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ABSTRACT

The development of the world at this time has entered the era of the industrial revolution 4.0 and has an effect on human life based on information. Elementary school students as alpha generation or internet generation are users who are familiar and very dependent on technology especially with social media. Research on digital literacy is still rare, especially in Indonesia. The subjects of this study are students aged 11-12 years who are active users of social media. This research uses a qualitative approach with a case study method. The informants used as the sample of the study were five people and one key informant from a media literacy expert. The findings in this study indicate the importance of digital literacy education which has a positive impact on knowledge, understanding and skills in using social media that is currently used as a source of information and entertainment by the public, especially among the alpha generation that can bring about awareness in using social media. In this study, not all participants had the skills to use social media properly. So digital literacy education is a solution that can be done by the government and elements of society and academics who care about the progress of the nation.

Keywords: *Industrial Revolution, Alpha Generation, Social Media, Digital Literacy*

INTRODUCTION

Most of the Indonesia people have used social media (*facebook, instagram, whatsapp messenger)*. Based on the APJII infographics (Indonesian Internet Service Providers Association) and social marketing agencies in 2015 it was stated that 75 million Indonesians actively use facebook in their daily activities and as many as half of these joined the facebook group. Meanwhile, there are 45 million Indonesia people that are Instagram users and the average posting is twice as much as the global average. So, the users of social media in Indonesia are 85%.

Based on UNICEF and Kominfo (Ministry of Communication and Information) Indonesia research on 2015, it was stated that internet users in Indonesia come from children and teenagers are estimated at 30 million people. Therefore, children will be born and grow up with social media, because it is already being part of their life and daily activities also, they are very dependent on social media. Moreover, the most favorite social media for children, especially elementary school students is Facebook. (Retnowati, 2015). Also, many studies have been conducted on social media as a source of reference, one of which is through the results of research by Siti and Azizah on a review on social media pages (2010)

In 2016 – 2018, there were a lot of cases related to insulting, prostitution, kidnapping, bullying, which can trigger depression in young children, especially elementary students. The ease in spreading information, both positive and negative, to the whole world and known by social media users makes children who become victims will be ashamed, low self-esteem and hurt. All the phenomena show us that children do not fully understand how to use the internet in the right way. At another point of view, they can access the network, but they also do not fully understand the consequence of using digital media, so they must have digital literacy capabilities in the current Industrial Revolution 4.0 era. Then, people using Facebook as digital socialize media to fulfill their social need. A kid needs to have and together with his or her social network and relationship to actualizing himself or herself. (Tamburaka, 2013). So that, based on the problems with phenomena that appears, this research is worth doing, so it needs to be anticipated by organizing digital literacy education for elementary students. Media education has a purpose in developing knowledge and critical skill to enable children as media consumers to make interpretations and assessments based on information obtained by Buckhingham (2007).

Al Quran Elementary School Students in this research are students who memorized the Quran and performed well in the school academy. Some of them already finished memorized 30 Juz at the age of 9 – 12 years old. Beside active in learning activities, they also actively using social media 'Facebook' because they need a sense of self-actualization, self-presentation, so it can be their space to show themselves in front of the audience in a polite and *syar'i* manners and writing wise words also display their activities through photos.

The students already use to read, commenting about the information in the social media, because if there are negative comments then they are strongly related to negative information. Meanwhile, if there are positive information, they will not hesitate to share that information to their facebook account. Of course, we are not expecting that phenomena. So, the best solution for the student is teaching them digital literacy because sooner or later, a poor digital literacy will impact to children and teenager's personality and psychology. In research that conducted by Pratiwi and Pritanova (2017), stated that a poor digital literacy knowledge will effect on children and teenager's psychology who tend to insult and cause jealousy toward others, depression, drifting mood toward negative comments and get used to speaking with impolite words.

Digital literacy education is needed so students will have a critical attitude in responding to every information and interaction that exists even though they are not a teenager yet. Every student needs to be educated about the rules and how to take advantage from social media in

daily life. Media validity must be traced by seeking information from various media. The goal is to know whether the content has balanced information or not. The press freedom that supported by communication technology with their internet make students are possible to consume information witch easily obtained from social media. Understanding digital literacy's negative effects need to be emphasized to the student in order to avoid things that aren't desirable.

