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Social Media as a Learning Media to Improve Digital Literacy and Creation

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ABSTRACT
The purpose of this study was to determine the literacy level of member of *Komunitas Home Recording Indonesia* (Indonesian Home Recording Community) and the form of creativity of its members. The method used in this study is a qualitative description. Data is collected through observations on social media such as Facebook, YouTube, Instagram, and blogs belonging to community members. The results of the study show that as internet users on social media and judging from the availability of internet networks, members of the Indonesian Home Recording Community (IHRC) already have good internet literacy, namely at level 4. When viewed from the use of information technology that supports activities in recording technology, then most members of IHRC in carrying out their activities on social media are still at level 2. In addition to interacting, sharing experiences and knowledge with those who have the same interest, namely the recording field, those who have experience and a high level of skill use social media to actualize themselves and benefit from it both socially and financially.

Keywords: *Digital literacy, Learning media, Social media, Home recording.*

1. INTRODUCTION

It has been proven recently that the number of Indonesian internet users is increasing by 17% from 175.4 million users to 200.4 millions ones [1]. This indicates that around 64% of the entire Indonesian population has an experience to cyberspace access. it has also been revealed that the use of technology and the internet will offer many benefits in various aspects; one of which is the development of effective education and learning [2]. To this relation, the internet can expand the information needed by teachers as a basis for knowledge development, increase the efficiency of the learning process, and foster lifelong learning with the internet [3].

The productivity of internet use in education, independent learners, for example, is reflected in the fact that learners can learn quickly and they are willing to accept assignments with new technologies [4]. It is also believed that using internet in education is considered an effective and efficient teaching and learning process as it involves such interactions as presentations, demonstrations, practice, and collaborations [5].

It is identified that Indonesia consists of 338.3 cell phone owners indicating an increase by 10 million users since the 2019 survey by We Are Social [1]. However, it is not yet known how high the level of internet literacy in society is today because activity in social media does not reflect literacy on it.

The emergence of internet literacy was first recognized in August 1962 introduced by J.C.R Licklider from MIT (Massachusetts Institute of Technology). It was known as a computer network connecting computers among the world. It was also then identifiable as a global network with interconnection to more than two thousand countries spread all over the continents [6]. The Association of Colleges and Research Libraries (2010) defines internet literacy as a person associated with using computers, software/applications, databases, and other technologies to achieve certain goals. Internet literacy can also be interpreted as a skill that includes the location to obtain the internet and use the internet for knowledge, interpret and evaluate information [7].

In determining the literacy level, the Personal Capability Maturity Model (P-CMM) divides this level into 5. Level 0 indicates that someone does not care

about the importance of information and technology for everyday life. Level 1 means that a person has had one or two experiences where information is an important component of achieving desires and solving problems and has involved information or communication technology to find it. And communication technology to assist their daily activities and has had a repeating pattern in its use. Level 3, if this person has the required standard of knowledge and mastery of information or technology and the consistent use of standards as a reference 5. Level 4, if an individual has been able to significantly improve the performance of activities of daily living through the use of information technology 6. Level 5, if someone has considered information and technology an integral part of daily activities and directly or indirectly has colored his behavior and culture of life.

Technology as a Learning Resource The increasing use of technology in teaching and learning has led to an expansion in the production and dissemination of digital content. This digital content is known as Learning Objects (LOs). LOs are usually used by teachers and students in the learning process, and the LO repository is a special software system used to manage the collection of LOs, a collection of several LOs, namely The Learning Resource Exchange (LRE).

The current digital era has made many big changes, including social media activities. They form a community according to their interests and abilities. One of the digital and social media-based communities is the Indonesian Home Recording Community. This community of more than 8,000 members is active in learning activities, sharing content, expertise, and tutorials in music creation, recording, music arrangement from various types of existing Digital Audio Workstations (DAW). They formed a community group on Facebook with online music activities.

The background of different abilities with the use of different DAWs with a relatively large number of members makes the activities quite active and exciting for members of the group. Some of the activities that researchers observed on Facebook were questions and answers about DAW, evaluation of members' creativity results shared on the Facebook page, and demonstrations of their achievements on Youtube and in their digital music business. What is interesting in the community is that there is no conflict or competition in the group but a pleasant atmosphere for its members. Members continue to grow all the time.

The occurrence of intensive communication between members in the community on Facebook and on Youtube can be caused by their various levels of literacy. They can share or ask for opinions or input in social media due to a lack of knowledge about something, starting with network technology and music technology. As a result, they can implement new educational changes that cannot be obtained in conventional music education types [8].

