

LITERACY OF THE DIGITAL CULTURE: READING, PRODUCING AND PUBLISHING TEXT OF NETIZEN ON SOCIAL MEDIA

No. Abstract: ABS-XXX

Burhanuddin Arafah, Muhammad Hasyim, A. St. Aldilah Khaerana, Andi Inayah Soraya, Rezky Ramadhani, Ahmad Ismail,
Takwa

Hasanuddin University



DIGITAL INFORMATION ERA

INTRODUCTION

Humans are mediated with digital media

Communication without time and region limits

Digital media has become a gateway for information

INTERNET USER COMMUNICATION MODEL CHANGES:

CONSUMER, PUBLIHSER & PRODUCER

MAIN PROBLEM:

DIGITAL CULTURE PROFICIENCY OF NETIZEN AS CONSUMER, PRODUCER AND PUBLISHER IN SOCIAL MEDIA TEXT

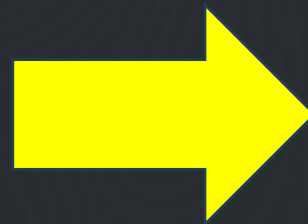
LITERATURE REVIEW

Semiotic Multimodality Approach in digital media text

semiotic multimodality: the concept of a sign is built on the relationship between modes (verbal and non-verbal language) to produce meaning

SEMIOTIC MULTIMODALITY ANALYSIS MODELS

Netizens as text producers
Netizens as text publisher
Netizens as text reader



Interaction of Symbolic Signs
PRODUCE MEANING
Denotation (information)
Connotation (social meaning)

Roles of Internet Users	Content	Digital skills and knowledge	Digital media cultural literacy
Reader	Types of information consumption	proficiency & comprehension in choosing reading topics	When analyzing and reading texts from digital media, use critical thinking.
Publisher	Types of shared information	Information-sharing and dissemination abilities and knowledge	Having a disposition, exercising critical (selective) thinking, being inventive, and inspiring others when providing information
Producer	Types of produced data	Proficiency in reading, comprehending, and producing texts (including news content creation and commentary on current events).	acting with socially beneficial discretion when it comes to news content production and making comments about news or current events

METHOD

Two hundred seventeen (217) netizens from the Generation Z group were surveyed as part of the data collection process. The respondents were chosen through the distribution of questionnaires and in-person interviews in public settings, with a focus on cafes that this generation is more likely to frequently hang out. Several cafes or restaurants, including ‘Kopi Kenangan’, ‘Kopi Janji Jiwa’, ‘Café Zero’, and ‘Warksop Dg. Sija’, served as the research's designated public spaces where Generation Z online users were observed and contacted to gather data.

Gender	Man			Woman		
	74			26		
Age	11-15		16-20		21-26	
	1		49		50	
Education	Elementary Shool	Junior High School	Senior High School	Diplome	Bachelor	Masters
	1	1.5	71	0	26	0.5
Occupation	Student	Employee		Businessman		Etc.
	85	7		3		5

FINDING AND DISCUSSION

Competence and knowledge of Internet users in using digital media

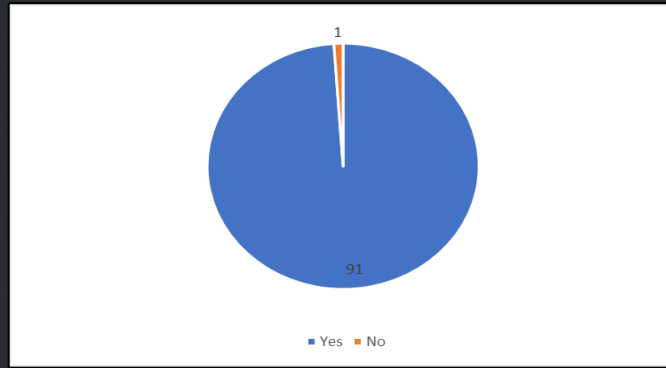


Figure 1. The proportion of people (90%) who use the internet to access news and information

