# Level of Media Literacy : Competence and Accessibility of Media Among Students of Communication Science in Riau Province

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## ABSTRACT

Media literacy in the context of this study is defined as accessibility and competencies in using the computer, the internet, telecomunications, and electronic media.The aim of this study is to analyze accessibility and level of media literacy competency among students of communication science department in Riau Province. Method of this researched was survey to 228 respondents from six communication science department in Riau. The result of this reseach show that the level of accessibility of media , spesifically computer, internet, television, radio and cellular telephone is significanly higher than fixed line telephone.The majority of respondents claimed that they have advance comptency to useg computer (using mouse/keyboard, copying file, using command 'copy, cut, paste', using touch screen and surfing internet. In contrast, competency of creatingweb site, installing hardware and design graphic many respondents have low level (no skill and novice). Furthermore, competencies like use spreadsheet, change printer ink, use scanner, average responden have moderate level. Otherwise, majority of respondents claimed that they have advance level of internet competencies (find information, chatting, download/upload file, music and video, use media social) except play game online.

***Keywords***: Media literacy, Accessibility, Competence

## INTRODUCTION

Media literacy competencies must be haveLiterasi media wajiblah dimiliki oleh mahasiswa yang merupakan anggota masyarakat tertentu yang dikelilingi oleh teknologi komunikasi dan informasi yang maju sangat pesat. Perkembangan teknologi komunikasi dan media massa yang sangat pesat saat ini menandakan bahwa kita telah hidup pada *media saturated era*. Perkembangan yang pesat ini tidak hanya pada teknologi komunikasinya saja namun juga meliputi konten media itu sendiri. Mass media is include various form of media, such as television, radio, news paper, magazine, book, record, film and internet.*Media saturated era made the students more intelligen to use media. cerda*ini kemudian menuntut para mahasiswa untuk lebih cerdas dalam menggunakan media. An understanding of media literacy is one of Pemahaman literasi media pada mahasiswa merupakan salah bentuk perwujudan dari slogan lifelong education yang dicanangkan oleh UNESCO untuk dilaksankan dalam proses pembelajaran.

Concept of media literacy has quite a lot mentioned by professional or institutions that have notice about it. The National Leadership Conference on Media Education defined Media Literacy is the ability to access, analyze, evaluate, and communicate the message in a wide variety of forms.(Hobbs,1999 as cite in Juditha 2013).

The other concept of Media Literacy also mentioned by European Commission (2009), media literacy is defined as the ability to access, analyse and evaluate the power of images, sounds and messages which we are now being confronted with on a daily basis and are an important part of our contemporary culture, as well as to communicate competently in media available on a personal basis. Media literacy relates to all media, including television and film, radio and recorded music, print media, the Internet and other new digital communication technologies.

Media literacy in the context of this study  is define as the ability to access and use the computer, the internet, telecomunications and electronic media (Adeyoyin dalam Abdul-Hamid & Mustaffa, 2007). Media literacy teaches about critical  and analytical ability to people of all ages, so they can better understand  and navigate media in their everyday life.

Media usage is the ability to use computer, internet, handphone, etc, completely.If utilizing the media not completely, function of media not maximal. The basic knowledge and skill of the computer can include knowing how it function, how to input data and retrieve information, how to use the keyboard, how to navigate the screen and suchlike (Adeyoyin, 2005 cited Abdullah-Hamid & Mustafa, 2007). In addition, the ability of usage computer in completely can include skillfulness to using mouse/keyboard, typing in word program or spreadsheet, designing graphic, using email, surfing internet, installing computer program, creating web site, copying data to folder (using command copy, cut, paste). Changing priner ink, using touchscreen and scanner. (Abdul Hamid & Mustafa, 2007). Therefore basic skill to use of computershould be available to anyone who wishes to live and work effectively in this modern and technology-driven world.Furthermore level of comptencies of internet is ability to find information, use media social, chatting, download or upload file, music or video, and play game online. (Abdul Hamid & Mustafa, 2007).

