DIGITAL MEDIA SAVVY: DIGITAL LITERACY SOCIALIZATION AS A COMMUNITY EMPOWERMENT EFFORT IN CABEAN, MAGELANG

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Abstract *– The rapid development of digital technology has brought significant impacts in various aspects of life, including the way people communicate and access information. However, this progress is also accompanied by challenges, especially for people who do not fully understand the wise and safe use of digital technology. This article discusses the importance of digital literacy as a community empowerment effort in Cabean, Mendut Village, Mungkid Sub-district, Magelang District. Through a socialization themed "Digital Media Proficiency," which was attended by 50 participants, the community was invited to better understand and master digital technology critically and responsibly. This study used qualitative research methods that included observation, interviews, and group discussions. The results showed that the digital literacy socialization succeeded in raising public awareness of digital risks, such as online fraud and hoaxes, and providing practical knowledge to protect themselves from these threats. With good digital literacy, the community is expected to be better prepared to face challenges in the digital era and utilize technology positively.*

Keywords: *Community Empowerment, Digital Literacy, Digital Socialization*

1. INTRODUCTION

The rapid development of the times has brought significant changes in various aspects of human life, including in terms of communication and access to information (Cahyono, 2016). Digital technology is now an integral part of everyday life, changing the way we interact, work and learn (Oktareza et al., 2024). However, this progress also presents new challenges, especially for people who do not fully understand or master digital technology (Hetilaniar et al., 2023). In the face of these changes, one of the indispensable abilities is digital literacy.

In this context, digital literacy becomes very important. Digital literacy is not only about the ability to use technological devices, but also includes the ability to access, understand, evaluate, and utilize digital information effectively and responsibly (Lia Tasliah et al., 2024). People who have good digital literacy will be better able to face the challenges of modern times, including in terms of digital security and sensitivity to the information they receive and disseminate (Asari et al., 2023). Although the importance of digital literacy has been recognized, the reality is that many people do not have an adequate understanding of this technology, thus facing various risks in the digital world (Bangsawan, 2023).

There are many risks that can occur when unable to utilize digital media properly, such as the spread of false information, online fraud, and threats to personal data security (Sabilah, 2023). In addition, the inability to use digital technology wisely can also cause mental health problems and reduce productivity (Sembiring, 2020). It can also have a negative impact not only on individuals, but also on the social and economic well-being of society as a whole. Therefore, improving digital literacy is crucial for both rural and urban communities so that they can avoid these risks and utilize technology in a more positive and wise way (Latipah & Nawawi, 2023).

The Cabean, as an area undergoing digital transformation, faces its own challenges in adapting to this digital era. Cabean is an area located in Mendut Village, Mungkid Subdistrict, Magelang District with a population of around 88 households. Access to technology and information may still be limited, and understanding of how to optimally utilize technology in the Cabean still needs to be improved. This condition makes the Cabean community vulnerable to various digital threats that develop. Therefore, the need for socialization regarding digital literacy in the Cabean is becoming increasingly urgent.

Digital socialization is important to ensure that people in the Cabean can not only use technology efficiently but can also protect themselves from digital risks. This socialization should include education on the safe and responsible use of digital media, as well as how to avoid and identify digital hoaxes and scams. Through these efforts, it is hoped that the Cabean community can be better prepared for the changing times and utilize digital technology positively. In addition, knowing how to use social media properly and wisely is also an important part of digital literacy (Meilinda et al., 2020). Social media, which is now the main platform for communicating and sharing information, is often the source of hoaxes and

misleading information (Fitriarti, 2019). Effective socialization can help people understand the ethics of using social media and the impact of spreading misinformation.

This socialization is a follow-up step after researchers conducted observations and interviews with the local community. It aims to improve the community's understanding and skills in using digital technology safely and effectively, reduce the risks associated with using digital media, and strengthen their capacity to adapt to and take advantage of opportunities in the digital era. With a planned and comprehensive socialization, the community in Cabean is expected to better understand and utilize digital technology wisely.

2. METHOD

This research uses qualitative research methods. According to Sugiyono (2015) qualitative research methods are research methods used to research on natural object conditions, where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. Qualitative research was conducted to deeply understand the problems related to digital literacy interest in Cabean, Mendut Village, Mungkid Sub-district, Magelang District.

1. Location and Time of Research

This research was conducted in Cabean, Mendut Village, Mungkid Subdistrict, Magelang District, from July 10, 2024 to August 23, 2024.

2. Data Collection Technique

To obtain relevant and comprehensive data, this study used several data collection techniques as follows:

- Observation: This observation involves observing the community's accessibility to technology, their level of understanding about the use of digital media, and how they interact with various digital platforms. Observations were made directly in the community environment by recording events that arise in daily life.
- Interviews: These interviews aimed to obtain actual, in-depth and reliable information about people's perceptions and attitudes towards digital literacy.
- Group Discussion: These discussions aimed to evaluate the preliminary findings, get feedback from the community and discuss potential solutions to improve digital literacy. Socialization on digital literacy was also conducted in this session, with the aim of giving the community a better understanding of the importance of digital literacy in the modern era.
- Documentation: This documentation helped to strengthen the findings from the observations and interviews and provided additional context for the analysis.