Media Literacy in Industrial Revolution 4.0 era is more focus the usage of social media that is specified in digital literacy which is derivative from wider media literacy. So, the purpose of this research to include social media users who only use Facebook.

Media literacy definition consist of two words, literacy and media. Simply, literacy means ability to read and write and media means intermediary in object, human, or event form. So, digital literacy means ability to search, study, and take advantage from various media source in any form. It can be concluded that media literacy is the ability of the audience to be able to access, test, and interpret messages from the media that may affect the beliefs and actions of audiences towards certain topics (Arya, Azul, and Shahizan, 2019)

So, an enough understanding about digital world for students and information disclosure on social media that have a negative impact on the use of social media are often experienced by students. Then in digital literacy education requires the ability of social media users who are critical, creative in the Alpha Generation who can filter the information that spreading in various media. Nowadays, critical knowledge really needs to be instilled in early childhood especially Alpha Generations who are starting to use social media. Thus, the introduction of understanding in children of matters related to the reporting of the nature of the controversy and contradiction in the realm of complex digital media will be able to cause a good assessment of themselves about what happened and why it happened on social media (Syahputra, 2018)

After examining the growing needs and scientific wealth, the researchers decided the problem is how digital literacy education programs in the Alpha generation can provide digital literacy capabilities in the use of social media among *Alquran* Elementary School students in Bandung.

LITERATUR REVIEW

Media Literacy is a form of public concern about negative effects from mass media who has two side of the blade which mean mass media can be giving a positive or negative effect, especially on internet media. Negative side from internet (social media) have more portion than positive one, where often found some cases that can be decreasing someone's privacy, increase criminal potential, and miss understanding while communicate. So, to understand about digital media literacy 4.0 era, social media audience must have ability to give reaction and able to rate some message at media with full awareness and responsibility.

Digital Literacy or 21st century ability includes something that it really connected with skill, study, and innovation, critical thinking in solving problem, communicate, and collaborating skill with activities that has been done by digital media users nowadays. Eshet (2015) states that there are five skill types that including in general digital literacy term: (a). Photo – visual literacy means an ability in reading and conclude the information visually. So, a user in this type can immediately understand about the information that they receive from digital media with many visualization advantages that can catch their attention; (b). Literacy Reproduction means an ability to use digital technology in producing new creation from works. This can be a media to developing creativity from media users so their creation can be seen visually, understanding the benefits from that creation, also increasing company profits from product or service that will be traded through digital media; (c). Literacy branching means an ability to navigating non-linear media from digital room; (d) Literacy Information means an ability to search, find, rate, and evaluate some information at website critically. So, they can decrease hoax information that can influence

the mindset of citizen who use social media; (e). Literacy social-emotional refer to many social and emotional aspect that present online, is that through socialization and collaborating or only consuming the content. In this point, social media needs very depend on interest, motive, and purpose from audience take advantage from internet, especially social media.

Meanwhile, Douglas A.J. Belshaw in his thesis called *What Is 'Digital Literacy?'* (2012) stated that there are eight essential elements to developing digital literacy; (a) Cultural about understanding digital world user's context; (b) Cognitive about digital world user's thinking ability in rating a content; (c) Constructive means create something expert and actual; (d) Communicative is an understanding about the network and communication performance in digital world; (e) Confident to take responsibility from digital media users; (f) Creative in making something new with new way and methods; (g)Critical at responding content and have digital literacy as life skill; (h) Socially responsibe.

Elements that already mention above is basic element in developing digital literacy. Doing a digital literacy is expected to be more understand and have a cognitive, communicative skill. Have a ability in creativity, confident, and critical attitude in consuming media so we can avoid false or fake news, them, the information that we receive from social media can be judge for its truth. Therefore, the new media environment that brings the concept of digitization will increase so that it takes the liveliness of its users to be able to understand the power of media literacy and the role of new media among the public at large (Lai and Omoye, 2007).