Accordingly description before, there are several questions that need to find the answer about media literacy base on accessibility and competencies usage media among students college . What level of media literacy sudents of communication science in Riau? Do they havecomputer to do their task? Do they have the skill to perform simple operations on tje computer? Can they access information on the internet? Do they use cellular telephone or fixed line telephone in their daily lives? Do they watch televison and listen to radio?

## RESEARCH METHOD

This research have sample 228 students of communication science department in Riau. There are six universities in Riau has department of communication science and become common interestnowdays. There are 2280 number of students communication science attend the lecture at six univercities in Riau Province (University of Riau, Islamic University of Susqa, Islamic University of Riau, Persada Bunda University, Abdurrab University, and the last one Muhammadyah university of Riau).The instrument of survey for the research is a questionnaire from a pool of computer skiils on the world wide web and was design to inquiri about : a) the level of ownership and usage of compuer, internet and communications, and electronic media; b) the location of use; c) the skills acquired by collagian in media usage.

### Finding

### a. Respondents Demographi

Characteritic respondents base on demographic aspects including age, sex, grade of semester and pocketmoney that student have every month are shown in table 1.The survey found that of the total number of respondents involve in this study, 52,2 percent were 20-22 years old. Furthermore more than 52 percent were female , and almost 47 percent of respondentsat the third semester in college. Almost 65 percent of the respondents have less 1 million pocketmoney per month.

Table 1. Respondent Characterisics (demographics)

| Demographics | Total | Persentage (%) |
| --- | --- | --- |
| **Age (years)** | | |
| < 20 | 92 | 40,4 |
| 20 – 22 | 119 | 52,2 |
| 23 – 25 | 17 | 7,5 |
| **Sex** | | |
| Male | 109 | 47,8 |
| Female | 119 | 52,2 |
| **Semester** | | |
| 1 | 55 | 24,1 |
| 3 | 106 | 46,5 |
| 5 | 41 | 18 |
| 7 | 26 | 11.4 |
| **Pocketmoneyper month(Rp)** | | |
| Less than 1 million | 147 | 64,5 |
| 1 – 1,5 million | 67 | 29,4 |
| 1,6 – 2 million | 7 | 3,0 |
| More than 2 million | 7 | 3,0 |

Source: data prosessing, 2014

**b. Accessibility of Media**

This research also found that accessibility of media computer, internet, telecomunication and electronic media by students of department communication science in Riau. Moreover, this research also found that the ownership of the media by students, location used to access the computer and internet.

**1.  Computer**

Accessiblity of the computer,be intended in three matter: 1} ownership of computer or laptop; 2}number of unit computer or laptop of theirs; 3) location used to access the computer.

Table 2. Accessibility of Computer

| Accessibility to Computer | Total (people) | Persentage (%) |
|---|---|---|
| **Ownership of computer or laptop** | | |
| Yes | 193 | 84,6 |
| No | 35 | 15,3 |
| **Unit** | | |
| Had no | 35 | 15,3 |
| 1 | 162 | 71,1 |
| 2 – 3 | 28 | 12,3 |
| More than 3 | 3 | 1,3 |
| **Location** | | |
| Home | 182 | 79,8 |
| College | 6 | 2,6 |
| Internet Cafe | 37 | 16,2 |
| Library | 3 | 1,3 |

Source: data processing, 2014

Table 2 show that more than 84 percent respondents have computer or laptop, and much of them (71,1 percent) have 1 computer or laptop. Location used to access the computer or laptop, resul shows that the majority or the respondents access the tool at home (79,8 percent), followed by at internet cafe. The lowest score is at library, this might be because not many library in Riau offer such facilities.

**2.  Internet**

Rapidly developed of internet technology is influencethe level of student media literacy notably students of department communication science. Good accessibilty of internet can be proof ability media literacy of someone. The result of this research show that majority of the students (226 or 99,1 percent) do access to internet. Only 2 students (0,8 percent) no access to internet.The data are show in table 3 below.

