

**SOCIAL MEDIA, APPLICATIONS AND UNDERSTANDING IN THE COMMUNITY
(EXPLORATORY STUDY: SOCIAL MEDIA LITERATION IN CITIZENS)**



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2019

ABSTRACT

Social Media Research, Its Applications and Understanding in the Community (Exploration Study: Social Media Literacy in the Residents of Duri Kepa Village, West Jakarta) aims to get the perspective of the community of Duri Kepa Village, West Jakarta in understanding social media applications, especially in online shopping activities, hoaxes and content that contains elements pornography.

This research uses a descriptive qualitative approach. Sampling with Nonprobability Sampling technique, with Purposive Sampling, through interviews with several residents of RT 016 RW 007, Duri Kepa, West Jakarta.

The results of this study illustrate that in the midst of the development of information and communication technology in the era of information disclosure with the ease of accessing cyberspace at this time, in general, residents of RT 016 RW 007 Duri Kepa Village, West Jakarta already know and do not easily believe in news / short messages that accepted online media, supervising their family members to be more vigilant and careful in conducting activities in cyberspace in order to avoid cyber crime especially social media as an online communication platform, so social media literacy activities are an important part of citizens so as to be able to ward off various forms of reporting that is not true whereabouts / hoaxes, fraud from shopping sites/fictitious online shopping sites to spread pornographic sites to hang out on social media.

PREFACE

Praise us for the presence of Allah SWT who has given His grace and gifts to us so that we are able to complete this research. We realize that the results of this study are far from perfect. Therefore, we ask for advice and constructive criticism from colleagues and all parties involved.

We would like to thank all those who have helped to carry out the research until the completion of this research, especially for residents around Duri Kepa Kelurahan, West Jakarta and the general public in the midst of an era of information disclosure with all the ease and almost no limitations either in time, place or location with information and communication technology services available.

Finally, we hope that this research will bring many benefits to us all.

Jakarta, December,16, 2019

Research Team

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BAB I

PRELIMINARY

1.1 Background

Communication media that have metamorphosed into digital media are increasingly diverse in their development, which is represented by the growth of devices / gadgets along with the operating system, features and software applications. The use of Gadgets / Gadgets has increased among the people. Gadgets / Gadgets are now very important for human life in communicating, increasing relationships, adding insight and knowledge to functions for education and business.

Along with the development of communication technology there are of course some consequences, both positive and negative connotations on the influence of the use of communication media technology. According to Baran (2010: 23), the media affect the culture of the audience in a variety of ways. So do not be surprised if the life of our society today can not be separated by the presence of communication media technology. While Harold Laswell (1902-1978) explained that mass media had an impact on the audience and explored the existence of mass media, such as newspapers, radio, film and TV. Laswell's theory assumes two things, first the communicator intensely influences acceptance, and second the recipient is not just a passive recipient of what is received from the source all of which respond in the same way. This theory does not allow feedback, interruptions or interference with messages. So it is not expected that the reception of information through the media can affect the recipient.

Practically related to the opinions of these experts, if Gawai / Gadget is used wisely, the development of the technology will bring benefits to its users. But on the other hand can also have a negative impact, even lead to crime such as fraud, call it the case of buying and selling online with fake goods, trafficking in women, drugs, hoaxes, incitement and hatred as well as other cases.

There are various understandings about the cyber crime. According to Andi Hamzah in his book "Criminal Aspects in the Field of Computers" (2013) cyber crime is a crime in the computer field which in general can be interpreted as the illegal use of computers. Forester and Morrison define computer crime as a criminal offense where the computer is used as the main weapon. Girasa (2013) defines cyber crime as an act of crime that uses computer technology as a major component. Whereas M.Yoga.P (2013) provides a more interesting

definition of cyber crime, namely crime where criminal acts can only be committed using cyber technology and occur in the cyber world.

Seeing the rise of the use of social media for all daily needs that have penetrated all strata of the economy in Indonesian society, with a variety of ages not only young people, but also children to parents, therefore it is necessary to conduct research related to the use of social media applications and their understanding in the community as an exploratory study, positive social media literacy of Duri Kepa Kelurahan in West Jakarta, so that people are smart in social media considering that today there are a lot of social media abuses that have a negative impact on users, are not easily provoked by hoax news, and avoid cyber crime to the virtual world. able to filter sites that contain pornography. can take advantage of the convenience offered but does not make this part of communication and information technology taboo and is used indefinitely. This is the basis of research activities with the title of social media, its application and understanding in the community (an exploratory study: social media literacy in the residents of duri kepa village, West Jakarta).

1.2 Research Topic

Research activities related to social media, their applications and understanding in this community are limited to the following problem formulation:

1. How do people use social media in their daily routines?
2. What is the people's perspective on social media on online shopping, hoaxes, and pornographic content?

