

DIGITAL LITERACY AS A MEDIA GUIDE AMID DIGITAL DISRUPTION (STUDY OF THE IMPORTANCE OF DIGITAL LITERACY IN THE ERA OF GLOBALIZATION)

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ABSTRACT

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The rapid development of information and communication technology (ICT) in the last 15 years has made people aware of digital technology is importance in life. However, the impact of this technology has created an "information tsunami" on a large scale, even an explosion of information explosions (information explosions) at any time. It spreads widely without knowing boundaries, space and time so people often get confused about which information is correct and which is false. Hoax, which one can educate and which one plunges. This research wants to explore the urgency of digital media literacy in dealing with the flood of information amidst the ongoing digital disruption. Media and digital literacy can be used as an approach that focuses on critically analysing media content and the right way to behave. When the Internet presented a variety of new media platforms, the era of media convergence occurred; literacy is very important for society because it can be a guide (guide) in behaving, including selecting and analysing any information received from digital media. In this study, researchers used a qualitative descriptive method, using a literature study method, because this research is intended to explore the phenomenon of the development of digital literacy as one of the new challenges in today's era. This article is intended to provide an understanding of digital literacy, so it is hoped that it can be helpful as a contribution to knowledge about community empowerment in the era of globalisation.



Introduction

Various groups have used digital and conventional media, such as television, radio, newspapers and social media, regardless of age and class, for almost a decade and a half (Fathurokhmah, 2021). The more massive use of media aligns with the rapid development of information and communication technology (ICT). More or less, the media has reconstructed people's behaviour and lifestyle, for example, starting from the habit of communicating, dressing, appearance, house model, and so on (Kamaluddin & Suparno, 2021).

With all its benefits and uses, media can make it easier for humans to obtain information quickly and accurately, which is what everyone expects. However, a lot of media content is not by ethics, violates the noble culture of the East and can even appear negative. It can damage morals (morals) if not anticipated by understanding the use (literature) of the media. As stated (Ramadhan 2019), it is undeniable that in today's digital era, what we know as the information explosion has mixed and spread widely to

the public without knowing the boundaries of space and time. The presence of information is also speedy in vast quantities.

Indeed, it is human nature to have curiosity about something, giving rise to ways to get answers or explanations about what is happening or reality (Tsanawiyah, 2016). Humans need the information to understand or explain the reality that occurs. The ease, speed, and diversity of information in accessing it make users continue to be curious about their curiosity (Musbikin, 2021).

Although the information is abstract, human needs for information cannot be considered less critical than concrete physical needs, such as the need to fulfil the body's metabolic processes (eating, drinking, breathing, exercising, refreshing, reproduction (sexual), and others that are concrete. Human civilization, with all its developments and dynamics, is very dependent on the development of information. The existence of cooperation, harmonisation, and conflict in every interaction between individuals and groups that can affect the existence of society is also greatly influenced by developing information (Nuryadi & Widiatmaka, 2022).

Information communication technology (ICT), which is always connected to the internet network today, has resulted in an overflow of information (Khoiruzzadi & Tresnani, 2022); on the other hand, the development of ICT which then gave birth to digitalisation is actually like two sides of a coin, on the one hand, it brings positive effects, on the other hand, there is a negative impact. Hence, digital literacy inevitably must continue to be used to fortify the community (Atallah Naufal) in Perspective. So actually, what happens due to the enormous influence of information with all its impacts requires skills for the community to be able to sort and own information quickly, precisely and effectively, which is already known as information literacy (information literacy skill) (Adrianda & Tisa, 2022). When all information and communication channels have used digital technology as they do today, digital literacy is also critical.

(Bu'ulolo, 2021) state that literacy is the ability every individual possesses in language when communicating skills in reading, speaking, listening, and writing according to their purpose. Therefore, literacy has a fundamental goal for human survival, such as solving problems and analysing and understanding the information received. According to (Novianti and Riyanto, 2018), media literacy is a set of perspectives actively used when accessing mass media to interpret the messages received. Literacy skills are beneficial in dealing with various existing information through conventional media and new media, including social media with all its platforms. Because the characteristics of social media, in principle, can connect and disseminate information in various regions of the world without knowing borders, space, and time.

