

The Impact of New Media Literacy and Supply Chain Knowledge Management on Community Economy in Indonesia

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Abstract- This study aims to examine the impact of new media and supply chain knowledge management on community economy in Indonesia. This quantitative research method is distributed questionnaires to 157 respondents from retail sector in Indonesian. Based on dimensions of new media literacy, the strongest dimension is visualization with the highest average value of 3.40. Visualization enhances entrepreneur innovation in supply chain knowledge management. The results of this study indicate that new media literacy helps consumers on community economy in Indonesia.

Keywords: *new media literacy, supply chain knowledge management, community economy*

1. Introduction

The presence of technology and information has an impact on supply chain management in the community [1]. The development of information technology brings human behavior to change. Communication that occurs between people has changed [2]. According to Loh Yoke Ling[3] humans today are difficult to analyze, criticize text media. This is because humans can't currently trained in interpreting messages in new media. But in the literacy skills of new media have not been felt by its users [4]. This study wants to see how respondents can be skilled in seeing existing messages in new media. With the development of information technology, economic development has also increased in Indonesia. The community began to be creative in opening their businesses. The community is very

specific in meeting their needs [5]. This is due to the presence of new media through information technology[6]

New media relates to media literacy as the ability to effectively and efficiently understand and use mass communication [7]. Media literacy as a set of perspectives in which we actively empower ourselves to interpret the messages we receive and how to anticipate them [8]. One popular definition states that media literacy is the ability to access, analyze, evaluate, and communicate the contents of media messages [9]. From this definition, it understood that its main focus relates to the content of media messages.

According to Wallis and Buckingham [10], media literacy is a skill to assess meaning in each type of message, organize meaning so that it is useful, and then build messages to be conveyed to others. The point is that media literacy is trying to provide critical awareness to the public when dealing with the media [11]. Critical awareness is the keyword for the media literacy movement. Media literacy itself aims to, in particular, provide critical awareness of audiences so that they are more empowered before the media [12].

Giving a critical attitude to the community through media literacy is one of the supply chain knowledge management for the community [13]. Community economic empowerment, it is not enough just to increase productivity, provide equal business opportunities, and only provide capital injections as a stimulus, but it must be guaranteed that there is close cooperation and partnership between the advanced and the weak and undeveloped [14].

In the other side, empowerment of the people's economy is an effort that is the mobilization of resources to develop the economic potential of the people to increase people's productivity so that, both human resources and natural

resources around the people's existence, productivity can be increased [15].

The efforts to empower the community's economy are inseparable from expanding employment opportunities and increasing community income [16]. Related to community empowerment in expanding employment opportunities, one of them is influenced by the policy of developing Micro, Small and Medium Enterprises (MSMEs) [17]. The development of MSMEs, especially Small and Medium Enterprises, has strategic potential in the context of community empowerment, given the growth and real active sector run by SMEs able to provide added value to the community, namely the availability of jobs and increased incomes [18].

Media literacy exists as a bastion for the public to be critical of media content, as well as determine the information needed from the media [19]. Media literacy is needed in the midst of information saturation, high media exposure, and various problems in the information that surround our daily lives [20].

For this reason, the audience must be able to control the information or messages received. Media literacy provides guidance on how to take control of the information provided by the media [21]. The more media literate a person is, the more able the person is to see the boundary between the real world and the world constructed by the media [22].

The person will also have a clearer map to help determine the direction in the media world better. In short, the more media someone literates, the more capable the person is to build the life we want instead of letting the media build our lives the way the media want. Consumer needs are closely related to economic empowerment.

Urban communities are very segmentation in meeting the needs of their consumers. But in small cities, companies have not yet classified the special needs of their consumers. Therefore, researchers want to see how the community optimizes new media and supply chain knowledge management in the economic empowerment of its users.

