

Conference Paper

The Influence of Media Literacy in the Message of Diversity of Earth Conservation on the Knowledge of Indonesian Society

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Abstract

New media gives color to human life. The messages in the new media are very helpful and some even have a negative impact on humans. The main objective of this research is to analyze the effect of the use of new media literacy in the message of diversity in the conservation of the earth to the knowledge of new media users. Concept of research is media literacy and human knowledge. Media literacy is a human ability to use new media in terms of insight, processing messages, analysis messages and evaluating messages. Message. The research method used is quantitative with respondents consisting of large cities Serang, Depok, Makassar, Bandung, Medan, and Jakarta. Reflective descriptive research is positive in both indicator variables. The influence of these two variables is positive and has a strong influence on user knowledge. Research suggestions are that all messages in new media should directly use sentences and images that are understood by users.

Keywords: biodiversity conservation, media literacy, new media

Introduction

Ministry of Environment and Forestry (KLHK), Saturday, April 27, 2019. Taking a decision or policy in the field of environment and forestry is very closely related to the availability of data so that visualization and digitalization in data presentation is needed so that its utilization is more optimal. May this be the main message from the Head of the Data and Information Center, Mahfudz, when opening the Technical Guidance for Data and Information Management in Bogor, some time ago (Djati, 2019).

"How these data and information management can be optimal information and not confusing. If this can be done simultaneously, then, of course, this data can be used by the community and the international world," said Mahfudz.

He said, in 2018, KLHK had published KLHK performance data for the past five years, which was set forth in the book Status of the Indonesian Environment (SLHI) and the Status of Indonesia's Forests and Forestry. "Both books are at the same time an important reflection on the performance of the KLHK, and the initiation of data over the past 3-4 years," he continued. In front of the Bintek participants who came from representatives of 33 LH provincial offices throughout Indonesia, Mahfudz also expressed his appreciation for the support of good regional government cooperation in supporting the LHK data (Putri, 2018).

"There were 80 reports in the first year, 200 in the second year, and around 217 reports in the third year. These data can be used by anyone, even by the KPK to see how much the state is losing. Data

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should not be underestimated, old data is the basis if there have been events this year," he explained. At the end of his speech, Mahfudz explained that at this time Pusdatin KLHK was developing data integration from various LHK data information systems and a combination with data systems from cities and districts, in digital form. He also hopes that this can become a strategic database of the LHK.

"So that in the future data presentation can be more transparent, and accessible to the public, it can be open to anyone in accordance with the direction of the Public Information Commission (KIP)," he concluded. On this occasion, the Minister of Environment and Social Media, Afni Zulkifli, presented the importance of narrating data into information, as a communication process to build public opinion or public trust. "The key to compiling information narratives is to first know the characteristics of the communication media, so that data can be utilized with public needs. Good information has characteristics that are timely, accurate, easily accessible, dispel doubts, relate, and are based on facts," Afni explained (Idema and Patrick, 2019).

In addition, Afni also stressed the importance of information that contains news value, which is objective, actual, extraordinary, important, and includes distance. "Arrange data narratives in simple and uncomplicated language," he advised. Not to forget, the bintek participants also got a strategy to change statistical data into a visual system, which was conveyed by a communication expert and journalist, Islaminur Pempasa. "Seeing numbers in infographics shows something that is not easily seen in tables and statistical measures. We need to visualize data to optimize the great power of our visual systems to get relationships and trends," he said.

Taking the theme "Communicating Data", this bintek lasted two days. In addition to exposure and discussion from resource persons, such as environmental management expert, IwanJuwana, the participants also shared experiences (best practices) in managing data in their work units. In addition, this activity also provides an opportunity for representatives of regional LH offices to consult on the preparation of Regional Environmental Management Performance Information (IPKLHD). This document includes the collection of data, clarification of data from agencies, determination of strategic issues, the innovation of the Regional Head, and regional support in environmental management. (http://www.menlhk.go.id/site/single_post/2053) (Henry, 2019).

