

# **MEDIA LITERACY EDUCATION FOR YOUNG GENERATIONS**

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# Introduction

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- Indonesia is one of the countries with the highest internet penetration and usage rate in the world
- The penetration of internet user in Indonesia has increased to 143.26 million people (Asosiasi Penyelenggara Jasa Internet Indonesia/APJII in collaboration with Teknopreneur, 2017)
- The penetration of internet users is still dominated by young generations who are students as much as 75.50% (ages 13-18 years) and 74.23% (ages 19-34 years)

# Introduction

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- The young millennial generation usually uses the internet to interact, do business, and access information on various social media such as Facebook, Twitter, Instagram, YouTube, WhatsApp, etc
- The interactions and information on various social media are often poisoned by hoaxes, slanders, hate speech, bullying, black campaigns
- Efforts need to be made for the young millennial generation to increase their knowledge, understanding, and awareness of social media through media literacy education

# Media Literacy

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- Media literacy is the ability of digital media users to critically and creatively filter the information that circulate in various media (Stefany et al., 2017: 16)
- Media literacy is the ability to sift through and analyze the messages that inform, entertain, and sell to us every day. It's the ability to bring critical thinking skills to bear on all media (Jane Tallim in Sukasih et al., 2015: 163)

# Media Literacy

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Elements of media literacy (Silverblatt et al., 2014: 4-6):

- Media literacy promotes the critical thinking skills that enable people to make independent choices with regard to: 1) which media programming to select; and 2) how to interpret the information that they receive through the channels of mass communication
- Understanding the process of mass communication
- An awareness of the impact of the media on individuals and society
- The development of strategies with which to analyze and discuss media messages
- An awareness of media content as a “text” that provides insight into our contemporary culture and ourselves
- The cultivation of an enhanced enjoyment, understanding, and appreciation of media content
- In the case of media communicators: the ability to produce effective and responsible media messages

# Social Media Literacy

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- The purpose of social media literacy: is to provide a number of mindsets and skills that can be used by someone to analyze a message delivered on a social media including knowing who is responsible for the contents of the message
- Media literacy has an important role in increasing
  - Reasoning power,
  - Critical power, and
  - Analytical powerof the young millennial generation about various contents, messages, and information available on various social media

# The Millennial Generation

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- Millennial is a labeling for a group of people who were born, lived, grew, and developed during the development of science and technology, namely those who were born between 1980 and 2000 (Baureh, 2018: 342)
- The special characteristics of millennial generation (Tapscott in Lalo, 2018: 72):
  - likes freedom
  - likes to personalize
  - relies on instant information
  - likes to learn and work with an innovative environment
  - actively collaborates and hyper technology

# The Millennial Generation

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The characteristics of millennial generation (Boston Consulting Group and the Berkley University in Baureh, 2018: 342):

- born in 1980-2000
- tech savvy
- prefer cellphones over television
- social media used as a means of communication or information center
- conventional reading interest is declining
- Google search as a family

# The Importance of Media Literacy Education for the Millennial Generation

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- A poor understanding of media literacy can influence the behavior, acts, or actions of the young millennial generation on social media.
- Poor understanding of digital literacy will have a psychological effect on children and adolescents who tend to:
  - insult other people
  - cause jealousy towards others
  - cause depression
  - carry mood swings to negative comments
  - be accustomed to speaking in impolite language

# The Importance of Media Literacy Education for the Millennial Generation

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- Media literacy is concerned with helping students develop an informed and critical understanding of (Ontario Canadian Department of Education in Gutiérrez & Tyner, 2012: 34):
  - the nature of mass media
  - the techniques used by them
  - the impact of these techniques
- Media literacy is education that aims to increase the students' understanding and enjoyment of:
  - how the media work
  - how they produce meaning
  - how they are organized
  - how they construct reality

# The Importance of Media Literacy Education for the Millennial Generation

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Media literacy education can develop the level of media literacy skills of young millennial generation. Koltay (2011: 213) cited the view of the European Commission that divided the level of media literacy into:

- feeling comfortable with all existing media.
- having a critical approach to media as regards both quality and accuracy of content.
- using media creatively
- understanding the media economy and the difference between pluralism and media ownership
- being aware of copyright issues which are essential for a 'culture of legality'.