IDENTIFICATION OF DIGITAL MEDIA LITERACY CAPABILITIES IN HOUSEWIVES IN BANJENG VILLAGE, YOGYAKARTA, INDONESIA

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Abstract - Digital media literacy skills of housewives in Banjeng village, Yogyakarta, Indonesia, are still low. Identification of media literacy skills for mothers needs to be done to provide media literacy education. This research uses methods; interviews, focus group discussions, and analysis of media content. The results of this study are housewives using digital media only limited to entertainment and little for information. Many digital media applications are unknown and not optimal in assisting their children in consuming digital media.

Keywords - Digital Media Literacy, Housewives

I. INTRODUCTION

In the digital era, almost everyone is connected via social media (Kompasiana.com, n.d.). Our ability to adapt to the Web as it adapts us will determine its future and our future (Earnshaw& Vince, 2007).Digital media or social media have positive and negative effects. The positive impacts of social media include; as an information storage media, social media can connect with friends to make it easier for people who have distant relatives, and make shopping easier. The negative impacts of social media may include crime, difficulties in socializing with people around, become more selfish, social media can make children and adolescents become negligent and also can not share time because it is too cool with cyberspace (IDCloudHost, 2018). Other negative impacts are the decline in the level of health, being individualistic, indifference to people around, the occurrence of cyber-bullying, many crimes originating from social media (Heru, 2017). Social media is a label for digital technology that allows people to connect, interact, produce, and develop message content (two, 2018). The content of this new media cannot be considered merely as entertainment, but there are many disturbing contents such as sexuality, violence, exploitation of women's bodies, bully phenomena, crime, hoax news, and information that is not the clear source (Novianti&Fatonah, 2018). This negative impact is what makes researchers nervous, especially for children.

Housewives were chosen as research resource persons because housewives were the pillars of the family. Housewives care for and educate their children to be successful and noble. Therefore it is essential to identify digital media literacy skills in housewives, especially in Banjeng village, Yogyakarta, Indonesia.Yogyakarta, Indonesia, is an education city in Indonesia (Kompasiana.com, 2016) but unfortunately, there are still many residents who do not know about digital media literacy, such as in Banjeng village, Yogyakarta, Indonesia. The people of Banjeng village are still modest, where some of the population work as farmers and there are still those with low education only until elementary school. Education correlates with media literacy skills. The researcher identified the digital media literacy skills of housewives in Banjeng village, Yogyakarta, Indonesia, Indonesia. Media literacy is the ability to access, analyze, evaluate, and communicate information in various forms of media. Media literacy is a set of perspectives that are used actively when accessing mass media to interpret messages faced (Aspen Institute, 1992). An essential aspect of digital media is that people can connect easily. Three interrelated elements are connecting with information (orientation, exploration, focus, searching), interacting with information (critical thinking, evaluating), and utilizing information (transforming, communication, applying) (Knobel, 2008).

II. RESEARCH METHODS

The method of this research is descriptive qualitative (Sutopo, 2001). Qualitative approaches are under interpretive/constructivist and critical perspectives (Neuman, 2000). This research was included in the category of social research constructivism. The data source consists of primary data and secondary data. Primary data in the form of in-depth interviews with Interview guide instruments, observation, and Focus group discussions. While secondary data in the form of content analysis and literature study. Resource persons were 17 housewives in Banjeng village, Sleman, Yogyakarta, Indonesia.

III. RESEARCH AND DISCUSSION

Globalization makes technology overgrow. Of course, this has its impact on society. In this era, people must

be aware that media is one of the essential things. Every human being has a different perspective on something. The environment, society, lifestyle influence the perspective.

Smartphones have positive and negative impacts. The negative impact of a smartphone cannot be completely eliminated. But at least we can minimize the negative impact.

17 people Housewives who were the subjects of the study were female dharma groups in Banjeng village. Women's dharma groups have educational, economic, and socio-cultural work programs ("Work Program," 2011). The primary purpose of women's dharma is to improve family welfare. Educational programs include housewives accompanying and caring for their children. In addition to being a housewife, daily activities also work as farmers and laborers. They use most of their time for family and work. They use their time to interact with smartphones while they are busy. There are many unknown applications in smartphones, so they are still using smartphones.

