

# YOUNG GENERATION MEDIA LITERACY ON UTILIZATION OF DETIK.COM ONLINE NEWS MEDIA

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**ABSTRACT.** Current communication technology supports the flow of information exchange. For those who can take advantage of communication technology, are also those who can play the role of producers, consumers, distributors to information manipulators. The fast flow of information delivery is feared by readers who are unable to distinguish between factual news and hoaxes. This can be anticipated by being equipped with media literacy skills. Currently, the younger generation (millennials and Generation Z) are those who are predominantly consumers of digital information. They are the ones who take advantage of the use of internet-based communication technology, especially in obtaining information. However, the problem is that Indonesia's literacy level is fairly low. Detikcom asa pioneer of online news media in Indonesia has contributed to delivering news for news readers. However, there are still many who have not maximized the use of detikcom as a reference source for reading, especially for the younger generation. The purpose of this study is to determine the media literacy carried out by young towards the use of the detikcom application or site. This study uses qualitative research methods with a case study approach and detikcom as the object of research. The results of this study concluded that readers from the younger generation have adopted a media literacy attitude as a provision to face the fast flow of information. The media literacy they do on detikcom as a news source has met the stages of access, understanding, analysis, but not at the production stage.

**KEYWORDS :** Millennials, Generation Z, Media Literacy, Detik.com

## 1 INTRODUCTION

Information technology in an era without borders causes information to easily spread in the community, especially netizens. Everyone is able to play a position as a producer, distributor, consumer, to information manipulator. Society ultimately required to have the ability to judge the information obtained is useful or mere manipulation.

When the public is exposed to information that spreads no longer takes into account the boundaries of both distance and time, the community must equip itself with the ability to understand, access, analyze, evaluate, and communicate information in the form of media content. This needs to be done so that people are not easily carried away by the flow of information that cannot be accounted for, especially if it has spread in mass and digital media. Basically, the media does not only spread information and entertainment. The media also tries to invite the audience to represent the messages recorded by the readers. In accordance with what was conveyed by the Association for Media Literacy (2007) that the media creates messages with one purpose; media messages have the characteristics, strengths and uniqueness of building different languages; and humans use their abilities, beliefs, experiences to construct the meanings conveyed by (representative) media. From this idea, literacy is the answer to dealing with information circulating in the digital realm. The method is to rely on critical thinking skills and analyze and evaluate different information.

Looking at the conditions in the current era, the majority of the information conveyed by the media is consumed by those who are proficient in using internet technology. They are the younger generation, where they belong to the millennial generation and generation Z. The two younger generations have their respective birth years. Quoted from the book Profile of Millennial Generation in Indonesia 2018, those who belong to the millennial generation are those born between 1980 and

1995, and those who fall into the category of generation Z were born between 1996 and 2010 (Profile of Millennial Generation in Indonesia. Pdf, nd) This young generation has changed the way in obtaining information. In other words, the millennial generation are people who can already take advantage of internet technology. They are people who feel the change in the way of getting information from print media to switching to digital media. Meanwhile, Generation Z, this group of people are people who mostly enjoy information from using the internet.

A study was able to explain the large number of internet users in Indonesia, the majority of which are dominated by millennials and generation Z. Research conducted by the Indonesian Internet Service Management Association (APJII) in 2018 revealed that of the 264.16 million Indonesian population, there were 171.17 million people. Indonesians are internet users. More details, Based on age group, internet users in Indonesia come from the age group of 15-19 years, then the age group of 20-24 years, and the age group of 25-29 years. Those belonging to this age group can be referred to as the millennial generation and generation Z. (2018 Internet User Survey By APJII. Pdf, nd).

After knowing the number of internet users in Indonesia, it is necessary to know the latest number of people who are classified as readers of print and digital media. A research result conducted by Nielsen Media Research in 2017 stated that in Indonesia, as many as 6 million people are classified as digital media readers, while 4.5 million people are classified as print media readers. Based on the research results, a comparison was drawn between print media readers and digital media readers. It is known that print media readers consist of 73% of people aged 20-49 years old, then 10% of people aged 10-19 years old. From digital media readers consist of people aged 10-19 years by 17% and people aged 20-49 years by 80% (Nielsen, 2017). From the results of Nielsen's research, it can be concluded that the mass media is trying to reach the digital realm (online) considering that the current dominating readers are from the millennial generation and generation Z. Media companies reach out to the digital realm by creating online news sites that are able to present information and news and are easily accessible. by readers through the application on their smart device (smartphone).

