



Forms and Types of Literacy on Social Media Tiktok in Increasing Civic Literacy for FPIPS UPI Students

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ABSTRACT

Social media TikTok is a popular social media with increasing popularity starting from 2019-2022. In addition, social media TikTok also supports the achievements of the national literacy movement. This paper aims to examine literacy forms and types of literacy on social media TikTok that can hone audience literacy skills on social issues. So, that this research will be studied based on the perspective of civic education and communication science. The type of research used is qualitative research with descriptive methods, which is a research method that makes it easier for researchers to find new facts in the field factually to be analyzed and presented in order to provide accurate, comprehensive and balanced information. The results show that the form of literacy on TikTok social media that attracts audience interest and can increase the intensity of its use is audio-visual literacy. Meanwhile, the types of literacy that can support the literacy of FPIPS students on social issues include: 1) Literacy in reading and writing; 2) numeracy literacy; 3) media literacy; 4) information literacy; 5) digital literacy; 6) cultural literacy and citizenship; 7) scientific literacy; and 8) financial literacy. This research is temporal because it relates to the use of social media which is limited by time.

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1. INTRODUCTION

The use of advances in science and technology in the current digital era proves that there is a rapid transformation of technological progress and communication (Nasution et al., 2020). (Watie, 2016) One of them is social media as a means of advancing communication that has changed communication activities. Originally communication was done conventionally by relying on output pure, turning into communication that can be carried out effectively, efficiently and massively, in other words, social media is present and changes society in communicating and obtaining information, this is evidenced by the level or level of community communication and knowledge, especially people with a young age range who merged in one container, namely social media.

One of the social media that is trending among citizens with a young age range according to the acquisition of deep tower sensor data (TikTok Becomes the First Non-Facebook Mobile App to Reach 3 Billion Downloads Globally) Currently, social media is TikTok. Serving Audio Visual which is the attraction of social media TikTok is one of the reasons why young citizens tend to prefer TikTok over other social media today (Putri & Alamiyah, 2022). Sensor Tower explains in detail, that the most downloaded social media on App Store globally are TikTok, Youtube, Instagram, WhatsApp, and Facebook (Kusumawardhani & Sari, 2021). Meanwhile, TikTok is the social media with the most downloads on Google Play, then followed by other social media.

Seeing this potential, the Republic of Indonesia's Ministry of Communication and Information Technology (KOMINFO) collaborates with TikTok in increasing Citizen Literacy as a basic ability for every individual to be smarter in communicating and behaving in the online world (Setyorini, 2022). Besides that, the Ministry of Communication and Information (KOMINFO) sees the great potential of digital literacy and internet literacy for the progress of the Indonesian nation through social media TikTok. KOMINFO (digital literacy and internet literacy) Ministry of Communication and Informatics) is a skill (life skills) which does not only involve the ability to use technology, information and communication devices, but also involves the ability to socialize, think critically, creatively, and inspire through the use of social media (Nugraha, 2022). In this case, TikTok declares itself to support the Digital Literacy National Movement which was initiated by KOMINFO and collaborated with NDLM Sibercreation.

Social Media TikTok according to (Hasiholan et al., 2020) is a social media application with an audio-visual communication pattern that was first launched in September 2016 by Beijing Byte Dance Technology Chinese origin. 2020 on the official KOMINFO website (KOMINFO Gets TikTok to Make Indonesia More Digitally Proficient) TikTok declares itself to support the Digital Literacy National Movement launched by KOMINFO in collaboration with NDLM Sibercreation (Konten-Konten Teratas TikTok Selama 2020 Dari Komedi Hingga Edukasi - Lifestyle, 2020). Social media TikTok attracts a lot of public interest because of the interesting features it provides, including: Music enhancer; Video filter; Voice changer; Beautify TikTok; Auto Captions; Video stickers and effects; Live Streaming TikTok; then Stich.

(Bawden, 2001) in the journal he wrote about Information and Digital Literacies : A Review of Concepts explained that building digital literacy also means building internet literacy. Therefore an understanding of digital literacy is not just an understanding of developing the ability to use computers and use digitization, but also the ability to utilize computer networks such as social media. KOMINFO through the NDLM program aims to build skills (life skills) which does not only involve competence in the use of technology, information and

communication devices. More than that, it also hones skills in socializing, learning, and thinking critically, creatively, and inspiringly.

