

LEVEL OF INDIVIDUAL COMPETENCE FRAMEWORK INTERNET MEDIA LITERACY AMONG WOMEN ACTIVISTS IN MEDAN CITY

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Abstract

Individual Competence Framework is a tool to measure a person's level of media literacy. European Union countries using this measuring tool consist of personal competence (ability to use and analyze media messages) and social competence (building relationships, creating media content). determine the level of media literacy owned by a person, is at a basic, medium or high level. The purpose of this study was to examine the level of individual competence framework among women activists. This study uses a qualitative method. The number of informants interviewed was four people. Data analysis using Miles and Huberman (collection, presentation and reduction of data). The results show that all informants are actively involved in community empowerment activities. They act as agents of change in the fields of population, agriculture and child protection. The three informants use internet media, especially smartphones, in carrying out their activities. Smartphones are very helpful in disseminating information to members or work organizations that become their partners. The most widely used use of social media is WhatsApp, Instagram and Facebook. Women activists are generally able to analyze the messages received. They do not arbitrarily disseminate information, but confirm beforehand by checking in other media, or asking friends who understand better. Women activists have skills through writings and pictures/photos that motivate and inspire. It's just that making video messages still requires help from friends or people around. The environment around women activists is aware of the law that regulates the dissemination of messages on the internet. They have an environment that understands media, friends help them a lot in understanding and packaging messages through internet media. .

Kata Kunci: *media literacy, internet, activist, women*

INTRODUCTION

Media literacy is an intelligence / ability that is important for everyone to have when interacting with the media. Media literacy according to Potter (2019) is a person's ability to read the written word. However, with the advent of technology to convey messages other than for print, the notion of literacy expanded to also include such things as visual literacy (the ability to process flat two-dimensional images of our three-dimensional world), story literacy (the ability to follow the plots in books, television, etc.) , and film), and computer literacy (the ability to compose digital messages themselves, send them to others electronically, to search for messages, and to process meaning from electronic screens). In simple terms, media literacy is the ability to use media, understand/analyze, select, package/produce media messages.

Messages through internet media need to be understood, analyzed, selected, and packaged in such a way. This is because the use of internet media is increasingly massive in various levels of society, age, gender and economic strata. The Covid-19 pandemic has triggered the use of media, especially internet media, to increase. Data released by the Indonesian Internet Service Providers

Association (APJII) in 2020 shows that internet use in Indonesia has increased dramatically during the Covid-19 pandemic. Where the spread of the virus makes schools and work (work from home) a lot of use online systems. According to the chairman of the Association of Internet Service Providers in Indonesia, Jamalul Izza, from May to August 2020, internet users in Indonesia rose to 73.7 percent of the population or the equivalent of 196.7 million users. This number is equivalent to 196.7 million internet users with a population in the country of 266.9 million. (APJII 2021)

The final report of the Assessment Criteria for Media Literacy Levels study prepared for the European Commission has established the Individual Competence Frame Work as a measuring tool to determine the level of media literacy that a person has. (in Chandra, 2020) Broadly speaking, it consists of three levels, namely Basic (basic), Medium (intermediate) or Advanced (high). Basic literacy level refers to a condition where a person is able to use media, individuals still have limitations in using internet media, knowing basic functions and their use has not been accompanied by clear directions. Capacity and critical thinking are still limited. Medium level refers to the use of media that is already fluent, knows the functions and performs more complex operations. Internet users can continue as needed, can assess information and use information search strategies. Advanced level refers to individuals who are very active in using media, aware of and interested in several settings that affect use, know deeply about language techniques, are able to analyze, make connections and create messages, and activate group collaboration to solve problems.

Women are active internet users with a fairly large number. Survey data states that internet users are mostly female, which is 51%, and they generally live in urban areas (Asriani, 2016). More specifically, women in developing countries, including Indonesia, use smartphones with internet capacity more than using computers for several reasons. First, privacy: smart phones are more secure because they don't need to go to public cafes (internet cafes). Second, flexibility because smart phones are used according to need, not limited by the internet at the office, school, or internet cafe, Third, the cost of smartphone applications is cheaper than a regular computer. (Deva Rachma, 2013), Women activists are women who join one organization and carry out many activities to help the community in one area. Their presence has been around for a long time and has been active in helping the government in advancing the community. They are referred to as Agents of Change, organizing various community empowerment activities.