After knowing the number of internet users in Indonesia and the total of readers of digital and print media, then it is necessary to know the total of users of gadgets, especially in Indonesia. Findings from We Are Social (January 2020) quoted from the detikcom page in February 2020 stated that of the 272.1 million population of Indonesia, there were 175.4 million internet users where the number of users was from the category of technology owned consisting of mobile phones (96%). ), smartphones (94%), non-smartphone mobile phones (21%), laptops/computers (66%), tablets (23%), game consoles (16%), to virtual reality devices (5.1%). (Haryanto, nd)

There is a problem that arises regarding literacy, especially in Indonesia. Based on the results of a survey conducted by Central Connecticut State University in New Britain in 2016, it was stated that Indonesia's literacy rate was ranked 60th out of 61 countries. The survey was conducted from 2003 to 2014 where it was explained that Indonesia was only ahead of Botswana in position 61 and below Thailand which was in position 59. (Okayzone, 2017) From the survey results, if there is a reflection that shows that the Indonesian people have a very low level of interest in reading when information technology has advanced and makes it easier for readers to access digital news sites through electronic devices such as computers, tablets, smartphones, and so on.

As one of the first online news media in Indonesia since 9 July 1998, detikcom (PT. Trans Digital Media) has experience in presenting the latest information. The number of visits to this site at the beginning of its establishment was 30,000 views with 2,500 users. In June 1999 the number of visits rose to 536,000 views with a total of 40,000 users. Finally, detikcom has touched 3 million page views and puts detikcom in the fourth highest position on alexa on content sites in Indonesia. In addition, judging from the site play.google.com, detikcom is said to have been downloaded by more than 10 million users. But behind that, not a few online news readers criticize how detikcom presents a number of news with news headlines that are very interesting in nature but the content in the news does not match what is conveyed in the news title. Detikcom is currently practicing clickbait journalism. Some of the news on the news channel is presented with interesting news titles, able to provoke the curiosity of readers. These descriptions of detikcom are what made researchers interested in including detikcom in this study.

Based on the background that has been mentioned, the interesting thing that researchers want to study in this research is the attitude of media literacy carried out by readers from the millennial generation and generation Z when accessing the detikcom news portal, especially when accessing the

detikcom application. The formulation of the problem in this study is how media literacy is carried out by younger generation readers (millennials and generation Z) on the use of the detikcom application.

Media literacy is currently a much-needed provision by the public when the flow of information is fast, both in conventional media and even digital media. There are various statements that come from experts who try to provide an understanding of media literacy. Patricia Aufderheide in the National Leadership Conference on Media Literacy said that media literacy is a person's ability to understand, evaluate, analyze, and produce print and electronic media. According to her, the main goal of media literacy is to create an autonomous critical relationship with the media (Herlina S, 2019, p. 8). Sonia Livingstone also contributed her ideas regarding the definition of media literacy. According to her, media literacy skills are supported by technical competence, critical understanding practices, and content production. Simply put, Livingstone conveys that there are four basic skills of media literacy, namely access, understanding, analyze, and production. Access relates to one's ability to reach the media technically. Understanding relates to one's skill in understanding media codes and symbols. Analysis relates to one's ability to relate codes and symbols to a wider context, and production relates to one's ability to produce media in various forms, namely audio, audio-visual, text, and combinations. (Herlina S, 2019, p. 9).

News is media content that plays an important role because news becomes a benchmark for the quality of a country's democracy. The quality of the news broadcast also determines the quality of life of a nation. If the media often convey news that raises issues that intersect with the lives of many people, the information will quickly spread and the public can determine the right attitude and decisions regarding the information. Presenting good quality news also makes people smart in thinking, acting, and behaving.

News literacy is one of the most important educational goals. One of the reasons it is considered important is news literacy is able to increase news consumption. Quoted from centerfornewsliteracy.com, there are five goals for the need for news literacy, namely (1) audiences can recognize the difference between journalism and other forms of information between journalists and information providers, (2) audiences can distinguish between news and opinions, (3) audiences can analyze differences in statements and verification, differences in evidence and speculation, (4) audiences are able to evaluate and deconstruct news reports from various media channels based on the quality of the evidence presented and the reliability of sources and (5) audiences can distinguish media bias and audience bias.

The challenge to be solved when it comes to news literacy is news bias and distortion. News bias occurs for various reasons. Tuz (Herlina S, 2019, pp. 138–139) conveys how to detect news bias, namely (1) bias due to the selection and exclusion of topics, details, opinions, and so on, (2) bias due to news placement, (3) bias because the main headline chosen by the editor makes an issue get more attention than the issue others, (4) bias due to photos, photo captions, and camera angles, (5) news often uses titles and labels to describe people, places, and activities to create a certain impression, (6) biases through statistics, (7) biases because source control chosen by journalists because of ease of access and (8) choice of words and tones that can be positive or negative.