Based on the above background, the researcher wants to know how the literacy of the members of the Indonesian Home Recording Community is and how they communicate so that they are able to survive in their activities with the number of members continuing to grow and their works being presented both on Facebook and Youtube.

2. RESEARCH METHODS

This research design is descriptive research that aims to provide a systematic and factual description following the facts about the internet literacy level of members of the IHRC and their creativity level on social media. Data collection uses a qualitative approach with a survey method through a questionnaire [9].

2.1. Population and Sample

In this study, all Indonesian Home Recording Community members, totaling 40,140 people, spread throughout Indonesia. The number of samples taken is 70 respondents. This sample size is considered adequate because the type of sample members is homogeneous.

The development of research instruments for data collection in this study used questionnaires and observations. Observations were made on social media such as Facebook, Instagram, YouTube, and members' personal websites. The indicators measured to refer to the internet literacy area such as (1) the availability of tools to access the internet, (2) the use of supporting resources, locations, access methods, (3) understanding and ability to use the internet in public activities, (4) the ability to understand and use the internet to support the work and improve the competence of community members, (5) the ability of members to use the internet to create or create something, (6) awareness and ability to understand the internet, (7) the ability to express ability to evaluate the strengths and weaknesses critically, capabilities and limitations of the internet [10].

2.2. Data Collection Techniques

The questionnaire adopted from Learning Resource Exchange (LRE) Metadata Application Profile Version 4.7 and Three Elements of Digital Literacy and SCONUL 2006 Model, these three elements are the first to be connected to the internet, including internet usage orientation, internet surfing, internet focus, and internet access location. The second is internet interaction, including critical thinking, evaluating internet usage [11]. The third is utilizing the internet, which includes changing, communicating, and implementing the internet. In this study, researchers surf the internet,

especially the Facebook group which accommodates this group interacting and working. Surfing also doesn't stop at Facebook but links that connect them to their activities, creativity or works which are also spread on other social media such as Youtube and its website. Therefore, the most appropriate observation tool is observation using an observation instrument sheet that accommodates and records the aspects studied.

2.3. Data Analysis

To analyse the data, the researcher used a percentage description using the google form application. Each aspect that is obtained in continuous observations through observations on social media is then converted into questions. Furthermore, it is inputted in Google Forms to make it easier to calculate data.

3. RESULTS AND DISCUSSION

3.1. Network Availability and Ability to Use the Internet

The availability of internet network tools will determine the course of communication. In addition, the ability to operationalize it is no less important. The following is a profile of the internet availability and capabilities of the Indonesian Home Recording Community (IHRC) members.

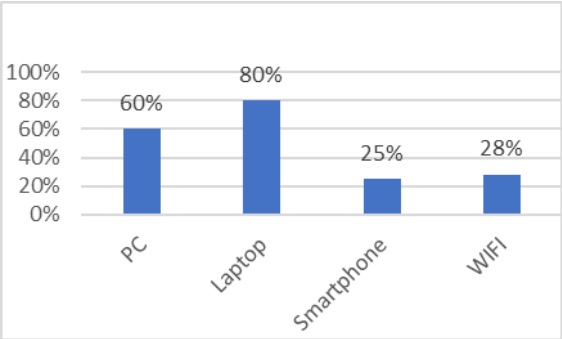

Figure 1 Internet availability in activities.

Figure 1 shows the availability of internet access tools owned by members of the Indonesian Home Recording Community (IHRC). If the average ownership of internet access tools, community members already have internet access tools such as computers or personal computers (PCs), laptops, smartphones, and also WIFI available at home. The dominant internet access tool owned by members is a laptop (80%). In many countries, accessing the internet via mobile networks and portable devices such as laptops is experiencing a surge in demand [12]. This data shows that laptops are the most popular internet devices because of their practical use. The practical use that is easy to carry everywhere is beneficial for community members, especially members who are new to the lower middle level. On the other hand, recording professionals will use high-capacity PCs for use in their recording studios.

Based on these data, it also shows that IHRC members have good internet literacy as internet users. According to the Personal Capability Maturity Model (P-CMM), this ability already exists at level 4 if an individual has been able to significantly improve the performance of his daily life activities through the use of information technology [13]. Members have used the internet in various forms, personal computers, laptops, and smartphones, to carry out their activities as members.

3.2. Use to Support Activities

For most of the IHRC members, the use of information technology is to search for learning materials/tutorials from search engines (Google, Yahoo) of 64, 30% and to search for learning materials/tutorials about music applications (DAW) and to record on YouTube (60%) (See Figure 2).

