NEW MEDIA LITERACY IN UNIVERSITY OF LANCANG KUNING

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ABSTRACT

Unilak has lecturers who have different scientific backgrounds as well as coming from different universities. Along with the development of technology, lecturers are required to be able to understand the technology and its supporting technology. Supporting technologies such as the presence of internet and social media that are rampant to use. Social media is part of a new media that is also in demand understanding in its use. Someone who uses social media, has a positive and negative side. As lecturers, the use of social media must be required to provide a positive side, both for him/herself and for his/her environment. With the background as lecturer, as well as social media users, do these educators already understand the rules, the ethics of the use of social media and how to disseminate information? The purpose of research is to determine the level of understanding of media usage or known as the new media literacy of lecturer In University of LancangKuning. The results obtained are the level of new media literacy of the lecturers are at a moderate level. It is suggested to lecturers who use social media to be more accurate in receiving information as well as thorough when it will disseminate information that has been received

Keywords: New media Literacy, Lecturer, University of Lancang Kuning

INTRODUCTION

The development of information technology led to an explosion of information. With the explosion of information the community is required to have the skills in searching, discovering, analyzing, evaluating and communicating information that serves to meet the information needs to solve bebagai kinds of problems that occur. This ability is then known by the term literasi information or information literacy (Septiyantono, 2015). Literacy even raises new ideas of new policies and can be used as a solution to a problem.

Even though the present one is very abundant, the name can not be all fully utilized and utilized. There are several aspects that must be met by information that can be downloaded and utilized. The quality of an information depends on the three points, the information must be accurate (Accurate), Timeliness, and Relevance (TataSutabri: 2005). The information that is used and the use of a manifestation in the form of decision-making or problem solving is the realization of the process of information literacy. Literasiinformasi today began to develop and divided into several specifications, one of which media literacy.

Sulistyo Basuki (2015) defines media literacy as one's ability to use various media to access, analyze and produce information for various purposes. In everyday life a person will be influenced by the media around us in the form of television, film, radio, recorded music, newspapers and magazines. From the media is still added to the internet even now even via mobile phones can

be accessed. He also said the definition of media literacy uses a trichotomy approach that encompasses 3 areas of meaningful media literacy having access to media, understanding of media and creating / expressing themselves using the media (Buckingham 2005, Livingstone 2005).

Nowadays with the continuous development of information and new media, then as a lecturer who has the task of transforming, developing and disseminating science and technology of art, of course, new media is a means in mawujudkan task. In addition to these tasks, lecturers are also required to implement tri dharma college which in its implementation always utilize new media. But in the course of the new media users who include lecturers still need awareness of the concept of ethical technology that is generally attached to the information society.

The research report Brendan Nyhan and Jason Reifler (2012) entitled Misinformation and Fact-checking: Research Findings From Social Science concludes, when confronted with news and information contrary to belief, one tends to refuse no matter how much the data and facts show relatively complete. On the contrary, especially in social media, a person prefers to search, read, and disseminate news in accordance with what he believes even though the news is not yet clear. If it later proves to be wrong and realizes that it has been misinformed, it has regarded it as a minor problem, often not even a mistake. When questioned his motives, he will blame other media cited as an invalid source and ultimately blame the journalist or the original author. In this article will be discussed how is the new media literacy of lecturers in the University of LancangKuning?

METHODOLOGY

This research was conducted in March -April 2017 in Unilak Campus. The data were collected by using questionnaire. The questionnaires were distributed to 73 lecturers in Unilak Using Startified Random sampling method (Usman and Purnomo, 2011). Data analysis was done using Supranto formula:

$$P = F / N \times 100\%$$

P = Percentage searched
F = Frequency
N = Total

The level of new media Litersi will be measured based on aspects expressed by Jenkins et al, namely: simulation, appropriation, multitasking, collective intelligence, judgment, negotiation, visualization

RESULT AND DISCUSSION

The research result will be seen some part.

1. *LECTURERS PARTICIPATING IN*

   Lecturers who participated in this research can be seen in the following diagram:
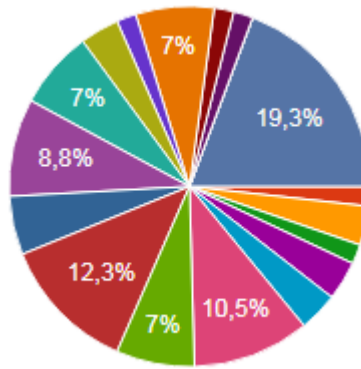
Picture 1: Participation level

From the diagram above , it can bee seen that the level of participating of the lecturers. The most participating lecturer from faculty of law, with 19.3%. 10.5% from Faculty of administrastion, 12.3 % from manjemen.

