

Improving Digital Literacy Capabilities for Karang Taruna Youth, Cigadung Village, Cibeunying Kaler District, Bandung City

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Abstract

Improving the digital literacy capability of Karang Taruna Youth, Cigadung Village, Cibeunying Kaler District, Bandung City is a priority because Karang Taruna Youth strengthens community social institutions in preventing online violence and cybercrime in people's lives, creating self-sufficiency and productive generations. Efforts are being made to improve this program by encouraging creativity in order to produce smart vloggers. The problems faced by partners are the lack of knowledge and understanding of digital literacy as well as their low ability to use the internet safely when updating posts on the platforms they create. The methods used in increasing knowledge, understanding, and abilities regarding digital literacy are socialization and counselling about digital literacy knowledge; as well as training on the proper use of digital media; assistance in the use of media, and technical guidance for building an effective work team. The results obtained in this activity are increased understanding and knowledge, as well as digital literacy skills through creativity development to become smart vloggers for Karang Taruna Youth, Cigadung Village, Cibeunying Kaler District, Bandung City in order to strengthen community social institutions in preventing online violence and cybercrime in people's lives so as to create independence and a productive generation.

Keywords: Digital Literacy, Smart Vlogger, productive, independence

INTRODUCTION

A developed nation is not built solely on abundant natural wealth and a large population; a large nation is distinguished by a literate society with a high civilization that actively promotes world society. Literacy in this context is not only a matter of how a nation is free from illiteracy, but more importantly, how the citizens of the nation have life skills to be able to compete and work side by side with other nations to create world welfare. In other words, a nation with a high literacy culture demonstrates the nation's ability to collaborate, think critically, be creative, and be communicative so that it can win global

competition. As a large nation, Indonesia must be able to develop a literacy culture, which is an important part of developing national character and needs to be fostered through children's interest in reading from an early age, starting from the family, school, and community environment, as a prerequisite for 21st century life skills through education. Mastery of the six basic literacy skills agreed upon is very important, not only for students but also for parents and all members of society. The six basic literacy skills include literacy, numeracy, scientific literacy, digital literacy, financial literacy, cultural literacy, and citizenship literacy (World Economic Forum, 2015).

Since 2016, the Ministry of Education and Culture has activated the National Literacy Movement (GLN). GLN actors have not been dominated by the ranks of the Ministry of Education and Culture, but have also been activated by other stakeholders, such as literacy activists, academics, professional organizations, the business world, and other ministries and institutions. The involvement of the education ecosystem, from the preparation of concepts and policies to the provision of supporting materials and literacy campaigns, is very important so that the policies implemented are in accordance with the expectations and needs of the community. To build a culture of literacy in all areas of education, GLN is expected to support families, schools, and communities from cities to the most remote areas to play an active role in fostering a culture of literacy. Regulation of the Minister of Education and Culture Number 23 of 2015 concerning the Growth of Character

Indonesia is one of the countries with the largest number of internet users in the world. According to the results of research conducted by the Association of Indonesian Internet Service Providers (APJII) together with the University of Indonesia's Centre for Communication Studies (Puskakom), the total number of Internet users in Indonesia as of early 2015 was 88.1 million people. However, according to research reported by *wearesocial.sg*, in 2017, there were 132 million internet users in Indonesia, and this figure grew by 51 percent in one year. The development of the digital world can give rise to two opposing sides in relation to the development of digital literacy. The development of digital tools and access to information in digital form has both challenges and opportunities. One of the concerns that arises is the large number of young people who access the internet,

namely, approximately 70 million people. They spend their time on the internet, whether via mobile phones, personal computers, or laptops, for close to 5 hours per day. The high penetration of the internet for the younger generation is certainly troubling many parties, and the facts show that data on the access of Indonesian children to pornographic content per day averages 25 thousand people. Not to mention unhealthy internet behaviour, shown by the spread of hoax news or information, hate speech, and intolerance on social media. These things are certainly a big challenge for parents, who have a responsibility and an important role in preparing the 21st-century generation, a generation that has digital competence. (Republika, 2017).

