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## **The Importance of Digital Media Literacy in Family**

**Wandi**

State Islamic Institute of Bone, Faculty of Usuluddin and Da'wah,  
Islamic Broadcasting Communication Study Program

Email : [wandi@iain-bone.ac.id](mailto:wandi@iain-bone.ac.id)

### **Abstract**

*Digital media is a necessity that always accompanies family activities, this has also become a new habit in family environment in the new normal era and also to adapt to the technological developments and developing communication situations. This phenomenon reinforces that media literacy in family is something that is crucial to be an attention for parents in protecting the family from the consequences that can be caused by the use of digital media which can damage the children's life and adolescents in family. Hence, the role of parents is needed, such as: (1) Parents have to monitor children's activities so they feel their parents' attention. (2) Parents can play with children while directing children to open content that is useful for their learning development. (3) Parents can provide time limits for children in using digital media to avoid the dangers of addiction. So the negative impacts that can damage the psychology and behavior of children in family such as content that leads to violence, pornography, and cyberbullying as well as foreign cultural influences can be avoided and the positive impacts of digital media can be used well by children.*

**Keywords:** Media Literacy; digital media; family.

### **INTRODUCTION**

Since the Covid-19 pandemic, almost all activities have been carried out at home. Work from home, study from home, worship from home, so most of the activities are carried out with family. This was also stated by the President of the Republic of Indonesia in one of the media that Indonesian people should work, study, and worship at home to reduce the spread of the corona virus.(Ihsanuddin, 2020). This situation is a concern for every family to always maintain harmony and family integrity due to changes in the intensity of communication relationships that occur in many families.

The activities carried out at home will not run properly without the assistance of digital media. It is known that digital media is a media that can send and receive content formats through a digital device, in the form of websites, blogs, social media, learning media or audio-visual media and etc (Telkomsel, 2019). So, digital media plays an important role in fulfilling the needs of today's life and it can be said that digital media is a new media based

on electronic media and the internet that can be used by family members to interact from home.

Digital media is a necessity that always accompanies family activities, this has also become a new habit in the family environment in the new normal era and also to adapt to technological developments and developing communication situations. These habits must be the particular concern in the use of digital media, especially in the development of children in the family. The findings from research entitled "Neurosensum Indonesia Consumers Trend 2021: Social Media Impact on Kids" by an independent research company based on artificial intelligence (AI) found that around 87% of children in Indonesia have been introduced to social media before turning 13 years old. In fact, as many as 92% of children from low-income households are exposed to social media early(Ihfa Firdausya, 2021).

In line with Puspita Adiyani Candra in Kurnia, Wendratama, Adiputra, & Poerwaningtias stated that out of 100 school children aged 6-12 years in Surabaya in 2013, twenty-seven percent (27%) of children used the internet for the first time at the age of 8 years. As many as 19% use it at age 7 years and 12% at age 6 years. An interesting finding is that some respondents claimed to have known the internet since they were five years old (toddlers) or even earlier. Data shows that 12% of children are familiar with the internet at 5 years old, 4% at 4 years old, and 1% at 3 years old.(Kurnia, Wendratama, Adiputra, & Poerwaningtias, 2019). From that findings, it can be seen that internet users are young and even their introduction to the internet starts at the age of toddlers.

Children's interactions between 3 and 12 years old with internet are generally mediated by the people around them. People who have the role of introducing the internet for the first time to them include: parents (45%), other family members besides parents such as brothers, cousins or uncles, and aunts (29%), teachers (11%), and friends (2%). As many as 10% of children claim learning to use internet by themselves (Candra, 2013.8). The location of internet use in general refers to three main locations: home (51%), public spaces such as shopping centers or restaurants that provide Wi-Fi (30.4%), and schools (18.59%)(Kurnia et al., 2019).

From the research exemplified above, there are some interesting findings related to children's use of the internet in Indonesia. First, the age where the children are introduced to the internet, including using it, is proven to be very young, it is when they under five years old. Second, the introduction of children to the internet is mostly through their parents compared to teachers, other family members, friends, or by self-taught. Third, home is the location most often used by children to access the internet compared to other locations(Kurnia et al., 2019).