Tracii and Sophia (2011), stated that there are three type of social media users, there are narcism, shyness, and loneliness that have many differences characteristic: Narcism users characteristic are; they usually post their activity or inner emotion more than other users, they showing off things that shouldn't be post (superficial behavior), mostly use social media for self-promoting behavior; Shyness is when the digital media users have a high social-anxious and using social media to overcome their anxious that they experienced, shyness use social media more often than other users (seen from their post amount); Loneliness is where the users have the tendency for traits to feel more comfortable with online relationship with other people, they always feel lonely, anxious, and they use social media to looking for anyone who can be invited to communicate online.

Alpha generation is the youngest generation who born after 2010. Their generation is already adapted with information technology, even when they still in their mom's belly. That's why, raising a child in alpha generation has its own challenge that are different from previous generation.

Since born, they already live in a world with massive technological development. Technological sophistication nowadays being a learning media and source for students, especially elementary school students. Even from internet will make them easier to see a lot of new things, so that technology can improve elementary student's creativity. Alpha generation is believed to be more clever than other generation. Alpha Generation children born by millennial generation and this statement is stated by Mark Mc-Crindle through his writing in Business Insider Magazine (Sterbenz, 2015)

In this research, the informant is only 9 – 12 years old. External factors at this time have a big impact, including media interest, factors need on media and perceived benefits in consuming media. Basic purpose of digital literacy education is teaching media users to analyze message from mass media, consider commercial and politics goals behind some media image or message, and investigate who is responsible in the message and idea that was implicated by that message and image. Meanwhile, in evaluation of literacy education program activities, there are three dimensions to measure it. There are motivation dimension, knowledge dimension, and skill dimension. These three dimensions is an evaluation of the level of success or management of program activities and the level of success media literacy among the participants.

The new media that recently used by all level society is social media, and better known with social networking, include facebook, twitter, and youtube. In Indonesia, facebook users

ranked third after USA. Meanwhile, twitter users in Indonesia has a ranking that not much different from facebook. Then, youtube is a popular video sharing website. Generally, youtube contain video clip, film, TV, and some video that are intentionally made for a variety purpose. Rodney and Christoph (2012) stated that using an amount of people to find useful data and get rid of useless data is called social algorithm or social filter. With participating in social media (facebook, twitter), for example, formed by friends, colleagues, and people we respect and trust, we have access to data that can be considered important. There are times when our friends and contacts search for information on the internet and find unflattering junk, and complete pieces of data that are shared. Non-compelling waste is 'filtered' and interesting and useful data is spread by posting on social media. When we enter in that social media, we can filter data based on recommendations from our friends. This can be done by compiling to filter out information that is needed or needed by us and get rid of unnecessary information or rubbish information. As media users, audiences must be able to choose smart information, so they don't get caught up in deceptive or false news.

METHODS

Using a scientific methodology in a research is a stage that will impact to determining the success of a study, so that the researcher can responsible. The strategy used in this study is single case study which means a case design that make the researchers have a chance to deeply explore about some phenomena. Descriptive research with single case study strategy in this research will give us a full picture and deeply explore about how digital literacy in this Industrial Revolution 4.0 era giving education toward Alquran Elementary School students in Bandung, West Java. Concern about the size of numbers of representative informants that representative because qualitative research can't be generalized.

Researchers choose the informant with purposive method, researchers look for informant that able to give a lot of information about the problem and purpose of the research. This method is used to find out how the digital literacy process can provide to Dasa Elementary School students.

In this research, we have five early age student informants. The researchers collecting data with interview, documentation, and literature review. Researchers must have some condition that decide what is the main subject in the research so the research will be more specific and make it easier to choosing additional informant. Researchers choose informant based on age representative who include at 9 – 12 years old and they still an active student in Alquran Elementary School at Bandung city. The following table is a list of the main subjects (informants) that being the research sources:

Table 1. Research Informants

No	Name	Details
1	KAR	Fourth-grade student, 9 years, location in Cibiru
2	KAF	Fourth-grade student, 10 years, location in Antapani
3	ICA	Fifth-grade student, 11 years, location in Bale Endah
4	KYR	Sixth-grade student, 12 years, location in Gerlong Girang
5	ZRY	Sixth-grade student, 12 years, location in Cileunyi

Meanwhile, the key informant in this research is Lucy Pujasari Supratman, Ph.D (LPS, 35 Years), she is a researcher and literacy activator also she is a lecturer in Bandung.