The research results reported by Mitchell Kapoor show that the younger generation, which has the expertise to access digital media, currently does not have the same ability to use digital media for the benefit of obtaining self-development information. This is also not supported by the increasing material and information presented in digital media, which has a wide variety of types, relevance, and validation (Hagel, 2012). Currently, in Indonesia, the number of media outlets has increased rapidly, reaching around 43,400, while only 243 have been registered with the Press Council. Thus, the public can easily get information from various existing media, regardless of whether the news is official or not (Kumparan, 2017). This is indicated by the decline in reading culture in society, which is still at a low level. The presence of various devices (gadgets) that can be connected to the internet network diverts people's attention from books to the devices they have.

On the other hand, the development of digital media provides opportunities, such as increased e-commerce business opportunities, the birth of new digital media-based jobs, and the development of literacy skills without negating print-based text. The rapid development of the digital world that can be used to create jobs is the emergence of the creative economy and new businesses. Indonesia is one of the largest internet users in the world, and the government sees this as an opportunity to create 1,000 technopreneurs with a business value of USD 10 billion and an e-commerce value reaching USD 130 billion in 2020. The use of e-commerce provides an opportunity for companies to improve marketing goods and services globally, reducing the time and cost of promotion of the goods and services being marketed because of the availability of comprehensive information on the internet all the time. In addition, the types of jobs that take advantage of the digital world are increasing, such as motorcycle taxis or online taxis, social media analysis, and social media marketing.

In addition, existing internet equipment and networks can be used as media that can help them develop their literacy skills without negating print-based text. Precisely, digitalization can be used as an intermediary medium towards literacy practices that can produce print-based texts. For example, writing activities on personal blogs can be directed to collect writings, which can then be printed into a book containing a collection of writings with a certain theme. Young people who like to write on social networks can be directed to practice writing and expressing ideas about something that is close to them. Technological developments are not only in the form of computers (hardware), but also in the form of rapid progress occurring on the software side. At

the start of computer use, applications were text-based. Since the discovery of the Windows operating system, which has user-friendly accessibility, supporting applications have started to appear that can be utilized for digital media. Laptops that are currently widely circulated answer the needs of people around the world in the form of easy mobility. Even now, the use of laptops is being replaced by the use of devices for digital media, which is also in line with the extraordinary increase in internet networks.

Every individual needs to understand that digital literacy is an important thing needed to be able to participate in today's modern world. Digital literacy is as important as reading, writing, arithmetic, and other disciplines. The generation that grew up with unlimited access to digital technology has a different mindset from the previous generation. Everyone should be responsible for how they use technology to interact with the surrounding environment. Digital technology allows people to interact and communicate with family and friends in their daily lives. Unfortunately, today's virtual world is increasingly filled with content that smells of fake news, hate speech, radicalism, and even fraudulent practices. The existence of negative content that is destroying the digital ecosystem today can only be prevented by building awareness among each individual. Being digitally literate means being able to process a variety of information, understand messages, and communicate effectively with others in various forms. In this case, the form in question includes creating, collaborating, communicating, working according to ethical rules, and understanding when and how technology must be used to be effective in achieving goals. This includes awareness and critical

thinking of the various positive and negative impacts that may occur due to the use of technology in everyday life. Stimulating individuals to move from passive consumers of information to active producers, both individually and as part of a community, If the younger generation lacks digital competence, it is very risky for them to be left out in competition for jobs, democratic participation, and social interaction.

