New Media Literacy Model in the Contestation of Leader Election in Indonesia

KYS Putri  
Communication Department  
Universitas Negeri Jakarta  
Jakarta, Indonesia  
kinkinsubarsa@unj.ac.id

Adamu Abbas Adamu  
Department of Marketing  
Curtin University Malaysia  
Kuala Lumpur, Malaysia  
adamu.abbas@curtin.edu.my

Saparuddin Mukhtar  
Department of Economic  
Universitas Negeri Jakarta  
Jakarta, Indonesia  
saparuddin@unj.ac.id

Abstract—Literacy of New Media for Indonesian society is highly necessary. The low level of education in Indonesian society causes the Literacy of New Media becomes highly necessary. This research's purpose is for taking a view about how the new media literacy model at the contestation of leader election in Indonesia. The concepts that used by this research are New Media, New Media Literacy, Political Communication, and Opinion Leader. The method that used for this research are with the approach of qualitative research and quantitative research. The quantitative research is with making a first model in new media literacy on the context of Presidential Election in Indonesia. The qualitative research that used in this research is using analysis of media online text from October 2018 until January 2019. The informant in this research is the control holder from each two side of the candidates of Indonesian President of 2019, and the respondent of our research are the voters for the Indonesian President in 2019. The results of this research is the online media is being consumed by many of new media users. The users of new media are not yet optimally understand the message from the Indonesian President Candidates for 2019. The votes are still easily involved by technical issues and emotional in negative context. The results of this research models are the level of accompaniment in the Indonesian Society for the necessity of new media literacy is still highly needed in Indonesia. The suggestion of this research is all the government and components of society have to complete for each necessity of new media literacy for the election of President in Indonesia.

keywords—political communications, new media literacy, new media

I. INTRODUCTION

This time the Indonesian presidential election used the media currently available in addition to traditional media. The new media is also used as a driving force in influencing the voices of candidates for the people's representatives as well as the presidential election in 2019. The 2019 Indonesian presidential candidate pairs greatly optimize all existing channels in achieving support for them.

The current mainstream media in Indonesia is still widely used by the people of Indonesia. Major cities in Indonesia such as Jakarta, Surabaya, Medan, Yogyakarta and Makassar, most of the people use new media. Indonesian people do not live in large cities. They actually live in areas that are quite far from the city.

Because there are still many Indonesian people who live in areas far from big cities, the use of their media is different from the big cities. Communities in the regions still use mainstream media, not paid and paid for in terms of coverage. There is not too much to disturb the content of media messages that are conveyed to the mainstream media. Instead, new media requires understanding messages for its users.

Kompas data states, the low level of social media literacy in digital society is one of the drivers of the widespread negative impact of internet use such as information hoax, violations of privacy, cyberbullying, violent content and pornography, and digital media addiction. Residents were encouraged to take a 3K step to prevent hoax on
social media as an Indonesian delegation, at first I had time to think that the actual condition of social media in the country would not be sufficiently encouraging. All already know, the large number of internet users in Indonesia does not have a correlation with the quality of internet usage. From January to June 2017 there were 87 cases of persecution. Fortunately, since July 2017, the police have been actively engaged. Not a few negative actors use social media legally. Two nodes that have been handled by the police are the Saracens and Muslim Cyber Army (MCA) groups.


Any symbols in the new media must be interpreted and searched for by the user. New media in Indonesia are widely used by the community. But only for entertainment needs not yet on the main needs of new media. Emarketer stated that there will be two billion active smartphone users worldwide in 2016. And Indonesia is one of the countries that has the largest growth, below China and India. These three countries will collectively add more than 400 million new smartphone users from 2014 to 2018. (id.techniasia.com)

The formulation of the problem of this research is how the new media literacy model in contesting the election of leaders in Indonesia. The purpose of this study is to enrich the new media literacy model in contesting the selection of leaders in Indonesia. The benefits of academic research can be a model in media literacy in Indonesia in regional head elections in Indonesia. The practical benefits are the results of this study can be useful for users of political communication and new media in using political messages in Indonesia.

II. LITERATURE REVIEW

Previous research by Misbah Zaenal Muttaqin, with the title of media literacy skills among rural teenagers in Lamongan district. (journal.unair.ac.id) the difference with this research is that the media literacy studied this time is in the use of new media in the Indonesian presidential election in 2019. The next study is about the representation of media literacy in the dimensions of social life in Indonesia. (http://www.aasec2018) the difference in this research is to focus on the Indonesian presidential voters in 2019. The next same research is about analyzing the effect of the use of new media on children's social interaction patterns in Sukoharjo district, conducted by Agus Efendi (Journal of Humanities Research ,vol.18. no.2. August 2017; 12-24) the difference with this research is the focus of this research is political communication not on the realm of interpersonal communication in a family.

Media literacy is 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 messages faced...