The results of this research are proved that digital media has become an integral part of the activities of children and adolescents today, but it becomes a problem when children are not ready to accept the changes that occur when using digital media freely. Several cases occurred in children and adolescents due to using digital media such as social media YouTube, Tik Tok, Instagram, Facebook and other platforms freely and without parental control, such as cases of rape and human trafficking of 14 year old girls in Bandung, cases of sexual abuse 12 teenagers in North Kalimantan by gay, rape case of a 13-year-old girl in Jakarta (Kumparan.com, 2021). This should be a serious concern for every family, especially parents in limiting the use of social media for their children.

Reviewing the above phenomenon that media literacy in the family is something that is very important to be an attention for parents in protecting their family from the consequences that can be caused by the use of digital media which can damage the children's life and adolescents in family.

## **RESEARCH METHOD**

The research method employed is Library Research. It is a type of qualitative research which is generally carried out by not going into the field in searching for data sources so that this research is carried out only based on written works, including the results of both published and unpublished research (Rina Hayati, 2021). Data collection techniques used in this research consisted of two ways, namely:

1. Documentation, namely collecting data using written records and reports such as in newspapers, magazines, and online news.
2. Library Studies, by studying books from experts, scientific journals related to the focus and research themes regarding media literacy in the family.

In this research, inductive qualitative analysis techniques will be used to explore and analyze the research focus. This technique refers to an interactive and more conceptual analysis method to find, identify, manage, and analyze documents and literature to understand their true meaning. According with the nature and techniques used in this research, the data obtained is analyzed in the following stages:

1. Data reduction which includes the process of selecting, focusing on data simplification, abstracting, transforming raw data that emerges from data sources.
2. Presentation of data in the form of the appearance of a set of information arranged so as to provide the possibility to draw conclusions.
3. Drawing conclusions or verifying research data.
4. Researcher also triangulated data in the form of comparisons of research results with reality or phenomena before drawing a conclusion.

Data analysis was carried out by finding, collecting, and qualitatively comparing the various findings obtained. The findings of this research is carried out in a comprehensive manner and relate them to various concepts and studies of related literature or literature. The results of the research are expected to be able to find and see the development of digital media literacy in families, especially related to social media.

## **RESULTS AND DISCUSSION**

Lack of knowledge about the healthy use of digital media will cause problems for its users, this can happen to children and adolescents today. the negative impact of the wrong use of digital media can result in violence and harassment (cyber bullying), misguided and incorrect information (cyber fraud), pornography, gambling, and kidnapping(Nuraeni, 2016). Therefore, it is very important to instill knowledge about digital media for today's young generation, both from early childhood to teenagers, and most important is the role of the family, it is parents in educating, accompanying and setting boundaries for children. in using digital media.

### **A. Digital Media Literacy**

Media literacy consists of two words, they are literacy and media. Simply, literacy can be interpreted as the ability to read and write or in other words literate to media literacy while the media can be interpreted as an intermediary in the form of objects, people, events, then media literacy can be interpreted as the ability to search, study, and utilize various media sources in various forms(Kurniawati & Baroroh, 2016). So it can also be interpreted that media literacy is an understanding and critical knowledge that someone has in using digital media or social media.

Limilia and Aristi say that the use of the term media literacy is divided into two categories in defining media literacy. The first category is a group that defines media literacy as the audience's skills in accessing, evaluating, and communicating the messages received. The next category is defining media literacy as the ability to know the types of media and be able to choose the right media according to its purpose(Limilia & Aristi, 2019).

Digital technology is an information technology that prioritizes activities carried out digitally rather than using human power(Danuri, 2019). So, to do a job using information technology with the aim of efficiency and effectiveness. One of the digital technologies in the field of education is e-learning, this method is widely used by children in families for learning activities while at home.

Digital media can also be called new media that offers digitalization, convergence, interactivity, and development of networks in delivering messages and creating messages. As a digital media that has the ability to process information and control information so as to provide choices of what messages will be selected or generated by its users.(Ihsani & Febriyanti, 2021).

Using digital media in family activities has the goal of facilitating and assisting in getting the news and information needed by families quickly at any time, getting goods and services to meet their needs easily, socializing through digital facilities, getting various learning resources and materials quickly and efficiently. cheap even carry out the learning process through digital learning systems, and seek entertainment and experiences from digital media according to their interests and needs. However, what should be a serious concern for families is the negative side that can affect children in the family environment.