2. *START USING SOCIAL MEDIA AND TYPE OF SOCIAL MEDIA USED*
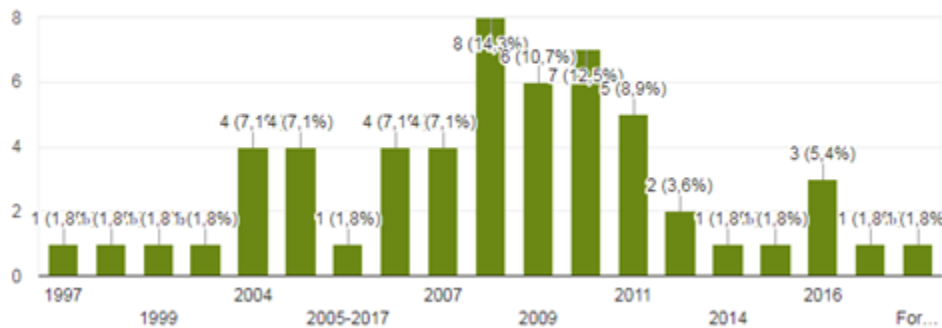
**Picture 2: Start using social media**

From all respondents, it can be seen that lecturers in Unilak environment started using social media since year 1997. In this year, actually is the time when the lecturer knows about internet, and the social media they use is friendster. But now friendster is no longer exist. The highest is in 2008, and it is the time when they know more about internet and social media.

From the picture below, it shows that the most widely used social media type is Facebook, followed by Whatsapp and line. At this point the respondent can choose more than one answer. Due to the growing number of social media in the era of information technology.
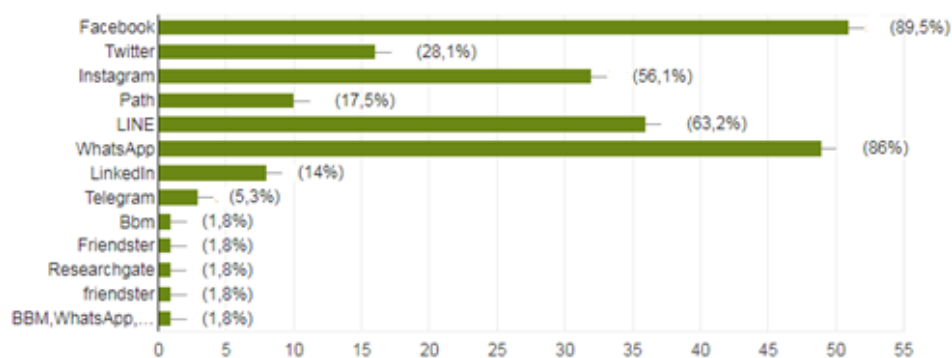
Picture 3: Social media used

3. *SOCIAL MEDIA USAGE*
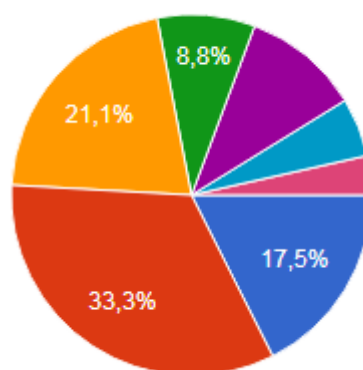
Picture 4: Social media usage

It can be seen also the frequency of social media usage in one day by lecturer in Unilak environment. The highest frequency is the use of social media for 1-2 hours in one day 33.3 % , 2 - 3 hours : 21.2 %, 3-4 hours 8.8 %, 4-5 hours 10.5% 5-6 hours : 5.3 % and the lowest is the use of social media up to 6 hours in one day as much as 3.5%