The use of communication technology in empowerment activities is not something that is foreign. The results of the observations of Rehia K.I. Barus towards the women's organization Hapsari Perbaungan showed that the use of the internet (social media) plays a role in conveying messages and ideas well. Hapsari can inform activities, gather opinions, and mobilize stakeholders. (2015). The results of this observation are in line with what was stated by Sih Natalia Sukmi that the internet is considered a medium that is able to facilitate women to communicate aspirations (2016).

Some of the findings above show that women are actually no stranger to internet media. The phenomenon of using the internet in various women's activities has been going on for a long time. However, Yanuar Nugroho (2016)

stated that access and literacy of STEM (Science, Technology, Engineering and Math) for women should be expanded in education. This means that women must be given broad opportunities to enjoy education in the STEM field, so that technological advances have a positive impact on women's lives. As the involvement of women in the STEM field is increasingly expanded, media literacy, especially the internet, must be carried out. Literacy is meant to empower women in the field of technology, so that they have the same abilities and opportunities as men.

This research is important to do considering that previous research has raised the topic of Individual Competence Framework, from the side of the workers' family (in Setiansah, Novianti & Istiyanto, 2019) from the student side (in Baroroh, 2016) from the student side (in Chandra, 2020) but There is no research on the Individual Competence Framework among women activists, especially in the city of Medan. This has become the interest of researchers to raise this topic. The research will answer the question: What is the level of Individual Competence Framework owned by women activists? In particular, the Individual Competence Framework is seen from the level of internet media use, the level of critical understanding of internet messages, and the ability to communicate messages (communication abilities) on internet media.

METHOD

This research was conducted in Medan City where women activists live and carry out their activities using qualitative methods. This method tries to look more specifically and in depth at the level of the Individual Competence Framework for internet media literacy among women activists in Medan City.

Research informants are women who are involved in an organization (chairman, secretary, treasurer, or member) who are actively carrying out various empowerment activities in the community (education, politics, religion, etc.) they act as agents of change. Data collection in this study was carried out through in-depth interviews with several female activists living in the city of Medan.

Biklen in Bungin (2015) states that qualitative data analysis is an effort made by processing data, operating data, selecting data into managed units, interpreting, finding patterns, finding what is important and summarizing it to be explained to others. The technique used is data reduction, data presentation and conclusion drawing.

RESULT

Research on media literacy, especially on the Individual Competence Framework, has not been widely carried out in Indonesia. Some of the previous studies that exist, including:

1. Digital Media Literacy of Bengkulu Muhammadiyah University Students, Kurniawati & Baroroh (2016). This study aims to determine the understanding of Bengkulu Muhammadiyah University students about digital media, and to find out how high the level of individual competence of Bengkulu Muhammadiyah University students in digital media literacy is, and to find out what factors influence the level of individual competence related to digital media literacy. The results showed that the understanding of Muhammadiyah University students regarding digital

media was in the moderate category which means that the majority of students who have sophisticated gadgets such as smartphones do not fully understand the use of these gadgets correctly and optimally, and the level of Individual Competence Framework of students at Muhammadiyah Bengkulu University in media literacy. digital is in the basic category. The basic category means that the ability to operate media is not too high, the ability to analyze media content is not too good, and the ability to communicate through media is limited.

