Social Media Literacy For Housewives
In Kanoman Maguwoharjo Village, Sleman, Yogyakarta

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Abstract

Social media is a necessity for everyone in communicating and exchanging information. Social media users do not know the boundaries of age, generation, gender, ethnicity, and religion. However, what is interesting is the user among housewives. This study took the research subjects of housewives. Housewives are chosen as research subjects because they are pillars or pillars in a household. If the pillar is strong, then the household will also be healthy. Thus, if we want to build a resilient and robust generation, we will start from the housewives. A healthy household starts from strong mothers too. This study aims to find out the insights of the housewives of Kanoman village regarding the content on smartphones and social media and provide knowledge of social media literacy to housewives. This study used a qualitative approach with data collection techniques using participant observation, interviews, focus group discussion (FGD), and documentation. The results of the study showed that previously housewives had not experienced social media literacy. Then the researchers took steps to be able to achieve the desired literacy results. Researchers took several steps to make them become social media literates. They become able to use social media, understand social media, and even produce messages through social media.

Keywords: social media literacy, housewives

I. INTRODUCTION

Currently, we have entered the digital era. Space and time are no longer a barrier. Everything is easy and fast, but almost everyone becomes dependent on it. Media that is favored by the public today is social media. Social media seems to have become an inseparable part of life. Young and old, male and female, already know and see social media. The rapid development of information technology is one of the causes of the boom in social media. Web developers are now competing to develop various social media that can be enjoyed by all groups. Call it Facebook, WhatsApp, Twitter, Instagram, Path, and many more (Yana, 2015). According to Phillip Kotler and Kevin Keller (2016), social media is a facility for consumers to share

information via text, video, images, and audio between one person and another, one company with another company, or even one person with the company. Meanwhile, according to Rebecca A. Hayes and Caleb T. Carr (2015), social media is an internet-based tool that makes it easy for users to interact and present themselves either instantaneously or delayed, whether in a broad audience or not. It Encourages the value of user-generated content and the perception of interactions with other people (Anjarwati, 2020).

In Indonesia, internet users are relatively high. According to the social media management research platform HootSuite and social marketing agency We Are Social entitled "Global Digital Reports 2020", nearly 64 percent of Indonesia's population is connected to the Internet. The research released at the end of January 2020 stated that Indonesia's number of internet users had reached 175.4 million people, while Indonesia's total population was around 272.1 million. Compared to 2019, the number of internet users in Indonesia has increased by around 17 percent or 25 million users (Kumparan, 2020).
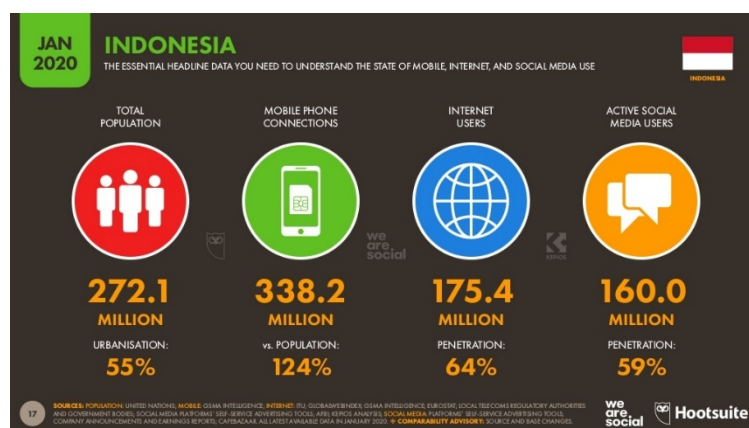

Figure 1. Internet Users in Indonesia

Source: research; We Are Social and Hootsuite about the Indonesian Internet (Kumparan, 2020).

The research on the social media management platform HootSuite and the social marketing agency We Are Social above shows that Indonesia's internet users are 64 percent. The remaining 36% still need the Internet. Neither internet users nor those who have been touched by the Internet, do not necessarily understand the importance of the Internet, and they may not necessarily be media literate.

The users and usability of internet media have increased. Almost all activities can be through various easy-to-get internet access, such as e-commerce, online transportation, e-toll, e-learning, and various contributions to the development of internet sophistication used in everyday life. Readily available Internet facilities make people of all ages and professions use them. Everyone can access all kinds of the content offered by various sites and social media (Supratman, 2018).