The ability of individuals in digital literacy, according to (Arnus, 2018), concerns the ability to use digital devices appropriately so that they are facilitated in accessing, managing, integrating, evaluating, and analyzing digital resources, which in turn can build new knowledge. Digital media is a medium for expressing and communicating with others through social interaction. Some of these digital literacy include computer literacy, technological literacy, visual literacy, media and communication literacy.

Research Methods

This research uses a qualitative approach with a library research data collection method. The type of research includes qualitative research, which, according to (Alexander, 2008), includes the type of research that produces information in the form of notes and descriptive data contained in the text studied. At the same time, the analysis uses descriptive analysis. This study is based on the initial step in the form of collecting the data needed. Qualitative research principally observes people in their living environment, interacts with them, and seeks to understand language and their interpretation of the surrounding world.

Therefore, data collection in this study uses library research methods. The literature study in question is a study used in collecting information and data using the help of various sources, including books, magazines, journals, stories or stories. Added by (Yulianti et al., 2021) literature studies can also study various reference books and similar previous research that is useful to obtain a theoretical basis for the problem to be studied.

Thus literature research is a research activity carried out by collecting information and data with the help of various kinds of materials in the library such as books, references and similar previous research results, articles, notes and various journals related to the problem being solved. There are several steps that must be taken in literature research, including: 1). Topic selection, 2). Information exploration 3). Determine the focus of the research. 4). Collection of data sources 5). Preparation of Data Presentation, 6). Preparation of reports.

Related to this study entitled Digital Literacy as a Media Guide in the era of Digital Disruption, researchers want to explore the importance of literacy, especially digital literacy, amid a large wave of disruption in all fields that then affects digital disruption. Researchers begin by collecting data or information from various sources, reviewing the data, and then analyzing it, resulting in a conclusion.

Results and Discussion

Internet and Social Media Users

The internet began to appear in Indonesia between 1995 and 1996 with a limited number of users. However, ten years before the birth of ITE Law 11/2008 (during the 1998 Reformation), the number of users continued to increase. At that time, both individuals and public service institutions, both government and private, all axed the internet, including the print media industry, television, and radio broadcast, because online media became a means of transformation that was able to provide the fastest information and communication services. Around 1998, before and after the fall of the New Order regime under the leadership of H.M. Suharto, the internet became increasingly popular; this media became a space of resistance against the New Order regime, which at that time was very strict in monitoring media spaces, (Margianto H, 2017).

The presence of online media is considered something that can make a major contribution, supplying all activities quickly, efficiently and effectively. Moreover, in the

current era, online media has been considered a major need because of its enormous function, even penetrating all fields and joints of life.

Six years after the 1998 reform, precisely in 2004, when the democratic party of the Legislative Elections and Presidential Election, which for the first time was held directly, a number of new features were born in the gadget universe (smartphone) that can be used as a social network, with the number of users continuing to increase. The era of social media is finally really present and has become a tool many people love, such as Face Book (Fb), Twitter, Whass App (WA), etc. The Facebook tool was invented for the first time on February 4, 2004, in Cambridge, Massachusetts, United States, by Mark Zuckerberg, assisted by his colleagues Eduardo Saverin, Andree McCollum, Dustin Moskovitz, and Chris Huges (CNBC Indonesia. 2020).

In 2005, the social media platform Fb had more and more users, and in 2006, it began to bomb everywhere as technology continued to develop and the number of users. The most widely accessed social media users in Indonesia are types of FB, Twitter, WA, etc., as social networks that are interesting, cheap, and preferred by Mazda and adults. Even Indonesia ranks 4th in the world as the largest social media user, only inferior to the USA, Brazil and Japan, while the UK occupies the 5th position.

The data shows that the more accessible information is, the easier communication is to do locally and regionally and already across countries. More and more information in cyberspace, both positive and negative, continues to pass like an industry that continues to produce its products. Good and useful information is so numerous that it benefits the community. But bad information, even lies or hoaxes are no less numerous. Quoting Jacob Oetama (former owner of KKG) "We are flooded with information today, but the information is not all true, there is also a lot of wrong information." Misinformation can certainly be misleading, various invalid or negative information sometimes also causes mutual beration, degrading and causing hatred between users, this if left unchecked will trigger conflicts in the community. All of this happens because of a lack of understanding of differences.