Meanwhile, information deviation is often known as fake news. Madeleine d Cock Buning (Herlina S, 2019, p. 139) argues that the use of the term fake news is considered to simplify the problem for two reasons, namely the term fake news is considered unable to capture the complexity of the problem of misinformation, and fake news is also misleading because it is often used by politicians and their followers to dispel news that does not benefit them.

## **2 RESEARCH METHODS**

This study uses a qualitative research method with a case study approach, where the qualitative method is a research method in various fields of social science where the data collected and analyzed in the form of words (oral and written) and a number of human actions and researchers do not attempt to calculate or quantify qualitative data. which has been obtained by analyzing the numbers, (Afrizal, 2014). Researchers use this method on the grounds that the focus in this research is to reveal social phenomena that will be studied and understood thoroughly, broadly and deeply to develop the theory that is built so that a general picture of the situation is obtained. The results of this qualitative research are more generalizations, (Sugiyono, 2012).

The object of this research is detikcom as an online news portal media (on the network) which is accessed through websites or applications. Generation Z. Information obtained from informants is used as primary data, while literature related to the research topic is used as secondary data. The data that has been collected then goes through the data analysis stage. presented by Miles and Huberman, namely the research data through the codification stage, then the researcher presents the data, and finally draws conclusions (Afrizal, 2014, pp. 178–180).

In this study, to obtain the validity of the data (data validity), the researchers conducted triangulation. The triangulation process is carried out with the aim of checking the truth of the information obtained by researchers from various sources or different points of view by reducing information biases that may exist in the information that has been conveyed by the informants. By involving different sources of informants, the triangulation carried out by researchers is able to strengthen research data, and is able to convince researchers of the truth and completeness of research data. (Afrizal, 2014).

### **3 RESULTS AND DISCUSSION**

Media literacy is a skill that is very much needed in the midst of the fast flow of information exchange which is supported by technological developments. With literacy, a person can avoid being exposed to information whose credibility is doubtful so that they are not easily consumed by hoax information. With literacy, a person can assess the extent to which a media is able to provide new insights or he can assess which media can provide satisfaction in reading news.

The development of technology from the past to what can be felt today has also changed the ways or habits of a person in obtaining information. If in the past someone got news by buying newspapers or magazines every day, week or month, now these ways are starting to be shifted in a new way, namely by using smart devices (gadgets) to get information or news. This is consistent with the research findings which state that technology such as mobile devices (smartphones, tablets, desktop computers, and so on) is a technology that is often used by readers to get news or information from several applications or online news media sites. Readers visit or directly access online news media sites or click on news links uploaded by online media on the reader's social media timeline.

After knowing the new ways or habits, the reader then accesses the online news portal. The findings in the study state that detikcom is an online news portal site that is often accessed by news readers, especially the millennial generation and generation Z. Based on the results of interviews, detikcom presents various topics interesting news for millennial and generation Z readers. Presentation of interesting news for millennial and generation Z readers is directly proportional to detikcom rating gains on Google Aps (Android) and on the Aps Store (iOS). Media literacy activities by young readers are a concern in this study. Media literacy is related to one's efforts to analyze, understand, evaluate, and produce media content. Capabilities that are of concern to media literacy are access,

Based on the research findings, the younger generation of readers in terms of access, already know very well how to access the detikcom site by using communication technology, at least from their mobile device. Readers access detikcom directly by writing down the detik.com site on a web browser. also done by downloading the detikcom application on Google Aps (android users) and the Apps Store (iOS users). However, for those who access through the detikcom application, they are blocked by advertisements installed on the detikcom home page. The ad is large so that it closes the main page of detikcom. To close it, the reader must click the X located at the top right corner of the ad. The custom of detikcom that always appears an ad that covers the front page when readers access it became a poor assessment for readers, so the reader presents a negative review for a seconds application on Google Aps and App Store.

Furthermore, in terms of understanding, where understanding is something that deserves attention regarding media literacy. Readers can find the information or news they want from detik.com. Various news topics such as national, international, financial, technology, sports, tourism, culinary news, to health news has its own page on detikcom. Readers from the millennial generation and generation Z consider a number of news articles made by the detikcom editor to be able to attract the attention and curiosity of readers. Most of the news topics that are raised have news titles that sound 'tickling', not infrequently news from detikcom begins with a news title with a question mark

sentence, and it was not uncommon for detik.com to present a title-line news with insertion of injection word or sensational words, such as:

- Wow! Alibaba Earns IDR 793 T from Harbolnas 11.11 (<https://finance.detik.com/> accessed 12-11-2020 09.49 WIB)
- Service Down Around the World, This Is What YouTube Says (inet.detik.com accessed 12-11-2020 09.51 WIB)
- Sex Video Spreader Accounts Similar to Missing Artists, This is What the Police Say (hot.detik.com accessed 12-11-2020 09.56 WIB)

News titles similar to the ones above have always been the pattern of news publishing by detik.com editors. Readers consider that the journalistic practice carried out by detik.com editors is said to be click bait journalism, because readers feel that news that begins with a news title that invites readers' curiosity has the opportunity to have a number of clicks from readers. . Sometimes, some news with that title have compatibility with the content in the news, but not infrequently also some news with the same practice (click feed journalism) do not have a match between what is conveyed in the news title and the content in the news so that readers feel dissatisfied and even fooled by detik.com news packed with click feed news titles. That would be a poor assessment from the reader to the detik.com, even the reader does not make daily.