Social media users need rules and norms for communication to run smoothly. Tapscott (2009) writes about Internet users' generation's norms as follows; first, they want freedom in everything they do, such as freedom of choice and freedom of expression. Second, they like to make something according to taste (customization and personalization). Third, they seek corporate integration and openness as they decide what to buy or where to work. Fourth, the internet generation wants entertainment and games to exist in their work, education, and social life. Fifth, they are a generation that relies on collaboration and relationships. Sixth, the internet generation needs speed. Seventh, they are innovators (Supratman, 2018).

Internet users come from various circles and various interests, but what is interesting is the user from among housewives. Very rarely does research that pays attention to housewives, especially about social media. Even though a housewife is a family member. A house without posts collapses, so a house needs strong posts. Thus the household needs a strong mother figure as well. In today's digital era, it requires everyone to be able to use the Internet. Where traditional communications turn to digital. Unfortunately, there is still a group of people still left behind in our environment's digital progress. Researchers want to help housewives who are still not digital media literate. Mothers who live in villages, especially in Kanoman Maguwoharjo, Sleman, Yogyakarta, are targeted by researchers. This research aims to provide education and socialization of social media literacy to housewives in Kanoman Maguwoharjo Village, Sleman, Yogyakarta. These housewives work as farm laborers, housemaid, and are members of women's farmer group organizations. Moreover, they are still lagging behind advances in communication technology.

This study aims to discover the insights of Kanoman village housewives regarding the content on smartphones and social media and provide knowledge of social media literacy to housewives

II. LITERATURE REVIEW

New media literacy is often equated with digital literacy because new media can be synonymous with digital media, although it does not always mean the Internet. According to the Media Awareness Network (by combining the formulation of the National Broadband Plan Connecting American Section 9.3, Digital Britain Media Literacy Working Group Section 3.16, and Australia's Digital Economy: Future Directions, p. 44), a well-known definition of digital literacy is Skills and the knowledge required to use various digital media application software, hardware such as computers, cellular phones, and internet technology; the ability to understand digital media content and its applications critically; and knowledge and capacity to create media content with digital technology (Novianti & Fatonah, 2018).

If further elaborated in the definition, there are three verbs which are characteristic of digital literacy, namely: use - understand - create. It means that media literacy includes the ability to use, understand, and produce digital media. Further explanation of the three competencies is:

1. Using - is the technical skill required to engage with computers and the Internet. This expertise forms the basis for more in-depth digital literacy development. Critical technical skills include using computer programs such as word processing, web browsers, e-mail, and other communication tools. To develop these skills, citizens must have access to and conveniently utilize tools and resources such as broadband services, computers, software, Internet search engines, and online databases.
2. Understanding - is the ability to understand, contextualize, and evaluate digital media critically. Individuals must recognize the importance of critically evaluating how digital media content and applications can reflect, shape, enhance, or manipulate our perceptions, beliefs, and feelings about the world around us.
3. Producing - is the ability to create content and communicate effectively using various digital media tools. Content production using digital media is not just the ability to use a word processor or write.

Social media users come from various circles. One of them is a housewife. The role of housewives in the family is significant, especially in educating their children. A housewife is a woman who works to run or manage her family home, is responsible for educating her children, cooking and serving food, buying items for daily family needs, cleaning and maintaining the house, preparing and sewing clothes for the family, and so on. Housewives generally do not work outside the home. a housewife as a married woman who is responsible for her household (Macmillan Dictionary, n.d.)

Nowadays, children are smarter at using smartphones than their mothers. Young people are deeply involved with digital media, such as social media, blogging, video games, and smartphones. Young people are the generation closest to innovation (Kahne et al., 2012). There are many ways to look at the warp and weft of intellectual progenitors contributing to media literacy education theory and practice. As Jacquinot (2008) has explained in her review of media literacy education's European history, media literacy education (MLE) is a highly contextualized activity that takes many forms in many different cultures and learning environments. With that in mind, it is easy to see media literacy as an extension of the practice of rhetoric, developed during the 5th century B.C. to teach the art of politics through the development of oratory and critical thinking. It is also possible to see its roots in the emergence of film as a tool for teaching and learning, particularly in the development of language, critical analysis, and literacy skills. MLE history's threads are reflected in some of the fragmentation and dissonance embedded in the issues and arguments that still circulate as "great debates" in our field (Hobbs & Jensen, 2013).

III. RESEARCH METHODOLOGY

This study used a qualitative approach to choose field research methods to uncover the reality of Kanoman Village housewives' insights about digital media content via smartphones. Creswell (2014: 24) also provides qualitative research criteria such as dynamic development, open questions, interview data, documentation data, audio data (Weriza et al., 2019). This research is included in the category of social constructivism research (Novianti & Fatonah, 2019). This study uses qualitative data collected through field observations, in-

depth interviews with Kanoman village housewives, and those considered to understand digital media. Qualitative data is intended to reveal all key informants' subjective reality about the facts of digital media literacy. Primary data (first-hand information) and literature work are intended to study secondary data (second-hand information).