Meanwhile, the number of Internet users according to data from the Indonesian Internet Service Providers Association (APJII) survey in the 2022-2023 period is 215.62 million people, an increase of 1.17% from the total population of Indonesia of 275.77 million people. This means that until 2023 internet penetration in Indonesia has reached 78.19% (Katadata.co; 2023). As the following table explains.

Table 1
Data on the Number of Internet Users 2017-2023

No.	Year	Sum Internet Users	Percentage of Total Population
1	2022 - 2023	215.62 million people	78,19 %
2	2020 - 2021	210.03 million people	77,02 %
3	2019 - 2020	196.71 million people	73,70 %

4	2018	171.17 million people	64,80 %
5	2017	143.26 million people	54.68 %

While We Are Social's report on the number of active social media users in Indonesia as of January 2023 is 167 million people, this number is equivalent to 60.4% of Indonesia's population of 275.77 million people. Of these, social media users are the most for the Wash App (WA) platform, followed by others, as in the following table:

Table 2
Social Media Users From Various Platforms In 2022-2023

No	Platform Medsos	Percentage	Sum User
1	Wash App	92,1 %	153.80 million people
2	Face book (Fb).	83,3 %	139.11 million people
3	Tiktok	70,8 %	118.23 million people
4	Telegram	64%	106.80 million people
5	Twitter	60,2%	100.50 million people
6	Fb Messenger	51,9 %	86.67 million people
7	Snack Vedeo	37,8 %	63.1 million people
8	Line	31,9 %	53.3 million people

Facts about Hoaxes

The data above is proof of the rapid development of digital technology in the era of the industrial revolution that continues to this day, with increasing user penetration. However, the increase in internet use, which when examined in more detail on various social media platforms, has not been followed by digital literacy skills in the community. Whereas in the current development of globalization the demand is literacy, considering the influence of information is very large in life, both positive and negative impacts. The rapid development of Information and Communication Technology (ICT) and the way of literacy of society should also be balanced.

There is a lot of attention and criticism about the low literacy in Indonesia, because the reading interest rate is also low. The results of a survey conducted by the Programe For International Student Assessment (PISA) released by the Organization for Economic Cooperation and Developpment (OECD) in 2019 placed Indonesia in 62nd place out of 70 countries or the bottom 10 countries that have low literacy rates. (Aska YQ.; 2022). The Digital Literacy Index survey in 2020 also shows that the digital literacy of Indonesian people is still at a moderate level. The Kominfo data is almost the same as the release of

the ICT Development Index by the International Telecommunication Union (ITU) in 2017 that digital literacy in Indonesia is ranked 114th in the world or the 2nd lowest in the G20.

Due to disruption, the increasing and massive use of the internet or digital technology in Indonesia is considered to open up opportunities for misuse of digital technology. For example, this can be seen as the results of Sabrina's research (2018) which shows the misuse of technology through a series of events, such as legal cases related to the misuse of digital media, there are more than 144 people since 2008 (after the issuance of ITE Law 11/2008) who have been prosecuted for committing criminal acts of violating the ITE Law (Electronic Information and Transactions), especially related to fake news (hoaxes) and hate speech (hate speech) in the media social. This fact shows that the practice of using digital technology is far from ideal, so digital media literacy is very important for the Indonesian people.

As a result of this low literacy, there is a widespread spread of fake news (hoak), the number of online fraud, the occurrence of cybercrime, increasing cases of hate speech and radicalism. Therefore, literacy is very important for people in the current era in supporting technological balance.

The occurrence of disruption

The rapid development of ICT in the digital realm from year to year is actually inseparable from the industrial revolution 4: 0 which then encourages very rapid changes (disruption). This then affects the order of people's behavior. The normal pattern of orderly life through social interaction suddenly changed due to technology and the influence of information. Now everything has been disrupted so that sometimes blurred the boundaries. Therefore, literacy skills are needed as a guideline to navigate the digital world without barriers.