This research identified two problems; first, housewives are busy with routines, so they do not understand how to use digital media. Even if one can use a smartphone but only limited to reading or sending simple information and cannot access more deeply and see the history or history of content that has been accessed, or in other words, stuttering technology. Housewives do not know the harmful effects of this digital media. Often what happens is that children are better at using smartphones or gadgets than their mothers, so mothers cannot monitor their children by accessing everything through their smartphones. Second, their children spend much time just consuming the media but cannot filter or self-control the media content, thus causing the impact of narcotizing dysfunction media to emerge.

Some things are the identification of literacy skills of social media housewives in Banjeng village, Yogyakarta, Indonesia.

ownership of a smartphone	person
yes	11
no	6

Table 1. Ownership of smartphones

Eleven mothers have their smartphones, and 6 others do not have their smartphones. Mothers who have their smartphones can use it more freely than mothers who do not have their smartphones. Mothers who do not own a smartphone do not mean they cannot use it at all, but they borrow from their families like a husband or child smartphone. There is a smartphone that is shared in one family, so they use it alternately. Mothers have difficulty controlling and tracking what their children have seen on the internet, such as youtube. Mothers do not understand how to use history on YouTube, Facebook. This causes children to become out of control.

Ownership Time	Person
less than one year	1
1-2 years	4
not filled	3
3-4 years	4
5 years	5

Table 2. How Long Have a Smartphone

Ownership of a smartphone is less than one year;there is one person, meaning that the mother has just been able to use a smartphone. Four people have smartphones for between one and two years. Three mothers did not answer because they did not have their smartphone. Four people have used smartphones for three to four years. Five people say they have been using smartphones for five years. The longer onehas a smartphone; the better one uses it. The information on smartphone users in Indonesia is quite high. Four out of 10 people in Indonesia use smartphones according to a survey by the Pew Research Center. This condition marks the level of smartphone ownership which is still low, among other developing countries (BeritaSatu.com, 2019). Some women in Banjeng village are among those who do not use smartphones, so the village of Banjeng is a low category in smartphone use.

Durasi	0 – 1 hour	1 – 2 hours	2 – 3 hours	3 – 4 hours	5 hours
person	6	5	1	3	2

Table 3. Duration of Using a Smartphone

There are six mothers whose duration uses a smartphone for 0 to 1 hour a day. Five mothers use smartphones for 1 to 2 hours a day. There is one mother who uses a smartphone for 2 to 3 hours a day. Three mothers use a smartphone for 3 to 4 hours a day. Moreover,two mothers use the smartphone for 5 hours a day. Smartphone usage duration varies. Most are 0 to 1 hour a day. Mothers interact with smartphones based on their individual needs. This is as stated by Baran& Davis (2000) that individual communities are assumed to consume the media according to the characteristics and personal needs of the individual concerned. Therefore, each will have different concerns, interests, and desires for the media because individual psychological factors influence them and in turn, affect them in consuming mass media. In this regard, the empirical facts seem to show its relevance to the individual differences theory assumption indeed. Banjeng village mothers use a smartphone in the morning after completing family routines, then in the afternoon when they come home from work. There are also those who use smartphones at night when going to sleep.

Code	Answer Choice
a	Communication
b	Searching for information
c	Searching for Entertainment
d	Searching for knowledge

Table 4. Purpose of Using a Smartphone

Answer code	Person
Who answered a	5
Who answered b	2
Who answered a, b, d	1
Who answered a c	7
Who answered a, b	1
Who answered a, d	2
Who does not answer	1
Who answered d	1
Who answered all	4

Table 5. Answers of Housewives

The answers that appear vary. The answer is to use five smartphones for communication. The answer is to use a smartphone for communication and entertainment for seven people. Some answer combinations of more than one answer choice. The function of media as knowledge is the positive impact of digital media. Lots of valuable knowledge that can be obtained from the internet such as education information, school lessons, health, how to educate children, various useful tutorials for housewives. Social media content, including; user-generated contents, podcasts, streaming in facebook, and infographics (Coach, 2018).

This is because these mothers do not yet know digital literacy so that new content is not yet known. Thus it is necessary to conduct media literacy education for housewives. As said by YoramEshet-AlkalaiThe use of synchronic literacy with digital texts is not limited to youngchildren only, but can also be found in the field of adults training. This isdemonstrated in the wide range of computer programs for learning typingskills. In these programs, the learners work in a synchronic digital environment:They are asked to type a text that is projected on the monitor. Whiletyping, they see their actions illuminated on a simulated keyboard, and automated audio feedback notifies them of mistakes (see example athttp://www.21stsoftware.com/SS_Typing.htm).
In research on digital literacyconducted in a mixed-age group, Eshet (2002) found that photo-visual literacyof the adults, as represented by their ability to decode graphic user interfaces,was much lower than that of the younger participants(Eshet, 2004).