2. Social Media Awareness Among Belawan Fisherman Village Youth, Chandra (2020). This study aims to determine awareness of social media, especially social media Facebook, WhatsApp, and Instagram among teenagers in Belawan Fisherman Village. The purpose of this study is to see the extent to which the media awareness of the fishing village youth is. The measuring instrument used is the Individual Competence Framework. The results showed that the use of social media among the youth of Belawan Fisherman Village was at the Basic level in using the three social media. Three research informants could not understand the features contained in Instagram social media. Four research informants did not re-verify (factcheck) when they found hoaxes so that teenagers' critical understanding of handling hoax content still needed to be improved. WhatsApp is the most popular social media for teenagers to communicate with friends and family, while in using social media Facebook and Instagram, Kampung Nelayan teenagers can be categorized as passive users who only enjoy enjoying the content on their homepage compared to sharing posts on their social media. .
3. Digital Media Literacy Based on Individual Competence Framework for Members of the Palembang City Taklim Council for Whatsapp Users, Melinda, Murti & Maulina (2019). This study aims to determine the level of digital media literacy based on the individual competence framework of members of the Palembang City Taklim Council. This study involved 80 research respondents from members of the Taklim Council in Palembang City. Individual Competence Framework members of the Taklim Council in using the WhatsApp application are in the Advance category, with the following details: use skills are in the Advance category, Critical Understanding is in the Advance category, communicative abilities are in the advanced category. The advanced category means that members of the Palembang City Taklim Council are very active in using media, they are also aware and interested in various regulations that affect the use of digital media, especially WhatsApp.
4. Media Literacy Level of Students of the Faculty of Da'wah and Communication Sciences UIN Jakarta Regarding Hoax Information About Telecommunication Service Customer Registration Policies Based on Individual Competences Framework, Rahmawati (2018). This study aims to determine the level of media literacy of FIDIKOM UIN Jakarta students regarding hoax information about telecommunication service customer registration policies based on the individual competence framework. This study aims to answer the research question, namely how the level of media literacy of FIDIKOM UIN Jakarta students regarding hoax information

about telecommunication service customer registration policies based on the individual competence framework. The results of this study indicate that the level of media literacy of FIDIKOM UIN Jakarta students, especially KPI and Journalism, is at a moderate level with a percentage of 70%. As for the individual competence framework, the average level of technical skills is 42.77 or 71% and critical understanding has an average of 37.60 or 77%. Meanwhile, in social competences or communicative abilities, they get an average of 11.11 or around 58%.

5. Digital Media Literacy Based on the Individual Competence Framework in the Family of Migrant Workers Members of the Seruni Association, Banyumas Regency, Setiansah. M, Novianti. W, Istiyanto, B.S (2019). This service activity is carried out in the form of training. Digital media literacy training was given to members of the Community Care for Migrant Workers and "Seruni" Women in Banyumas Regency with the consideration that the association was accustomed to carrying out advocacy and empowerment activities for women and migrant workers, so it is hoped that the applied science and technology will not only stop at the target audience group but can also be applied to the target audience. disseminated to other community groups. As a result, it was found that most of the participants admitted and seemed to be quite familiar with using internet-based digital media, especially in the form of smartphones. Based on the category of competencies possessed, it can be said that most of them only have adequate competence in terms of technical skills or use skills.

Internet Media Literacy is a form of media literacy. One of the experts who defines media literacy is Patricia Aufderheide in the National Leadership Conference on Media Literacy. He said a literate person is someone who has the opportunity to be literate – able to understand, evaluate, analyze, and produce print and electronic media. The most fundamental goal of media literacy is to be able to develop an autonomous critical relationship with the media. The emphasis on media literacy training broadly includes issues of citizenship, appreciation and aesthetic expression, social advocacy, self-confidence, and the ability to be a consumer (Herlina, 2019).

Media literacy, especially the internet, is urgently needed to be carried out for the entire community, considering that this media is massively accessed by all levels of Indonesian society, especially the city of Medan. Media literacy activities are right on target if the level of the Individual Competence Framework is known, which is a measuring tool that can determine a person's level of media literacy. Is your media literacy level at the basic (basic), medium (medium) or Advanced (high) level. The image below shows a map of the Individual Competence Framework.

Individual Competence Framework is a person's ability to use and utilize media, including the ability to use, produce, analyze, and communicate messages through the media. Individual Competence is divided into two categories:

1. Personal Competence, namely a person's ability to use media and analyze media content.

2. Social Competence, namely a person's ability to communicate and build social relations through the media as well as being able to produce media content.

Personal competence consists of two criteria: 1) Use skills, namely the technical ability to use media. That is, someone is able to operate the media and understand all types of instructions contained in it. 2) Critical Understanding, namely cognitive abilities in using media such as the ability to understand, analyze, and evaluate media content.

Social Competence consists of Communicative Abilities, namely communication skills from participation through the media. These Communication Abilities include the ability to build social relationships and participate in the community through the media. In addition, these Communicative Abilities also include the ability to create and produce media content. Social environmental factors also have an influence in the social environment, including the availability of media and media education that a person has received (in Chandra, 2020).