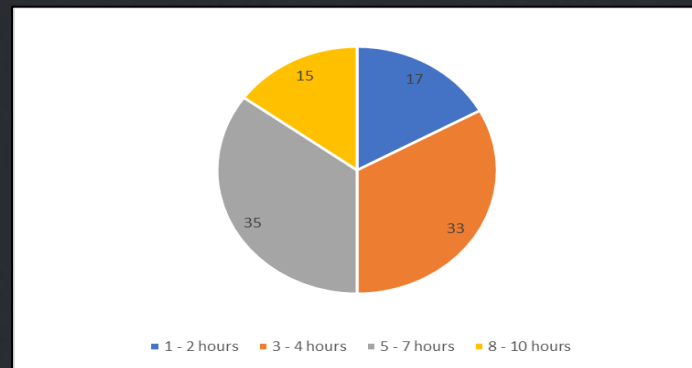


Figure 2. The percentage of time devoted to online news and information access

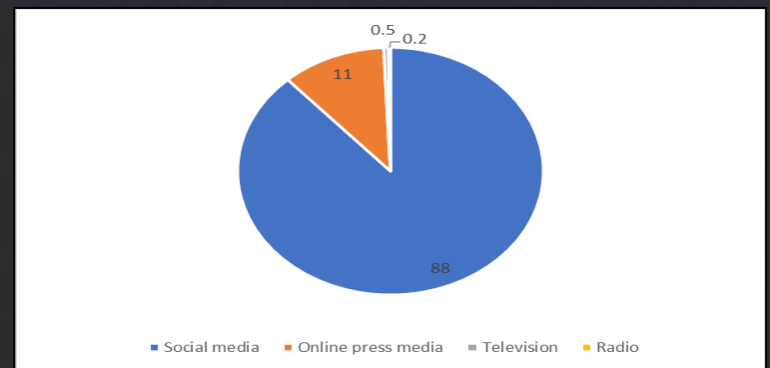


Figure 3. The various media available for information access

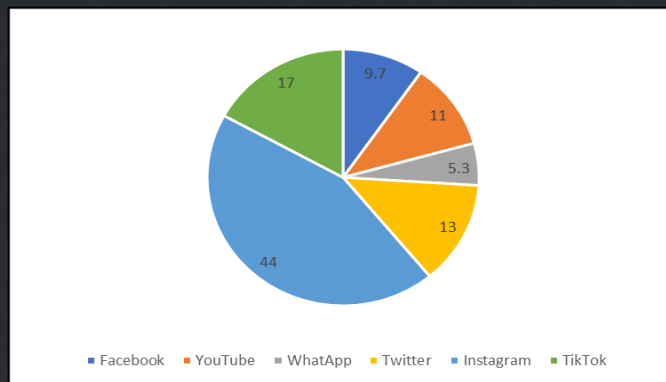


Figure 4. Platforms for accessing information on social media

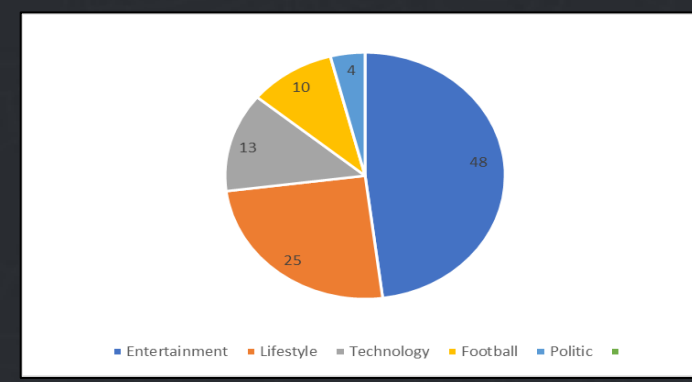


Figure 5. Information accessed daily on social media platforms

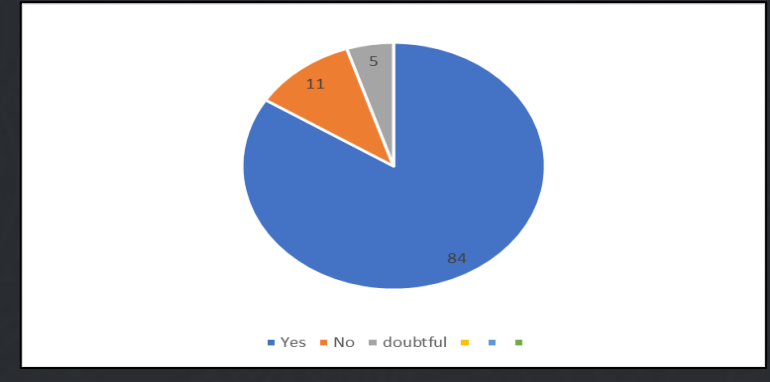
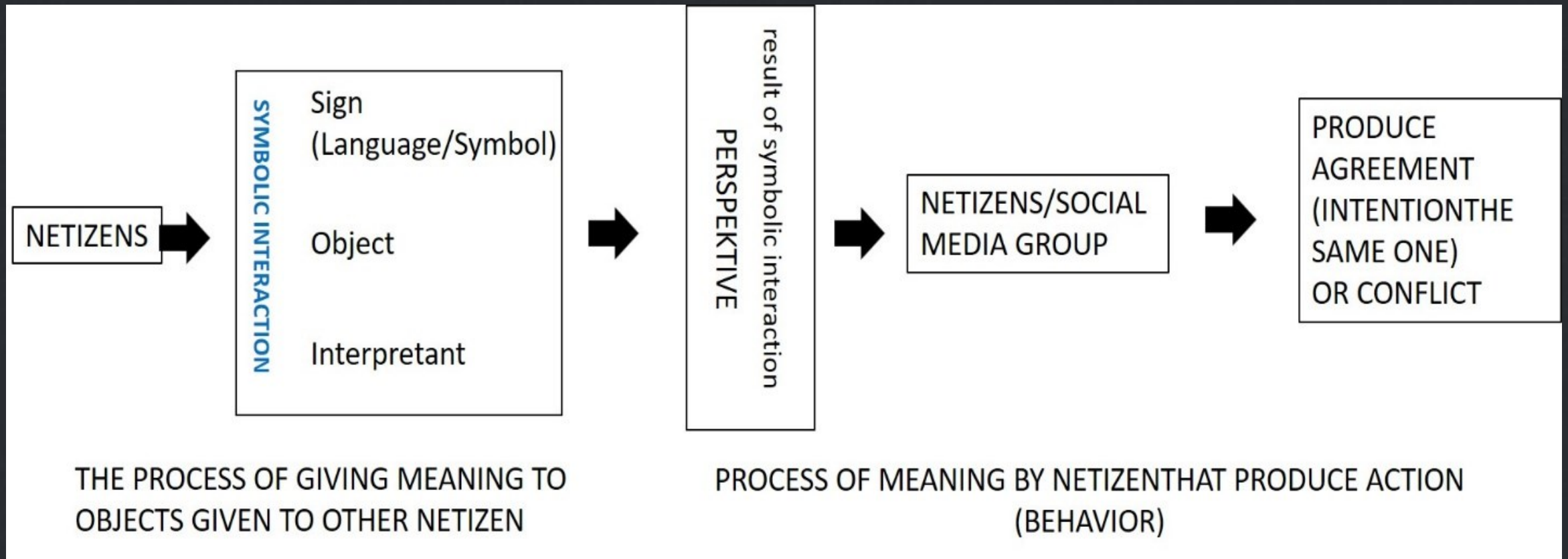


