



## FACTORS STUDY OF NEW MEDIA LITERACY IN INDONESIA ON ENVIRONMENTAL AWARENESS CHARACTER TO PROTECTING THE ENVIRONMENT

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### Abstract

The purpose of this research is to analyze new media literacy for the intelligence of society on Instagram regarding information on protecting the environment. The concepts used in this study are environmental communication, development communication, new media. The method used is quantitative research with analysis factors. Our respondents supported our research. The instrument of validity and reliability are good. So we could continue to next factor analysis. Instagram as the object of research studies. Respondents of this study are commentators on Instagram's government in protecting the environment from October to December 2018. Conclusion our research is all dimension of literacy new media in Indonesia are positive. And suggestion of this research is that the community must be able to be given information on messages that can be immediately digested. Research impact is people must keep how significant of content new media.

## INTRODUCTION

Background of these research are new media could positive side for people especially for students. Students are helped by new media for solving subjects in their school. For instance math, scientific knowledge and updated kind of materials of senior high school in Indonesia. But gap of new media. From the facts of student senior high school in Indonesia, these research hope could be give positive side for students who have to learn about environmental awareness character (Saadah et al, 2017).

These research found some previous research analysis for these. Gaines, (2014) explained that recycling of ion battery could be changing. De Gisi, et al. (2016) added about new founding is about Characteristics and adsorption Capacities of Low-Cost Sorbents for waste water treatment: A Review. World can not progress about the water waste again. But from Sabiro's research could press low cost of treatment water waste.

Bramantoro (2018) said that maintaining the environment should be a human habit. Not a new thing for this community. But people are increasingly unconscious in protecting the environment. The following 2018 data on Plastic waste is the most popular material in the world. Its use has increased 20-fold in the last 50 years. Although demand continues to increase, according to the World Economic Forum (WEF) report, only 5% of plastic is recycled effectively, while 40% ends up in waste landfill (TPA), and the rest ends up in ecosystems such as the ocean. Waste management if it does not start now, it is predicted that in 2050 there will be more plastic waste in the ocean than the fish that live in it. Putri et al. (2018) also said against Plastic waste pollution can be done by optimizing the potential economic value, one of which is through a recycling model. From this data, it can be analyzed that there are more and more plastics in our environment that make people familiar with the conditions resulting from the accumulation of garbage in their area.

The plastic recycling industry has now developed in Indonesia, especially for the types of plastics that have economic value such as PET and PP. Both recycling rates reach above 50%. Trash has economic value if it is managed well (Damayanti, 2010). The importance of recycling as a stage of implementing a circular economic model that is seen as being able to fight plastic waste. The recycling chain is the main key in implementing a circular

economy. By recycling plastic waste, reuse recycled products so that it can reduce the accumulation of waste in the landfill. This model also has economic value for the community and can support waste processing industries.

The presentation of municipal solid waste in Indonesia, as much as 60% is organic waste, 14% is plastic waste, 9% is paper waste, 4.3% is metal and 12.7% is other waste (glass, wood and other materials) . SWI also maps waste management carried out in a number of cities, in collaboration with a number of associations and community communities, including the Association of Indonesian Scavengers (IPI), the Indonesian Waste Bank Association (ASOBSI) and the Indonesian Plastic Recycling Association (ADUPI). In strengthening the analysis, SWI conducted a field study in Jakarta as a representation of large cities, and Ambon as a representation of small cities in Indonesia, accompanied by interviews at a number of second-hand shops (Andarani & Goto 2014).

Waste management in Indonesia itself has been regulated in Law No. 18/2008. However, there are still obstacles in the implementation of waste management. As part of regional autonomy, waste management is under the jurisdiction of local governments at both the city and district levels. However, imperfect management will have a national impact and even become a global problem such as the finding of plastic waste in the ocean (Bramantoro, 2018).

Waste management by the community and the state has been regulated by the government and the community well. According to data from more than 43 thousand media outlets throughout Indonesia, only less than 5,000 online media and online sites are officially registered and have information accuracy that is recognized. The truth of the dissemination of information or news on social media needs to be questioned because many of the news only contain the opinions of people who make it with a specific purpose and goal, even with the purpose of discordance. According to the mechanism of disseminating good and true news, the arrival of news to consumers must go through several stages and strict screening. In mainstream media, redactor and editors are gatekeepers before the news reaches to the reader. However, the importance of early media literacy in society is the main and most important gatekeeper when

readers receive news from various media (Rianto, 2016).

The new Indonesian media ownership community is very updated. However, the understanding of new media users has not been optimal in understanding the contents of messages on Instagram, especially on messages to protect the environment. The close proximity of digital media to students is not only a positive impact but also a negative impact, among others, positive impacts are (1) easier and more efficient in finding sources of information, (2) to assist the learning process. (3) facilitate transactions in the economic field. The negative impact are (1) having dependence on the digital world and almost all of its time absorbed with the digital world, or more commonly referred to as addiction (2) the existence of pornography (3) is used as a place for fraud (Adiarsi et al., 2015).

The effects of new media literacy have positive and negative things for users. As mentioned above the positive and negative effects of new media literacy for the community.