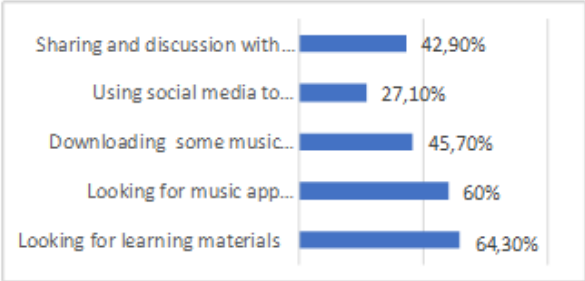

Figure 2 Purpose of using the internet for activities.

Meanwhile, the purpose of sharing and discussing with community members on social media is 42.90%. This data shows that most community members are learners developing their ability to record music through this IHRC. Those who aim to share (sharing) may already have more abilities to share with community members. Or, maybe those who have abilities below that want to communicate with higher ones. Data related to this will be presented in another section.

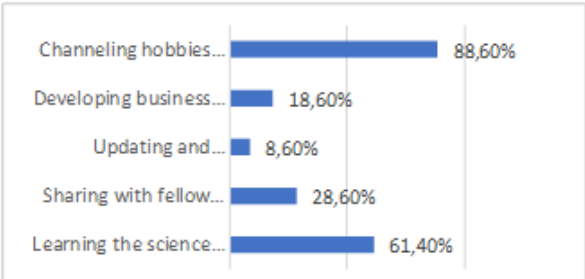

Figure 3 Utilization of social media for IHRC member.

Figure 3 shows that many IHRC members use social media to learn home recordings from experts in their community (61,40). This shows that most of them are still in the learning stage in terms of recording technology. However, they consider this community useful for them to develop their abilities. They continue to communicate with their community to interact, especially in gaining knowledge from their seniors. This data is supported by members who use this community to channel their hobbies in the recording field by communicating on social media by 88.88%. They communicate in the form of sharing their works, providing input, and even commenting on members' works shared on Facebook. As Willbold [14] said, social media is not only for communicating but also for collaborating and becoming a concrete place for online learning.

Meanwhile, the group that already has a lot of experience and is quite proficient is only 8.6%. These proficients often provide input to the juniors as well as update their knowledge to the same level if there is something they do not know about Hame recording. This data also shows that most of them become members of this community because they like social media, especially Facebook. Meanwhile, those who use social media to develop their business are few (18.60%). In general, those who already have a high enough ability use this social media to promote their expertise such as receiving song arrangement services, mixing and mastering songs. Those with higher technological capabilities also use social media such as Facebook and Youtube to share with fellow members. They are sharing experiences, inputting their work, and sharing Virtual Studio Technology (VST) and even Digital Audio Workstation (DAW) software for free, which is very useful. If you combine data about the goals of community members in carrying out their activities on social media and data using social media in their activities in the world of recording, the level of most of these members is included in level 2. As stated in the Personal Capability Maturity Model (P-CMM, which includes level 2. This is if the individual has repeatedly used information and communication technology to assist with daily activities and has repeated patterns in its use. The daily activities referred to here are activities in social media related to recording technology. This level is if someone has had one or two experiences where information is essential to achieving desires and solving problems and has involved information or communication technology to find it (Figure 4-5).

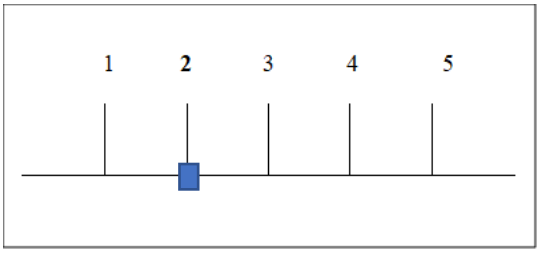

Figure 4 Internet literacy level of IHRC members in recording activities.

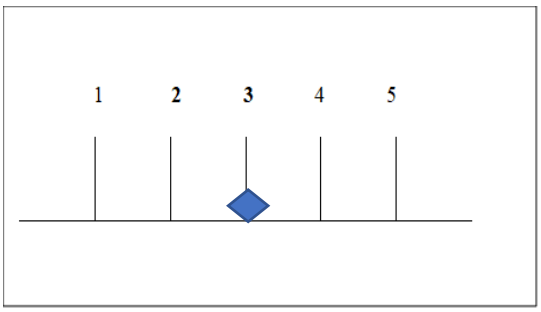

Figure 5 Literacy level of IHRC members on social media.