From a news literacy point of view, based on the reader's understanding in this study, it is stated that the click bait journalism practice carried out by the detik.com editor is a news bias group in terms of word choice or tone which can be positive or negative. This statement is based on statements from readers in this study which revealed that the writing of detik.com news titles that provoked the curiosity of readers was considered vulgar and unethical, in the sense that the words chosen by the editor were only aimed at gaining the number of viewers. Ordinary people are easily provoked by click-feed news titles from detik.com and have the opportunity to become the target of detik.com editorial staff to get the number of clicks on news links, either through sites or clicks on applications.

After access and understanding, the analysis aspect is also an important point regarding media literacy. The analysis of online news readers is interesting to study. The news topics presented by detik.com look very interesting in the eyes of readers, especially from the millennial generation and generation Z because they have high curiosity. If a topic that quickly went viral on social media, detik.com had previously published the viral news on its website page. However, news readers in this study revealed that the speed with which detik.com raised a viral news story on social media left a flaw, namely news accuracy and news distortion. An example was given by a newsreader, such as the viral news of a nasty video on social media associated with someone from a famous artist circle. Readers monitor the news that is packaged by the editorial detik.com. The headlines did raise the viral video that allegedly was perpetrated by an artist, with a focus on news such as the investigation of the perpetrators of the video spread, the investigation of the actors in the nasty video, to the entrapment of the ITE Law waiting for the perpetrators and actors of the nasty video. However, analysis from readers also revealed that with the same topic, detik.com seemed to expand the topic of news that was currently being discussed so that the news expansion was considered no longer focused on the same main news topic. If the main topic of the news is viral video nasty news that is thought to be from artists, then detik.com's expansion of the news is alluding to the photos of the artist so as to make the readers misfocus. the comments of the artists on the viral video that is suspected to be from the artist's circle, the objectification of an artist who can steal attention, and so on. Readers consider that the expansion of viral news topics by detik.com is not accurate and does not even provide insight for readers about the continuation of the news raised. Readers consider that detik.com is increasingly free to exploit viral news just to get as many clicks as possible, so that reader dissatisfaction with detik.com causes readers to look for references or other online news applications and leave detik.com as the main reference for daily news sources. Readers consider that the expansion of viral news topics by detik.com is not accurate and does not even provide insight for readers about the continuation of the news raised. Readers consider that detik.com is increasingly free to exploit viral news just to get as many clicks as possible, so that reader dissatisfaction with detik.com causes readers to look for references or other online news applications and leave detik.com as the main reference for daily news

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Then the production aspect is the last important point in the scope of media literacy. Someone will be seen how their ability to create media in various forms, be it visual, audiovisual, and a combination of text and audiovisual. The presence of renewable communication technology makes it easier for someone to create or produce news, whether he writes himself or comes from various references. The internet makes it easy for someone to produce information or news so that the content he produces is easily accessible, especially through social media such as Instagram, Twitter, Facebook, WhatsApp, and so on.

The data found from this study reveal that the production referred to by the readers is that readers share the news link they read from their news source as a reference. Such production is done after reading the full news content they clicked on from the news source. Detikcom which is the object of this research in terms of news exposure is indeed able to attract the attention of readers, but the practice of journalism at detikcom which targets the number of clicks coupled with the absence of new insights conveyed by detikcom to readers, resulted in readers not being interested in sharing news links sourced from detikcom. to their social media timeline. The reason is because they don't want to share news whose accuracy is very shallow, so that they can easily guess the news whose title is spelled click feed title. In addition, according to them, spreading or sharing the news link through their social media will have the opportunity to make the upload classified as information pollution in cyberspace.

#### **4 CONCLUSION**

Based on the results of research that has been carried out by researchers, the conclusions obtained in this study are news readers from the younger generation have been able to apply media literacy attitudes along with the use of communication technology. the younger generation has met several qualifications. Readers have been able to access detikcom news either directly by visiting the site or accessing the detikcom application on their respective gadgets. They have also been able to understand and analyze various news written by detikcom editors and also raise their various assessments of detikcom. However, they have not yet reached the production stage, which is meant by producing (sharing) news links based on detik.com because of their judgment and views and criticisms of detik.com.

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