3. Data Analysis Technique

The data obtained from the observations, interviews and group discussions were then analyzed. This analysis was conducted in several stages:

- Data Reduction: This stage involves selecting, focusing, and simplifying the data that has been collected.
- Data Presentation: The data that has been reduced is then presented in the form of a narrative that facilitates understanding of the problems studied.
- Conclusion Drawing: Based on the data that has been presented, conclusions are drawn by considering all the information that has been collected. This conclusion is expected to provide a comprehensive picture of the interest and level of digital literacy of the community in the Cabean and provide recommendations for improving digital literacy in the future.

2. RESULTS AND DISCUSSION

In today's digital era, information dissemination and social interactions are increasingly carried out through digital media. This encourages the importance of good digital literacy, so that people can use digital media properly, safely, and correctly (Sugiarto & Farid, 2023). Digital literacy is a crucial skill in today's digital era (Sabrina, 2019). With the rapid development of information technology, digital literacy is not just the ability to operate digital devices, but also includes the ability to analyze, evaluate, and utilize digital information wisely (Harjono, 2019). Without adequate digital literacy, people are vulnerable to various problems, such as the spread of fake news, online fraud, and privacy violations. Therefore, the socialization with the theme "Digital Literacy" held on Wednesday, 7 August 2024, in the hallway of Ndalem Opung, Cabean, became very relevant. The event was attended by 50 people of various ages, ranging from children to the elderly, which shows the high enthusiasm of the community for this event.

This kind of socialization not only aims to improve technical knowledge, but also to educate the community about the importance of ethics and responsibility in the use of digital media. This is important so that people can play an active role in the digital world in a positive and productive way, and avoid the negative impacts that may arise from unwise use of digital media.

Preparation for the socialization began with a meeting with several local communities to convey the purpose and objectives of this activity. The meeting also aimed to determine the target participants of the socialization, so that the event could run more orderly and directed. Coordination with local youth was carried out to ensure that invitations were well distributed and to assist with other preparations, including venue arrangements, logistics, and event equipment. The support of the local youth greatly helped smooth the preparation of the event and created an atmosphere of solid cooperation between KKN members and the Cabean community.

Cooperation between the event organizers and the local community was a key factor in the success of the socialization. The involvement of local youth also fostered a sense of belonging to the socialization event. The active participation of the local community increased the sense of shared responsibility in making the event a success, while strengthening social ties among the community. In addition, the support from the local youth reflects their awareness of the importance of digital literacy, which will have a positive impact on the sustainability of similar educational programs in the future.

The speaker at this digital socialization event was Mrs. Seiren Ikhtiara, M.A., a lecturer in Islamic Communication and Broadcasting at UIN Sunan Kalijaga, who is also the Field Supervisor of KKN in Cabean. Her selection as a speaker was very appropriate considering her experience in the field of communication and media, which is very relevant to the topic discussed. He delivered the material very clearly and easily understood, thus attracting the attention of all participants. The event began at 19.30, opened by the host, followed by singing the national anthem Indonesia Raya and the Hymn of UIN Sunan Kalijaga. The atmosphere of the event became more solemn with remarks from the chairman of the committee and local community leaders, who conveyed the importance of this event for social life in the digital era.

Figure 1. Opening of the Socialization   **Figure 2**. Singing the Indonesia Raya Song

The presence of Ms. Seiren Ikhtiara, M.A., as a speaker in this socialization provided a pleasant atmosphere. With her background in communication and media, she was able to deliver the material in a useful and relevant manner, which is very important in the context of digital literacy. Participants were not only invited to understand basic concepts about digital media, but also encouraged to be more critical and wise in using digital media. The clear and interactive presentation made all participants able to follow the material well, so that the goal of socialization to increase awareness and understanding of the importance of digital literacy can be achieved optimally.

Figure 3. Presentation of material by resource

Figure 4. Socialization Participants

The core material presented by Ms. Seiren Ikhtiara discussed how to use digital media properly, safely, and correctly. This topic is very relevant, considering the increasingly widespread use of social media which is often accompanied by various risks, such as fraud, data theft, and the spread of hoaxes. The 30-minute presentation went smoothly with the full attention of the socialization participants, indicating the importance of this topic for the Cabean community.