III. RESEARCH METHODS
This study uses quantitative methods. Respondents were candidates for presidential voters in 2019. And as supporting data for this study, we interview the campaign managers from both presidential candidate pairs, party members and committees at the village and sub-district level in Indonesia. The KMO validity of the new media literacy variable is .98 with a significance of .000 and the validity of the voter political participation variable is .89 and the significance is .000. The reliability of the new media literacy variable is .96 and the voter political participation variable is .87, which means that these two variables can proceed to the next analysis.

IV. DISCUSSION AND ANALYSIS
The descriptive results of research on media literacy are that almost all dimensions lead to positive direction, that is awareness of the influence of the media on individuals and social, understanding of the mass communication process, developing strategies for analyzing and discussing media messages, awareness that media content is a text that describes culture and self we ourselves at this time, and develop pleasure and respect for media content.

Elements of political participation are political or administrative positions, seeking political or administrative positions, seeking active or administrative members, seeking passive or administrative members, becoming active or administrative members, becoming passive or administrative members, participation of passive members in political organizations, participation in meetings general, demonstrations, participation in internal political discussions, participation in voting all contain positives.

The element of media literacy in this study is that awareness of the influence of the media on individuals and social is a positive dominant respondent in responding to the answers of researchers. Understanding of the mass communication process that was responded to by the research respondents was dominantly positive. The connection with the new media literacy concept is that respondents are very active in accessing mass media. However, respondents did not understand too well how to interpret messages in new media that they often use. The political function in the new media used by the two 2019 Indonesian presidential candidate pairs is very pragmatic. Indonesian people do not understand in interpreting the messages that exist in new media. The two Indonesian presidential candidates are very active in posting political messages in new media. However, both sides of the candidate do not yet understand that Indonesian society is still at the level of ownership not at the stage of understanding in new media.

The next thing in the element of media literacy is the development of strategies to analyze and discuss media messages, respondents respond positively. In connection with Mueller's political concept, 1973 political functions in the new media used by the two 2019 Indonesian presidential candidate pairs, have not interacted well with the Indonesian community. Both sides of the candidate pair are still thinking that the two presidential candidates can win in April 2019. Not on the order of how to educate people in politics in the State of Indonesia.

Meanwhile, on the development of pleasure and respect for the contents of the media, respondents also responded positively but on average responded positively. This is supported by interviews conducted by researchers with several research informants. The informant stated that there was no ethics in using new media. Moreover, social media is growing rapidly at this time. And new media that are widely used by the people of Indonesia. There has been no appreciation for the current media content. Especially on the issue of the two camps of the Indonesian presidential candidate. However, developing the pleasure of the contents of the media was very dominantly positive for the respondents of this study. Indonesian society is still at the level of ownership of new media, especially smartphones. Not on understanding the content of new media they often use.

Elements of political participation taking political positions and seeking political positions were responded to by positive respondents. Urban communities in Indonesia already understand that the legislative candidates who will compete in the 2019 election will target political positions in Indonesia. However, the people in the regions have not been too familiar with political positions and the casting of political positions during the 2019 presidential election. Associated with the concept of political communication and new media literacy, namely the function of political communication in the political system is communication that occurs in the political system and the political interaction with the surrounding environment has not been realized in this study. Indonesian society is still in the stage of basic human needs. They are still having difficulty navigating their lives now.
The research model with linear regression of the power of new media literacy and political participation of presidential voters in Indonesia is very influential. The effect is 89.1 percent. That is, the strength of the influence of these two variables is very strong. When seen the most influential dimension in media literacy variables towards political participation is the development of pleasure and respect for the content of the media. The reflection of this research is that Indonesian people still have to be often accompanied in understanding new media content. Because, only the level of ownership of the media has just been owned by the community. They have not yet reached the stage of understanding new media. Suggestions from researchers in subsequent research and the Indonesian government, Indonesian people should be given new media education programs. Especially new media literacy. Understanding of the contents of new media is very crucial according to researchers and this must be considered by all groups. So that all government programs and the private sector can run well.

**Conclusion**

This research have a model of new media literacy in the contestation of 2019 Indonesian President. The model which can be developed in the next research. So the development of Communication Science studies can work well.

**Acknowledgement**

The researcher thanked Plt. Rector of the Jakarta State University, Dean of the Faculty of Social Sciences, Chair of the LPJ UNJ, and Curtin University Malaysia's Department of Marketing who have supported the research. The researcher also thanked the Dikti team of the Republic of Indonesia for graduating this research at the 2018 National level. The researcher also thanked the research team. May be useful.

**References**

[1.] Algooth Putranto, 2018, 'Darurat Literasi Media Sosial, Berpacu Melawan Konten Negatif', kompas.com, 22 March 2018

[2.] Misbah Zaenal Muttaqin, 'Media Literacy Skills Among Rural Teenagers in Lamongan District', 'Kemampuan Literasi Media di Kalangan Remaja Rural di Kabupaten Lamongan' 


[5.] Kinkin Y Subarsa P, S. Bakti Istriyanto, and Lipur Sugiyatna, "Representation of Media Literacy In The Dimensions of Social Life In Indonesia", aasec2018.upiconf.org/kfz/abstract/545 