The International Telecommunication Unit (ITU) states that the Internet is a form of basic rights or human rights today. (Rahman, 2013) This is because the Internet supports almost all aspects of what we do. The Internet helps manage and control emergency services, water supply, power grids and food distribution chains. They support health care, education, government services, financial markets, transportation systems and environmental management. And they allow people to communicate with colleagues, friends and family anytime, and almost anywhere. This is what causes the great influence of the internet and technology in the progress of society and has the function to freely express opinions and obtain basic life rights such as education and information.

People will be more empowered if they provide access to the internet where they get more information, are connected to the world, get a proper education without having to leave their domestic work and can make a maximum contribution to the economy and society through a connection to the internet. It is important to understand that providing access to the internet can provide innovation and education for women. There are three types of Internet Capability for Mobile Phones (in Indonesia they are often referred to as handphones – cellphones) and the differences between them are as follows. First, basic cell phones – often referred to as “dumb phones” – are types of cellphones that are inexpensive and very simple to use, i.e. receiving calls, sending SMS but have no internet capacity. The second is smartphones, for example iPhone, Blackberry and Android – which technology is getting more complex day by day and can be called a small computer. Third, the type between mobile phones and smartphones, with relatively small keyboards and screens but can have internet capacity and is more used for calling, then internet capacity is usually "default off" (does not have a fixed setting to run a program or application) and is usually difficult to be turned on (Rahman, 2013). Karolus and Avian in their writings quote Marcelle's opinion which states that ICT (information, computer, and technology) has a lot of potential to provide benefits for women in order to improve the quality of life (in Mazdalifah, 2020).

The results of research on internet use among Indonesian women show that most Internet users in Indonesia are still limited to consumers. Based on the profile of Internet users in Indonesia (2014), 87.4% use the internet to access social media, 67.7% as a means of searching for info/browsing, and around 59% are used to send short messages and follow the latest news (Asriani, 2016). The results of research conducted by Mazdalifah & Yovita (2018) show that female administrators of Aisyah use the internet because they can access lessons, facilitate business affairs, and facilitate coordination within the organization. Facebook and WhatsApp are social media that are widely used by them.

Furthermore, Deva Rahman (2013) recommends the use of the internet by women and girls as follows: 1) Increase access, competence, and skills through the internet. Such as increasing awareness in developing and sharing relevant content for women (health information, e-government), increasing skills, namely increasing the ability to access and integrate digital literacy - internet.

The use of the internet among women is also carried out by a group of women who carry out community empowerment, namely HAPSARI. This institution is one of the women's empowerment institutions in North Sumatra which is one of the institutions that is active in using social media. HAPSARI uses Facebook to post various activities, update status and photos related to women's empowerment. A study on the use of social media was published in the Feminist Africa Women Mobilist Journal which stated that women's organizations can expand their territory and work output and can strengthen networks through social media (Barus, 2015).

In addition to HAPSARI, the Medan Urban Women's Foundation (YP2M) organization uses social media (Facebook, WhatsApp, Instagram) to empower women selling herbal medicine. YP2M has been assisting women selling herbs since 2000 and trying to increase the business of women selling herbs they work with. In addition, smartphones are used to establish communication between administrators and members of the group of women selling herbal medicine (Mazdalifah, 2020).

The informants of this research consisted of women activists who were actively involved in community assistance or were actively involved in social activities in the community. They occupy important positions in the organization, whether as chairman, secretary, or treasurer. They have been doing mentoring and social activities for a long time. The following is a complete description of the informants:

The first informant was YCT, a 27-year-old female activist. The informant graduated from USU's Faculty of Social and Political Sciences in 2012 – 2016. Then he continued his studies at the Master of Planning by receiving a scholarship from the Ministry of Youth and Sports in 2017. Researchers saw that YTC was an energetic person, very active in various social activities. YCT says:

“Semester 6 began to participate in activities to meet his friend Dion at Kopi Sumut, the Green Youth Coalition. Meeting with various groups of young activists made YCT start to explore themselves and think what can I do?. Starting to become volunteers in Taxation, Dompot Duafa, Indonesian Society.. Volunteers at Mount Sinabung in Perbaji Tanah Karo village who facilitate children by opening Cakrawala House from 2015 until now. It's

just that now the management has been handed over to the local community”.