This disruption phenomenon has actually emerged since the early 2000s. Disruption that occurs is not only in small changes, but on a broad scale that can change the fundamental order. The era of disruption also not only changed the face of the media and its industry, but also changed the way of working, systems, ways of communicating and behaving to policies. This also extends to the public service sector in the fields of education, economics, law, politics and even religion. Changes in communication, for example, can be seen from the use of sophisticated communication tools as a sign of changes in the way of communication. And one of those fundamental changes is the actual evolution of technology to look for gaps in human life. This condition ultimately facilitates the digitization process resulting from the development of technology itself. Finally, digitalization is changing almost all areas of life, including the world of work.

As a result of all these things, human activities shifted from the real world to the virtual world, from energy that relied on muscles and brains to mechanical systems, from computerization to robot power, and this all made the previous order change. This is all as the exposure above which eventually has a negative impact as often happens, for example the emergence of fake news, the amount of data and user privacy leaked, data theft, hacking, decreased productivity and increasing unemployment.

The process of disruption accompanied by the development of increasingly sophisticated ICT must be realized to have changed competition in the present, many new industries are present and have an influence on the world, as a result many business players in the business world who survive with old patterns lose in global competition.

Causes of Disruption

The occurrence of disruption has changed people's habits from old ways, habits, traditional lifestyles to new models to styles (lifestyles) that occur massively. Among the causes are:

1. The more massive use of the internet. The beginning of ease of service actually departed from the emergence of the internet, even until now it continues to grow as the so-called industrial revolution 4: 0 which then puts everything using the internet as an important tool needed (IoT), communication between humans is always connected to the internet network and almost to all ecosystems, so hunting for any information is easy to get, including the last presence of artificial intelligence-based technology (AI).
2. There is a trend of digital technology. The results of research conducted by Harvard Business Review say that digital trends are now in a new era of disruption, examples that we often see include: trends in transportation modes from manual to online services (gojek, ojol, grab, maxim, indriver etc.); payment method models that can now be done online digital trends (e-ticketing, PLN, tariffs, taxes, salaries, PDAMs etc.) and concern public services; The trend of buying and selling transactions anywhere without space and time limitations, including cash withdrawal features.
3. Changing Community Behavior. The presence of advanced technology then has an influence on changing people's behavior, because technology is basically to facilitate humans. Starting from its superiority to the habits of the order also changed. Even though change will not be easy to do if the society does not change.

Impact of Disruption

Humans are actually the main controllers in this era of disruption, because the development of digital technology is also a result of civilization and discovery through human innovations, so the impact of disruption is very important to continue to be studied in order to secure humans themselves, especially in the field of human business as the main key holder. (Haqqi & Wijayati, 2019) the results of his research stated that the impact of digital technology that transforms into an industrial revolution 4: 0 in the next 5 years will be very pronounced, it is even predicted that there will be 52.6 million types of jobs there will be a shift, nanusia jobs will be replaced by machines. This indicates that everyone if they want to remain recognized for their existence and be able to survive in the competition of the business world must prepare all their abilities and psychic and continue to innovate differently from others.

On the one hand, disruption can foster business spirit and create innovation and new opportunities, but on the other hand, it is also a serious threat that can change the flow of business competition. In other aspects the impact also occurs, among others:

1. Digital disruption brings various conveniences, the most felt of which are the speed of accessing information, communicating and a number of services. However, due to the

extraordinary speed of information, it sometimes raises doubts about the veracity of the information.

2. Business competition is becoming increasingly fierce and real to face. Those who act quickly and are ready to adjust to this era then the potential for success is higher, and vice versa.
3. Another impact of the community is that it is required to quickly adapt to various changes that arise, because disruption also touches various aspects of daily life, including in education services.
4. Disruption requires companies to adjust their previously conventional business models to modern, while also always developing their products (Product Development) according to market responses.