One of the developments in digital media technology is social media(Septiana & Rifai, 2020). Digital media that can be utilized in family activities, one them is using social media as a medium of information and communication. Information exchange through social media needs to be supported by understanding the characteristics of social media, the impact of its use, and how to use it properly(Roza, 2020).

Digital media becomes stronger because in the family environment they are more active in using and utilizing social media such as Youtube, Tik Tok, WhatsApp, Facebook, Telegram, Twitter, and so on to fill their daily activities. The ease and speed of social media in distributing information makes the attitude of its users tend to be free, more open, outspoken, and think critically and aggressively.(Meilinda, Malinda, & Aisyah, 2020). Therefore, there is a need for understanding and knowledge in the family environment that limits are needed in using social media in order to avoid problems that are negative impacts of social media, in this case the role of parents in providing attention and supervision as well as good education. to every family member about digital media.

## **B. Family Communication**

The high intensity of using digital media at home during the new normal period has made the role of the family even more important, such as providing information and knowledge about the negative impacts that digital media can have. Hence, to avoid the negative impact of digital media, one must start from the smallest group of people, it is the family, because family is a group of people who together share life for a long time, whether married or not and share hopes for their future.(Wardyaningrum, 2013).

The position of the family is very central, as expressed by Aristotle that the family or household is the foundation for the development of the state(Noor, 1983). The family is also

a person's main foundation in obtaining learning, understanding an event, therefore, it is important to understand the function in a family properly. One of the functions of the family according to the BKKBN (National Population and Family Planning Agency) is to provide education and a good way of socializing. The family is the first place for a child to learn to socialize with other people, namely parents and siblings. It is also in the family that the education process for the first time is received by the child. Therefore, parents must convey to children about how to use digital media wisely and keep an eye on every family member to use digital media ethically in accordance with the culture and rules that apply in society,(Adhiyasasti, n.d.).

The family is also a primary group that is physically and mentally bound, has a very close relationship or can be called personal. Primary groups have three main functions(Hanurawan, 2010).

1. As a socialization agent. The family always conveys and meremind and introduce to every family member about how to choose and use digital media in a healthy manner.
2. As an instrument of meeting social needs. The family always communicates with family members who provide information about the impactnegatives that can be elicited by digital media.
3. As an instrument of social control. Have the right and obligation to express opinions and attitudes regardinginfluence of digital media.

### **C. Digital Media Literacy in the Family**

The importance of digital media literacy in family to reduce the level of child addiction which results in a lack of interaction with other family members and peers. In one hand, the most important thing is to avoid the negative impacts of digital media such as the influence of pornographic content, violence and cyberbullying.

On the other hand, the use of digital media certainly has a positive impact, because it can be used as a means of learning by children. For example, it can help children find all learning information through digital media(Kurnia et al., 2019). Information sought by children together with their parents results in joint work. Therefore, children need parental guidance and to be able to carry out parental guidance, they are required to have good technical, knowledge, and emotional skills in accessing various information and entertainment through digital media.

So that in the use of digital media by children at home, parental guidance is needed. This guidance is a concrete manifestation of digital literacy that can be passed on from parents to children, especially those under 12 years old. The important role of parents as

companions for children in using digital media is none other than because children do not yet have the technical skills, knowledge or emotions in accessing various information and entertainment through digital media.

The role of parents to accompany children in the family such as:

1. Parents must monitor children's activities so the children feel parental attention.
2. Parents can play with children while directing children to open content that is useful for children's learning development.
3. Parents can provide time limits for children in using digital media so that they avoid the dangers of addiction.

So the role of parental communication in the family about good attitudes and behavior in using digital media is very much needed, so the negative impacts that can damage the psychology and behavior of children in the family can be avoided and the positive impacts of digital media can be put to good use by children. This can be achieved if parents can pay attention and time for their children and realize how important parental knowledge and understanding is about digital media literacy.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

The use of digital media such as social media in family has become a necessity that cannot be avoided, but what can be done in the family is to fortify the family with critical understanding and knowledge when using digital media, and parents provide awareness to their children about these things. negative things that can result from using social media freely, so that every family member can realize the importance of using digital media in a healthy manner.

### **Suggestions**

To create a prosperous family and avoids the negative effects of digital media, it is necessary to take concrete steps that must be taken by parents in protecting and guiding their family so it needs more in-depth methods and ways to understand the habits of every child in family in using digital media.



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