

# **Strategy Socialization of Media Literacy in Education Institution (Case Study Dissemination Media Literacy KPID West Java In Karawang)**

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Understanding of media use among students continues to be done, therefore the educational institutions as a means of doing media literacy, therefore this study focused on how the stages KPID West Java to socialize in Karawang City and how strategies used by teachers in presenting the material socialization. This study uses qualitative research case study. Results of this research was carried socialization material KPID accordance with the stages of media literacy, while teachers socialization participants do some learning strategies in presenting the material, the strategy of the teacher as a lecturer, teacher as a manager and as a teacher coordinator. In use, the strategy lecture is the most frequently used. Teachers socialization participants also have to make changes behavior against the mass media has been evident from the complaints of the participants socialization to KPID West Java.

Keywords: KPID West Java, socialization, media literacy.

## **I. BACKGROUND STUDY**

The many negative effects of mass media, children become easy audience affected by exposure to the mass media. According to the Vice Chairman of the Indonesia Broadcasting Commission (KPI) Central Ezki Suyanto, in 2012, tv footage that does not comply with the code of conduct and standards of Broadcasting Programs Broadcast (P3SPS) and does not educate the children for more than 80 percent. Ironically, the violation occurred at the much-watched the kids. In his research, Steinfeld show that leading up to the age of 12, the average child will witness 101,000 episode of violence on television, including 13400 death. ([www.sinarharapan.com](http://www.sinarharapan.com))

The large number of negative effects of the media, for it was important for the public to know about literacy education media. In line with the thinking of Shirley r. Steinberg (Iriantara, 2009:14) that the media audiences need to be empowered through literacy education media so that the public is able to take its own decision about what is consumed and how to get entertainment from the media.

The ability of the community in the media literacy or commonly called ' media literacy ' is not just the ability to watch and enjoy your media, but also understand the contents of the message. Media literacy in the define Devito as the ability to understand, analyze, access and produce mass communication messages. Consumer can use the media more intelligent, healthy and safe. Media literacy also is seen as a

series of media literacy movement designed to improve the control of the individual against the media who use to receive and send messages (Iriantara, 2009:4-6).

In Indonesia alone can be said to media literacy development still slow because tersosialisasi has not been well in the middle of the community. Media literacy was originally derived from the development of a prototype model of education media made by UNESCO in 1964 and will be carried out around the world. While Indonesia's popular new media literacy around the 2000s (Hobbs in Yosol, 2009:13). Therefore the development of media literacy in Indonesia feels very slow both in understanding concepts, activities, and coverage. While on the other hand children's access against the media became increasingly high and increasingly uncontrolled media content.

Media literacy-related socializing done by KPID West Java by doing activities of socialization to the teachers and pupils of high school or junior high school students. And in 2014 IE was first implemented in Karawang Regency, Majalengka, brass and then will be held in Sukabumi district. In the city of Karachi, the briefing was attended by 75 participants which is representative of the 15 Senior High School/Junior High school in the city of Karawang.

Indonesia Broadcasting Commission area (KPID) West Java is an independent agency in West Java that serves as the broadcasting organization of the regulator in areas of West Java province. In addition to conducting as a regulator of broadcasting, KPID West Java is a manifestation of the role as well as the communities of West Java and serve to embody aspirations as well as to represent the interests of the community and the society in order to prosper into a smart community in media.

## **Stages of Socialization Activities**

### **The First stages of Socialization**

At the level of the early stages of the literacy activities of media, in its activity can be given material form the role function, this type of category, influence, and the use of media in accordance with the stages of the activities of the media literacy (Tamburaka, 2013:35). Based on the results of the study, the first in its application KPID West Java in the delivery of materials adjust discussion with participants of the socialization that is teachers and students in order to make the material easy to grasp but still meet its substance.