1.3 Research purposes

Research on social media, its application and understanding in the community (an exploratory study: social media literacy of the residents of duri kepa west jakarta village) conducted has the following objectives:

1. Get the perspective of the community of Duri Kepa, West Jakarta Kelurahan in understanding social media applications.
1. Getting the perspective of the community in the West Jakarta Duri Kepa Village in understanding social media on online shopping activities, hoaxes and content that contains pornographic elements.

BAB II LITERATURE REVIEW

2.1 Social Media and Social Networks

In today's digital era, technology and the internet are everything and everyone can be connected quickly and easily. This is caused by an innovation called social media. But what is the difference between social media and social networking? the same system (the media to connect with many people without being hindered by time and place / distance).

2.1.1 Equations of Social Media and Social Networks

Serves to communicate, share things and express opinions online. activities from social media and social networks can be done synchronously and asynchronously.

2.1.2 Differences in Social Media and Social Networks

The media, Social Media or Social Media: online interaction media, for example blogs, forums, chat applications to social networks. Social networking refers more to sites or websites that are used as a gathering place for many people without restrictions and have a bonding path like family, friends, business partners and so forth. Examples of social networks include Facebook, Twitter, Path, Tumblr, Pinterest, Instagram and others like it.

Figure 2.1
Media and Social Networking



2.2 Media Literacy

Media literacy is the ability to understand, analyze, and deconstruct media imagery. The ability to do this is intended so that viewers as media consumers (including children) become aware (literate) about how the media are constructed (made) and accessed. Media literacy emerges and is often discussed because media is often considered a source of truth, and on the other hand, not many people know that media has intellectual power in the public domain and becomes a medium for interested parties to monopolize the meaning that will be thrown to the public. Because media workers are free to reconstruct hard facts in the context of the public interest (*pro bono publico*) and are part of freedom of the press, responsibility for a result of the reconstruction of facts is in the hands of journalists, who should be neutral and not be influenced by his emotions and opinions will be the source, and not the source.

According to Pooter, 2011, media literacy is a perspective that can be used when dealing with the media in order to be able to interpret a message conveyed by news makers. People tend to build a perspective through the structure of knowledge that has been constructed in the ability to use information. Also in another sense is the ability to evaluate and communicate information in various formats including written and unwritten. This media literacy is a set of skills that are useful in the process of accessing, analyzing, evaluating, and creating messages in various forms. Media literacy is used as an exploratory based instructional model so that each individual can more critically respond to what they see, hear, and read.

Media literacy is based on the rapid onslaught of media information that is not matched by the ability to consume it. So a new culture is needed in consuming media in a healthy way. The role of the individual is more focused on the guidance of parents as head of the family for the consumption of media in their environment. One way to increase media literacy awareness is through family communication, because the family is the smallest unit for socializing. This role will mainly be taken up by many housewives. Educating rural housewives to "literate" the media is important to do to open their horizons about people's rights to media, forms of literacy, and the function of media for social life. However, in order to achieve this, housewives need to be assisted in titrating TV shows because they need to increase their understanding of people's rights to TV shows. It is expected that Duri Kepa residents will use media such as smart ways to use Gawai / Gadgets, socialize social media safely, avoid pornography, secure online shopping and how to avoid hoaxes, so that citizens are smarter and wiser in using media.

2.2.1 Device / Gadget

In its development, Gawai / Gadget experienced an expansion of meaning. Now Gawai / Gadgets are not only interpreted as electronic (physical form), but have developed meaning in (visual form) software. But the meaning is still the same, which is a feature to facilitate human activities. For example the Gawai / Gadget feature on blogger / blogspot, there is an option "Add a Gawai / Gadget" where the function is a feature to facilitate the user (newbie) in operating the system.

In modern times like today, we are not separated from the name Gawai / Gadget. In fact we often say and hear the term Gawai / Gadget. In etymology, Gawai / Gadget is an English term that means a small electronic device that has a special function. Gadgets / Gadgets are electronic devices that have day-to-day updates that make human life more practical. We take the example of home telephones and computers. Computers and home telephones fall into the category of electronic devices. Compare with laptops and cellphones, these two electronics are more compact and portable.

The development of this gadget is directly proportional to the development of technology. The more sophisticated the technology the more sophisticated the development of Gawai / Gadget. From mobile phones that are large, small, then large and can be operated directly on the screen. Even Gadgets / Gadgets nowadays have the same function as a large PC. From year to year, Gawai / Gadget will increasingly develop.

Gadgets / Gadgets are widely used for various activities ranging from playing online games, social media, browsing and others. Not only that Gawai / Gadget can also be used as a business opportunity. Use of Gawai / Gadget can also have negative and positive effects. For the positive effect, we can find information more easily. Even with an internet connection, we can do many things through Gawai / Gadget. Looking for information from abroad, buying products, doing work like on a PC, editing photos and videos and much more. But behind that there are also negative effects on Gawai / Gadget. Especially if Gawai / Gadget is used not at its age.