Data collection techniques The data collection techniques in this study used participant observation, interviews, focus group discussion (FGD), and documentation. The observation technique is that considering this research uses a qualitative approach, observation becomes imperative in the data search process, as an effort to find more accurate data on the research theme. Interview technique Using the interview as a data collection technique is a consequence of the choice of methodology. When a researcher chooses a qualitative research method, interviews usually combined with observation are the primary choice as a data collection technique. With the interview technique, verbal and non-verbal data will obtain, but verbal data is often obtained through conversation or question and answer in interviews that are often prioritized.

There are several known types of interviews, such as structured and unstructured interviews. Both interview techniques were used in this research to obtain information relevant to the world of digital media. Structured interviews were conducted using interview guidelines, while unstructured interviews were conducted flexibly and informally, but still guided by the main topic. Some of the key informants in this study were 15 housewives and related agencies, namely the Sleman Communication and Information Agency.
Documentation techniques In addition to collecting data using direct observation and in-depth interviews, documentation techniques are used to complement the data that has been collected. This documentation technique can simultaneously be used as a comparison and tool.

Analysis and interpretation of data Data analysis is an activity of interpreting various field findings that seek to dialogue with the theory used. In this qualitative research, an analysis will be carried out, starting from the data collection process. Researchers provided training and outreach to 15 critical informants assisted by non-government organizations (Media Eyes) in the form of digital media literacy. Data information obtained from the beginning of research activities, starting from the preliminary observation stage to interviews, then immediately organized, namely arranged and grouped by type, data category, and unit description according to the needs and priorities of interpretation or discussion of research results.

IV. FINDING AND DISCUSSION

Kanoman Maguwoharjo Village is included in Depok District with a strategic location, located at Yogyakarta's entrance with the Adi Sucipto International Airport. Maguwoharjo Village is a combination of 4 urban villages before 1946, namely Paingan, Nayan, Tajem, and Kembang Villages. Kanoman Maguwoharjo Village is reasonably fertile. Some of the residents still work as farmers. Likewise, housewives, who are the study subjects, are included in the Women Farmers Group. Even so, that does not mean these mothers cannot

operate the smartphones they have. Some of them can already use social media, and some cannot use social media yet.

Housewives are the pillars of the family. Pillars must be sturdy and robust. One of the beneficial aspects of today's digital era is media literacy or already experiencing media literacy. In today's all-digital era, inevitably, everyone must be able to use it. If a person cannot use digital media, he will be left behind in everything. The media that is often used by various groups is social media. Among social media, types are Facebook, Youtube, WhatsApp, Facebook messenger, WeChat, Instagram, Tik Tok, Q.Q., Q Zone, and Sina Weibo.
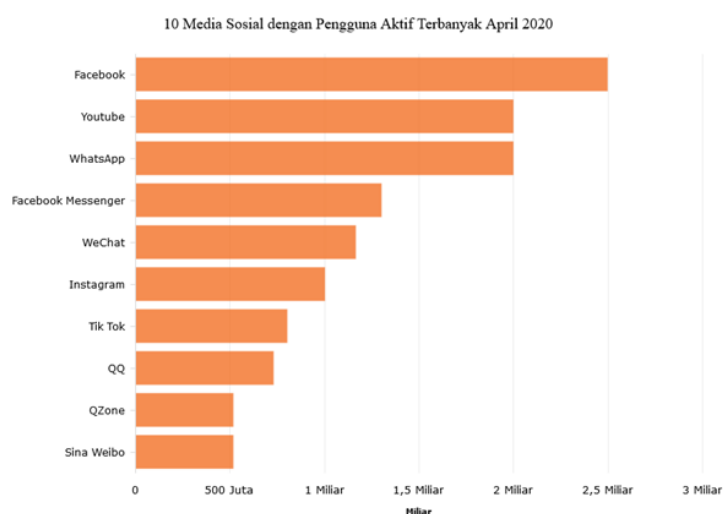

Figure 2. Social media users in the world source : (kata data, 2020)

From the data above, Face book occupies the top position with 2.5 billion users, following YouTube and WhatsApp with 2 billion users, third place Facebook messenger with around 1.4 billion users, WeChat with around 1.25 billion users, Instagram with 1 billion users, Tik Tok with around 800 million users, Q.Q. with around 700 million users, Q Zone and Sina Weibo with 500 million users. It is incredible how many people have used social media around the world. Internet connection is a primary need today.