Apart from being active as a YCT volunteer, he is active in FIM (Forum Indonesia Muda) as chairman, he also carries out many activities to help people in need, including helping Rumah Cakrawala by providing assistance in the form of stationery, pictures, books, at least once a year.

Currently YCT is active in the Young Population Coalition with the position of General Secretary, an organization under the auspices of the BKKBN. The activities carried out included collecting family data in the Deli Serdang area in six sub-districts and preparing themselves to take part in national competitions. The competitions that were participated in were: Pertamina Foundation, Spice Track and photo competition from BUMN. The activity that YCT still routinely carries out is traveling to villages in Tanah Karo. YCT said "if you don't go down to the village for a week, how will it feel... that's how it is"

The second informant is a 58-year-old mother with the initials Z. This very energetic mother is the eldest of five children. Born in Aek Nagaga, Rahuning District, Asahan Regency. His last education was high school graduation from Gunung Tua. Z's mother married in 1983 and has a son and three grandchildren.

Mrs. Z is the chairman of the Indonesian Peasants Union for the North Sumatra Region. This position as chairman is an amazing thing, considering that usually the affairs of farmers are mostly carried out by men. As head of the North Sumatra region, Mrs. Z's main task is to provide assistance to farmers in various regions. The issue that often gets attention is dealing with various agrarian reform issues which require him to go directly to assist farmers in various villages. Ibu Z started her involvement as a women's activist by becoming a member of the Farmers Finance Institute in 1998. This Farmers Financial Institution is a program of SPSU (North Sumatra Farmers Union) which changed its name to SPI (Indonesian Farmers Union). Ms. Z's position at that time was as a member, then in 2000 she became the administrator of the Farmer's Financial Institution with the position of chairman of the group. Time went on and in 2005 Ibu Z was elected as the Head of the Unit accompanying 17 groups in the Asahan Regency area. His involvement in the field of total community assistance began when there were 3 groups they assisted, having an agrarian conflict problem with the Raja Garuda Mas Company. The land owned by the farmers in the three groups was taken over by the company. This is a conflict and must be resolved by Mrs. Z as the head of the unit. Mother Z says:

“That's where the first time to drive the heavy equipment into the farmers' land. Actually, it's not that hard to get rid of the heavy equipment, because oh.. just running it isn't that difficult. The problem is when they don't have any money in the group treasury. Thinking about it too, finally..finally an idea came up..how are you, sir..this is how each group member takes out one janjang for organization from the oil palm fields they own. It can't weigh more than 5 kg, but if it's more it's okay. So they are ready to harvest.. you have spent your share here for the organization. Then put it in a pile ”.

This palm tree collection generates 1.2 million per month. The activities of this farmer's financial institution are becoming more widespread with the bull's-eye rattle program. The group buys a calf and rotates it to each member, when it gives birth to a calf, it is turned back to another member, so that in the end all members can get the result in the form of a calf. Ms. Z was elected as the Chairperson of the Asahan District Branch Executive Board in 2008. When he became the head of this branch, the handling of cases increased and required a more precise strategy. In 2012, Ms. Z became the Chair of the Regional Leadership Council of the Indonesian Peasant Union. The main activity of assisting farmers is increasing, because of this position he often travels at national and international levels, becomes a resource person, attends training, seminars and conferences related to farmers' lives. The third informant has the initials SGP. A mother of two children. Born in 1969. Mrs. SGP works as a lecturer at Sari Mutiara University, and is currently undergoing her doctoral education at a state university. Ms. SGP is active in various organizations including: founder and active in community forums caring for autism, administrators at the Monic Laswis foundation, administrators at Dekranasda Medan, Head of Branch Management at Perhumas (Community Relations Association) Medan, chairman of the Forum Caring for Children with HIV AIDS. Ms. SGP won several awards including Anugrah Kartini Medredeka, the Icon Net Working Woman award from Mark Plus, and participants from the International Visitor Leadership Program from America.