So in broad outline, the definition of Gawai / Gadget is a technological object that has a certain function which the technology is often regarded as new and always undergoing development. Gadgets / Gadgets are always 'packaged' cleverly beyond existing technology.

2.2.2 Social Media

As stated at the beginning that the use of Gawai / Gadget now has penetrated all levels of society, adults, adolescents and even children. What is currently popular is social media, just call Facebook, Instagram, Path, Youtube, Twitter and others. According to Abraham Maslow there are 5 basic human needs that must be met, one of which is the need for self-actualization (Need for Self Actualization). In the hierarchy of needs according to Maslow, self-actualization is a requirement that is at the highest level. It is not easy to actualize themselves, because to reach this level humans must be able to have good performance and have a mature multi-dimensional personality in order to solve a problem in his life. What is meant by self-actualization is the ability of humans to realize their abilities well. Besides self-actualization includes having to recognize themselves well (knowing their talents and potential), controlling emotions, having high creativity and confidence in achieving something. Associating on social media is one form of communication that humans need.

Social media is an online media, users can easily participate, share and create content including blogs, social networks, wikis, forums and the virtual world. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Andreas Kaplan and Michael Haenlein define social media as "an internet-based application group that builds Web 2.0 ideologies and technologies, and that enables the creation and exchange of user-generated content". Meanwhile, according to Chris Garrett, social media is a tool, service, and communication that facilitates relationships between people and each other and has the same interests or interests.

The rapid development of social media as it is now because everyone can have their own media. If you have traditional media such as television, radio, or newspapers, you need a large amount of capital and a lot of labor, then it is different for the media. A user can access social media using social media with networks that access the internet slowly though, without huge costs, without expensive tools and done alone without employees. Social media users can freely edit, add, modify both text, images, videos, graphics, and various other content models.

According to Antony Mayfield from iCrossing, social media is about people. Ordinary people who share ideas, work together, and collaborate to create creations, thoughts, debate, find people who can be good friends, find partners and build a community. In essence, using social media makes us ourselves. In addition to the speed of information that can be accessed in seconds, being yourself in social media is the reason why social media is growing rapidly. No exception, the desire for self-actualization and creating personal branding needs.

While social networking is a site where anyone can create a personal web page, and then connect with friends to share information and communicate. Among the other largest social networks are Facebook, MySpace, Plurk, and Twitter. Social media invites anyone who is interested to participate to contribute openly and feedback, comments, and share information in a short and limited time. Social media users (users) can do communication or interaction, send messages, both text or image messages, audio to video, sharing and also building networking or networks.

Today, the internet and mobile technology are becoming more sophisticated social media, also developing rapidly. So people can quickly access the phenomenon of social media resulting in the main flow of information not only in developed countries, but also in Indonesia. Because the speed of social media also began to emerge to replace the role of conventional mass media in spreading the word. So it's no wonder that social media currently influences our daily behavior. Starting from waking up to going to sleep again, most of us always update social media, from Twitter, Instagram, line, BBM, WhatsApp and other applications. In fact, not infrequently there are those who are addicted or excessive in using social media, resulting in the main tasks being neglected, for example forgetting to study and work. Not only that many cases of cyber bullying such as fraud to kidnapping can occur on social media. As a good individual, you must be wise in using media.

The following is the impact of using social media, where this impact is divided into positive impacts and negative impacts

Positive impact

1. Strengthen friendship: In matters of friendship, the use of social media is very suitable to be able to interact with people far apart where they live.
2. Adding insight and knowledge: Lately many social media accounts have always shared insights and knowledge, this is very interesting because we can add insight and knowledge in practical terms.
3. Providing precise and accurate information: Information can be obtained from social media, be it university information, job vacancies, or scholarships.
4. Provide space for positive messages: The use of social media is now widely used by religious leaders, scholars, or motivators.
5. Introducing friendships: Social media will make friends closer, when someone is shy about asking questions in the real world.

Negative impact

1. Children and adolescents become lazy learning to communicate in the real world.
2. Social networking sites will make children and adolescents more selfish.
3. For children and adolescents, there are no spelling and grammar rules in social networks.
4. Social networking sites are fertile ground for predators to commit crime.
5. Pornography: the assumption that the internet is identical to pornography, is not wrong. With the ability to deliver information possessed by the internet, pornography is rampant.
6. Fraud: The internet is not spared from fraudsters.

2.2.3 Avoiding (Content) Pornography

Quoting the Encyclopedia of Islamic Law (1997) what is meant by pornography is derived from the Greek *porne* which means bitch and *graphien* which means to write. So pornography means material both written and illustrated that is designed deliberately and solely for the purpose of arousing lust and sex. Pornography and porno-action can be done directly such as sexual relations or through print and electronic media, such as images or obscene readings that are intentionally and designed to arouse sexual desire.

