

Improving Digital Literacy on Business for Adolescents in SMP Muhammadiyah Daarul Arqom Klaten

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Abstrak

Kegiatan Pengabdian Kepada Masyarakat (PKM) ini bertujuan untuk mengetahui bagaimana para remaja menggunakan platform digital serta kendala apa saja dalam mereka hadapi untuk memulai bisnis dan mengetahui bagaimana meningkatkan literasi digital untuk bisnis pada remaja di SMP Muhammadiyah Daarul Arqom Klaten. Kegiatan ini menerapkan pendekatan penelitian kualitatif dengan menggunakan empat tahap dalam memperoleh data/tahapan kegiatan; yaitu observasi dan wawancara awal, persiapan materi, pelaksanaan kegiatan, dan evaluasi. Kegiatan PKM ini diadakan pada tanggal 11-13 Maret 2023 di SMP Muhammadiyah Daarul Arqom Klaten yang diikuti oleh 40 peserta murid remaja. Hasil yang pertama, yaitu mayoritas para murid menggunakan internet dan sosial media untuk hiburan dan kesenangan, bukan untuk kepentingan bisnis. Kedua, para murid mengalami hambatan dalam meningkatkan literasi digital dan memulai bisnis dengan media digital. Ketiga, tim PKM menciptakan solusi untuk meningkatkan literasi digital untuk bisnis pada para remaja, diantaranya yaitu meningkatkan pengetahuan tentang literasi digital dan penggunaannya, mengatur jadwal untuk target individu atau bisnis, mempelajari lebih banyak tentang strategi dan pemasaran produk, memperbaharui dan meningkatkan informasi baru setiap hari, memperbanyak jaringan untuk meningkatkan jangkauan komunikasi, dan menjadi percaya diri serta mandiri, terutama dalam kehidupan finansial.

Kata Kunci: Literasi Digital, Remaja, Pengabdian Kepada Masyarakat (PKM)

Abstract

This community service (PKM) objectives are to discover how these adolescents utilize digital platforms and their obstacles for their businesses and to find out how to improve digital literacy on business for adolescents in SMP Muhammadiyah Daarul Arqom Klaten . This activity employs qualitative research using four steps in collecting the data; observation and interview, preparation of material, implementation of activities, and evaluation. This community service (PKM) was held from March 11-13, 2023 in SMP Muhammadiyah Daarul Arqom Klaten with the total of 40 adolescent participants. The first result, the majority students use internet and social media for entertainment and pleasure, not business interest. Second, the students faced obstacles in improving digital literacy and starting business using digital media. Third, the community service (PKM) team create solution to improve digital literacy on business for adolescent such as increasing the knowledge of digital literacy and its utilization, arranging schedules for individual target or business, learning more about the product strategy and marketing, upgrading and escalating new information every day, finding networks to level up their spread of communication, and being confident and independent, especially on financial life.

Keywords: Digital Literacy, Adolescents, Community Service

1. INTRODUCTION

In this digital era, the massive use of internet and social media has become an international sensation and this changes people's behaviors, practices, and paradigms. It also becomes an integral part of human social and cultural life, especially for adolescents to accommodate their needs and affiliation with various communities. More than 90% active users of social media daily are adolescents. Currently, there are three billion of social media profiles registered globally with young persons as the heaviest users ([1]– [3]).

The use of social media in digital era as human interaction also emerges in Indonesia and becomes phenomenon since Indonesia has 191,4 million people as the active internet users in 2021-2022. The average length of internet use in Indonesia in 2021 hits 8 hours 8 minutes, much longer compared to the global average which only reached 6 hours 53 minutes [4]. For social media only, Indonesian spend 3 hours 26 minutes daily [5]. This shows how they depend on internet and social media as their daily basis of interaction which influence almost every aspect of life experiences digital technology intervention, especially socio-economics [6].

In a report from *Statista* (statistical survey) in January 2023, the internet users in Indonesia were dominated by the age range 18-24 years in 2020, while in 2021 were dominated by the age range 25-34 years. However, the age range 13-44 are the group which share the largest audience and become significant targets of marketers [7]. This indicates that the millennial generation who are still undergoing schools becomes active agents in this digital era [8]. Therefore, digital plays a great role in increasing the adolescents to think wisely and mastery their abilities for their future career development.

On the other hand, the rise of digital era also brings negative impacts especially for adolescents such as hate speech, cyberbullying, and a setback to morality [9]. Therefore, it is important to provide digital literacy for adolescents, especially in higher schools. Through the institution of schools, the government which represented by the Ministry of Education should formulate a policy which signifies the significant of digital literacy for students through curriculum and teaching materials. Fortunately, the government has already established the "Merdeka Belajar" program. One of the goals of this program is to absorb the graduates of higher education from industry to workforce [10]. This program enables the students to an experience-based learning method by directly involving themselves into industrial world. Furthermore, this program helps to build and prepare the students in becoming a great human resource to welcome golden Indonesia in 2045 [11].