The interview guide in this research is use at the research field but it will have some shift meaning to some specific question, it depends on the informant answer and discussion during field research is developed based on the informant's point of view. That kind of approach is very helpful for researcher to be more flexible and easily adapted at the time doing interview with informant (Turner,2010). All the interview result is digitally recorded and arrange in transcript form, so it can be analyzed by researchers. Data validation testing using triangulation technique that use interpretative data analysis where reduction already done since the data was obtained.

Data presentation is performed by displaying data that has been analyzed and related with the research problem, including data grouping based on discovery and thematic analysis. (Miles and Huberman, 1994)

RESULTS

Education about digital literacy is needed so the citizen will have a critical attitude at responding every information and interaction. Every citizen needs to be educated about the rules and how to take advantage from social media in daily life. Media validity must be traced by seeking information from various media so we can know whether the content has balanced information or not. The press freedom that supported by communication technology with their internet make citizen are possible to consume and produce information. The phenomenon of the many hoaxes required awareness to be wise in choosing news, especially in the 4.0 industry era. The government openly and blatantly controlling Internet content and always limited in accordance with applicable law (Saodah and Shafizan, 2017) including news hoax increasingly rife in social media that have an impact on the mindset of children to read and draw the wrong conclusions from the news. At this stage digital media literacy is needed to bridge the need for information and healthy education information. Currently, the use of digital web site for growing manipulation and drawing deployment will be easier than ever before. This phenomenon has two effects: process visual manipulation made by the sender of the message becomes easier because the use of sophisticated technology and media messages through visual form will be more difficult to interpret and distinguish the authenticity of the message after going through the process of digital manipulation and so we need critical thinking in children early age by improving digital literacy education in the 4.0 era (Loh Yoke Ling, et al: 2019).

Digital literacy education in this study aims to provide knowledge, understanding and skills among elementary school age students in accessing information presented by the mass media. By the time the student enters the educational environment, a lot of experience that they bring with different meanings according to their understanding based digital tools and digital environment that they have (Yamade-Rice, 2011). In its development the mass media experienced a rapid increase, especially on social media. Social media users in Indonesia are active users and are ranked in the top three in the world in their use. We must recognize that children and adolescents should have as agents of social change has been influenced by the messages through digital media, wherein the media function as a means to search for the latest entertainment and popular culture (Koltay : 2011).

This is quite worrying because social media users are among the productive age groups and more specifically are alpha generation aged 9-12 years. The Alpha generation is more comfortable with gadgets than parents and the environment around them, so they are more likely to be social media users. They are very filled with information from the internet media (Leung: 2013). Human interaction in the era 4.0 largely through the interaction of digital technology, and we realize that this phenomenon can reduce direct interaction person with the people around them, such as the presence of parents and children at the time were in the house is very busy with the use of their gadgets . Although based on the results of research that has been done by Tesa and Irwansyah entitled "Mentoring Parent of Young Children in The Use of Digital Technology" suggests that the gadget was not a primary requirement for our children (2018).

Social media that are consumed by them are Facebook, Twitter, Instagram and YouTube. In addition, some social media that can be used individually (chat) or groups such as line, whatsapp and others. The use of social media currently is very massive, especially at an early age. Digital media is used ranging from children under five years old to old generation. The average length of use of social media in a day starts from two to five hours and they spent it to accessing information provided by internet media information services. For children, the fulfillment of cognitive needs is very necessary when using internet media so prevention is needed in using media from other people or those closest to them who know in this regard (Ellen, et al: 2016).