How to Deal with Digital Disruption

So great is the impact due to digital disruption, while changes continue to occur along with the development of digital technology, anticipatory steps are needed so that digital media users are not trapped in the error of choosing information and using existing tools. According to (Laudya, Ariany, & Kabullah, 2023), there are several views that may differ between before and after digital disruption, and this can be a benchmark (standard) if people want to make changes, including: First, the needs of the present are not necessarily the same as the needs of the past, so they must prepare according to current conditions; Second, following changing trends so as not to be left behind, for example exploring various developments through social media; Third, always look at the opportunities (opportunities) of various changes that occur, so that if there is an opportunity can take advantage of the opportunity.

Even for the business world or companies, it is recommended to take six steps in facing the current era of technological disruption, including: 1) improving the quality and capability of human resources, 2) following the flow of change and adjusting the rhythm of technological developments that occur, 3). transforming towards digital, 4). adopt or collaborate with the latest technological developments, 5). It is not easy to be satisfied with results that are too early and 6). does not stop to continue to innovate (Suandewi & Maradona, 2023).

Solutions Through Digital Literacy

Facing the rapid changes in the era of disruption, digital literacy can be a better solution. Because there is readiness to make changes by always developing sensitivity and critical attitude towards everything that happens. Through digital literacy skills, people are expected to be able to process various information, understand messages, and communicate effectively in accordance with norms and ethics to achieve good goals.

The Ministry of Communication and Information Technology (Kemenkominfo) built a strategy in maximizing digital literacy activities called the Digital Literacy Roadmap for the 2021-2024 period (Ind.Baik). This road map is also called the literacy pillar which consists of 4 things, namely: Digital Skills, Digital Culture, Digital Ethics and Digital Safety.

First, Digital Skills is the ability to understand and use digital devices, proficient in understanding information and communication technology (ICT) both software and hardware, and understanding the operating system. The community, especially young generations, needs to be given an understanding of these digital skills, and must be mastered to answer the challenges of the times. Digital skills, for example, skills in analysis or the ability to examine and process data from various sources to produce information that can be used as a basis for decision making.

Second, Digital Culture (digital culture) which means the ability to build national insight, when interacting with digital media must be in accordance with the values of Pancasila and Bhinneka Tunggal Eka. People are not only proficient in digital, but must be in accordance with Indonesian culture, for example being able to create interesting and useful video content while still respecting the diversity of the nation, making video art of the nation's culture, the beauty of tourism and love of domestic products and so on.

Third, digital ethics is a person's ability to adjust, be able to think rationally according to manners in digital media, pay attention to ethics and manners in communicating. For example, speaking politely, not spreading information that contains elements of lies (hoaxes), not spreading hate speech, not accusing each other or slandering, not spreading pornographic images and so on.

Fourth, digital safety means the ability to practice and develop digital ethics, through the ability to analyze and improve digital security (Setu, Ferdinandus, 2021). Digital media users must be aware of the importance of protecting the security of their personal data, of course by applying the principle of prudence in using digital media. For example, understanding how to protect their digital identity, understanding their digital track record in terms of uploading or downloading data or information. The rise of online fraud must be addressed with an understanding of the security of personal data in digital media. For this reason, you must be careful not carelessly as long as you click on links from untrusted sources, because it could be that the perpetrator steals someone's identity which is actually confidential.

Digital Media Literacy Practices

Digital literacy activities can be carried out anywhere as needed, but must still maintain the signs as described above. This literacy is in the form of action or attitude by emphasizing ideas, ideas, creativity and expediency. The following is an example of digital literacy activities, which the researchers describe in the form of a table.

Table 1

Examples of digital literacy actions at home and the surrounding environment

No.	Digital Literacy Based on Place	Action (Form of Activity)
1	At Home	1) Communicate with parents using social media 2) Use the internet and laptop at home for useful activities. 3) Use your phone to open emails 4) Participate in online seminars for families

		<ol style="list-style-type: none"> 5) Use email to communicate between family members 6) Access YouTube to get creative and make useful things at home 7) Search for part-time job information over the internet. 8) See useful tutorials to help with homework, such as tutorials on cleaning things, cooking, etc. 9) Listen to music through official and legal platforms. 10) Watch movies through official and legal platforms
2	In the Neighborhood	<ol style="list-style-type: none"> 1) Fundraising for social causes, using the internet. 2) Promotion of sales of community merchandise through social media. 3) Maximize online meeting applications for meetings at the RT or RW level. 4) Using social media to create WA groups as a medium of information communication at the RT or RW level. 5) Maximize the browser to sort out credible information that can be accounted for. 6) Create a website to write the development of information around the community 7) Create an online polling platform for the election of surveys, polls or elections for RT chairpersons or RW chairmen 8) Create a village management profile using the baggage maker app. 9) Find the latest issues through the online newspaper.