Still, an old problem that never ends from year to year in this country. When discussing waste, the environment becomes the main thing to consider. Data from the Ministry of Environment & Forestry (KLHK) explains that in 2019, waste in Indonesia is expected to reach 68 million tons, with 9.52 tons of which is plastic waste. KLHK is targeting to reduce Indonesia's waste by 30 percent by 2025. To support this mission, Bank DBS Indonesia initiated the Recycle more, Waste less movement which aims to provide environmental awareness, including regarding waste, especially to the people of Indonesia.

The movement, which is an extension of the company's Live more mission, Bank less is expected to bring a change in lifestyle starting from daily habits. For example, reducing the use of plastic and Styrofoam to the habit of disposing of food. Based on data released by KLHK, plastic is the biggest contributor to waste in the world with a percentage of 15 percent. Therefore, Bank DBS Indonesia cooperates with partners engaged in the field of environment, including WWF-Indonesia, Waste Change, Cleanomic, Zero Waste Indonesia, Evoware, and Weekend Workshop to be able to attract the public especially millennials to participate in this movement.

"We are working with Bank DBS Indonesia because it is in line with our mission to provide waste management services that are environmentally friendly and responsible for a waste-free Indonesia. We also work with local governments to follow up on reports of illegal waste buildup," said Muhammad Bijaksana Jun Violenceo, Founder Waste Change in a press conference at Greenhouse, Kuningan, South Jakarta, Wednesday, June 26, 2019. (https://www.liputan6.com/lifestyle/read/3999051/gerakan-mengubah-gaya-hidup-untuk-wujudkan-indonesia-bersih-sampah-2025?utm_expid=.9Z4i5ypGQeGiS7w9arwTvQ.0&utm_referrer=).

The formulation of the problem of this research is whether there is an influence of media literacy in the message of diversity in earth conservation on the knowledge of Indonesian people. The purpose of this study is to analyze the effect of media literacy in the message of diversity in earth conservation on the

knowledge of Indonesian people. The significance of academic research in this research is that new media users can be skilled in taking the message of the diversity of earth's conservation and how to preserve nature. Social significance is that new media users can be skilled and socialize and apply the message of diversity in earth conservation and preserving the beauty of nature.

Literature Review

Previous research was conducted by Faradillah Iqmar Omar, entitled the analysis of digital ICT inclusion patterns and entrepreneurial transformation (<http://doi.org/10.17576/JKMJC-2019-3502-19>) This research presents the effect of media literacy in new media on the message of conservation diversity towards the high compliance of Indonesian people with the use of information technology ownership.

Previous research was conducted by Jennifer Idema with the title Experiential learning theory: identifying the impact of an ocean science festival on family members and defining the characteristics of successful activities (<http://doi.org/10.1080/21548455.2019.1614238>). The similarity of Idema's research with this research is that this research identifies which new media messages affect the influence of new media users in the diversity of earth conservation.

Similar research was conducted by B. Irene Grimberg on facilitating scientific engagement through a science-art festival (<http://doi.org/10.1080/21548455.2019.1571648>). Similar research has also been carried out by K. Y.S. Putri with the theme of the representation of media literacy in the dimensions of social life in Indonesia. (K. Y.S. Putri, <http://doi.org/10.1088/1757-899X/434/1/012271>) . This research has a different perspective on the use of media used in Irene Grimberg's research. This research uses new media while Grimberg uses festivals as its research media. (Putri, 2018).

Similar research on examining the use of drama to develop an epistemological understanding of the nature of science: a collective from express science in New Zealand and England, by D. McGregor (<http://doi.org/10.1080/21548455.2019.1585994>). The equation of this study with McGregor is to use the second reality in expressing the response of a message in the media. The audience who is not skilled in new media will not be skilled in understanding the contents of the media message used.