Digital literacy as a series of media awareness movement designed to increase individual control over the media they use to send and receive messages. The key word for the importance of digital literacy education is how we have filters or control over the media that can be used for information search and entertainment. Children can be influenced by peer pressure by seeing the influence of peers in the social media environment so this can affect self-esteem in social media. For example; they will have a low self-esteem if they can not socialize in the digital media that affects the mind, diet, and their social life (Richards, et al: 2015). A study conducted by Peter & Marjon (2016) states that parents can adjust how to guide them according to the age of their children and children's media activities. Parents who have children aged 0 to 8 years, for example, apply the supervision and mediation style of media use together for children under five years old, while for older children, the parents use mediation actively and do monitoring of their internet media usage activities. The legal law needs to be introduced as knowledge that media literacy activities are protected by the constitution in Indonesia. The scope of digital literacy are: technological literacy, information literacy, responsibility and competence literacy. The knowledge of technology literacy is chosen due to the theory of technological determination which explains that people in their lives follow technological developments.

The appearance of new technology is very influential in the way information search and interaction. There are three elements and purpose of the importance of digital literacy education given to Alquran Elementary School students: providing an understanding the importance of critical thinking to develop a personal rating toward the media; the appearance of awareness the impact of media on students and their surrounding environment; and understanding to maintain practical ethical and moral obligations in using digital media. The method used in teaching digital literacy education to students in discussions form with a pedagogical approach. Discussions carried out such as discussing news containing pornographic content, porno-action and hoax news, besides that from the results of research that has been done and sourced from the Ministry of National Education.

Various kinds of problems caused by social media will be better if ethics and morals must be socialized to students. This is in accordance with the final element of the goal of digital literacy education, which is about ethical and moral obligations practically through digital media. The use of media devices must be accompanied by rules and awareness of the media because it will have an impact on students and the surrounding citizen community. Alquran Elementary School students are given a treatment in order to be able to differentiate positive and negative impacts from the information that they obtained on social media. In addition, they were asked to collect any matters that could avoid and minimize the negative impact of the media. Specifically, it can be said that many children experience confusion about whether the message conveyed by social media is moral or not. So, there are some things found in the daily lives of children at this school that they receive a lot of video content or shows on social media that show unethical or impossible to be imitated by them through the sophistication of digital technology rather than the message content they see visually and really happened (Andrea & Carrie : 2013).

Next is a discussion about ethical and moral obligations that are practically insufficient with the question and answer method. So, researchers give assignment to make a mind-mapping by students and carrying out case studies that are often found in the field is given to students according to their capacity. The students independently made a mind-mapping about media literacy, media technology and its benefits. The second session in the first stage continued with the disclosure of case studies found in daily life and explaining the background of why this happened. After the framework of thinking is formulated according to the results of observations on each student's experience, the students look for a solution to the problem. The solution to these problems is based on the obligation of every social media user to obey with applicable values, norms and ethics. The difference was seen before being given digital literacy education materials and afterwards. The difference can be measured by the number of solutions proposed by each student. Phase two is carried out when the introductory material on digital literacy has been

evaluated. After the measurement results have been obtained, then the second stage of material teaching of digital literacy is more specified in digital literacy and technological development. The material provided is a deepening of the material that was previously given.

In the second stage of the material, students re-tell about their knowledge regarding the development of information on social media. It can be concluded that the information presented on social media experiences metamorphosis. In news content, there are variations with the settings that have a lot of variety, for example providing content explanation of diverse content and is motivated by the types of media that are changing rapidly and massively. Differences in social media will be different characteristics and application segmentation and features provided. So that students' knowledge of material learning will be more varied because it is not only limited to discussions and questions and answers. The students of the Alquran Elementary School have a frame of mind related to the material that has been given in analyzing the situation raised from the actual case study based on the development of communication technology in the community.

Some converged media must be searched for its strengths and weaknesses, so students are cognitively able to group the types and characteristics of communication media with the characteristics of strengths that are owned through the process of question and answer or discussion. The digital literacy program is currently being promoted by the Indonesian government in recent years. The government in general has proclaimed literacy with various aspects.