3.3. Social Media Used for Sharing and Promotion

Social media such as Facebook and Youtube are the most popular and are generally used optimally in communicating between members. Besides being used for social purposes, friendship among art lovers, especially music, also benefits its members' self-actualization. Thus, it is possible for those who have technical skills, both musical composition and recording techniques, to develop commercially, such as uploading on Youtube. Some aim to share in the general public to introduce their work, while others have a bigger purpose, namely to hope that their works will be acknowledged by the media owners to be monetized so that they can make money from advertisements and other parties. The following is an illustration of how KHRI members use social media to actualize themselves.

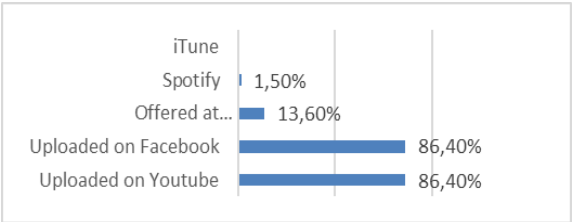

Figure 6 Social media used for sharing.

From the diagram in Figure 6 Facebook and YouTube are the most widely used social media to express. This shows that the members, who are

generally beginners, are the most efficient and effective for expressing themselves in-home recording activities. However, uses for other commercial and professional purposes still exist because their members are also advanced and professional. They live side by side and need each other. Those who are learning need guidance, while those who are already proficient help provide input and other assistance cheaply. Those who are advanced will use a higher platform which requires higher prerequisites as well. Spotify, for example, requires certain requirements that are high enough for audio results to be listed on the platform. Likewise, if for commercial purposes, whether for song cover making, music arrangement, or mixing and mastering, it requires expertise to be able to sell the services.

3.4. Creativity of Members

Community members always want their work to be shared with their community members with pleasure and hope to get input from other members through comments under videos shared through Facebook groups. This is where interesting interactions occur and sound very familiar, both serious and humorous. They are happy to get input from fellow members. They seem to be competing to provide input comments that are much needed for the work owner. Social media such as Facebook and Youtube can improve the learning experience of its users [14]. Their learning experience is used by sharing their work for those who already have it and become a valuable experience for novice learners. Some works are semi-finished or that have been uploaded on Youtube or that have been sent to the customer. Figure 8 shows data on two types of works that are often uploaded on Facebook belonging to community groups (Figure 7).

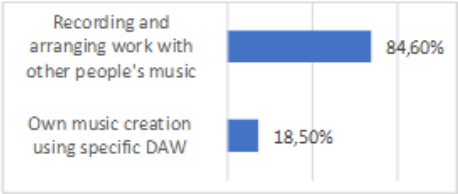

Figure 7 Types of works made by IHRC members.

Most of them do works in the form of recordings and music arrangements belonging to others. Works like this, for example, are musical arrangements created by other people who are famous using certain DAWs. These music is often used for ordering purposes, for personal audio-only such as MP3, or audio is used to make song covers. Next, they upload on Facebook, Instagram, or Youtube. Generally, they upload the end on Youtube. Meanwhile, those who make their own music and songs can be given to customers or to social media with higher platforms.

4. CONCLUSION

Based on the data analysis, it can be concluded as below.

As internet users on social media and judging by the availability of internet networks, members of the Indonesian Home Recording Community (IHRC) already have good internet literacy, namely at level 4. Members have used the internet in various forms, personal computers, laptops, and smartphones, to perform their activities as members of the KHRI on social media such as Facebook, Instagram, Youtube, and blogs. However, literacy in social media and home recording activities are still at levels 2 and 3.

When viewed from the use of information technology that supports activities in recording technology, most of the KHRI members in carrying out their activities on social media are still at level 2. Most members are still in the learning group who expect a lot of experience to be gained from communicating with other members.

In addition to interacting, sharing experiences and knowledge with those who have the same interest, namely the field of home recording, those who have experience and a high level of skill use social media to actualize themselves and benefit from it both socially and financially.

Based on the findings as in Figure 4, the use of the internet for social media is included in level 3; namely, the respondents have standards and understanding of social media use. According to Leung L [7], literacy in information technology is also included in social media. According to him, the social structure of literacy expresses an understanding of how information is placed and produced socially.

The results of data processing state that IHRC members already have (1) standards and understanding in the use of social media, (2) social media is the most widely used to interact with other people locally and globally, in various languages, both spoken and written. The social media used by the community are Facebook, WhatsApp, and YouTube. Social media allows community members to get information quickly and cheaply from their community anywhere in the world. Therefore, the use of social media for those who actively participate will produce accurate new knowledge [15].

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