Currently, Indonesia is facing a demographic bonus by the period of 2030-2040 which is dominated by the productive age range 15-64 years [4]. This demographic bonus needs to be prepared thoroughly, especially for younger generation age range 15-33 years by providing cognitive aspects and other life skills without losing their national identity, culture, and tradition [12]. Nonetheless, the human development index in Indonesia in 2020 is only 0.54 which means if a child born in this county will only use their maximum productivity for 54%. This places Indonesia in the 111th rank from 189 countries [13]. By this low index of human resources, actions needs to be taken to increase, one of which is by performing digital literacy, especially for these adolescents as younger generation.

Two similar previous researches have been done before; first, research entitled *Students' Digital Literacy Solve Learning Problems*. This research focuses on using digital literacy to resolve problems in leaning at school, the goal is the students can achieve better understanding by solving their problems at schools using digital media [14]. Second, research from entitled *Students' Digital Literacy and Collaboration Abilities: An Analysis in Senior High School Students*. This research focuses on the analysis on the level of digital literacy and collaboration skills of students [15]. However, the gap of these previous studies with this research is on the emphasize on the digital literacy for business in adolescents as younger generation.

Through the explanation above, it is significant to conduct a community service (PKM) on how to improve digital literacy on business for adolescents as younger generation especially on how to utilize internet and social media for business to finally achieve a great human resource and productivity. This community service was held by English Letters Study Program, UIN Raden

Mas Said Surakarta in 2023 followed by 40 adolescent participants (students, age range 13-15 years) from March 11-13, 2023 in SMP Muhammadiyah Daarul Arqom Klaten. The objectives are to discover how these adolescents utilize digital platforms and their obstacles for their businesses and to find out how to improve digital literacy on business for adolescents in SMP Muhammadiyah Daarul Arqom Klaten. Hopefully, this community service (PKM) can bring contribution to prepare a golden Indonesia and to increase younger generation productivity, especially on business.

2. METHOD

This community service (PKM) employs a qualitative descriptive approach to gather the information about the current existing condition [16]. The process of writing employed library method to collect the data and information related to the topic [17]. There are four steps conducted to collect the data; observation and interview, preparation of material, implementation of activities, and evaluation. These steps are described as the following diagram:



Figure 1. The steps in data collection (process of community service)

The *first* step is observation and interview. Observation is the process of gathering information by observing people and places in the firsthand, this process also classifies and records individual responses to a real life while interview process is gathering information about the research through a series of questions and getting answers from participants. In this community service, this step was the early stage conducted to find out the phenomena and problems faced by the students in SMP Muhammadiyah Daarul Arqom Klaten, Central Java. This step was carried out by the team of community service and the results would be used to prepare the material and design the activities.

The *second* step is preparation of material. This step includes transcribing interview, scanning materials, scribing field notes, sorting and arranging the data based on the source of information. In this step, the community service collected the material and activities design for the participants.

The *third* step is implementation of activities. This process carries out the planned and organized activities aiming at turning evidence and ideas into practices for participants in the real world. This process is important because it evaluates the feasibility, adoption, and acceptance of interventions and their coverage (particularly in reaching disadvantaged groups), quality, equity, efficiency, scale, and sustainability. In this community service, all the prepared materials and designed activities were performed in this step. The team also spread questionnaire to gain deep data related to the implementation.

The *last* step is evaluation. The purpose of this process is to evaluate and develop an evaluability assessment with clearly-defined goal(s), strategies, activities, outputs, and outcomes. The team came back to the school to conduct evaluation related to the community service (PKM) activity by holding interview to the participants.

3. RESULTS AND DISCUSSIONS

The community service (PKM) was successfully conducted by the team from UIN Raden Mas Said Surakarta. This activity was started by holding an observation and interview related on the utilization of internet and social media by the adolescents (the students). The early observation and interview were conducted on Saturday, March 11th 2023. The result is presented in the table as follows:

Table 1. The Result of Observation and Interview

No	Digital Platform (Daily Use)	Total Answers
1	Whatsapp	12
2	Instagram	16
3	Facebook	7
4	Twitter	4
5	Spotify	2
6	Discord	1
7	Shopee	1
8	No social media	3
Total		40

The table above shows that the majority students use *Instagram* as their daily interaction with internet with total answers 16 students, followed by *Whatsapp*: 12 students, *Facebook*: 7 students, *Twitter*: 4 students, *Spotify*: 2 students, *Discord*: 1 student, *Shopee*: 1 student, and 3 students did not have any social media. The team also conducted interview on the reasons why they choose those social media platforms as their daily interaction. The result indicated that there were 7 students: answering for entertainment, pleasure, and spending their leisure time; 7 students: answering for following friends or family and finding partner; 2 students: answering for looking for inspiration, ideas, and trend; 4 students: answering for free, easy to use, and wide range; 6 students: answering for searching knowledge, homework, and information; and 4 students: answering for online shopping. It can be generalized that they have not utilize their social media for business. From this data, the team continued to the second step, the preparation of the material.