These efforts yielded good results, at the end of 2020, Head of User and Content Operations TikTok Indonesia describes the content categories on TikTok social media throughout 2020 is in the category : Comedy, Education, Fashion, and beauty, talent, and food. Whereas in 2021 TikTok content is trending in the category (29 Statistics TikTok Year 2021 | WP TIPS) : Comedy, Social, Interests and Talents, Legal and Political Issues, Education, Beauty, lifestyle and others.

Reviewing this, in its popularity, the form of literacy on social media TikTok is one of the factors that attracts audiences to use this social media. While the factor that will support literacy achievement on social media is the type of literacy. This is in line with *KOMINFO*'s statement that the success indicators of the National Digital Literacy Movement (NDLM) in (Ministry of Communication and Informatics) namely an increase in media literature and variations in forms of literacy. Therefore, this study aims to examine the forms of literacy and types of literacy on TikTok social media and can improve the literacy skills of the audience of TikTok social media users which will be measured based on the literacy indicators of citizens (civic literacy).

2. METHODS

The approach used in this research is a qualitative approach with a descriptive study research method. This approach was chosen based on the characteristics of the research problem which aims to examine the experiences of UPI FPIPS students in using social media TikTok and this method makes it easier for researchers when new facts are found in the research process. While the descriptive in this study there are efforts to describe, record, analyze and interpret relevantly based on current conditions. This is also based on the focus of research, namely examining the use of social media which is limited by time.

In conducting the research, 3 data collection techniques were used, including interviews, observation, and documentation studies involving 3 important informants, including: key informants, namely lecturers in communication sciences and lecturers in civics education; the main informants, namely 4 FPIPS UPI students; as well as supporting informants, namely the head of the external field of BPO senate FPIPS UPI.

The location of this research was carried out at the Faculty of Social Sciences Education (FPIPS) at the Indonesian University of Education (UPI) at Gd Nu'man Somantri Jl. Dr. Setiabudi No. 229, Isola, Kec. Sukasari, Bandung City, West Java 40154.

3. RESULTS AND DISCUSSION

3.1. Research Result

In this study, the focus of research is the use of social media TikTok in increasing the literacy of UPI FPIPS students on social issues. The process of increasing students' literacy on social issues through the use of TikTok social media is of course influenced by the information received and the forms of literacy that exist on TikTok social media and influence the audience.

Based on research conducted through interview techniques obtained several facts. First, the FPIPS UPI communication science expert lecturer as a key informant revealed that apart from being a popular social media, TikTok also collaborates with the ministry of communication and information technology (*KOMINFO*) in the Digital Literacy National Movement (NDLM) program, so that in information circulation activities, TikTok must support this implementation by taking into account the achievement of the type of literacy that hones the literacy skills of the audience.

Furthermore, the lecturer in citizenship education at FPIPS UPI as another key informant also stated that improving literacy skills through the use of social media must start with basic literacy skills, namely literacy and numeracy to support competence from other types of literacy.

In line with this fact, the results of interviews with UPI FPIPS students as the main informants stated that literacy greatly influences individual interest and reading ability, this is what causes many individuals to switch to using social media as an information medium as well as an entertainment medium. Even the presence of TikTok social media is one of the solutions to the low public interest in reading, because TikTok social media presents a form of audio-visual literacy that is effective and efficient in presenting information. The types of content that are considered to be able to improve audience literacy skills on social issues include (Adila et al., 2019) : educational content, social content; political content; legal content; state content; news content; economics and entrepreneurship content. If categorized in the category of types of literacy, including: Literacy read and write; numeracy literacy; media literacy; information literacy; digital literacy; cultural literacy and citizenship; scientific literacy; as well as financial literacy.

Furthermore, the head of the BPO Senate FPIPS UPI external field as a supporting informant stated that within the scope of FPIPS itself, building literacy (civic literacy) UPI's FPIPS students themselves are always carried out by holding routine agendas, namely studying social issues, calling for action and community service to show the form of student involvement in carrying out their duties and obligations.