From the research problems above, the problem of this research is the most dominant factors in media literacy for the intelligence of the people on Instagram about environmental security. The purpose of this research is to study the most dominant factors in media literacy for people's intelligence on Instagram about ensuring the environment. The benefits of academic research are the results of research that can explain which factors are most important for people's intelligence in media literacy on Instagram on environmental safety information. The benefits of this social research are the results of research that can provide an explanation of what are the most dominant factors of media literacy that most influence people's intelligence in messages to maintain the environment.

The concept of this research is new media literacy, new media literacy the ability to access, analyze, evaluate and communicate information in various forms of media. Media literacy is a set of perspectives that are used actively when accessing mass media to interpret the message at hand. (literasipublik.com). according to Silverblatt, the elements of media literacy are (1) awareness of the influence of the media on individuals and social, (2) understanding of the mass communication process, (3) developing strategies for analyzing and discussing media messages, (4) awareness that media content is text which describes the culture and ourselves at this time, (5) develops pleasure and respect for media

content (Suyatna, 2018; Susongko&Afrizal, 2018; Putri et al., 2018).

The difference between this research and Suyatna (2018) is that researchers see the development of learning media with old learning media. While this study looks at what factors are the most dominant in media literacy variables in educating the public, using messages to protect the environment on Instagram media. The learning media used are new media. Instagram, despite social media, is very effective in influencing society.

The next difference with other studies conducted by Susongko&Afrizal (2018) with research is to look at public awareness in maintaining the environment. This study looks at what factors are the most dominant in Instagram media literacy regarding information about protecting the environment. The equation with this study is to use the same statistical analysis, namely the analysis factor. Because you want to see which factors are the most dominant in media literacy in educating the public through Instagram on information about protecting the environment.

The similarity of research conducted by Putri (2018) with the title of representation of media literacy in the dimensions of social life in Indonesia is to focus on new media literacy. The novelty of this research is to look at the different factors with previous research on the influence variable, namely the intelligence of the people in using new media, namely Instagram.

The difference with Corbin et al (2018) research is how to study the field of medicine in reading and improving smart in improving existing data. The field of medicine requires media literacy as well. They have special symbols for medical results. And this must be done for the medical profession. the novelty of this research is that researchers use Instagram, many people today use this media in many ways. However, researchers want to see an explanation of which factors are the most dominant in media literacy on people's intelligence in information supported by Instagram.

Previous research from Brook et al (2014) found about nuclear could be sustainable is part of our live. Research Objective is to analyze dominan factors of literacy new media in Indonesia. The urgency of these research is to analyze factors of literacy new media in

Indonesia. Because Indonesian people just have the gadget but for the literacy content of media, involved or moderate. Research novelty is analyze literacy new media for educated Indonesian people.

## METHODS

The population of this research is accounts that provide comments on messages, photos and videos that voice the environment. The population is somebody who give commented of messages in new media. New media is Twitter, Instagram and Youtube. The sample is 219 repondents. Who was carried out by purposive sampling. With the criteria for commenting both its nature builds positive and negative messages.

The dimensions to be measured are (1) awareness of the influence of the media on individuals and social, (2) understanding of the mass communication process, (3) developing strategies for analyzing and discussing media messages, (4) awareness that media content is text that describes culture and ourselves at this time, (5) developing pleasure and respect for media content. While human intelligence is measured by (1) Intellectual Intelligence or Intelligence Quotient (IQ): is a form of an individual's ability to think, process, and master his environment to the maximum and act in a directed manner. This intelligence is used to solve logical and strategic problems, (2) Emotional Quotient (EQ): is the ability to recognize, control and organize one's own feelings and other people's feelings deeply so that their presence is pleasing and coveted by others. This intelligence gives us awareness about one's own feelings and those of others, gives empathy, love, motivation, and the ability to respond to sadness or excitement appropriately (3) Spiritual Quotient (SQ): is an inspiring source and catapult someone's spirit by attaching themselves to the values of truth indefinitely. This intelligence is used to distinguish good and bad, right and wrong, and understanding moral standards.

The following table is validity and reliability of the dimensions of media literacy in this study (Table 1).

**Table 1.** Media literacy reliability and reliability

Dimensions of Media Literacy	Validity	Reliability
1. Awareness of the process of mass communication	KMO= .52 Significant = .000	r= .78
2. Understanding of the mass communication process	KMO = .55 Significant = .000	r= .81
3. Development of strategies to observe the system and discuss media messages	KMO = .50 Significant = .000	r= .60
4. The awareness that media content is a text that describes the culture and ourselves at this time	KMO = .71 Significant = .000	r= .72
5. Develop pleasure and respect for media content	KMO = .89 Significant = .000	r= .87
Dimension of Intelligence variable		
1. Intellectual intelligence	KMO= .78 Significant= .000	r= .78
2. Emotional intelligence	KMO= .88 Significant= .000	r= .77
3. Spiritual intelligence	KMO = 82 Significant = .000	r= .71

The validity and reliability of this research is very important in continuing this research. All measurements of this research instrument are valid and reliable. Then this measurement can be carried out at the next multivariate analysis stage, namely the analysis factor. To find the dominant factors in media literacy variables in increasing the intelligence of Instagram users in environmental messages.