2. Method

This research uses a quantitative approach [23]. Authors distributed questionnaires to 157 respondents from the retail sector in Indonesian. There were 12 statements on the questionnaire relating to new media literacy. The instrument uses 4 Likert scales consisting of; 1) strongly disagree; 2) disagree; 3) agree, and 4) strongly agree. As a reference for data analysis and description, rating scales are made with the following criteria and predicates; 1) 1.00 - 1.50 (very less); 2) 1,51 - 2,50 (less); 3) 2,51 - 3,50 (good); and 4) 3.51 - 4.00 (very good). Analysis of the collected data carried out using descriptive statistical data analysis techniques.

3. Results

Before distributing questionnaires, authors conducted the validity and reliability of media literacy variables.

Table 1. Validity and Reliability of Media Literacy Variables

No	Media Literacy Dimension	Validity	Reliability
1.	Play	KMO= .81 Sign = .000	r= .83
2.	Performance	KMO = .84 Sign = .000	r = .82
3.	Appropriation	KMO = .83 Sign = .000	r = .82
4.	Multitasking	KMO = .86 Sign = .000	r = .85
5.	Distributed	KMO = .91 Sign = .000	r = .88
6.	Collective	KMO = .90 Sign = .000	r = .89
7.	Judgement	KMO = .81 Sign = .000	r = .82
8.	Transmedia	KMO = .89 Sign = .000	r = .88
9.	Networking	KMO = .92 Sign = .000	r = .89
10.	Negotiation	KMO = .91 Sign = .000	r = .90
11.	Visualization	KMO = .90 Sign = .000	r= .91

The results of each dimension of media literacy in viewing the economic empowerment of the Indonesian people, the play dimension has a value of $r .77$. it means that the play dimension has a positive value when respondents use new media in accessing economic areas. The performance dimension of media literacy has a value of $r .78$ in the results of this study. This means that the performance of new media has a meaningful value also for respondents. They stated that if the performance in the new media was interesting, they would access it.

The simulation dimension of this study has a value of $r .76$. Respondents are helped in new media. When they want to access and technically want to know more in their desires. The appropriation dimension has a value of $.77$. Respondents are right to use new media in using new media. Respondents use new media in their economic activities. They use not only new media for economic activity. The multitasking dimension has a value of $r .78$. Respondents have many job responses at one time. At the same time can do some information informant want to know.

Distributed dimensions have a value of $r .80$. Respondents considered that the new media strongly distributed information, news and anything needed by respondents. The collective dimension has a value of $r .82$. Respondents can gather all the information they need. The judgment dimension has a value of $r .76$. Respondents were responding to this dimension; the new media can also assess only one party. New media content sometimes provides information from one side only. The transmedia dimension has a value of $r .79$. Respondents respond to the statement of this dimension with a positive dominant. They enjoy using new media.

The networking dimension has a value of $r .83$. New media can make it easier for respondents to expand their economic networks. New media opens new networks. And new media can open insights, knowledge for respondents. The negotiation dimension has a value of $r .75$. According to respondents, new media has a weakness in negotiation. Respondents cannot negotiate with new media. The dimension of visualization has a value of $r .87$. The response was very satisfied with the visualization presented by the new media. New media can meet the desires of respondents.

After the study was conducted, of the 157 respondents, who were given the questionnaire. There were 155 respondents who returned it. In the questionnaire, there were 85 women and 70 men who filled out the questionnaire. In more detail, the following are the results obtained related to Jenkins new media literacy, on the below:

Table 2. The average value of media literacy dimensions

Dimensions	Aspect	Score
Play	the ability to interact with the environment by overcoming problems	2, 50 Good
Performance	the ability to adopt alternative identities for improvisation and new discoveries	3, 20 Good
Simulation	the ability to build dynamic models in real-world processes	3,15 Good
Appropriation	the ability to interpret media contents	2, 00 Enough
Multitasking	the ability to do work simultaneously with the surrounding environment	3, 12 Good
Distributed	the ability to interact meaningfully with tools that can provide developmental capacity	3, 06 Good
Collective	the ability to gather knowledge for a common goal	3,16 Good
Judgement	the ability to evaluate the reliability and credibility of different information	2, 84 Good
Transmedia	the ability to follow the storyline and information beyond various media modes	2, 85 Good
Networking	the ability to search, synthesize and disseminate information	3, 11 Good
Negotiation	the ability to travel to reach different communities, with perspectives, and accept alternative norms	3, 30 Good
Visualization	creating and understanding visual representations of information	3, 40 Good
Total		2,97