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Tabel 3. Accessibility to Internet

| Accessibility to Internet | Toyal (people) | Persentage (%) |
|---|---|---|
| **Internet access** | | |
| Yes | 226 | 99,1 |
| No | 2 | 0,8 |
| **Location** | | |
| Home | 135 | 59,2 |
| College | 15 | 6,6 |
| Internet Cafe | 63 | 27,6 |
| Library | 2 | 0,8 |
| Other | 13 | 5,7 |

Sourcer: data processing, 2014

As show in Table 3, location used to access the internet that the majority of the respondents access the tool at home (59,2 percent), followed by at internet cafe (27,6 percent), after that library (6,6 percent) and other (5,7 percent). The lowest score is at the library (0,8 percent), this might be many library in Riau not offer such facilities yet.

## 3. Telecommunications

People living in modern times (notably adolescent) can not be apart from telecomunication device such as telephone or cellphone. In the last few decades, telecommunication technology like cellphone has also made tremendeous progress in the world of communication to benefit humankind. So that almost much of the people have cellphone for to fulf illtheir requirement.

Tabel 4. Ownership Telecomunication Device

| Ownership Telephon | Jumlah (Orang) | Persentase (%) |
|---|---|---|
| **Ownership of fixed line telephone** | 55 | 24,1 |
| Yes | 173 | 75,9 |
| No | | |
| **Ownership of Cellular Telephone** | | |
| Yes | 227 | 99,6 |
| No | 1 | 0,4 |

Source: data processing, 2014

Tabel 4 show that more than 75 percent of the respondent do not have fixed line telephone, whereas 24,1 percent have it. The opposite, majority of the respondents have cellular telephone (99,6 percent), and just 0,4 persent do not have it.

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## 4. Electronic Media

This study also to find out accessibility of electronic media such as radio and television among students of communication science department and number of tools that they have.

Tabel 5. Access to Electronic Media

| Access to Electronic Media | Total (people) | Persentage (%) |
|---|---|---|
| **Access to radio** | | |
| Yes | 173 | 75,9 |
| No | 55 | 24,1 |
| **Access totelevision** | | |
| Yes | 214 | 93,6 |
| No | 14 | 6,1 |
| **Ownership of television** | | |
| Tidak punya | 10 | 4,4 |
| 1 | 134 | 58,7 |
| 2 | 74 | 32,5 |
| 3 atau lebih | 10 | 4,4 |

Source: data processing, 2014

As a result show in Table 5, much of the respondents have accessibiliy of electronic media. There are 173 respondents (75,9 percent) access to radio and 214 (93,6 percent) access to television. Furthermore  the ownership of television more than half (58,7 percent) respondents have one television and32,5 percent have two televison. In addition ten respondents (4,4 percent) have three or more televison. Otherwise, there are ten respndents (4,4 percent) do not have televison at their home.

## c. Level of Media Usage Competencies

Level of media usage competencies students communication science department show in two matter, there are competencies to usage the computer and internet. As shown in table 6, level of computer usage competncies respodents have variation for each level.

Tabel 6. Level of Computer Usage Competencies

| Type of Competencies | No Skill | | Novice | | Moderate | | Advance | |
|---|---|---|---|---|---|---|---|---|
| | F | % | F | % | F | % | F | % |
| Mouse/keyboard | 0 | 0 | 9 | 3,9 | 94 | 41,2 | 125 | 54,8 |
| Word processing | 1 | 0,4 | 14 | 6,1 | 137 | 60,1 | 76 | 33,3 |
| Spredsheet (*excel*) | 7 | 3,1 | 55 | 24,1 | 142 | 62,3 | 24 | 10,5 |
| Design graphic | 62 | 27,2 | 85 | 37,2 | 62 | 27,2 | 19 | 8,3 |