The preparation of material was conducted on Saturday and Monday, March 11-12th 2023. The team gathered in campus UIN Raden Mas Said Surakarta to organized the material thoroughly and carefully to achieve the students understanding of the digital literacy for business; the importance of social media to earn their income financially. The materials are classified into two sessions. The first session, the team provided material on the *Digital Literacy on Business to Adolescents*. This session allowed the students to learn about the definition of digital literacy, various social media platforms, the data on internet users' percentage, digital aspects (skills, ethics, safety, and culture), journalism, and copyright. The second session, the team prepared the material on *Business in Digital Era*. This session allowed the students to learn about the cognitive structure in digital era, digital business, kinds of digital business, benefits of digital business, job projections in using digital platforms, and the various platforms to earn the student's income. After finishing preparing the material, the team continued the next step, the implementation of activities.

The implementation of activities was conducted on Monday, March 13th 2023 in SMP Muhammadiyah Daarul Arqom, Klaten, Central Java. The activities were divided into two sessions. The first session was the seminar on *Digital Literacy on Business to Adolescents* delivered by Robith Khoril Umam, M.A. The students were enthusiast in following the learning. And the second session was delivered by Muhammad Rizal, M.A with the material *Business in Digital Era*.

Figure 2. The Implementation of activities (up left picture: the first session activity, up right picture: the



second session activity, down picture: the photo session with the students in first session)



Before the activities were started, the team also arranged *Focus Group Discussion* (FGD) with the students to identify the obstacles experienced by the students in conducting business using digital platforms. In this session, the students were divided into four groups, each group consisted of 10 students and one mentor. As the results, the obstacles faced by the students were vary; the first group's obstacles were the difficulties in doing marketing, defining target of market and customers, the second group's obstacles were promotion and funding constraints, the third group's obstacles were the difficulties in selecting the digital platforms and how to start the business, and the last group's obstacles were the difficulties in having the internet signal since not all the students' houses are coverage by internet signal, some of them are difficult to reach. In overcoming these obstacles, the two experts then delivered their class learning session to give explanation related to the material, followed by the discussion to find solutions for the obstacles.

After these sessions, based on the responds by the students and the explanation by the mentors, it can be drawn conclusion on how to improve digital literacy on business for the students. *First*, increasing the knowledge of digital literacy and its utilization. *Second*, arranging schedules for individual target or business. *Third*, learning more about the product strategy and marketing. *Fourth*, upgrading and escalating new information every day. *Fifth*, finding networks to level up their spread of communication. *The last*, being confident and independent, especially on financial life.

Table 2. The Results of Evaluation Step

No	ITEMS	SD	D	U	A	SA
		(1)	(2)	(3)	(4)	(5)
1	The materials were presented clearly and well received	-	-	-	12	28
2	The materials were beneficent both academic/non-academic	-	-	2	18	20
3	The students understand the importance of social media for business	-	-	-	7	11
4	The students knows the job projection in digital era	-	-	8	11	21
5	The students agree that the utilization of social media wisely can improve their income, financially independent.	-	-	-	13	27
6	The students agree that their adolescents are the important age to increase their productivity, especially on business	-	-	-	11	29
7	After following the community service (PKM), the students are motivated to improve and learn more about the digital media and their utilization in business in present time and in the future	-	-	-	8	32

For the evaluation, the community service (PKM) held a post-test by spreading questionnaire to the students to evaluate the result of this community service. The table above applied *Likert Scale* for the questionnaire. The items were based on the implementation of community service (PKM) in SMP Muhammadiyah Daarul Arqom, Klaten using five indicators to

measure statement of agreement; Strongly Disagree (SD), Disagree (D), Undecided (U), Agree (A), and Strongly Agree (SA). The results signify that the community service (PKM) was conducted successfully since the majority students chose Strongly Agree (SA) for the whole items. Therefore, this community service (PKM) has completed its objectives to improve digital literacy on business for adolescents (the students) and formulate solutions for the students' obstacles in starting business using internet and digital media.

4. CONCLUSIONS AND SUGGESTIONS

This community service (PKM) was held on March, 11-13th 2023 by English Letters Study Program, UIN Raden Mas Said Surakarta in 2023 followed by 40 adolescent participants. The results of this activity are classified into several points; *First*, before the community service (PKM) was held, the majority students merely using internet and social media for entertainment and pleasure, not even business interest. *Second*, the students faced obstacles in improving digital literacy and starting business using digital media. In this case, the solutions were formulated such as increasing the knowledge of digital literacy and its utilization, arranging schedules for individual target or business, learning more about the product strategy and marketing, upgrading and escalating new information every day, finding networks to level up their spread of communication, and being confident and independent, especially on financial life. However, this community service (PKM) is still far from perfect. Therefore, it needs to be conducted similar agenda which focusing more in startup business for adolescents.

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