Based on table 2, the strongest dimension is visualization with the highest average value of 3.40. Respondents stated that they used new media, one of which was visualization. With visualization of respondents can meet the needs and desires of consumers, especially in the retail field. In addition, it can be seen that the average value of the play dimension is 2.50. This shows that the respondent is able to interact with the surrounding environment and overcome problems. Then, can see economic activity and know various things in developing economic activities. In performance, the average score of respondents was 3, 20.

This shows that the new media can provide knowledge in economic activities. It can also stimulate achievement in the differentiation of economic activity in new media. From the twelve dimensions, the average result of the respondent's value is 2.97 with a good category. This shows that the respondents were very satisfied with all the information presented by the new media. They can design and gain new creativity in their daily activities. This activity starts from the economic side and everyday life. Empowerment of the people's economy is an effort to make a strong, large, modern and highly competitive economy in the right market mechanism [22]. Because the constraints on people's economic development are structural obstacles, the empowerment of the people's economy must be done through structural changes [24]. So, the results of this average value indicate that indeed retail entrepreneurs, especially in small-town areas, are greatly helped by the new media literacy. From the twelve dimensions, Appropriation got the lowest average value of 2.00. This is because respondents were still unable to interpret media contents.

4. Discussion

From the findings, it shows that the presentation of visualization is very fulfilling the wishes of the respondents. In line with Beaton and Meyners [25] everything that is in the minds of consumer, can be translated by new media through visualization. So that physical realization in the form of photos and videos can be received according to the respondent [26]. Respondents were very satisfied with the dimension of visualization in media literacy.

This new media literacy increases opportunities in business by providing facilities and management technical guidance in starting a business [27]. Institutional capacity building and service quality are important in supply chain knowledge management [28]. This research is in line with Basole, Bellamy and Park [29] who explain that visualization enhances entrepreneur innovation in global supply chain networks. Because the experience of visualization by entrepreneurs in new media greatly affects consumers [30].

Because visualization through new media literacy can provide functions for sustainable package design [31]. Starting from new media literacy then in the process of the ability to search, classify, and disseminate information using social media as a promotion [32]. With technology and using new media literacy as an effort to increase entrepreneurs for supply chain management, economic growth is one way [33].

This research is in line with Orji, Kusi-Sarpong and Guptav[34] in line with the results of the media literacy dimension in social media responded by positive respondents. Entrepreneurs in the retail sector realize that their lives today are very dependent on new media [35]. In the digital era like today, of course technological innovation is important in efforts to empower the economy [36]. Technological innovation greatly influences society and business [37]. In the post-industrial era, the most impacted was digital technology as we have known it since the invention of computers, networks, web, mobile technology and, social media and social technologies which are increasingly increasing [38].

Since the community connecting computers and creating a growing network of computing, data, power and the application of social business concepts in various economic sectors [39]. Thus, the institutional framework needed for social business is balanced with an understanding of media literacy [40]. This means that in line with the findings of research that agrees with the visualization of new media [41]. New media can meet the desires of consumers and producers. Presentation of visualization really meets the desires of consumers [42]. New media users, need innovation in the process of selecting goods [4]. This has become a concentration in supply chain management [43]. So that physical realization both in the form of photos and videos can be accepted by consumers [44]. For this reason, it is important to innovate through technology and understand new media literacy to improve supply chain management [45].

5. Conclusion

The results of this study indicate that although an influencer is considered credible, an important factor in consumer purchase intentions is the trust and attitude of the consumers themselves. New media can meet the desires of respondents. Presentation of visualization is very fulfilling the wishes of respondents. . In economic empowerment, new media really helps what is desired by potential consumers and consumers.

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