ENHANCING CREATIVITY AND DIGITAL RESPONSIBILITY: A SOCIAL MEDIA WORKSHOP FOR THE YOUTH OF NGALAS VILLAGE

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Abstract: *The advancement of digital technology has brought significant changes to society, including in Ngalas Village. Despite the increasing use of social media, this has not been accompanied by an awareness of digital literacy among the youth. This has led to various issues such as the spread of hoaxes, cyberbullying, and a lack of understanding of content monetization. This study aims to improve the digital literacy of the youth in Ngalas Village through outreach and workshops. These activities include education on responsible social media usage, training in video editing using the CapCut application, and methods for digital content monetization. The results of this program show an increase in digital awareness and skills among participants, which is expected to open new economic opportunities and reduce the negative impacts of irresponsible social media use.*

Keywords: *Youth, Social Media, Digital Literacy, Digital Content, Monetization.*

1. INTRODUCTION

The advancement of science, knowledge, and technology has ushered humanity into the digital era, where the internet acts as an interconnected global network. The internet connects various systems into an expansive network that spans the entire world without barriers. It links information, data, and multimedia, profoundly affecting lives worldwide (Turkle, 2015). The internet has significantly facilitated access to and sharing of information, streamlining human activities. One of the most prominent internet applications is social media (Castells, 2000).

Social media today is no longer merely a platform for online socializing; it has evolved into a space for expressing personal ideas on various topics and sharing them with others (Mauludin & Alim, 2017). Observing social media trends, it is astonishing to see how deeply social media has become ingrained in the lives of the digital generation. The influence of social media is often harnessed to shape public opinion. However, challenges arise when social media is misused as a tool for negative propaganda for specific interests (Mauludin & Alim, 2017).

Moreover, social media platforms can serve as a sustainable source of income, a process generally known as monetization. To monetize, users must meet specific requirements set by the platforms they use. One popular platform that can be monetized is TikTok (Daenara & Bisma, 2023). For many, particularly millennials facing fierce competition in the job market, TikTok has become a major attraction. One way to maximize monetization potential on TikTok is by producing engaging and professional content. This is where video editing training using applications like CapCut plays a crucial role. With good video editing skills, TikTok users can enhance the quality of their content, making it more appealing to audiences and increasing their chances of success in TikTok's affiliate programs. This training helps creators produce more creative and engaging videos, which ultimately can boost product sales through TikTok Shop (Daenara & Bisma, 2023).

The development of digital technology has had a significant impact not only in urban areas but also in villages like Ngalas Village, Klaten Selatan District. In this village, social media has become a part of daily life, especially among the youth. However, along with the increasing use of social media, various problems have arisen related to the lack of awareness of the importance of digital literacy. Many youths in Ngalas Village do not fully understand how to use social media wisely, leading to cases of hoax dissemination, online bullying, and other unethical behaviors. Sonia Livingstone, in her book *Children and the Internet: Great Expectations, Challenging Realities*, explains that most children and teenagers using the internet are not fully aware of the consequences of sharing personal information that should not be disseminated online (Livingstone, 2009).

Furthermore, although digital content trends are becoming more popular, skills in video editing and knowledge of how to monetize content are still lacking among the village's youth. Yet, these skills can open new economic opportunities,

especially in today's digital era. As Henry Jenkins has noted, those with video editing skills can leverage economic opportunities that can be generated through the distribution of content on digital media (Jenkins, 2006). The lack of training and access to information means that this potential has not been fully explored in Ngalas Village. This is the background for the socialization and workshop on social media in Ngalas Village. Through this project, it is hoped that the youth in Ngalas Village will become more prudent in using social media and utilize technology for personal and economic development (Sahputra et al., 2022).

Prior to conducting these activities, relevant previous studies that support and align with the project were gathered. At least two prior studies support the need for socialization and workshops on social media in Ngalas Village. The first study, which examines teenagers and social media, is an article titled "Bijak Bermedia Sosial pada Remaja." This study was conducted in Sokokulon Village, Pati Regency, Central Java. The subjects of this study were 11 teenagers from Sokokulon Village, aged 15 to 17 years. The objectives of this study were, first, to teach the teenagers of Sokokulon Village about ethics and proper conduct on social media; second, to increase their knowledge about hoaxes and their negative impacts; and third, to educate the teenagers about the Electronic Information and Transactions Law (UU ITE) that regulates the use of social media in Indonesia and the consequences of violating it. The findings of this study indicate that 63.6% of the teenagers who participated in the study had been victims of hoaxes. Additionally,

90.9% of these teenagers admitted that they were unaware of the UU ITE. This evidence highlights that many teenagers are still uninformed about social media regulations and underscores the need for socialization on this topic. The above explanation serves as supporting evidence for conducting social media literacy programs in Ngalas Village (Hanafi et al., 2021).