Porn site is one of the many sites visited by Indonesian Internet users. Until now there are a lot of porn sites on the Internet that can be accessed easily and freely by all groups even minors to teenagers. They can access the Internet and can easily get pornographic content, of course, as people who care about the nation's generation will be very worried about this. The negative impact of porn sites has been proven. Very worrying especially for children and adolescents. It must be admitted blocking porn sites on the internet is difficult even some circles call it impossible. But as people who care about the nation and state, we still need to continue to work as a solution to solve this problem.

Seeing the magnitude of the influence of social media on the behavior of children and adolescents, it is important for parents to be introduced to the media literacy program. Moreover, pornography spreads to the public quickly and easily through social media. Through media literacy, parents are expected to be able to influence their children to be smart social media, so they can anticipate it.

More and more people in Indonesia are starting to use various applications on the internet exploited by pornographic website makers by advertising their websites that are inserted in social networking displays that are used in the form of information about matters relating to sex. Pornography is also a serious problem in Indonesia, especially regarding the spread of pornography through social media. The number of cases of sexual violence that

occur in Indonesia today originated from the rampant spread of pornography. Through social media using the internet network pornographic photographs or videos can be easily obtained by anyone who can use the internet. Even elementary school age children are good at using the internet to access whatever information they want, including information relating to pornography.

2.2.4 Online Shopping

Discounts, cheap packages, direct gifts and promos, to free shipping are words that are always tempting when you want to shop online. Especially now that online shopping has become a lifestyle inherent in the daily lives of millions of people in Indonesia. Because many benefits are felt when using this service, such as being more efficient, saving time, energy and costs when compared to having to go to the mall. Shopping can now be done easily and comfortably wherever located. Especially with the various offers, discounts, fast product returns, and free shipping, it's no wonder that many people really like to shop online.

Based on the survey, how to shop online using Mastercard turned out to be one of the two ways used by consumers in Asia Pacific. This method is considered safe for shopping online. Based on this research, the availability of secure payment facilities is considered by consumers as a very important factor in addition to price considerations and shopping convenience. In addition to consumers in Indonesia, secure payment facilities are also highly considered by consumers in the Philippines and Malaysia.

We actually do not need to worry when shopping online, if you understand a few Ways about shopping online that is right. The rise of online shopping is often also used by parties who are not responsible, so users must be careful and more careful in making transactions. There are some good tips from various sources to help the process of shopping online, 100% safe, namely as follows:

1. Credibility

Shop on websites that are already trusted and be careful with the website address that appears based on search engines. Get used to research first because there are some search engines actually divert from websites that have credibility. Avoid clicking on ads that appear suddenly that might have malware in them if accidentally downloaded. Direct prize offers can also be a trap to get personal data. Always be careful to read more carefully before providing credit card information. Online shopping transactions should be done through official marketplaces such as Tokopedia, OLX, Zalora, Bukalapak,

Lazada or buying and selling services on projects.co.id and other official marketplaces. Avoid shopping online in unofficial marketplaces.

2. Check consumer reviews

Before deciding to shop, you should first check the consumer reviews of the website where you shop. You can check and read reviews through search engines like Google or Yahoo.

3. Be careful with writing

Always be careful and don't rush when reading the website address (URL) of the portal. Differences in just one letter can lead to different websites, even though the way to read the same. Differences in the use of top-level domains such as (.org, .net, .tv, .asia, etc.) can also give different results. A small difference like this is an easy way that can trap us who are not thorough to provide personal data and impersonate fraud.

4. Read Website Policies

Each online shopping site has different policies and conditions. Therefore, carefully read the terms of payment, delivery or replacement of defective goods and other items.

5. Pay attention to the Padlock Sign

It is trivial that website is secure and has SSL / TLS check whether the website is via https:// not http://. Note that the picture of a padlock seen next to the trapping address and leading to fraud is when visiting a website that does not have an embedded SSL (Secure Sockets Layer) code. To find out w URL under the web browser. Make sure the lock is visible when entering personal information and at the time of payment.

6. Avoid Providing Data Via Email

If the admin asks for personal data to be sent via email when shopping at a website, then you must be vigilant! Never share credit card information via email. All forms of transactions that are preceded by processes like this outside the portal must be avoided. Just as a warning not to share information about usernames and passwords to anyone both via email and telephone.

7. Keep Personal Information

Portals that ask for an identification number, ATM pin, and even employee numbers, most likely intend to steal personal data. You should immediately exit the portal. Similarly, when shopping online using a credit card, no one should ask for your ATM pin or online banking password.

8. Must Be Thorough

If you frequently shop online, you must regularly check all credit card bills. Be aware if you find transactions that were not made or payments that were not supposed to. Always use trusted payment methods such as Paypal or Alipay.