Media literacy according to Jenkins 2006 is (1) play. Play is the ability to interact with the environment by overcoming problems. (2) performance is the ability to adopt alternative identities for improvisation and new discoveries. (3) simulation is the ability to build dynamic models in real-world processes. (4) appropriation is the ability to interpret media contents. (5) multitasking is the ability to do work simultaneously with the surrounding environment. (6) distributed cognition is the ability to interact meaningfully with tools that can developmental capacity. (7) collective intelligence is the ability to gather knowledge for a common goal. (8) judgment is the ability to evaluate the reliability and credibility of different information. (9) transmedia navigation is the ability to follow the storyline and information beyond various media modes. (10) networking is the ability to search, document and disseminate information. (11) negotiation is the ability to travel to reach different communities, with perspective, and accept alternative norms. (12) visualization is creating and understanding visual representations of information (Grimberg *et al.*, 2019).

The knowledge covered in the cognitive domain has six levels, namely: (1). Know, What is meant by to know is to remember a material that has been studied previously. Know this is the lowest level of knowledge. (2). Understand (comprehension), (3). What is meant by understanding is the ability to explain correctly about objects that are known and can Interpret the material correctly. Application. What is meant by application is the ability to use a material that has been learned in real situations or conditions? (4). Analysis. What is meant by analysis is an ability to describe the material or an object into components, but it is still within an organizational structure and there are still links to each other. (5). Synthesis (Synthesis). What is meant by synthesis is an ability to justify or evaluate a material or object? (6). Evaluation. What is meant by evaluation is the ability to justify or evaluate a material or object? Piaget states that the basic process that occurs in the preparation of knowledge is an adaptation

(assimilation and accommodation) that is governed by equilibration. (<http://www.definisi-pengahaman.com/2015/04/definisi-dan-peng-understanding-knowledge.html>) (McGregor *et al.*, 2019).

Method

Research is a quantitative approach by distributing questionnaires to respondents in Serang, Depok, Makassar, Bandung, Medan, and Jakarta as 125. Validity and reliability are good so that the research instrument can proceed to the next analysis.

Result and Discussion

The results of this study describe descriptively each dimension in both media literacy variables and positive public knowledge. The next analysis is to use a simple regression between media literacy variables to public knowledge about the diversity of conservation of the earth in new media. The influence of media literacy in the message of the diversity of earth conservation on the knowledge of Indonesian society is worth $r = .87$ meaning that the influence of these two variables is strong. The null hypothesis of this study was rejected. While the alternative hypothesis is accepted.

Associated with the concept and previous research is the research conducted by Faradillah the model used by ICT and the transformation of entrepreneurship is a model in the use of ICT users in the use of users' economic activities. While research conducted by Idema that the earth conservation festival can be enjoyed by family members in maintaining family knowledge so that they are well-informed about earth conservation.

McGregor's research states that the epistemological order in earth conservation is well understood by the people of New Zealand. This study states a strong influence in media literacy skills in the content of the earth conservation message on public knowledge. This was also confirmed by K. Y.S. research Putri in the representation of new media literacy in the social life of people in Indonesia. Indonesian people are not yet skilled in using new media, but ownership of new media is very high.

This research very elaborates on the concept of media literacy and knowledge in the cognitive setting presented by Jenkins and Piaget. This concept of support is supported by Shana's research results. Shana stated that public participation, trust, and data sharing are an effort in media literacy in knowledge and the environment. The results of this study are also supported by Vasilisa Christidou stating that changing images in public information in Greece can change people's lives. So that new media literacy skills are needed. This research was also supported by Habitat Abubakar Yusuf in school management based on climate, bureaucracy, and effectiveness. So, the research has an elaboration in previous studies.

Conclusion

Media literacy in the message of the diversity of earth conservation has a strong influence on the knowledge of the people of Indonesia. This is supported by previous similar studies. Likewise, the descriptive results of these two variables are positive. This research suggests is that it can be developed by elaborating on previous research. Also, with expanding respondents in all of Indonesia and even in neighboring countries.

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