The reason Mrs. SGP is involved in various activities is her interest in women and children, as well as the field of knowledge she has. Special interest in social activities because there are still few people who play a role in dealing with various problems that afflict women and children. For example, at the Monic Laswis foundation, a program that specifically aims to give happiness to children until the end. Children who have been sentenced by doctors who do not have a longer life.

“At the Monic Laswis Foundation, I am happy to see children smile. And this activity is not only carried out in Indonesia, but in various places around the world. Its activities are more on giving happiness to children. Because I love to see children smiling happily and laughing.”

Mrs. SGP is involved in the forum for caring for autistic children, this is because she sees various people who are known to have come into contact with autistic children. She sees that many autistic children do not get opportunities like ordinary children. There are families who can afford it, there are also families who can't afford to educate autistic children. Mrs. SGP urges attention to families who cannot afford in educating autistic children. Although not done immediately, efforts to help these families can be realized some time later.

The fourth informant is Mbak CH, a female activist who is involved in the creative world, arts and women's movements. The informant is 34 years old, married and is the third child of four siblings. His last education was a master's degree majoring in linguistics. Work as a non-permanent lecturer at a private university and teaches English courses. The informant initiated a women's movement called Circulation of women's creations and was founded in 2018, once

founded an alternative media ZINE which contains the history of the women's movement, female musicians, violence against women online, and so on.

Informants are interested in pursuing women's world and are involved in dealing with them because they have been teachers and community assistants in the Indonesia Teaching program at West Papuan Faculties in 2015 – 2016 . After that in 2017 – 2018 he became a community assistant at Save The Children, an NGO, especially education and health at the PAUD level. The informant saw that there were still many problems faced by women because of the weak access of women. Informants see that in Medan city there are still many unfair treatment towards women. These various problems finally encouraged CH to participate in activities to uphold women's rights

In general, the use of media among women activists utilizes the internet through smartphones and laptops. Smartphones are considered simple and easy to use. They also use laptops/notebooks to do the task of making reports, presentation materials, notes, and so on. The use of internet media among them is very high (5 hours and above), even the YCT informants use the internet almost all day. "In total, for example, today's work may be full from 6 am to 5 pm. recently, in total, one day to 12 hours." Informant Z said that the use of internet media through smartphones could be up to 6 hours a day. Meanwhile, Mrs. SGP uses smartphones and laptops to get various information for 5-10 hours a day. It also depends on whether the activity is solid or not. If it is crowded, it can be more than that time, for example there is a zoom meeting, a meeting or teaching is being held which takes a very long time. The fourth informant CH took advantage of the use of media for approximately 4 hours in one day. Its use is not continuous for four hours, but as needed.

Informants take advantage of various existing features such as: social media (WA, Twitter, FB, Instagram, Line), information search via Google, youtube, news sites, sending letters using e-mail, while for games only occasionally among informants younger age (YCT). Older informants (Z and SGP) do not take advantage of online games. The use of internet media for the benefit of the organization uses WA media, where through WA information about meetings, or important information that is sudden for all members. Women activists have many groups in WA, because they have to do work with different teams. An interesting experience from informant Z stated "often you are in the wrong room... if you send a message because there are so many groups". It means that you want to go to the leadership group, wrongly send it to the member group. such incidents occur several times, especially if the work being handled is very large and dense. In addition to WA media, ZOOM meetings are media that are often used in coordinating meetings with all members. Zoom meetings make it easier to coordinate between members and leaders.

Informants stated that they often use Google to find some information in a faster way. YCT has experience when meeting new people: Just type the name, then type it, it's amazing, it's this brother. And we can interact comfortably because we've read his profile". For YCT social media is very useful for branding someone. People will know who we are and have a positive view of us if we are good at branding. YCT helped a lot of his friends who had decreased followers on their Instagram accounts. YCT helps to do branding, so that their followers increase again. YCT advised his friends to be consistent in uploading content, not

at will. YCT's friends followed his advice and his social media account went up again. Another case is branding a coffee shop owned by a friend at the foot of Mount Sinabung. The location of the coffee shop is very good but minimal visitors. YCT does branding on social media, uploading beautiful locations, hot coffee and any activities that can be done. YCT's work uploaded the coffee shop, bringing positive results. Where the coffee shop became famous and many people finally stopped by and enjoyed coffee at the foot of Mount Sinabung.