| Email application | 4 | 1,7 | 13 | 5,7 | 113 | 49,6 | 98 | 42,9 |
|---|---|---|---|---|---|---|---|---|
| Surfing the internet | 2 | 0,9 | 13 | 5,7 | 88 | 38,6 | 125 | 54,8 |
| Installing computer hardware | 81 | 35,5 | 55 | 24,1 | 68 | 29,8 | 24 | 10,5 |
| Create the *web site* | 129 | 56,6 | 58 | 25,4 | 34 | 14,9 | 7 | 3,1 |
| Copying file to folder | 2 | 0,9 | 9 | 3,9 | 41 | 17,9 | 176 | 77,2 |
| Using the copy, cut, paste command | 4 | 1,7 | 3 | 1,3 | 40 | 17,5 | 181 | 79,4 |
| Change the printer ink | 47 | 20,6 | 53 | 23,2 | 77 | 33,7 | 51 | 22,4 |
| Using touch screen | 11 | 4,8 | 15 | 6,6 | 84 | 36,8 | 118 | 51,7 |
| Using *scanner* | 44 | 19,3 | 52 | 22,8 | 79 | 34,6 | 52 | 22,8 |

Source: data processing, 2014

In type competencies such as use mouse/keyboard, copy file, use command copy cut and paste, surfing internet dan use touch screen, more than half respondents have advance level.On the other hand competencies to creating website, installing hardware, and desingning graphic, many respondets have low competency, only at novice level or even have no skill. As show in Table 6, 129 respondents (56,6 percent) have no skill to creating web site. Furthermore, the other type of competencies such sa using spreadsheet, changing the printer ink, using scanner, average the respondents have moderate competence level.

Tabel 7. Level of Internet Competencies

| Activity | No Skill | | Novice | | Moderate | | Advanced | |
|---|---|---|---|---|---|---|---|---|
| | N | % | N | % | N | % | N | % |
| Find information | 1 | 0,4 | 5 | 2,2 | 77 | 33,8 | 145 | 63,6 |
| Media social (Facebook, twitter, blog, etc) | 1 | 0,4 | 6 | 2,6 | 70 | 30,7 | 151 | 66,2 |
| Chatting | 4 | 1,7 | 7 | 3,1 | 71 | 31,1 | 146 | 64,0 |
| Download file, music, or video | 3 | 1,3 | 10 | 4,4 | 77 | 33,8 | 138 | 60,5 |
| Upload file, music, or video | 6 | 2,6 | 21 | 9,2 | 75 | 32,9 | 126 | 55,2 |
| Game online | 40 | 17,5 | 35 | 15,3 | 72 | 31,6 | 81 | 35,5 |

Source: data processing, 2014

This study also analyze the level of internet competencies among sudents from department communication science in Riau Province, as shown in Table 7. Majority of respondents have advance level of internet competency in activity like finding information, accessing media social, downloading or uploading file, music,video and also playing game online. More than 50 percent respondent have

advance level for each activity, except game online that only have 35,5 percent of respondent at advance level.

## DISCUSSION

The result of this study show that the students of communication science department in Riau, generallyhave good accessibility to media especially computer, internet, telecomunication and electronic media. Students accessibility to computer or laptop and internet show extreme number. 84,6 percent students have computer or laptop between 1 until 3 units. Furthermore, almost all students have internet access, only 0,8 percent student said they didn't have any internet access.

The large number of  computer ownership and internet access among the students of communication departement in Riau  influence by technological development. In addition, demands in the implementation of various studies make them are required to have a variety of several other supporting facilities for the smooth process of studies.With a personal computer or laptop have made students savemore time and costs in completing tasks when compared to go to computer rentals.

The virtual world or the internet and teenagers is two things that hardly separated at the age of modern life at this time.The need for information, education and entertainment that is more current and up to date makes more students choose to use internet media compared with conventional media.Many students accessing the internet for the purpose of obtaining various information both for the interests related to the lecture like the task and based on reasons of mere curiosity.In addition internet media also widely utilized by students to connect with their friends on social networks like facebook, twitter, blogs, chat rooms, etc.

Next, the location of the most frequently used to  access computers and internet is at home.There are 79.8 percents of the students who access a computer or a laptop at home and and 59,2 percent of the students who access the internet at home.This data indicated that most students spend more time in accessing their computers at home compared to other places, such as on a college campus livery, library and other.It is certainly pertaining to possession them against a computer or a laptop.With the large number of students, who have a computer or a personal laptop, allowed them to more freely using a computer or laptops in their spare time.