If necessary, review the proof of payment online before the end of credit card billing at the end of the month. If you see anything strange, directly contact the Bank. It is better to ask the Bank to send a notification in the form of a transaction clarification sms.

Check carefully the goods you ordered, you should be suspicious if the goods are branded but give a very large discount. Do not be easily tempted by cheap goods.

9. Consider How to Pay

Secure payment methods usually use a system such as paypal, send transfer or Cash On Delivery (COD). Do not carelessly enter credit card data.

10. Verification Steps

Do you know the CVV2 Number, Card Verification Value? Ie 3 numbers next to your signature on the back of the credit card. A secure website will ask for a CVV2 number, and some will ask for additional verification by providing a One Time Password (OTP), this will add protection to avoid fraud.

11. Save Proof of Transaction

After transacting online, of course, don't forget to save proof of the transaction. This is to avoid if something goes wrong and things that are not desired.

12. Use an Anti Virus Software

Not visiting the website to shop does not guarantee that your personal information cannot be stolen. Hackers can penetrate your computer and PC through malware. So it is highly recommended to use anti-virus on the device. Some list of anti-virus recommendations can be checked here: <https://www.top10bestantivirus.com/> one of which is Norton which also provides a very useful article that is How to Recover When Your Email Account is Hacked.

13. Avoid shopping online by using public facilities

It is not safe to use a public facility computer when shopping online, also make sure to log out perfectly every time you use public internet. If you have to use it, and you are negligent, then your personal information left on that computer will potentially be misused. If this happens immediately inform the bank to immediately block it.

14. Perform Periodic Cleanups

From The National Cyber Security Alliance (NCSA) and the Better Business Bureau (BBB), it is advisable for consumers to always clean up the data that is left behind like doing 'clear history'. Through the NCSA survey, it is advisable to do this cleanup so that personal data is safer. For your security, don't forget to turn off the device, especially if the transaction is done via a PC.

2.2.5 (Avoid) Hoaxes

Hoax is an attempt to deceive or fool the reader / listener to believe something, even though the creator of the fake news knows that the news is fake. One of the most common examples of false reporting is to claim an item or event with a designation that is different from the true item / event. A false report is different from, for example, a magic show; in false reporting, the listener / audience is not aware of being lied to, while in a magic show, the audience actually expects to be cheated (Wikipedia).

From a psychological point of view, there are two factors that can cause a person to be prone to trusting hoaxes. People are more likely to believe in hoaxes if the information is in accordance with their opinions or attitudes (Respati, 2017). For example, if someone who believes in flat earth gets an article that discusses various conspiracy theories about satellite photos, then that person instinctively will easily believe because he supports the theory of flat earth which he believes. Naturally positive feelings will arise in someone if their opinions or beliefs get affirmation so that they tend not to care whether the information they receive is correct and even easy for them to spread the information again. This can be exacerbated if the hoaxist has less knowledge in utilizing the internet to find deeper information or just to check and re-examine facts.

BAB III

RESEARCH METHODOLOGY

3.1 Research Type

This research activity uses a qualitative research design with a focus on the study of social media, its application and understanding in the community (exploratory study: social media literacy in the residents of the duri kepa sub-district of West Jakarta). case study method.

3.2 Data Sources

Types of data sources that will be utilized in this study include :

- a) Key Informants or resource persons are residents of the community around Duri Kepa Kelurahan, West Jakarta, especially residents of RT 016 RW 007.
- b) Informants consist of the Head of the Duri Kepa Village, several RT and RW Chairpersons.

3.3 Data Collection Techniques

3.3.1 Primary Data

Primary data collection techniques used in this study include:

1. In-depth interview (indepth interview)
Interviews using informal conversation interviews in several places in the neighborhood of RT 016 RW 007 Kelurahan Duri Kepa, West Jakarta.
2. Observation
Observations or direct observations made are non-participant observations in the neighborhood of RT 016 RW 007 Kelurahan Duri Kepa, West Jakarta.

3.3.2 Secondary Data

In this study, data collection was performed as a primary data amplifier namely secondary data obtained from:

1. Material of teaching aids such as leaflets and posters.
2. Recording

3.4 Sampling Techniques

Sampling was carried out using the Nonprobability Sampling technique, with Purposive Sampling. The criteria of the informants to be interviewed were some neighborhood residents RT 016 RW 007 Kelurahan Duri Kepa, West Jakarta.

3.5 Data Validity Techniques

In this study, data triangulation techniques are used (often also called source triangulation). In this way the researcher can then reveal a more adequate picture (diverse perspectives) about the symptoms studied (Pawito, 2007: 99).