SGP informants take advantage of Zoom meetings in addition to social media. Through Zoom meetings, SGP can hold meetings or meetings, so that work, especially teaching, becomes easier. Slightly different from the other three informants, CH utilizes the use of media to search for research journals, because he is a lecturer. Sometimes CH answers some of the quizzes offered, accesses spotify to enjoy music and podcasts. Informants' critical thinking about messages disseminated through the media has been well developed. This means that all informants make efforts to check the information before it is disseminated. Informants upload positive things about their activities on their respective media accounts (WA, FB and Instagram). Their purpose of uploading these various activities is so that these useful activities are known to many people and can inspire others to do the same. This useful activity, for example, told informant Z: "What was posted was activities related to the organization, for example about Agrarian Reform, discussions with several related parties. Meetings with various groups to discuss Agrarian Reform. So by posting on social media, people know... oo, that's what Z's activity is."

They usually don't redistribute information right away, they usually review it first. If there is information that they do not understand, they ask a friend who is an expert around them. Their views on hoaxes regard it as news that should not be disseminated because it can disturb and create conflict in society. They also received a lot of hoax news about Covid 19. Informant Z stated: "I was late for the vaccine, not because I refused. But I first found out from this news, I asked my teacher, my deck. I said is this news true? what all sorts . There's no such thing, I've done it, like this..this..and my school is done. I also see that my sister has all been vaccinated. I asked what the symptoms of using this vaccine were... how about this one. It was explained well by my sister and she said don't believe fake news".

The YCT informant stated, "Not all information received through the media is immediately received. Usually hoax news will spread faster. And definitely a lot in various information. If, for example, there are ten (10) more information, I'm not sure. Usually directly ask someone who is more expert, with someone who knows better. Besides that, we know because we have a feeling that it's true or not...we know what the framing is like. The bias is to make sure I ask people who are used to reading and are used to using digital media. The people who are in our circle".

The informant, Mrs. SGP, stated "that the information provided on the internet is not completely a necessity. Mrs. SGP chose information according to my interests and fields. Usually if the information is interesting I will read it thoroughly. If there is information that confuses us, we mark it that this is information that is ignored. Especially about hoax news should be ignored, because the source is not clear. Usually I don't share the news that I receive right

away, because at that time I think I ignored the hoax news. I often talk to my friends about my concern about hoaxes, because this information is usually misleading.

The CH informant stated, "I ignore when I receive news that doesn't make sense. If this information has spread among the family and is disturbing, I usually recheck on the internet, or ask sources or acquaintances who understand, to examine the languages used, whether there are many italics or bold letters. Does the author encourage to pass it on to many people. Things that are suspected can be asked directly to the information disseminator. And when I receive news like that, I usually don't share it right away, I refrain from spreading it. "

In general, all informants use internet media, especially social media, for good and good purposes. Such as establishing friendships with fellow friends, collaborating with other institutions to carry out activities, uploading useful content related to what is being done that can inspire others to do the same. Generally they upload on FB, Instagram and WhatsApp media. Generally upload in the form of news, photos. They also upload in the form of videos, but the making of this video is not entirely made by themselves, usually assisted by other people.

Informant Z 's mother likes candid photos (unknown to the person concerned) . The photo will be given words or sentences arranged in such a way. Sometimes his posts get a good response, in the sense of getting good comments from his friends. Meanwhile, YCT informants posted a lot of activities they did with the organization. All social activities in the community are diligently informed through social media. YCT has the ability to make words more beautiful and meaningful. These words are combined with interesting photos and arranged in such a way that it attracts people's responses to give feedback.

Environmental factors are factors that also affect a person's level of media literacy. Environmental factors concern the availability of media around them, convenience and access to media. In general, all respondents are in areas that strongly support the availability of media. Internet media and other media (television, radio, films, and newspapers) are supporting media that are sometimes still used to get information and entertainment. SGP informants with educational and journalistic backgrounds have received media education and courses for a long time. He had attended a course in Yogyakarta in the context of making and managing news. The CH informant had received brief training in recognizing hoax news. This knowledge was used by CH informants and became a guide when receiving hoax news. Meanwhile, informants Z and YCT have never received media education, but they learn from people around who understand media. The presence of people who are experts in the media helps them a lot in understanding information and producing media messages.