By applying this literacy, a person can work efficiently and effectively because he is in a single-place environment or not far from his home.

Table 2

Examples of digital literacy actions in schools and campuses

No.	Digital Literacy Based on Place	Action (Form of Activity)
1	At School	<ol style="list-style-type: none"> 1) Maximize the use of social media to communicate with teachers or friends 2) Use e-mail to send tasks 3) Maximizing the use of mobile phones to make school assignments 4) Use online meeting applications or websites to undergo online learning 5) Using the internet to find trusted learning resources 6) Search for information about lessons using a browser

		<ol style="list-style-type: none"> 7) Maximize using laptops and internet networks to complete assignments from school. 8) Use a photo or video editing app to create a task. 9) Take online classes using online meeting applications or Zoom meetings. 10) Use interactive whiteboards at school and allow students to use them.
1	On Campus	<ol style="list-style-type: none"> 1) Create a new job or original work 2) Evaluating results 3) Analyze interrelated ideas. 4) Apply the information you have obtained in the right situation 5) Understand the information obtained so that you can explain ideas or concepts appropriately. 6) Recalling basic facts and concepts gained while accessing digital resources. 7) Using laptops and the internet to study.

The application of digital literacy on campus can be done while the course is in progress or outside lecture hours with the following examples:

Table 3

Examples of digital literacy actions on campus when the KBM process is underway

No.	Digital Literacy Based on Place	Action (Form of Activity)
1	On-campus and off-campus	<ol style="list-style-type: none"> 1) Using laptops and the internet to study. 2) Maximize online meeting applications for online learning. 3) Using the internet to access scientific journals. 4) Send assignments to lecturers using email. 5) Use the internet to search for coursework. 6) Use video streaming services to find learning resources to support courses. 7) Conduct online seminars using online meeting applications. 8) Take online classes from overseas campuses 9) Create clippings online using the app. 10) Use an online dictionary to look up the meaning of words 11) Apply for an internship or social work using email. 12) Create online quizzes or assignments to test students' understanding. 13) Looking for current issues through online newspapers as student assignment material. 14) Using the internet network to integrate all student data. 15) Implement an online course registration system. 16) Use the website to display student grades. 17) Utilize online applications to broadcast news on campus in real time. 18) Input KRS through a special website.

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- 19) Send input or suggestions for lecturers and educators through the campus website or application from campus.
 - 20) Using social media or other platforms to collect college assignments.
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Ultimately, a person's proficiency in digital literacy will give birth to a society with a critical and creative mindset and outlook. As a result, people will not be easily consumed by the emergence of negative, provocative hoaxes, information, and digital-based fraud. In general, this literacy is for the digital user community (warrant, netizen) but can be focused on young people, adolescents, and millennials; they must have special skills in adequate digital literacy. Through digital literacy programs that continue to be promoted and carried out correctly, the digital independence of the Indonesian nation can be realized with brilliant achievements.

Conclusion

Digital literacy is the ability to obtain, understand and utilize information from various sources in digital form. However, digital literacy is the ability to access data or information from digital media and analyze it with thoughts rooted in information, computer, and technological literacy. For the community, the huge impact of digital disruption must be anticipated by actively carrying out digital literacy, understanding all the information received, and being ready to make changes following the trend of technological development.

Digital literacy skills will eventually enable people to access, sort, choose, and understand the information received. It can then be used to improve the quality of life because, with digital literacy, a person can filter every information that enters their environment well, so digital literacy activities need to continue to be encouraged and developed so that people understand, have a responsibility as users of information that obtained and responsible for using digital devices, including being able to maintain data security and privacy in the online world, considering that everything is connected.

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