Digital literacy will create a social order with a critical-creative mindset and outlook. They will not be easily tempted by provocative issues, become victims of hoax information, or become victims of digital-based fraud. Thus, the social and cultural life of the community will tend to be safe and conducive. Building a digital literacy culture requires the active participation of the entire community. The success of building digital literacy is an indicator of achievement in the fields of education and culture. Digital literacy is the ability to be able to use internet media to be able to create and utilize information obtained wisely, intelligently, precisely, and in accordance with the rules so that communication and interaction in everyday life are well developed [1]. The internet today is no longer only used by adults but also by children. When using the internet, besides gaining knowledge, it is also possible for children to be exposed to negative things such as violent content, pornography, and others that can cause disturbances in their brain development. Guidance for the community is needed in order to be able to use the internet positively. This is not only the duty of the government, but parents also have a role to play in accompanying children when using the internet [2]. Based on research conducted by T Anggraini, EN Maulidya concluded that parents' perspectives on internet use can

influence the way their children grow, learn, and interact [3].

Karang Taruna is a youth organization in Indonesia, which comes from the word Karang, which means yard, yard, or place, while Taruna means youth. Karang Taruna is a forum for the development of a non-partisan young generation, which grows on the basis of awareness and a sense of social responsibility from, by, and for the community, especially the younger generation in the village area or equivalent social community, which is primarily engaged in social welfare. Karang Taruna was first born as a problem solver for the social problems of the younger generation in Malay villages in 1960 and was officially established in Jakarta on September 26, 1960. It is a social organization for the development of young people who grow and develop on the basis of social awareness and responsibility from, by, and for the community, especially the younger generation in the village area or equivalent customary community, and especially engaged in the social welfare business. Karang Taruna consists of young men and women (in the AD/ART, the membership is set at youth aged 17-45 years). Karang Taruna was established with the aim of providing guidance and empowerment to youth, for example, in the fields of organization, economy, sports, skills, advocacy, religion, and the arts. As a youth social organization, Karang Taruna is a forum for coaching and development as well as empowerment in an effort to develop productive economic activities by utilizing all available potential in the environment, both human resources and existing natural resources. As a youth organization, Karang Taruna is guided by the Basic Guidelines and Household Guidelines, which also regulate the management structure and terms of office in each region, starting from the village to the national level. All of this is a form of organizational regeneration for the continuation of the organization and the

development of Karang Taruna members both now and in the future.

Karang Taruna Cigadung Village, Cibeunying Kaler District, and Bandung City as a social organization for developing young people who can demonstrate their character through works and services in the field of social welfare that grow and develop on the basis of social awareness and responsibility from and for the people of Cigadung Village. Champion hopes to have its own website that can update all information and activities in order to increase the potential that exists in the Cigadung Village to become a priority and superior tourism in supporting the city of Bandung. Based on the findings of an analysis of the problem situation faced by youth organizations in the Cigadung sub-district, Cibeunying Kaler sub-district, and Bandung City, namely: low digital literacy knowledge and understanding, as well as low digital literacy ability to become a smart vlogger so that they become a productive generation. The purpose of this community service activity is to increase knowledge, understanding, and ability about the importance of digital literacy through creativity development to become smart vloggers and strengthen community social institutions in preventing online violence and cybercrime in people's lives, creating independence and a productive generation. Through PKM activities, it is hoped that the Karang Taruna Youth of Cigadung Village, Cibeunying Kaler District, and Bandung City will know, understand, and be able to safely use internet digital media literacy skills in updating posts on the platforms they create so that they become smart vloggers to strengthen community social institutions in preventing online violence and cybercrime in people's lives, creating independence and a productive generation.

IMPLEMENTATION METHOD

The method used is socialization and counselling, training, mentoring, and technical guidance for community service. Youth in Karang Taruna, Cigadung Village,

Cibeunying Kaler District, and Bandung City are engaged in social welfare. The stages of implementing community service, namely Conducting the implementation team coordination meeting in this stage, the team carries out a team task distribution meeting and schedules a coordination meeting, which is intended so that the implementation of activities, starting with preparation, implementation, monitoring, and evaluation, and ending with the preparation of reports, can go according to a predetermined plan. Arranging the Schedule of Program Activities. The implementation of the Program to Increase the Importance of Digital Literacy for Karang Taruna Youth, Cigadung Village, Cibeunying Kaler District, and Bandung City is planned for six months, with consideration of activities starting from preparation, implementation of outreach activities, outreach, and training, Monev, Video Making, and preparation of report activities and the writing of scientific articles for Journal Ber, ISSN, and Mass Media.