In addition to interview results, based on observations made by researchers, the content categories recorded by social media TikTok include comedy, education, issue content, beauty and lifestyle (Beauty, Fashion and Life Style), interests and talents, culinary, tourism and culture, sports and health, as well as other random content. The results of other observations show that social media TikTok is indeed more updated in presenting information. The researcher observed the release of information regarding the cases being tested in this study, namely cases of sexual harassment experienced by UNRI students. Based on the researchers' observations, it was found that on social media TikTok this information first appeared on November 4 2021, while on the YouTube channel and the official news website it was released on November 5 2021. This proves that social media TikTok is more up to date in presenting information compared to social media and social media other information channels.

The results of further observations show that the social media communication pattern of TikTok is considered effective and popular by other social media, this can be seen from several social media that adopt the social media literacy form of TikTok. As for several social media that have adopted the social media literacy form of TikTok, including social media Instagram and Facebook which hold vitursreels which is similar to features on social media TikTok.

Furthermore, through a documentation study, researchers also documented the National Movement for Digital Literacy initiated by the Ministry of Communication and Informatics (KOMINFO) together with cybercreating and partnered with several other ministries, one of which was the Ministry of Education, Culture, Research and Technology which in this program aims to improve Citizen digital literacy is not just skills in using digital devices, but also skills as citizens in the digital world.

In this program, TikTok social media declares itself to support NDLM and collaborate with KOMINFO to create literacy that supports citizens' literacy skills through various platform social media, one of which is social media TikTok. While the types of literacy observed are based on the scope of literacy proclaimed by KOMINFO in the NDLM program on TikTok social media and are considered to be able to improve audience literacy skills, including literacy,

numeracy, scientific literacy, digital literacy, financial literacy, cultural literacy and citizenship media literacy, and information literacy.

3.2. Research Discussion

Social media TikTok is a social media with a new phenomenon in the current era of technology and the internet ([Rahardaya, 2021](#)). Based on research results, social media TikTok is one of the most popular social media today. ([Rahmawan et al., 2020](#)) States that digital activism is a form of active and sustainable use of social media and internet networks. The involvement of informants (asusers) in digital activism it is ensured to monitor social media networks whose activities will create an autonomous space for the ongoing exchange of information as the most effective means of providing social participation according to the function of social media itself.

Through a network operating system, TikTok social media carries out its function as social media, namely as a means of communication to obtain information. According to the characteristics audiences in choosing media on the theory of media use according to Katz, Blumler and Gurevitch that audiences will choose media that are considered important and have an impact or influence on them ([Anggraini, 2020](#)). In activism on the social media TikTok, FPIPS UPI students can store data containing information by archiving content that is considered important by users. Advances in technology and information can be seen from the characteristics, functions and features of today's social media which can provide many benefits more than just entertainment. In the formulation of this problem, digital activism in social media TikTok can be seen based on existing content categories. As for audience relations on the Tiktok social media, it describes interactions between individuals who are trying to simulate real social conditions. One of the factors driving audiences in using and choosing which social media to use is based on the cognitive needs of audiences to fulfill their curiosity as proof that individuals understand and master their environment ([Putri, 2016](#)).

Based on research results, *KOMINFO* uses the popularity of social media TikTok to increase support for the realization of citizen literacy, and of course *KOMINFO* is interested in what audiences do with the media, as research by Andrew Flanagin and Miriam Z Metzger in ([Karman, 2013](#)) related to the theory of use media, that to determine audience literacy skills, research needs to look at how audience activities are towards the media, namely by looking at what forms of communication and information are contained through each content.

UNESCO explains several basic principles in developing literacy on social media which are also adopted in the National Digital Literacy Movement (NDLM), two of which are social factors and curation. The social factor is the principle that creates a healthy digital environment that is filled with content that is beneficial in building literacy among social media users, as well as creating a good cycle in information circulation. While curation is a principle expected to emerge from audiences, this principle talks about how audiences select and store information that will determine audience literacy skills in understanding the value of information. Therefore, researchers need to know the types of literacy and forms of literacy on TikTok social media which can improve audience literacy skills on social issues because one of the indicators of successful literacy development in Douglas A.J.'s research Belshaw on Literacy (in Ministry of Communication and Informatics), that increasing the variety of literary media, such as reading materials or content as a literary medium is an aspect that needs to be considered in developing literacy skills through social media.