Individual Competence framework is a measuring tool to measure the level of media literacy owned by a person. The Individual Competence framework consists of personal competence and social competence. Personal competence or individual ability consists of the ability to use media and the ability to think critically in receiving media messages. Furthermore, social competence consists of the ability to build relationships in the media and produce messages in the media. Environmental factors are another factor in determining the individual competence framework, this aspect consists of the surrounding environment such

as the development and availability of media. Does all of this support an individual to become media literate, including the media education that has been received and the conditions of media law that are understood by each individual.

Based on the measurement tools above, it will be possible to determine whether a person has a basic, medium or high level of media literacy. The results obtained through in-depth interviews show that the level of internet media literacy of female activists is at the middle level. This means that they already have basic skills and good knowledge in using, understanding, selecting and even producing messages. It's just that to produce messages in a more sophisticated way, they don't have it yet. These findings are of course no different from Potter's (2019) statement which states that media literacy knowledge and skills are the basis for every individual to become someone who has good media literacy. Potter states that a good knowledge structure about media must be built.

The knowledge structure is knowledge of media content, knowledge of media influence and knowledge of the media industry. Informants generally have good knowledge of all content on the internet. Knowledge of social media such as: facebook, instagram, twitter. Knowledge of you tube which contains many songs, tutorials on food, plants, tours, and so on. Knowledge of various information through google. They generally know the bad and good effects of internet media. The good influence of internet media is the media for disseminating information, knowing the various kinds of information they need, such as: health, education, religion, and so on. The bad influence they know is around the spread of untrue / false information known as Hoaks news.

In general, the knowledge about the media industry that is known by the informants is a matter of media ownership. They understand that media owners have a relationship with the news that is disseminated through their media. That media content cannot be separated from the intervention of its owner. They argue that the policies of media owners must color the production of news before it is disseminated.

Skills in using internet media in terms of analyzing and selecting content are good. In general, the analysis is carried out by informants by reading and understanding what the news means. When something doesn't make sense or goes against logic they try to find the reason why it happened like that. They will try to gather information from existing friends, search through other news stories, compare and finally decide which ones are true and which are not. They generally choose content according to their needs. As a woman they choose content that is related to the problems they face as women activists. Information that increases their knowledge and skills as leaders of organizations that have members and assisted communities.

Based on the results of the interview, it was also found that environmental factors have not fully supported them to have good media literacy. The environmental factor is the environment in which they live, that the people around them do not have good literacy knowledge and skills. There are still many who use the media with uncontrolled time. There are still many people around who don't understand the content well: for example, hoaxes. The respondent has not owned the media education factor. Media education in question is attending several media literacy trainings or courses, or attending seminars, reading books on media literacy. In general, the informants did not receive much training like

this. Informants also do not have good legal knowledge. Their knowledge of the ITE law is only cursory, but what and how the law is, more deeply, the informants have less control over it.

CONCLUSION

This study resulted in several conclusions:

1. In general, the duration of using internet media by women activists is at a high level, namely 5 hours and over. Some informants use it between 6-12 hours per day
2. In general, female activists use all the facilities provided on the internet, such as: social media (WA, Instagram, FB, Line, Twitter) and take advantage of searching for information through Google and You Tube.
3. In general, women activists understand that internet media has advantages and disadvantages. They choose to use internet media to support their social activities, such as: informing what activities have been carried out, utilizing social media for work coordination from work planning, implementation and evaluation. They feel the great benefits of the internet in supporting social activities;
4. In general, women activists have a critical way of thinking, especially in disseminating information. They are very careful, doing an analysis first, whether the information is true or not. They ask questions, look for information in information searches, ask experts, recognize the structure of language, to analyze whether the information received is correct or not;
5. In general, women activists use the internet to build relationships with friends, build cooperation with other institutions and produce messages in the form of news, photos and videos related to their duties in carrying out social activities in the community;
6. In general, women activists have environmental factors that support them in accessing the internet, with the availability of easy access to this media. It's just that education about media literacy has not been widely accepted by them.

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