## RESULTS AND DISCUSSION

The results of descriptive research on media literacy variables and community intelligence are as follows. The variable of media literacy and community intelligence is on the positive value that respondents respond to. Following is the frequency

table of both media literacy variables and community intelligence.

Uses and gratification theory used of these research. Because what consumer need, the result need same of their need. Uses and gratification needed by consumer who depend on media. Media actively receiver for what consumer need (Wang, 2012).

**Table 2.** Frequency of media literacy and community intelligence

No	Dimensions of Media Literacy	Extreme positive	Positive	Negative	Extreme Negative
1	Awareness of the influence of the media on individuals and social	81%	11%	8%	0%
2	Understanding of the mass communication process	71%	20%	9%	0%
3	Development of strategies to analyze and discuss media messages	61%	23%	16%	0%
4	The awareness that media content is a text that describes the culture and ourselves at this time	71%	21%	8%	0%
5	Develop pleasure and respect for media	89%	11%	0%	0%
	Dimension of Intelligence variable				
1	Intellectual intelligence	81%	19%	0%	0%
2	Emotional intelligence	51%	38%	11%	0%
3	Spiritual intelligence	47%	37%	16%	0%

In the media literacy variable, the dimension of awareness of the influence of the media on individuals and social is dominated by positive responses from respondents. As said by Wu (2016) positive responses from respondents are very dominant in this dominance. Users of Instagram users say they are aware of the magnitude of Instagram's influence on messages to protect the environment. However, because many respondents' habits are also influenced by the absence of models or

role models that can motivate them in maintaining the environment. So they will go back and forth to their habit of not taking care of their environment.

The dimension of understanding of the same mass communication process is strongly dominated by positive responses. The respondent understood that Instagram was mass media. And knowing the respond they will receive will be slow. But the ethical consequences of protecting the environment are not recognized by many people, so they do not care about the messages in maintaining their environment.

The dimensions of developing strategies for analyzing and discussing media messages were also responded positively by respondents. Respondents did not understand what was meant by developing a strategy and discussed media messages. But after being directed by researchers they understand what they should do (Picazo-Vela et al., 2016).

The dimension of awareness that the content of the media is a text that describes culture and ourselves at this time is also responded positively by the respondents. But they realized they were not doing what they were supposed to do. They still carry out what they should not do. For example, you have to plant trees if you cut down trees. The community is very aware of that. But people don't do it. It is not permissible to dispose of garbages, they are aware of the danger of littering. But they do not dispose of garbage in its place.

The dimensions of developing the pleasure and appreciation of media content, this is the most positively responded by respondents. Respondents know and feel the benefits of using Instagram directly. Users do not have to understand the message conveyed by the sender of the message. But if the user is satisfied with the use of Instagram then the benefits of the media are finished. In the concept of Uses and Gratification where communicants actively seek media messages to fulfill their needs. Currently Instagram users are oriented to fun. So that this was very positively responded by respondents.

The variable intelligence of the community on the dimensions of intellectual intelligence was responded positively by Instagram users. They are very proficient and skilled in using new media. But they don't understand Instagram's message well. As stated

by this study. They are proficient in intellectual intelligence but have not understood the contents of the message regarding protecting the environment.

The dimensions of emotional intelligence were also responded positively by respondents, but the community was not invited to go off to meet other individuals directly. Through Instagram they are required to like the message first. Even though they do not necessarily understand the message. So Instagram users easily get emotional. Because of interactions with other individuals, it may be said not too often.

The dimensions of spiritual intelligence were also positively received by respondents. But rarely do respondents look for sites that can guide users to directions according to their respective beliefs. They prefer to see sites on Instagram on something they like. Not what they need. As in previous studies by Susongko (2018), the dominant factor in his research was that respondents' awareness in maintaining the environment was not very good.

**Table 3.** Factors in media literacy analysis on human intelligence on Instagram in the message of maintaining the environment

No	Dimension	Value
1	Awareness of the influence of the media on individuals and social	r= .51 Significant=.000
2	Understanding of the mass communication process	r= .53 Significant = .000
3	Development of strategies to analyze and discuss media messages	r= .52 significant=.000
4	The awareness that media content is a text that describes the culture and ourselves at this time	r= .50 significant=.000
5	Develop pleasure and respect for media content	r= .69 significant=.000

The most dominant factor in this study is the dimension of developing pleasure and respect for media content. Previous research was also stated by Putri et al., (2018) that the most dominant factor in her research was the dimension of pleasure and appreciation. Because when they respond to every photo and video regarding the environment, they will be interested in things other than the message conveyed by the site to protect the environment.

## CONCLUSION

Based on the results of this study the dominant factor in this study on media literacy variables is the dimension of developing pleasure and respect for media content. Other dimensions already look positive. But need to be given a stimuli again in order to increase the results of the dominant factors in this variable. Context in other studies can also be developed. Not only new media. But on more interactive media.

Conclusion of the research is presented briefly in conclusion part. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

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