Figure 6. The proportion of online community members who share interesting news with other online community members or on social media groups

FINDING AND DISCUSSION

The social media symbolic interaction model



- The process of social interaction in which people exchange messages through language is known as symbolic interaction. Through interactions with other people or social groups, symbolic interaction helps people develop their self-concept and perceptions.
- The theoretical perspectives on extended symbolic interactions: (1) behaviour set based on the meaning of others or groups assigned to it; and (2). Social interactions are what produce sense (3). An object's purpose is deciphered.
- From a semiotic point of view, communication between individuals and groups involves symbolic interaction through a semiotic process: sign (language) - object - interpretant (interpretation). Language facilitates social interaction between individuals and groups by acting as a tool for communication. Individuals give particular symbols in language meaning, which they then communicate with others. These symbols represent a variety of things, such as actual physical things, people, behaviours, actions, and events. In the context of symbol-object relationships, interpretation is the process of giving meaning to behaviours that result from actions.
- These social media networks enable symbolic interactions between users and groups, where users are led and influenced by the functionalities and features offered by the platforms. Emoji symbols, which are easily accessible through social media applications, for instance, are used to shape and control the communication activities of online users.

CONCLUSION

Users on social media play various roles as consumers, producers, and distributors while participating in symbolic exchanges that build deep relationships within online communities. Through these interactions, the significance attached to the use of particular symbols in communication between netizens or groups is revealed and is consistent with the more significant meaning embraced by online communities as a whole.

Netizens participate in symbolic interactions within digital media as readers, producers, and publishers. They must be knowledgeable about and behave in ways that support the four pillars of digital media literacy. Digitally literate members of Generation Z's online community are better equipped to use digital technology and interact with it in a skillful and culturally sensitive way, promoting moral and culturally rich symbolic interactions.

- [1] Arafah, B. & Hasyim, M. 2022. Social Media as a Gateway to Information: Digital Literacy on Current Issues in Social Media. *Webology*, 19, 1, 2491-2503
- [2] APJII (2020). *Laporan Survei Internet APJII 2019-2020* dalam <https://apjii.or.id/survei>
- [3] Stephanie, Conney. (2021). "Berapa Lama Orang Indonesia Akses Internet dan Medsos Setiap Hari?", in <https://tekno.kompas.com/read/2021/02/23/11320087/berapa-lama-orang-indonesia-akses-internet-dan-medsos-setiap-hari?page=all>
- [4] Belshaw, Douglas A.J. (2011). *What is 'digital literacy'? A Pragmatic investigation*. London: The Department of Education, Durham University.
- [5] Gilster, Paul. (1997). *Digital Literacy*. New York: Wiley Computer Pub.
- [6] Bawden, D. 2001. Information and Digital Literacies: A Review of Concepts. *Journal of Documentation*, 57 (2), 218-259.
- [7] Saussure, de Ferdinand. 1959. *Course In General Linguistics*. New York: Philosophical Library.
- [8] Barthes, Roland. 1957. *Mythologies*. Paris: Editions de Suil.
- [9] Halliday, M.A.K. 1978. *Language as Social Semiotic*. London: Arnold.

THANK YOU!

Follow us @...