3.6 Data analysis

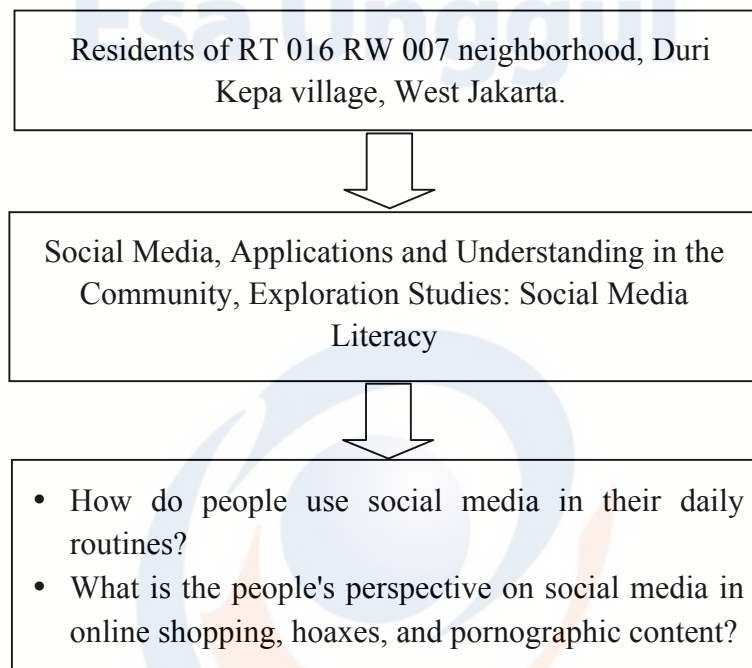
In the process of qualitative analysis, according to Miles & Huberman (in Sutopo, 2006: 113) there are three main components that must be truly understood, namely:

1. Data reduction
2. Data presentation
3. Drawing conclusions and verification

3.7 Research Flow Framework

Chart 3.1

Research Flow



BAB IV

RESEARCH RESULT

4.1 Basic Analysis

Media literacy is now an activity that needs to be done in the midst of a diversity of public understanding of public information disclosure. This information is shared through various media in digital channels, which are included in the new media section. For the general public who already have gadgets / devices that have social media features, such as smart phones, tablets, and other types of services, you can enjoy the service features provided by social media service providers, such as Facebook, Twitter, WhatsApp, Line and so on.

Seeing this, research activities related to Social Media, Applications and Understanding in the Community (Exploration Study: Social Media Literacy of the Residents of Duri Kepa Village, West Jakarta) to find out the perspective of the community of Duri Kepa Village, West Jakarta needs to be done which concerns, the use of gadgets / devices, social media applications in online shopping activities, hoax information and content that contains pornographic elements so as to obtain an entrepreneurship education model for tertiary institutions especially for residents of RT 016 RW 007 Duri Kepa Village, West Jakarta.

4.2 Research result

4.2.1 How do people use social media in their daily routines

To strengthen the informant's data, the researchers conducted verification related to social media literacy activities by interviewing 8 residents in RT 016 RW 007 Duri Kepa, West Jakarta, where the residents were selected with a number of initial approaches related to the use of social media.

Literacy activities on social media in the neighborhood of RT 016 RW 007 neighborhood, Duri Kepa village, West Jakarta, where social media is used to interact with friends, relatives and family. Social media that are widely used include Facebook and Instagram. Families in the neighborhood of RT 016 RW 007, Duri Kepa Sub-district, West Jakarta, have understood that not all news on social media is true, so they are usually considered to be windy. There is one family who uses social media for entrepreneurship, namely selling cakes.

Residents of RT 016 RW 007 Kelurahan Duri Kepa, West Jakarta that they understand about the use of social media and have never experienced fraud. Through literacy provided

residents feel happy and helped and get new information about how to safely use social media.

Literacy in the residents of RT 016 RW 007 Duri Kepa, West Jakarta, covers several aspects in using social media in daily routines, namely:

1. Protect personal information

Citizens at first did not understand about personal information, in their daily lives they used social media without regard to whether everything in social media was safe to access or not, but some things that they considered they did not understand they did not do or they followed, which was caused because of ignorance of the form of "offer" given.

2. Selectively choose friends

In the realm of social media users can be friends with anyone and from anywhere, whoever they are connected in a social network or social media, in this case Facebook and Instagram become social media that is widely used by residents of RT 016 RW 007 Duri Kepa Jakarta West.

All citizens are selective in choosing friends, residents prefer people they know over new people they don't know personally, but even if someone chooses to be friends with strangers, they are limited to choosing friends with non-intense / passive relationships.

3. Strengthen the Password

Residents of RT 016 RW 007, Duri Kepa, West Jakarta, generally understand the use of passwords, with a combination of numbers and letters that they can easily understand. In addition, residents also do not just give passwords to other people to maintain the security of their accounts.