C. Implementation of socialization activities, counselling, training, mentoring, and technical guidance. Phase Socialization, counselling, and training activities are planned to be carried out at the Karang Taruna Cigadung office.



D. Implementation of Monitoring and Evaluation. Implementation monitoring is a task performed by the activity implementing team that involves observing and monitoring the execution of the socialization, counselling, and training activities. While the implementation of evaluation is an assessment activity carried out by the implementing team, starting from preparation to post-program training activities, this activity is aimed at assessing the results of all program activities or measuring indicators of success, as well as any weaknesses that may exist by looking

for the causative factors. It also provides material for preparing reports and recommendations for activities, as well as material for the program's sustainability action plan. This PKM activity was carried out at the Karang Taruna office in Cigadung sub-district, Cibeunying Kaler sub-district, for one semester. followed by fifteen Karang Taruna Youth, Cigadung Sub-district, Cibeunying Kaler Sub-district, and Bandung City as very cooperative partners. This was shown in their participation by providing information, data to the team, and information about activities and programs. Likewise, when the team planned the time and place for socialization, counselling, and training activities, partners enthusiastically provided alternative places and times and equipment for this activity program. In addition, partners also prepare time during the implementation of activities to take part in socialization, counselling, training, mentoring, and technical guidance activities. Expertise of the PKM Implementation Team

1. Dr. Ine Mariane, M.Sc. (Lecturer)Team leader, Management Information System expert, Policy Network; on dutySolving problems regarding digital literacy and the development of partner policy networks.
2. Dr. Yuce Sariningsih, Msi (Lecturer)Team member with strategic management expertise tasked with solving problems regarding capacity building strategies.
3. Riksa Alam Buanawaty, Science of Public Administration, FISIP Unpas student 192010111, is tasked with assisting the proposal team in initial activities such as surveys, data mining, documentation, and implementation activities.
4. Hari Abdul Azis, a 192010090 Public Administration Science FISIP Unpas student, is tasked with assisting the proposal team in initial activities such as surveys, data

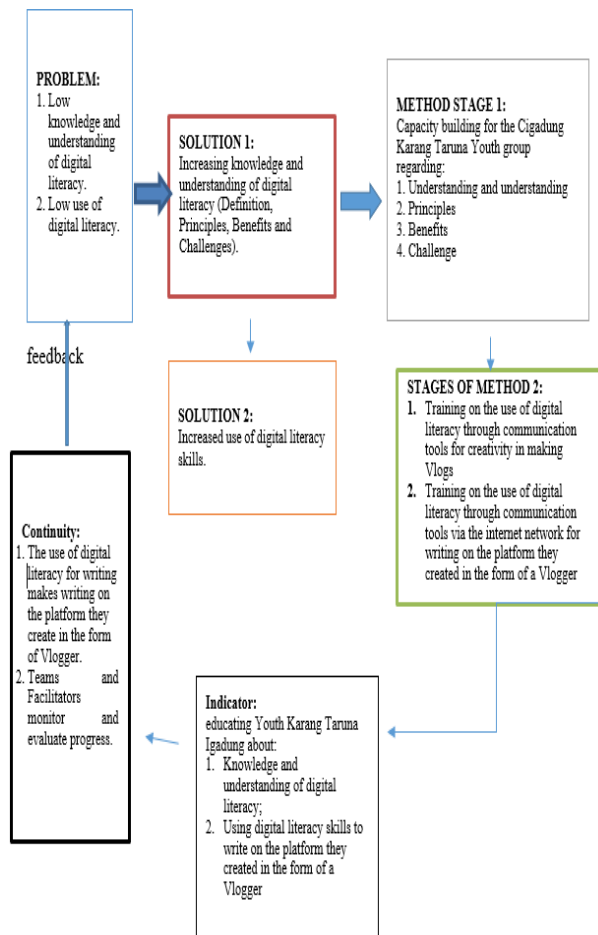
mining, documentation, and implementation.