Rules	person
Yes	5
no	12

Table 6. regulations on smartphone usage in the family

The researcher identifies with the question, is there some regulation agreed in the family Mothers to use / not use a Smartphone? Those who answered were five people, and those who answered were not 12 people. There are still many regulations for using smartphones in the family. Traffic can be a time limit for using a smartphone, when eating together, avoid answering phone calls and messages, while enjoying time with children avoid checking cellphones, and limit cellphone use (Fimela.com, 2018). Mothers use smartphones as a communication tool — communication with family, with friends, with work relations. However, the mothers do not know that what has been shared will viral. Understanding careful sharing of information is unknown. Caution in sharing news or information is essential.

Code	Account	Person
A	Facebook	2
B	Twitter	0
C	Instagram	1
D	Who doesn't Answer	9
F	Google +	5
G	Path	0
H	Linkedln	0

Table 7. Use of Social Media Accounts

The use of housewife social media accounts in Banjeng village, Yogyakarta, Indonesia is still lacking. None of the mothers used twitter, path, and LinkedIn. There are even nine people who do not answer; this means that they do not use social media at all. Facebook 2 people, one person Instagram, and Google + 5 people. When researchers conducted interviews with housewives, they said that their children were better at using smartphones than they did. Even the children of these mothers have used social media accounts smoothly. Mothers cannot monitor what content their children have consumed. The duration of use of the internet in children is poorly controlled. Interaction with playing with friends after school is reduced. Children are better at using smartphones than their mothers, so mothers ask their children to help find information or news they need. Such as recipes, health information, online taxi applications, religion, current news, and others.

Virtual Group / Community on Social Media	person
yes	10
no	7

Table 8. Virtual Groups / Communities on Social Media

Seventeen resource persons, who answered having a group or community on social media there were 10 people. Seven people do not have groups or communities on social media. Groups or communities on social media as a vehicle for communication and interaction in cyberspace. Information becomes very

fast and easy when someone has a group. The functions of groups or social media communities include; to socialize, meet old friends, make new friends, entertain, channel hobbies, various kinds of the latest information, to ask for help, make money selling (Yana, 2015).

Activity choice	Code	Person
Internet communication (skype, chatrooms, instant messaging)	A	3
Send or receive emails	B	1
Streaming video and music	C	
Television web	D	
Radio web	E	
Play online games	F	
Web browsing (search for information including goods or services)	G	
Apply for job	H	
Download files (video, audio, images, reading material, applications)	I	1
Banking services	J	
E-learning	K	
Government services (eg passport, tax, health, etc.)	L	
Others: open google in helping children do homework	M	1
Who does not answer		7
Who answers	A, g	1
Who answer	C, g	1
Who answers	A, b	1
Who answers	A, f	1

Table 9. Communication activities through the internet

The activities of mothers through the internet are still very low. Those who communicate via the internet (Skype, chatrooms, instant messaging) are only one person out of a total of 17 people. Who answers Downloading files (video, audio, images, reading material, applications) is only one person. Those who answered others like opening Google to help children do homework only one person. While those who did not answer at all seven people, this means that most of the housewives in the village of Banjeng, Yogyakarta, Indonesia did not do any activity through the internet. There are also those who answer the combination, and even then each answer is only one person. The most widely used application is WhatsApp.

Eight kinds of identifications regarding digital media literacy skills in housewives in Banjeng village, Yogyakarta, Indonesia explained that the level of use of digital media in this case smartphones is still low. The low level of digital media literacy is due to among others; first, educational factors are still low. Some mothers only go to elementary school education. Low education correlates with an understanding of using a smartphone. Second, economic factors are low. This economic factor can be seen from the work of mothers as laborers and sharecroppers whose income is still relatively low. There are still mothers who do not have their smartphones.

The use of one smartphone to be together in the family, so that the flexibility of smartphone use is reduced. The inability to buy a smartphone on their own which causes low ability to use a smartphone. Third, children are smarter in using smartphones than their mothers. This causes children to get less control from their mothers.

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