The importance of the material presented by Ms. Seiren Ikhtiara lies not only in the information provided, but also in the urgency to change people's digital behavior. Previous research conducted by Nopiansah et al. (2024) showed that low digital literacy is often directly related to the increased risk of online fraud, identity theft, and the spread of false information. A study conducted by Kurnia et al. (2022) showed that of the 1,700 respondents who participated in the study, 98.3% (1,671 respondents) had received digital fraud messages. This shows the vulnerability of Indonesians in receiving various digital fraud messages in their daily lives. This

reinforces the importance of digital safety and ethics education as presented in this session. Without an adequate understanding of digital ethics and security, people will continue to be targeted by cyber criminals and will continue to spread hoaxes. Therefore, this session is not only a means of education, but also a call to act more carefully and wisely in social media. This awareness must be applied in everyday life, as the negative impact of digital negligence is not only felt individually, but can also harm the community at large.

After the presentation of the material, a question and answer session was opened for three questioners. In this session, participants not only asked questions, but also shared their personal experiences in using digital media. One participant, for example, shared her bad experience when she received a WhatsApp message on behalf of a bank. The participant accidentally clicked on the included link, which eventually led to the loss of 5 million rupiah from his account. This experience was a lesson for all present to be more careful in receiving and responding to suspicious messages.

Figure 5. Question and Answer Session

The Q&A session, which involved sharing personal experiences, provided additional knowledge to complement the material presented, making it more concrete and relevant to participants. The bad experience of one of the participants, who lost money due to fraud through WhatsApp messages, emphasized how important it is to be vigilant in interacting with digital media. Previous research, such as the study conducted by Muftiadi et al. (2022), shows that phishing scams, including through messages on behalf of financial institutions, are one of the most common and costly methods of fraud in cyberspace. Research by Ekayani et al. (2023) showed that about 70% of respondents in this study were victims ofs fraud but did not suffer any losses, while another 30% of respondents suffered losses. The

cases shared in this session reinforce the argument that digital literacy education that emphasizes fraud detection and prevention is essential. Knowledge gained from such experiences should be integrated in digital literacy strategies to reduce vulnerability to similar threats in the future, ensuring that participants not only get the theory but also understand the practical application of the suggested precautions.

Another participant also shared his experience regarding digital fraud. He once received a money transfer of 2 million rupiah from an unknown account. Not long after that, someone contacted him and claimed that the money was his, and asked to return the 3.6 million rupiah. This experience also served as a warning to other participants not to trust easily and to always be careful in conducting digital transactions.

Sharing these additional experiences of digital fraud added to participants' understanding of the different forms cybercrime can take. One participant's experience of receiving a money transfer from an unknown account and then being confronted with a larger refund claim, demonstrates a fraud scheme that capitalizes on the trust and confusion of the victim. Research conducted by Nur & Suhada (2024) revealed that this method of fraud, often known as a "social engineering scam" is a manipulative technique designed to exploit human error to gain access to personal or financial information. The study shows that fraudsters often use manipulative techniques to make victims feel pressured or guilty, so they are more likely to fulfill unfounded demands. This experience reinforces the argument that a deep understanding of digital fraud and awareness of the various strategies used by cybercriminals is key to protecting oneself.

The Q&A session was highly interactive, with participants sharing their experiences and exchanging opinions on how best to avoid the pitfalls of the digital world. This interaction showed that people are already aware of the risks involved in digital media, but they still need more in-depth knowledge and practical skills to deal with them. While participants were aware of dangers such as online fraud and data theft, they needed concrete guidance on how to protect themselves from these threats. The discussion not only provided additional insights but also reinforced participants' understanding through shared real-life experiences. This demonstrates the importance of digital literacy training. By sharing experiences and practical tips, participants can be better equipped to deal with digital risks, strengthening their security against evolving cyber threats.

At the end of the event, Ms. Seiren provided some important tips on digital media. She emphasized the importance of verifying information before sharing it, not blindly clicking on links received from unknown sources, and always ensuring the security of social media accounts by using strong passwords and two-factor authentication.

4. CONCLUSION

The conclusion of the above discussion emphasizes the importance of digital literacy as an essential skill in an era of growing technology. Through the socialization themed "Digital Media Proficiency", the Cabean community was given an in-depth understanding of how to use digital media wisely, safely and responsibly. The active participation of the local community and youth as well as the clear delivery of material by Ms. Seiren Ikhtiara, M.A., provided relevant experiences for the socialization participants. Various personal experiences shared by participants regarding digital fraud also reinforced the urgency related to digital literacy itself. This socialization not only educates, but also encourages people to be more vigilant and wise in using digital media, in order to create a safer and more productive digital environment. This activity not only provided new insights for the participants, but also built awareness of the importance of digital literacy in the community. This socialization is also a forum for the community to share experiences and learn from each other, so that they can be wiser in using digital media. Overall, the digital socialization in Cabean successfully achieved its goal, which was to increase digital literacy and participants' awareness of the risks faced in the digital world, such as online fraud, data theft, and the spread of false information. The success of this event is inseparable from the hard work of the committee, support from local youth, and active participation from all participants. This event also proved that the community really needs the right information and guidance in using digital media, especially in facing various challenges and risks.

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