and important to them. The fact shows that during the era of 4.0, we do not just need to be intelligent but also wise. The community needs to be wise to select information to consume.

Referring to Kellner (2010), in fact the community of Salatiga can use local wisdom to counter act the negative influence of media. According to Pak Amrih, in one interview, he expressed that the community of Salatiga could practice the old teachings of Prince Samber Nyowo about the spirit of struggle, independence, freedom, mutual cooperation and togetherness. His famous philosophy of life is 'one is dead, all are dead and one is alive, all are alive' which means that one is happy therefore others should also be happy, welfare is for all (Yayasan Mangadeg, 1988: 21).

The life principle of Prince Samber Nyowo such as togetherness, respecting each other and tolerance has been adopted by the community in Salatiga and has been passed from generation to generation. The principles of Prince Samber Nyowo influences the identity of Salatiga community. First, the Salatiga community is a society that respects others by always focusing on togetherness, mutual respect and tolerance. Second, the Salatiga community is a society that is multiculturalism in nature, not just pluralism.

Third, tolerance is a symbol of the identity of the Salatiga community (Darmastuti, 2019 : 242). The life principles of Prince Samber Nyowo adopted by Salatiga community can be used as the basis for developing media literacy program for elementary students.

Dr. Turnomo, a lecturer and at the same time a culturalist, mentioned that one of the Javanese local wisdom including the community in Salatiga, to avoid negative impact of information from the media is *Aja tumindak grusa-grusu, nanging tumindak kanthi landesan pikiran kang wening* which means that people should not be reactive in responding to problems but think carefully and wisely.'

According to Potter (2004: 33), in developing media literacy model, four main elements need to be addressed. First, knowledge structure, personal locus, individual capability, information processing task. These four main elements work interactively in a system. To build media literacy, five important components consists of media effect, media content, media industry, realworld and self. On the other hand, for digital literacy, participation, the ability to access, integrate, analyse, evaluate, manage, create, communicate and empower are needed.

In the midst of information exposure ini, it is impossible to go against the external factors to avoid from media influence, but it is necessary to build strong foundation to respond to the information exposure using the local wisdom. Media literacy and digital literacy can be done in two ways: informal personal communication done by the teachers to the students. Teachers can advise students and keep on reminding them about the dangers of some TV shows. a). Using interactive media for educating the students. Through education, it is expected that children can access television wisely, analyse messages convey through television shows and disseminate messages obtained. b). Children can understand and in the end can appreciate local wisdom of the community in Salatiga. c). They can understand the real world and do not refer to the media construction about life. d). Self concept will be developed well. Media literacy and digital literacy with local wisdom as the basis can be presented shortly in the following diagram :

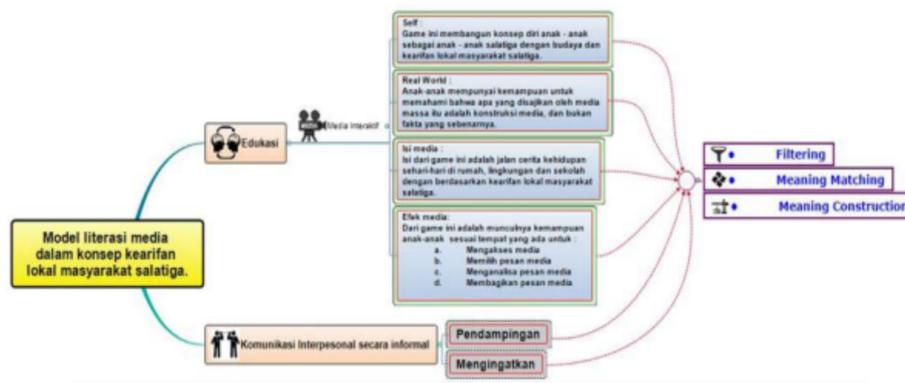


Figure 1. Media Literacy Model using interactive multimedia based on local wisdom of Salatiga community (Source : Darmastuti, 2018 : 647)

For elementary school children, the media is very important to build their understanding. One of the effective media to convey messages and information to elementary school children is interactive media. Robin and Linda (2001) described multimedia as a tool that can create dynamic and interactive presentations by combining text, graphics, animation, audio and video. From the research, the team develop interactive media for the purpose of media literacy and digital literacy based on local wisdom of the Salatiga community. The interactive media presents two figures Welas and Asih. Welas and Asih are the representatives of children in Salatiga. Welas and Asih are Javanese

names which means compassion and love. Compassion and love are values of the local wisdom of the Salatiga people encompasses of tolerance, togetherness, and mutual respect. This interactive media can be accessed at this link <https://depositfiles.com/files/1m3b2e3n7>.

Conclusion

Media literacy and digital literacy can be done in two ways: a). informal personal communication done by the teachers to the students. Teachers can advise students and keep on reminding them about the dangers of some TV shows. b). Using interactive media for educating the students. Through education, it is expected that children can access television wisely, analyse messages convey through television shows and disseminate messages obtained. Children can understand and in the end can appreciate local wisdom of the community in Salatiga, they can understand the real world and do not refer to the media construction about life, the last is the self-concept of these children can develop well.

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