Another study related to the theme of this research is an article titled "Penggunaan Aplikasi Capcut Bagi Kalangan Anggota Aktif UKKPK Universitas Negeri Padang." The target of this study was the active members of UKKPK (Unit Kegiatan Komunikasi dan Penyiaran Kampus Universitas Negeri Padang) at Universitas Negeri Padang. The objective of the study was to assess how the use of the CapCut application influences the creativity of UKKPK's active members and to explain how the use of templates in the CapCut application can potentially reduce user creativity (Trivol Yasman & Dwi Mutia Sari, 2024).

The findings of this study show that 100% of respondents were familiar with the CapCut application, and 73% acknowledged its usefulness. It was also found that 85.6% of respondents primarily used the CapCut application for organizational needs. The reason UKKPK chose the CapCut application for video editing was due to its ease of use and accessibility, making it suitable for students who are beginners in video editing. Additionally, CapCut was chosen because it meets the needs of UKKPK

in producing video content (Trivol Yasman & Dwi Mutia Sari, 2024). This serves as the supporting argument and rationale for using the CapCut application in this study.

2. METHOD

This activity was conducted from July 9, 2024, to August 25, 2024, in Ngalas Village, Klaten Selatan District, Klaten Regency, targeting the youth in Ngalas Village. The methods used are as follows:

1. Interviews, Observation, and Problem Mapping

    Interviews are a data collection technique involving an interactive process between the interviewer and the interviewee as the source of information. Data collection was carried out through a question-and-answer process with relevant parties related to the object of study, including the village head, hamlet head, village officials, and the youth of Ngalas Village.

    Observation is a method of data or information collection conducted by directly observing specific objects, events, or phenomena. Observation was carried out to directly understand the facts on the ground. The author conducted direct observations by examining the village's conditions.

    Problem mapping is a systematic process for identifying, analyzing, and deeply understanding a problem. Problem mapping was conducted after obtaining data and information and understanding the issues faced by the community of Ngalas Village. In this stage, the author held discussions with the local village head to determine solutions to the problems in Ngalas Village. Based on the results of observations and interviews, it was found that many youths in Ngalas Village lack sufficient understanding of how to use social media wisely. Furthermore, video editing skills and knowledge about content monetization remain limited among the youth in Ngalas Village, and they have yet to fully utilize social media to generate additional income.

2. Program Planning

    Based on the results of the observation, interviews, and problem mapping, one approach to addressing the identified issues is to conduct a workshop on responsible social media use. This workshop aims to educate and raise awareness to help teenagers become more responsible, critical, and positive social media users.

3. Program Implementation

    Program implementation is a series of activities carried out to achieve the previously established objectives. The workshop on responsible social media use was held on Saturday, July 27, 2024, with a duration of two hours, targeting the youth of Ngalas Village. The activity consisted of two sessions, starting with socialization on how to manage social media and use it to generate income. At the end of the session, the KKN group conducted video

editing training on template creation using a video editing application and shared tips and tricks on improving algorithms and monetizing the content produced.

4. Program Evaluation

The purpose of program evaluation is to test and assess whether the workshop program effectively achieved its established goals, which include helping teenagers become more responsible, critical, and positive social media users. The ultimate goal is for these teenagers to utilize the knowledge gained to generate their own income.

3. RESULTS AND DISCUSSION

According to Jan H. Kietzmann, social media refers to platforms that allow individuals or communities to create, share, and exchange ideas or content in various forms, such as images, text, and videos (Kietzmann et al., 2011). Social media has become an integral part of modern communication and interaction. However, despite its convenience, social media also carries risks that can negatively impact users' lives, particularly in rural areas. The improper use of social media can lead to various problems, such as the spread of misinformation or the development of harmful, addictive behaviors (Ainiyah, 2018). This emphasizes the need for responsible social media use, which not only involves sharing engaging content but also understanding the broader consequences of every online action. This awareness is crucial, as each post or comment affects not only the individual but also the larger community (Hanifah et al., 2024).

Interviews and observations with the Head of Ngalas Village revealed that digital literacy often lags behind social media usage in the village. Additionally, many young people in the village lack the necessary skills in video editing—a critical competency in the digital era that could open up new opportunities for them (Poetro & Mulyono, n.d.). These skills not only facilitate creative expression but also offer a path to monetizing digital content. The village head also expressed concern about the increasing popularity of online gambling among the village's youth, especially slot games. This trend is not only financially damaging but also brings broader social consequences. The limited awareness of the negative impacts of irresponsible online behavior highlights the importance of digital literacy. Online gambling can trigger addictive behaviors more quickly due to its high accessibility, anonymity, and the availability of electronic money (Griffiths, 2003).