Then based on the research results, KPID West Java have done socializing material relating to the role and function of KPID West Java primarily in the tasks and authorities of KPID which one is guaranteeing the right of public information in accordance with human rights, creating a national information structure that is fair and balanced then KPID accommodate, crack down on transmitted the complaint from the public. It corresponds to what is stated in the duties and obligations of KPID West Java as follows:

Tabel 1

Duties and obligations of KPID West Java

Duties and obligations of KPID West Java
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1. Ensure the public to obtain information and compliance with human rights.
2. Infrastructure arrangements help the field of broadcasting.
3. Participate to build healthy broadcasting climate between broadcasters and related industries.
4. Keep the order of national information in a fair, equitable and balanced.
5. Hold, examine and follow up on the complaint, a disclaimer as well as kririk and appreciation towards the Organization of broadcasting.
6. the Drafting of planning human resources development which ensures professionalism in the field of broadcasting.

Source: internal data KPID West Java

Later in dissemination KPID West Java in Karawang, the interviewees provided the material about the impact of the use of the mass media. Which were in accordance with the results of the study of Iriantara (2009:63) shows some of the concerns of the citizens against the negative effects of television. Impact negatif it's not only against himself but also against family members. Concern over television trsebut include the following:

1. Reduction of hours studying children
2. Influence of hardness impressions
3. Pornografis impressions Influence
4. Impersonation behavior of the consumerist life
5. Impersonation behavior that is contrary to the teachings of da family values.

Later in the briefing also KPID West Java provide material about the kinds of mass media that become authorized KPID West Java. As it has been explained that the KPI and KPID only has authority against broadcasters consisting of radio and television.

### **The Intermediate Stage**

At the secondary level, KPID West Java providing socialization in the form of material material pertaining to the understanding of the baik-buruk mass media fact-fiction, and the influence of advertising in the media, but it is not explained how the production process to the participants of the mass media of socialization in Karawang in West Java KPID corresponding to the stages of the activities of the media literacy (Tamburaka, 2013:35).

According to research results, KPID West Java in sosialisasinya delivering about good and bad Understanding mass media as well as the influence of advertisement to the participants of socializing in Karawang in West Java KPID correspond to the stages of the activities of the media literacy. It is because the media literacy also give emphasis to each individual consumer media in society do control against possible media content can affect consumer culture (Potter, in the journal Rachmat Kriyantono)

Later in dissemination were delivered on the influence of the use of mass media towards the human body.

Then in the socialization of West Java's Karawang KPID also conveyed information fact form 10 soap operas ftv problematic and not worth watchable version KPI.

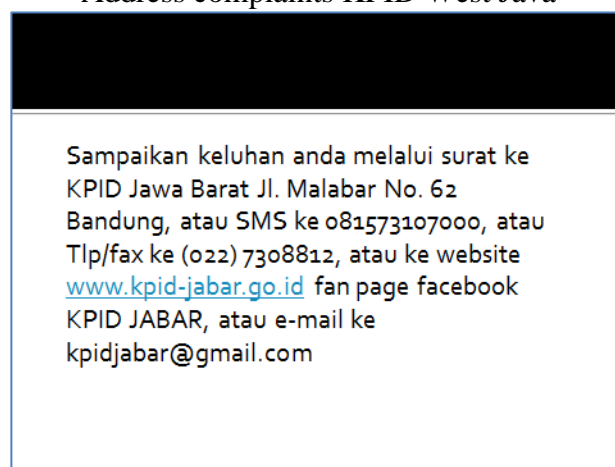
### **High Stage**

Then in the third stage, namely the stage is high, at this rate, the material given in the media literacy activities can concern the industry, ethics, regulation, criticism, even producing alternative media in accordance with the stages of the activities of the media literacy (Tamburaka, 2013:35).

On socialization in Karawang in West Java KPID, based on the results of the research, explained that the auto summary authors speakers provide material presented concerning industry, ethics and regulation has been mandated in accordance with the legislation of the Republic of Indonesia Number 32 in 2002 About broadcasting.