In the meantime, telecommunication tools ownership, almost all student claiming to have a cell phone, only 0.4 percent of students who don't have cell phones. This shows that in an era of gadgets such as happened during this current human needs in communication with each other are very high. Communicate with others has become the primary need at this time. And the most widely used media as a tool to communicate is a cell phone. The development of mobile phone technology is so rapidly at this time, with variety of features with sophisticated and varied making humans more easy in communicating.

However the ownership of student fixed line telephone not as much as on the mobile phone. Only 24.1 percent of students who have a fixed line telephone, while the rest as much as 75.9 students don't have it. Current development of fixed line telephone can be said at the point of saturation. One of the reasons is due to unflexibility of fixed line telephone, because the device need to be connected with a cable, fixed line telephone is not very practical and could not be brought to everywhere. In addition to the requirements to be able to have a home phone is also more complicated when compared to fixed line telephone, so more students choose to use cell phones compared to fixed line telephone.

Next, for student access toward electronic media of radio and television is mostly college students listening to the radio and watching television. There were 75.9 percent students who listen to the radio while the rest 24.1 admitted to not listen to the radio. The number of student access to the radio due to a student or teenager is the target audience most of the radio stations. Most radio stations broadcast a format with more presents music makes the students as their potential listeners. Moreover, the phenomenon of media convergence, as happens at the moment the radio not only can be heard over the radio directly, but it could also be via streaming from the internet and also via mobile phones.

The results of this research also indicates that almost all students are watching broadcast television. Only 6.1 percent of students who do not watch television. A large number of students accessing the broadcast television this proves that television is a medium that is still widely used by students in meeting their information and entertainmentneeds. The amount of television they have ranged from 1 to over 3 units. There is only 4.4 percent of students who have no television in their home.

Research shows important results for high skill student in using computer and access the internet. Kind of skill using computers as uses a mouse / keyboard, copy files, using command copies, cut and paste, internet browsing and using a touch screen more than half of the respondents has skill in advance category. In otherwise, skill to designing the web site, installation hardware; and graphic design many respondents have very different low, only at the rate of budding or can not even at all.The kind of other skills such as to operates excel, replace ink printers, and uses scanner, in average respondents having ability to do it.It showed that conversance student majors science communication in operate computer still limited to only in the not too requiring special skill.Only a few students who have a level of advace that is proficient in mastery of software such as web site design and graphic design.

Contrary to the level of advance in access the internet most of the student the science of communication are at the level of proficient to a range of activities as seeking information, of accessing social media, download and uploading files, music and video, as well as playing game online.This is because of the internet is an application that it can be easily in operate it so that it does not require special skill.

## CONCLUSION

The conclusion that can be taken from the research about the ability of the media literacy on student the science of communication in the Riau Province is as follows:

1.  A student on the route the science of communication in Riau Province have enough access toward  media computers, internet, telecommunication, and electronic media radio and television. More than 99,1 percent of the students who has access the internet, computers and and the location of the most frequently used access to computers and the internet is in the house.Almost all the students have a ship the television even there are having the television more than 3 units.So also with ownership of cellular phone almost all students have it.

2.  Communication studies majors expertise in using computer media are at a level where most students are mastering and knowing how to operate a computer program that does not require special skills, while for programs that have a high degree of difficulty and require special skills only a few students who have expertise in advanced. Meanwhile for accessing internet skill level most students communication studies already have expertise in advanced.

## RECOMMENDATION

1.  Considering the high access student of communication science at some media such as computers, internet, telecommunication and electronic media suggested to student to be more prudent and shrewd in the use of the media.In addition to providing positive impact addicted to on the use of mass media can also give rise to the negative impact which can disadvantage.

2.  Advised to students to increase the capability of media literasi especially on the operation of a computer program that requires some special skills like designing a web site and graphic design.Various means of supporting as matter at some college course that is concerned and technological advances could be used to increase expertise in this field.

3.  The study is still limited to only research base in exploring problem literasi media so advised for researchers selanjutnya interested to scrutinize the same problems to focus their research on issues of media literacy.

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