4. Pay attention to ethics

The fourth branch became a number of things that were confirmed related to ethics, with a number of discussions related to:

1. Respect other users
2. Do not harass / attack others
3. Not too fanatical and stereotypical
4. Do not incite
5. Avoid controversy
6. Posts do not contain SARA
7. Do not post or post anything that is unclear

8. Don't say dirty or rude
9. Don't cheat and don't be fooled (be careful and watchful)
5. Don't share links easily

Residents of RT 016 RW 007 neighborhood, Duri Kepa village, West Jakarta, do not share information with just anyone, where indeed more residents do anything sharing in groups created in other media, such as through whatsapps.

Figure 4.1

hang out on social media safely poster

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Fakultas Ilmu Komunikasi

Bergaul di Media Social dengan Aman

Bersosialisasi dan Bergaul adalah proses yang pasti dilakukan oleh semua manusia, karena manusia adalah makhluk sosial yang tidak dapat hidup sendiri dalam kehidupan dan harus dapat bersosialisasi agar bisa terus menjalani kehidupan. Pengguna media sosial atau user ini bisa melakukan komunikasi atau interaksi, berkirim pesan, baik pesan te ks, gambar, audio hingga video, saling berbagi atau sharing, dan juga membangun jaringan atau networking.

Saat ini media sosial sangat mempengaruhi perilaku dan keseharian kita. Mulai dari bangun tidur sampai tidur lagi, kebanyakan dari kita selalu update media sosialnya, mulai dari twitter, instagram, line, BBM, whatsapp, dan masih banyak lagi. Bahkan, tidak jarang yang kecanduan atau berlebihan menggunakan media sosial yang mengakibatkan tugas-tugas utamanya justru terabaikan, seperti belajar atau bekerja. Kasus-kasus, seperti cyber bullying, penipuan hingga penculikan bisa terjadi lewat media sosial. Sebagai seorang individu, tentunya harus bijak dalam menggunakan media sosial.

Tips Aman

1. Lindungi informasi pribadi
2. Selektif memilih teman
3. Perkuat Password
4. Perhatikan Etika
5. Jangan Mudah Membagikan Tautan

Etika bergaul di media social :

Hormati pengguna lainnya
 Jangan melecehkan/menyerang orang lain
 Tidak terlalu fanatik dan stereotype
 Tidak menghasut
 Hindari kontroversi
 Postingan tidak mengandung unsur SARA
 Jangan memproduksi atau merepost apapun yang belum jelas sumbernya
 Tidak berkata kotor atau kasar
 Tidak menipu dan jangan sampai tertipu

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4.2.2 What is the people's perspective on social media in online shopping, hoaxes, and pornographic content?

Online shopping is also a necessity as a basic understanding for residents of RT 016 RW 007 Duri Kepa, West Jakarta, at this time, where this activity has been relatively carried out by residents in meeting their needs, even though there are residents who do not understand online shopping. Online shopping is also an alternative where residents are usually interested in promos and discounts provided by stores, there are some residents who claim to shop frequently online because it is practical and cheaper, they claim to often browse new items through bukalapak or lazzada.

Along with the understanding that has been understood by the citizens there are some things that people do not know about such as the vulnerability of tapping personal data, bank accounts and the proliferation of unofficial trade sites where security cannot be guaranteed. With this education citizens become more alert when shopping online later.

Another form of concern for residents is that residents are not so interested in shopping online, for fear of being cheated and or goods not being sent. While there are families who have shopped online through a bukalapak site, but not so often or actively shop, where residents still prefer to shop directly to stores or shopping centers or use conventional markets for shopping, they consider conventional markets to be safer and more satisfied. choose directly the items they will spend.

From the background of the average age of residents of neighborhood RT 016 RW 007 Kelurahan Duri Kepa West Jakarta aged 33-60 years prefer conventional shopping to the market or mall because it is safer and gets direct goods, which according to them online shopping is less secure and less satisfied , while residents with young age under 30 years usually prefer to shop online because of the practical and attractive appeal offered by the seller.

From literacy activities related to social media, residents of Duri Kepa Village, West Jakarta, they felt helped and gained new knowledge about safe shopping through online media.

Figure 4.2
secure online shopping poster

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Aman Belanja Online

1. Transaksi belanja online sebaiknya dilakukan melalui marketplace resmi seperti tokopedia.com, olx.co.id, zalora, bukalapak.com atau jual beli jasa di projects.co.id.
2. Hindari Belanja online di marketplace tidak resmi

Maraknya belanja online seringkali dimanfaatkan oleh pihak2 yang tidak bertanggung jawab, untuk berhati-hati dan lebih cermat.
Tips belanja online aman:

1. Cek situs web tempat anda belanja, Periksa nomor telepon penjual dan hubungi penjual
2. Cek ulasan konsumen atas web tempat anda belanja melalui mesin pencari google atau yahoo
3. Baca kebijakan situs web tentang ketentuan pembayaran, pengiriman/-penggantian barang yang cacat dll
4. Periksa baik-baik barang yang anda pesan, anda patut curiga bila barang bermerek namun diskonnya sangat besar
5. Jangan mudah tergoda barang murah
6. Cek tanda gambar gembok di baris status (status bar) browser sebelum memasukkan data pribadi (pembayaran dengan kartu)
7. Pasang gadget/PC dengan anti spyware dan firewall (anti virus)
8. Pertimbangkan cara bayar, yang aman biasanya menggunakan sistem seperti PayPal, Transfer Kirim, atau COD. Jangan sembarang memasukkan data kartu kredit.
9. Periksa harga total apakah sudah termasuk ongkos kirim, ppn dll
10. Simpan bukti transaksi
11. Bila menggunakan PC, matikan setelah selesai transaksi.