It is the material presented pertaining to the mass media. Then KPID West Java also provides discussion materials about problems of broadcasting in the era of the current bsnis occasionally have violated ethics and norms for just the business interests of the matter in accordance with the legislation of the Republic of Indonesia Number 32 of article 35 and 36 in 2002 which reads the content of the broadcasts should be in accordance with the principle, purpose, function, and the direction of the broadcast referred to in article 2, article 3 , Chapter 4, and Chapter 5. Therefore, the West Java KPID convey that participants who found a violation of the ethics in broadcasting can make a complaint to KPID West Java with the address complaint as follows:

Picture 1  
Address complaints KPID West Java



Source: internal data KPID West Java

From the results of the interviews also seen that apart from national institutions, KPID West Java expects a society or community and other groups are able to

participate in building a media literacy in West Java in particular. Because the activities of media literacy builds in West Java is indeed not possible by own KPID but it took a lot of participation from various parties.

But in its application, the teacher socialization activity participants have done well back in the socialization of the scope of the family and the school. even the teacher participants of socializing there already that does the complaint to KPID West Java. In addition there is a student government that makes media complaint independent school that ultimately every complaint that berkatan with broadcasting would be delivered to KPID West Java.

It proves that the material provided by KPID West Java in socialization in Karawang industrial concerns, ethics, regulation, criticism, even producing alternative media have been successful up and applied by the participants.

### **Evaluation Program Activity Media Literacy**

Evaluation of program activities is done by media literacy involves the third dimension at the stage of initial i.e. media literacy activities, medium and high. This evaluation activities focused on two things: (1) the success rate of media literacy in the middle of the participant or the participant of the program, and (2) the level of success of the implementation or the management of the program (Tamburaka, 1995:37).

Then in the second stage of the evaluation of the programme activities of the media literacy can be seen from the level of success of the implementation or the management of the program. This focus can be measured by looking at the level of media literacy owned participant or participants who have followed the program socialization KPID West Java in Karawang.

The teacher and student participants admitted to getting a lot of socialization of knowledge and information about the mass media after following the briefing. They are also applying and disseminating the material presented again KPID West Java into the scope of family and school.

But according to KPID West Java to determine the success rate of the current evaluation results have yet to be seen. Because it is known that the evaluation conducted KPID West Java will be seen from the number of incoming reports from each region, at this year's socialization is still underway so that their significance has yet to be seen. Besides destruction of some tools monitor the complaint also became one of the factors have not complaint amount of visibility.

### **Communication and Partnership Between Teachers (participants of Socializing) and Student**

Communications human use not just to convey or Exchange information/messages, but there is a purpose to establish and maintain relationships. In practice, however, learning the communication of teachers and students do not simply process the Exchange and delivery of the learning material, but there is a dimension of the relationship of teachers and students.

At school, teachers and students is the major offender in the learning process. The second offender is running an important role in achieving the goal of the learning that took place at the school. Good relationship between teacher and student to student academic performance (Bergin in 2013 Syaripudin Iriantara: 72), also have an effect on student learning motivation and achievement, as well as developing the students ' ability in doing social and emotional adjustment (Pianta, Nimetz, Bennet in 2013 Syaripudin Iriantara: 72).

The interaction of teachers and students in the classroom is the communication learning (instructional communication). Learning good communication will determine also the message the teacher. In socialization KPID West Java in Karawang, participant teachers socialization has an active relationship with students. Therefore in accordance with the results of the discussion then the writers will make discussion of the communication strategy study used participant teachers socialization to their students.

### **Communication Strategy The Learning Teacher**

There are many strategies to choose the teacher in the learning process. These strategies include lectures, class discussion, group work, and activity-based learning resource on all the strategies, effective teacher communication is important for the achievement of learning objectives (Iriantara Syaripudin 2013:75). But of the five learning strategies, the authors focus on three learning strategies are used, namely teachers as penceraman, the teacher as Manager as well as a teacher and as an innovator. Following are the results of the deliberations of the learning strategies teacher.