Furthermore, interviews with the youth leader of Bangilan Hamlet, Ngalas Village, underscored the need for additional guidance in developing digital skills among the youth. Although some young people have shown interest in video editing, many still require further direction to effectively develop these skills. The presence of the UIN Sunan Kalijaga KKN program, which organized training in video editing and digital literacy, was highly appreciated by the village youth. This program not

only helped them deepen their skills in digital content production but also provided a positive alternative to redirect their attention from less productive activities.

The outreach and workshop on responsible social media use, titled "Workshop on Responsible Social Media Use," was held in Area II of Ngalas Village, Klaten, Central Java. Area II of Ngalas Village consists of four hamlets: Glodogan, Jragung, Bangilan, and Kemadohan. The target or participants of this activity were the youth of Area II, Ngalas Village. The event was attended by twenty participants, comprising five representatives from each of the four hamlets. These representatives were active members of the youth organizations in their respective villages, aged between 15 and 22 years.

During this activity, four topics were presented to the participants. The first was a briefing on how to use social media responsibly, including the written and unwritten rules that apply to social media. The second topic focused on citizen journalism. According to Dan Gillmor, citizen journalism is a form of journalism conducted by ordinary people, not professional journalists. Individuals engaged in this type of journalism use the latest technologies that enable them to disseminate news easily (Gillmor, 2004). In this session, participants were taught how to disseminate information that adheres to journalistic principles. The third and fourth topics were more practical. Participants were trained on how to use the video editing application Capcut. This activity aimed to equip participants with the skills to create not only well-constructed news stories but also to package them into engaging and modern content. Finally, participants were taught how to earn income from the Capcut application. This last session covered how to create templates in Capcut and how to monetize them.

The goal of the UIN Sunan Kalijaga KKN group's program for the youth of Area II, Ngalas Village, was to enhance digital literacy by providing knowledge and skills for responsible social media use and encouraging positive engagement on digital platforms. The program also aimed to raise awareness of online risks such as cyberbullying, hoaxes, privacy issues, and online gambling addiction, while empowering the youth through training on how to leverage social media to create economic opportunities through content creation and monetization. Additionally, the program sought to foster social responsibility by promoting positive participation in online communities and understanding the social impact of their digital actions.

Participants gained significant digital literacy insights, enabling them to better understand how to use social media responsibly and avoid negative online behaviors. This will encourage positive engagement in digital communities, where the youth can more actively participate in beneficial activities such as sharing positive information and expressing their creativity productively. Moreover, by raising awareness about countering negative phenomena such as cyberbullying, hoaxes, online gambling, and others, participants are expected to reduce the

likelihood of becoming involved in or even falling victim to harmful internet behaviors. Economically, the program, which included training, also provided the skills to utilize social media as a tool to create new economic opportunities by producing engaging content and monetizing it, thereby benefiting their personal and communal interests.

The outputs of this activity include the youth of Area II, Ngalas Village, becoming aware of the regulations governing the digital and social media world, such as the Information and Electronic Transactions Law (UU ITE). This awareness leads the youth of Area II, Ngalas Village, to be more cautious and responsible in their social media use. The youth also acquired the ability to write news stories that adhere to journalistic standards, which will be useful for the development of the village and their organizations. Furthermore, through video editing training using the Capcut application, they also gained the ability to package news into engaging and modern content. Lastly, the youth now possess the skills to create templates in the Capcut application and understand how to generate income from them.

4. CONCLUSION

Based on the analysis of the issues in Ngalas Village, it can be concluded that the community's awareness of the importance of utilizing social media is still low, especially among teenagers. This is due to limited literacy and a lack of encouragement from the environment to develop the village youth's potential. Through the workshop, the teenagers in Ngalas Village gained better knowledge about responsible social media use, improved skills in video editing, and content monetization through the templates they created. They also realized the importance of understanding the regulations in the digital world, such as the Information and Electronic Transactions Law (UU ITE), so they are expected to be more cautious in using social media.

Additionally, the video editing training using the Capcut application not only provided technical skills in content creation but also opened up opportunities for the youth to earn income. The ability to create engaging content and monetize it through platforms like TikTok also provides them with a means to empower themselves economically and steer away from the negative impacts of social media, such as online gambling, toward more productive and creative activities.

One of the efforts made by the UIN Sunan Kalijaga Yogyakarta KKN group to address these issues was to organize a workshop on responsible social media use and a training on creating video templates for the youth of Ngalas Village. This workshop aimed to enhance digital literacy by providing knowledge and skills for responsible social media use and encouraging positive engagement on digital platforms. The implementation of the responsible social media use workshop was carried out in three stages: the program planning stage based on existing potential, the implementation stage, and the evaluation stage of the program that had been

conducted. This program was an effort and solution provided by the UIN Sunan Kalijaga Yogyakarta KKN students to increase awareness and motivation among the youth of Ngalas Village regarding the importance of engaging in the digital world.

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