4. *NEW MEDIA LITERACY COMPONENTS*
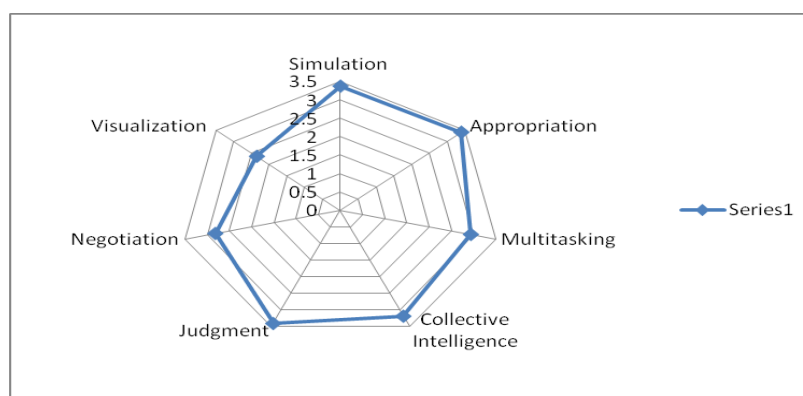
Picture 5. New Media Literacy Components

Tabel 1. Literacy level of LancangKuning University' lectures

No	Items	Index	%
1	Simulation	3.37	High
2	Appropriation	3.40	High
3	Multitasking	2.94	Medium
4	Collective Intelligence	3.19	Medium
5	Judgment	3.41	High
6	Negotiation	2.82	Medium
7	Visualization	2.35	Medium

Source : Data analysis2017

In general, the level of literacy of lecturers is in the Medium category. By substituting the element value into the formula, it is obtained New Media Literacy Level = 3.07

From the diagram can be seen the distribution of literacy level of each component. The highest component is the simulation component. Simulation means the ability to recognize the credibility of the information encountered in the social media, accustomed to checking the elements of the message, comparing the contemporary context in the real world and assessing the message. The low component is the negotiation and visualization component. Negotiation is the ability to respond to messages wisely, understand and appreciate differences in perspectives and diversity of values among group members while visualization is the ability to create and recreate media content to be redistributed. In both of these components the achievement of the value entered in the low category. The cause can be some things, among others lazy to clarify, careless and low literacy culture or reading culture books. Both of these components if not in the increase it will be able to cause the emergence of hoax. Based on the results of a research community level literacy conducted in 61 countries, Indonesia is in the second lowest. This low level of literacy keeps the community low in sorting out news that fits the facts and misleading news. This is revealed in the Social Smart Friendly Seminar held by Semarang Forum Journalists (FKWKS) in the framework of National Press Day (HPN) Year 2017.

SUGGESTION

Negotiation is the ability to respond to messages wisely, understand and appreciate differences in perspectives and diversity of values among group members while visualization is the ability to create and recreate media content to be redistributed. Both of these components or elements need to be considered more thoroughly in reading and digesting information and increasing curiosity by cultivating reading as the daily lifestyle of a lecturer

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Description:

Full Paper Format

- software : Microsoft Word
- font type : Times New Roman
- font size : tittle : 14 **(BOLD, CAPITAL LETTERS)**
  full paper : 12
- distance between rows : single spacing including references and any indented quotations
- paragraphs : indented **5** spaces from left margin and leave a blank line between paragraphs except for reference list
- paper size : A4 with margin
  1.5 inch (left)   1.5 inch (right)
  1 inch (top)   1 inch (bottom)
- maximum length of: full paper : in the range of **5,000** words (including notes and references)
- maximum length of: pages : **15** pages including figures, tables, appendices, and references
- headings : 1st level **BOLD, CAPITAL LETTERS**

AND LEFT JUSTIFIED

2nd level	**Bold, Capitalized, and Left Justified**
3rd level	***Bold Italics, Capitalized and Left Justified***

- abbreviations : spell them out in full on their first use (except for universally known ones such as UK, USA etc.)
- quotations : quotations in the text of more than 40 words should be pulled out of the text and indented
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references in the text	should be made in the following ways: As Tan (2006) points out …. However, this might not be so (Mohd Ali, 2001; Sivamani, 2000; Wong, Ho & Mak, 2005). You must make sure that all references which appear in the text are given in full in the references section
reference section	should be listed in alphabetical order at the end of paper. Where an entry has no author, it is cited by its title, and ordered in the reference list by the first significant word of the title

- number pages consecutively, with page numbers centred at the bottom of each page
- appendixes should follow immediately after the main text to be followed by acknowledgements, notes and references
- camera ready diagrams and line drawings must be clearly drawn in black ink.
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