#### **The Teacher as The Lecturer of**

Based on the results of interviews with informants, four of the five media literacy teacher socialization of participants using the method of the teacher as the lecturer. It can be said that the teacher as the lecturer is a strategy often used the teacher participants in socialization of delivering media literacy.

In addition, the teachers who follow the socialization in Karawang in West Java KPID apply this method in the delivery of material from socializing KPID West Java, due to the talk is rated easy to do. Methods undertaken by teachers participants socialization is to insert information obtained while socializing KPID West Java in the ceremony as well as in the lessons. The utilization of time, lecture is the most efficient strategy because it can convey quite a lot of information on the audience with the use of tools that are very minimal (Richmond in Iriantara Syaripudin 2013:75).

#### **Teachers as Managers**

Teachers as managers is a strategy to build an atmosphere of learning and streamline the learning process by way of dividing students into groups. In learning through small groups, teachers act as managers. To build an atmosphere of learning and streamline the learning process, usually the teacher divided the students into several groups studied.

Students who learn in groups usually engage actively in the process of learning, practicing and improving students' ability in interpersonal communication, and increase understanding of student learning through learning materials against by fellow student (Iriantara Syaripudin 2013:75)

In this strategy the teacher as Manager, there is a teacher socialization which participants became constructor of OSIS. By utilizing the teacher, the STUDENT group spread the material dissemination KPID West Java to stewards OSIS, which is then mandated to disseminate such information again to each class. After doing that, the teacher socialization monitor the performance of each Member and also provides access to the information required, in the context of information related to socialization KPID West Java, broadcasting and complaint to KPID West Java.

### **Teachers as Innovators and Coordinator**

For communicating effectively to students learning, teachers can play a role as a coordinator and innovator. Communication of learning not only requires verbal ability to communicate, but also the ability to design learning resources and lesson media (Iriantara Syaripudin 2013:76).

For teachers who are innovative and creative, anything that is in the classroom can be a learning tool. In the digital age as it is now, there are many things that can serve as the source of learning and a learning tool. The presence of the media and learning resources that facilitate the learning of teachers communicating.

One in five teachers use computers as learning tools socialization KPID West Java. He uses a computer to use in looking at the impact of the media. Then the teacher also implemented a regulation that prohibited any gadget or mobile phones used in the school environment, in order to reduce the negative impact of technology.

### **CONCLUSSION**

Based on the description which has been presented in the previous chapter, the author then the conclusion can be drawn as follows:

1. on the stages of the socialization of media literacy activities, KPID West Java has managed to carry out literacy media in Karawang through Socialization KPID West Java that was conducted in Karawang. Socialization that involves teachers and students of junior level has been designed terorganisis, a systematic and comprehensive by engaging local artists as well as related DIKNAS. In the early stages of media literacy KPID West Java providing material in the form of socialization of roles and functions, function and influence of KPID mass media as well as the types and categories of mass media. In the research, noted that the participants have gained information relating to ethics regulation of broadcasting that is increasingly more familiar will breach in the mass media, and then figure out how the form complaint to KPID West Java-related violations, and teachers also know how educational institutions can help build media literacy education in particular. Then in the final stages of evaluation activities evaluation, i.e. It focuses on two things: (1) the success rate of media literacy in the middle of the participant or the participant of the program, and (2) the level of success of the implementation

or the management of the program. In the results of previous studies, it is known that at the time of the event the socialization takes place, the participants assessed quite enthusiastic as evidenced by the question that arises at the moment of socialization especially from the students but at the moment the socialization that takes place the teachers rated less active due to more questions coming from students.

2. Communication of human use not just to convey or Exchange information/messages, but there is a purpose to establish and maintain relationships. In the practice of learning, teachers have a learning strategy to deliver the message and build relationships between teachers and students. KPID West Java choose teachers and students as participants of the socialization of media literacy by 2014 because the teacher is considered a strategic target in the dissemination of information media literacy.

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