In same line with what was stated by key informants in this research, LPS stated that media literacy must be intensively carried out in anticipation of the negative impact of internet media that has not been realized that it has entered all aspects of life. Social media users have a high-level amount in the younger generation. This was revealed by informant LPS:

> "Social media has entered into all aspects of life, so media literacy is very important to all circles, and socialization related to the impact of media and its anticipation needs to be done both by the government and the society elements" (Informant LPS).

Socialization conducted to the wider community is the responsibility of the government and the intellectuals who can provide education in this media literacy. Digital media as a medium that has many benefits also has significant negative impacts. This media awareness effort must also be undertaken by elements of the society who having a good education. According to LPS that:

> "Citizen need to be educated so that they can filter out good information and have expertise in choosing the information they need, and therefore media literacy is needed" (Informant LPS).

One of the programs that needs to be carried out by the Indonesian government is to provide basic expertise to decide on display messages chosen from a media, identify and choose symbols, the ability to recognize patterns, arrange symbols so that they can be interpreted. The ability to connect symbols with the meanings they had before. This basic skill must be possessed by the audience of media users, so that they will avoid the trap of information that is not necessarily true. Another thing that can be done is to check and re-check the information obtained from different sources. As revealed by LPS:

> "In receiving information from the website in news or information-entertainment form, audiences in consuming media must check and re-check the information before accepting the information by looking for other reliable sources of information. After the truth of the information can be accepted, then sharing the information on the news received may be done" (Informant LPS).

The students as informants in this study had a positive view related to digital literacy education, as expressed by KAF that:

> "I really like the world of the internet especially social media like Facebook and I learned how to communicate well with friends on social media through thematic-Indonesian language lessons. In the lesson there is material related to the internet and I am understood by the thematic teacher that we must have ethical manners in communicating on the internet media" (Informant KAF).

The material presented in school lessons also discusses hoaxes that have developed with great concern. Students are interested in this material because with this material participants can find out what tricks must be done to avoid being caught in the hoax or false news. As told by one of the informants, ZYR, that:

"I am interested with hoax material (false news) that is learned in school because I can choose well which news is factual and which news is hoax because a lot of news that I read through digital media. So, I feel the material related to hoax problems at this time needs to be notified to Elementary School students" (Informant ZYR).

Besides digital literacy education makes students more sensitive to digital literacy and current false news. Informant KAY also said that:

"Digital literacy education is a form of good education to anticipate information that is not good for elementary school students to read, one of them like me" (Informant KAY).

Then in the end, information will form a thought and a decision where a decision will form an attitude. How important it is for us to have skills in sorting out information before we spread information to our friends or family or to our social media in Indonesia. Providing digital literacy materials in student textbooks is very useful for informants so that they can exchange ideas, have a deep understanding in accessing and filtering good information in digital media to be applied later in everyday life. Informant KAR respons related to this research are:

"Even though we are still in elementary school, we must understand the knowledge about the internet and literacy education can still be done because technology has become more sophisticated" (Informant KAR).

Digital literacy education is a media to deliver information related to knowledge, understanding as well as skills in using digital media because it can be used by students to make their schoolwork, recreation or just for their self-existence. In same line with what was stated by McQuill in Yosal (2009) where someone who uses mass media is driven by four motives; information, personal identity, integration and social interaction, social entertainment. The motive is also influenced by the way the media packages an information, so that information that has no value can "look" valuable if it is packaged in such a way that attracts the interest of the audience to receive the information.

CONCLUSION

Digital literacy education for children being an important thing to do, because, children especially alpha generation is the most fragile generation in consuming media. Besides that, alpha generation is expected to be the "agent of change" for solving some digital citizen problems. Basic skill makes aspects that must be owned by them so that they that they can used to interpreting media messages that more complex which usually has many layers of meanings. All that skill will determine the level of media literacy from each people. In this research, not all informant has this expertise because this skill required a lot of practice and consistency so they can do it well. Therefore, digital media literacy is a solution that can be done by government, element of society, and academic community that care about the progress of the nation.

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BIODATA

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