Success will be measured by the extent to which the following conditions are achieved:

BEFORE		AFTER
1. Knowledge and understanding of digital literacy (30%)		1. Knowledge and understanding of digital literacy (70%)
2. The use of digital literacy for writing on the platform they created in the form of a Vlogger (videos and Blogs) (10%)		2. Skills in using digital literacy for writing on the platforms they create in the form of vloggers (videos and blogs) (50%)

Overview of Conditions Before and After PKM Activities

The community service process and analytical techniques used in community service activities are described in the following figure:



Picture Stages of the method

RESULTS AND DISCUSSION

This community service activity obtained the following results:

1. Increasing knowledge and understanding regarding the definition, principles, benefits, and challenges of digital literacy.

2. Increasing the use of digital literacy skills through communication tools for creativity in making vlogs and through the internet for writing on platforms they create to become smart vloggers

3. The approach method used in the Community Empowerment Program is as follows:

a. Socialization and counselling, namely providing discourse and directions related to the definition, principles, benefits, and

challenges of using digital media (digital literacy).

b. Training, which includes the provision of skills related to how to improve the ability of Cigadung Taruna youth organizations to use digital literacy for writing on the platform they create in the form of Vlogs.

c. Assistance: the results of the training, which includes the use of digital media, are applied to Karang Taruna Youth, Cigadung Village, Cibeunying Kaler District, and Bandung City as partners so that they are able to use internet digital media literacy skills safely in updating writing on the platform they create and are able to become Smart Vloggers.

d. technical guidance is provided so that partners can build effective work teams and strengthen community social institutions in preventing online violence and cybercrime in people's lives, creating independence and productive generations.

Achieved Outcome

The outputs that have been achieved in the overall series of Community Service activities related to Digital Literacy Capacity Building through Creativity Development to become Smart Vloggers for Karang Taruna Youth, Cigadung Village, Cibeunying Kaler District, Bandung City are as follows

Outcome Results for Partners

Training, Assistance and Technical Guidance	Outcome Results for Partners
Increasing digital literacy	- safe use of digital media - Increasing the capacity of

	<p>Karang Taruna Cigadung Youth to use digital media literacy for writing on the platform they created</p> <ul style="list-style-type: none"> - Increased motivation and creativity so Partners can design digital marketing and online media - -Smart vlogger
<p>Management and entrepreneurship development</p>	<ul style="list-style-type: none"> - strengthen community social institutions in preventing online violence and cybercrime in people's lives - Creating independence and a productive generation

and Bandung City is expected to be one of the efforts to overcome online violence and cybercrime in people's lives. By improving information technology skills in updating writing on the platforms they create so that they become "smart vloggers," they can strengthen social institutions in preventing online violence and cybercrime in people's lives, creating self-sufficiency and productive generations, so that they are more innovative in social empowerment and the economy through digital transformation and are able to create independence and increase productivity. Suggestion.

Based on the findings on the implementation of community service mentioned above, it is suggested that:1. In making a website for youth activities, it is necessary to have a scale of program priorities and fill it with good and correct content. Karang Taruna Cigadung has an advantage in the potential of existing sources because its activities can be known through content uploaded to its website.2. Establish a network of policies among the government, the business world, and the public, including academics, so that activities and programs can be carried out on an ongoing basis.

Acknowledgement

Thank you to the Dean of FISIP Unpas and his staff who have facilitated community service activities, to the Cigadung Village Head, Cibeunying Kaler District, Bandung City, who has given permission, time, and place, and also to the Karang Taruna Cigadung youth who have become partners in this activity.

Conclusions and Suggestion

Conclusion Improving digital literacy through creativity development to become smart vloggers for Karang Taruna Youth, Cigadung Village, Cibeunying Kaler District,

ACTIVITY PHOTOS



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