In Indonesia, as the data above shows, the usage is also relatively high. Internet users are 64%, and social media users are 59%. Total population (total population): 272.1 million people. Unique Mobile Users: 338.2 million Internet Users: 175.4 million, Active Social Media Users: 160 million (Kumparan, 2020b).

What about the housewives in Kanoman Maguwoharjo village? It turns out that there are many internet and social media users who are still not media literate.

The women of this farming group are busy in the garden and the household, so they rarely contact social media. Most of them already have smartphones, but only limited to WhatsApp, and even occasionally, they need information and communication.

When researchers asked about the obstacles in running a media literacy program in the environment, their answers varied, it can be seen in the following table:

Table 1.1. constraints running a digital media literacy program
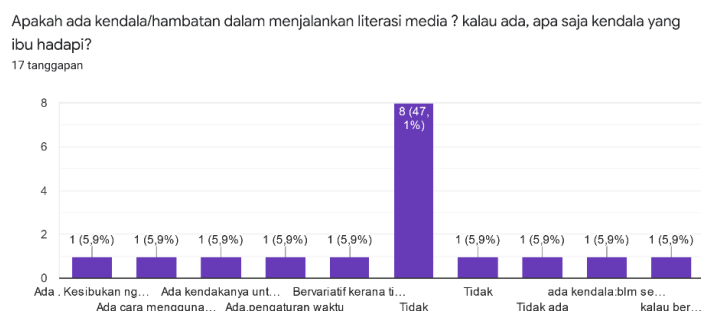
Source of research data processing for 2020

The table above shows that some answers that they are busy working, so they rarely use social media. Some answered that they could not manage their time correctly. Some answered that they were not using social media and others. However, after the researchers provided education to these housewives, they could use social media intelligently and wisely. They understand what is useful content and what is not useful content; they even understand hoax information viral. They can create messages via social media such as WhatsApp, Facebook, and Instagram. Favorite media is WhatsApp because it is easy to use. They have groups on WhatsApp.

The researchers tried to help these mothers first by conducting a focused group discussion. Second, researchers provide education in the form of socialization and digital media literacy training, especially social media, providing education that literacy is not only reading and reading material is not only manual but also digital. Literacy is not just reading and writing, but also thinking skills using printed, visual, digital, and auditory sources of knowledge. The training was conducted several times, and the researchers collaborated with the Non-Government Organization (NGO) with various exciting and easily understood materials by the housewives. The training materials are in the form of discussions, questions, and answers, video screenings, brainstorming about their daily interactions using social media. Third, the researchers provided internet access to several groups of housewives so that they and their families could easily access information. Even though we are currently in a "virtual world," there are still many areas in Indonesia that cannot access the Internet. By providing Internet access, digital literacy will be more comfortable. The literacy movement began in the family, school, then the national literacy movement. Researchers installed Indihome wifi to several residents 'houses, distributed to several other residents' houses in need.

Researchers have taken steps in opening insights and educating housewives in Kanoman village. The steps that have been done above show satisfactory results. Every day, these housewives take the time to interact with social media. They look for quality information for themselves and their families, such as religious information, actual news, education, and cooking recipes. They created a WhatsApp group to exchange information. Some of them join Facebook and Instagram. They are selling online and buying products online. They can monitor whatever is on their children's smartphones.

We need to pay attention to several important things, namely, cultivating a love for science, truth, and facts. Of course, this must be realized in reading activities balanced with validation, both digital and manual reading. People must change their lifestyle that starts from an oral culture to reading culture. On average, people do not read because they are busy earning a living, do not like reading, and have no reading material. They do not even know what quality reading material looks like. People need media literacy education. The culture of reading is essential in the family so that the family does not just talk about unnecessary things.

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V. CONCLUSION AND FURTHER RESEARCH

In today's all-digital era, digital media literacy is an urgent matter to be disseminated to all social levels. The media literacy movement targets are students, students, teachers, and lecturers, while housewives have not been touched. This research focuses on digital media literacy for housewives because the family's pillars or pillars are mothers. Therefore the mother must not only be strong but also have to be smart. In educating their children, mothers need skills and intelligence to be smart in digital media. Various efforts need to be made to educate housewives on social media. The first is to provide awareness of media literacy's importance through education, training, and outreach. The second is the fulfillment of internet access, and the three literacy is done in all aspects through digital media, the fourth foster a love of science.

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