In social media TikTok there are many categories of content, types of literacy, and forms of literacy that can improve students' literacy skills as social media users of TikTok on social issues. The form of literacy that is considered effective in increasing the literacy skills of the

audience of TikTok social media users can be seen in the way Tiktok social media presents information in audio-visual form. This proves that the literacy needs of citizens also change along with advances in technology and communication, which illustrates that audiences in search of information have various sources to meet their needs, but audiences will take the initiative to link their needs so that they make their choice of a major media, because actually through media consumption audiences' information needs can be fulfilled even though media content cannot be used to accurately predict the pattern of gratification (satisfaction).

[\(Hasiholan et al., 2020\)](#) features in social media TikTok that support forms of literacy on social media Tiktok are the availability of features to add music, filters video, voice changer, beautify TikTok, Auto Captions, Stiker and Video Effects, Live Streaming TikTok, then Stich. While in achieving its program, NDLM in the National Literacy Movement | GLN. There are 6 mandatory literacy that must be owned by citizens as a form of embodiment of citizen literacy, including: literacy to read and write, numeracy literacy; scientific literacy; digital literacy; financial literacy; as well as cultural literacy and citizenship. Meanwhile, based on the results of research on types of literacy that can improve students' literacy skills on social issues and provide insight into social issues, including:

- (i) Literacy in Reading and Writing;
- (ii) Numeracy Literacy;
- (iii) Media Literacy;
- (iv) Information Literacy;
- (v) Digital Literacy;
- (vi) Cultural Literacy and Citizenship;
- (vii) Financial Literacy.

The types of literacy above come from the various categories of content on social media TikTok. In line with Andrew Flanagin and Miriam Z Metzger's research in [\(Karman, 2013\)](#) regarding contemporary media use in terms of the theory of media use that there are several motivations underlying media use, some of which are motivations for seeking information (information seeking), Study (learning), persuasion (persuasion), social bonds (social bonding), maintain friendships (relationship maintenance), and motivation to find solutions to problems.

Misconduct (civic literacy) FPIPS students can be assessed based on indicators of citizen literacy (civic literacy) namely cognitive abilities, as well as the will and ability to engage in public discourse. As for this study, the forms of literacy and types of literacy can be considered to be able to improve students' literacy skills because they are aligned with indicators regarding improving literacy skills from research conducted by Douglas A.J. Belshaw in the Ministry of Communication and Informatics) that the increase in audience literacy skills is marked by an increase in the variety of literary media which in the TikTok social media can be seen from the forms and types of literacy that support the literacy of FPIPS students on social issues.

Therefore, the discussion of research results in this study shows that the form of literacy and the type of social media literacy of TikTok when viewed from the theory of media use, the concept of literacy, the concept of NDLM, and the concept of digital activism, have the potential to increase literacy on social issues. Through the use of TikTok social media, literacy skills can be increased by making Tiktok social media the main media in developing media variations as a form of increasing literature.

4. CONCLUSION

The form of literacy on TikTok social media that is effective in increasing literacy skills of UPI FPIPS students is a form of media that is presented in audio-visual form with the support

of features on TikTok social media including: music enhancing features, video filters, voice changer, beautify TikTok, Auto Captions, Video Stickers and Effects, Live Streaming TikTok, and Stich. While the types of literacy that can increase the literacy of UPI FPIPS students on social issues, some of them are in line with the types of literacy promoted by the National Digital Literacy Movement (NDLM) as a program with the aim of increasing citizen digital literacy, which was initiated by the Ministry of Communication and Information Technology (KOMINFO) in collaboration with Cybercreation and Social Media TikTok, including: literacy literacy, numeracy literacy, media literacy, information literacy, digital literacy, cultural literacy, scientific literacy, and financial literacy.

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