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Regarding hoaxes, some residents of RT 016 RW 007 Duri Kepa sub-district, West Jakarta, do not understand hoaxes, but they do understand that news with clear messages and unclear texts should not be trusted. Some residents say they often get unknown texts, but they don't trust and don't care, some often receive unclear or unknown text messages, offers, win sweepstakes, promos, etc. but they don't believe and know it's a fraud.

While there are families who claim to understand about hoaxes because the news is not necessarily true for that, they claim to be selective in digesting every news and information received. When browsing on the internet, not all news can be trusted immediately, they are literate and aware of information. They said they were more careful and did not immediately believe the news and short messages circulating so that unsubstantiated messages were usually ignored.

Almost all residents of RT 016 RW 007 neighborhood, Duri Kepa, West Jakarta who have devices / gadgets that have features for social media, but not all of them understand about hoaxes, the anticipation done in general by the residents is not easy to believe with news / sms links received without state sources or parties that they know of or deem credible as the government or the ministry.

Figure 4.3

how to avoid hoaxes poster



Residents of RT 016 RW 007, Duri Kepa village, West Jakarta know about pornography. but never opened until there were some residents who knew little and were not tempted to open pornographic sites.

Some citizens are selective in opening links or information through Gawai / Gadgets, and have never opened or received a pornographic link. They understand the dangers of pornography for children so they supervise children using Gawai / Gadgets. Regarding the

negative impacts, residents hope that the government will play an important role in closing down pornographic sites where residents are worried about their children.

Most of the residents in the neighborhood of RT 016 RW 007 Duri Kepa, West Jakarta said they did not know about pornography, some knew but were not interested in opening it. There are also families who claim to supervise the content in their children's Gadgets / Gadgets. Residents are very enthusiastic to combat pornographic content more so they can be careful of the spread of pornographic content especially for children and adolescents who have used their devices / gadgets.

Figure 4.4
avoid pornography poster

Menghindari Pornografi

Untuk menghindari pornografi, baik video mesum, video porno, foto telanjang, dan lain-lain yang ada di gadget anda:

1. Uninstall windows media player dari PC anda
2. Uninstall real player
3. Uninstall movie maker
4. Uninstall foto viewer

Tips mencegah pornografi dan agar tidak kecanduan:

Bagi Orang Tua:

1. Pasang software pemantau dan control password computer atau gadget. Jangan berikan anak gadget yang canggih tanpa pengawasan.
2. Pindahkan komputer anak ke ruang keluarga
3. Mengajak anak bermain dan belajar seperti membaca, menggambar, membuat kerajinan dll
4. Kenali dengan siapa anak berteman

Bagi orang dewasa:

1. Usahakan tidak menyendiri, habiskan lebih banyak waktu interaksi dengan keluarga dan teman Melakukan aktifitas fisik seperti olahraga, membersihkan rumah, gotong royong dll
2. Mengikuti kegiatan spiritual keagamaan (pengajian, kebaktian dll)
3. Bergabung ke dalam komunitas kemasyarakatan (karang taruna, paguyuban, arisan dll)
4. Memilih teman secara selektif di social media

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BAB V

CONCLUSION

The conclusions of the research carried out are as follows :

1. Residents of RT 016 RW 007, Duri Kepa Sub-District, West Jakarta, get comprehensive experience related to the literacy carried out, on social media in the form of safe online shopping, how to avoid hoaxes, and avoid pornography.
2. In general, the entire community that we visit uses Gawai / Gadget in their daily lives. Device Gadgets / Gadgets that are commonly used are cellphones, computers and laptops. Most of the use of Gawai / Gadget is to communicate such as telephone, short messages (SMS) and interact on social media. Not only that, receiving messages or information about hoax news is inevitable, but in general residents of RT 016 RW 007 Duri Kepa West Jakarta have known and are not easily convinced by the news / short messages received. The rise of the spread of news that openly can be easily carried out by negative sites such as pornography is inevitable, this needs the participation of the government in following up on it.
3. Residents in RT 016 RW 007 Duri Kepa, West Jakarta, generally supervise their family members, being more alert and careful in carrying out activities in cyberspace to avoid cyber crime so residents can anticipate or avoid them in their daily lives.

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