

Digital Skills Workshop for Adult: Mastering the Basics of Technology in the Digital Age

Hera Khairunnisa^{1*}, Gentiga Muhammad Zairin², Saparuddin Mukhtar³, Puji Wahono⁴, Muhammad Edo Suryawan Siregar⁵, Shandy Aditya⁶, Dwi Handarini⁷, Anisa Putri Isnaini⁸, Charlie Albert Lasuin⁹

¹⁻⁸Faculty of Economics, State University of Jakarta, Indonesia

⁹Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, Malaysia

*Corresponding author: herakhairunnisa@unj.ac.id

Abstrak

Program ini bertujuan untuk meningkatkan kesadaran dan literasi digital dengan membekali peserta dengan pengetahuan dan keterampilan penting dalam memanfaatkan lingkungan digital. Webinar yang diselenggarakan pada tanggal 15 Juli 2024 diikuti oleh 80 peserta, termasuk mahasiswa, dosen, dan masyarakat umum dari Universitas Negeri Jakarta dan Universiti Malaysia Sabah. Pembicara ahli membahas topik-topik penting seperti maintaining human connection in the digital age (Charlie Albert Lasuin, Universiti Malaysia Sabah), responsible data collection for economists (Prof. Dr. Puji Wahono, S.E., M.Sc., Universitas Negeri Jakarta), dan the interplay between social media and data privacy (Shandy Aditya, Universitas Negeri Jakarta). Program ini berhasil melibatkan peserta, memicu diskusi aktif dan keinginan untuk belajar lebih lanjut dalam literasi digital dan sosial.

Kata kunci: Literasi sosial dan digital, Media Sosial, Pembicara Internasional

Abstract

This program aimed to enhance digital awareness and literacy by equipping participants with essential knowledge and skills in navigating the digital environment. The webinar, held on July 15, 2024, attracted 80 participants, including students, lecturers, and the general public from Jakarta State University and Universiti Malaysia Sabah. Expert speakers addressed critical topics such as maintaining human connection in the digital age (Charlie Albert Lasuin, Universiti Malaysia Sabah), responsible data collection for economists (Prof. Dr. Puji Wahono, S.E., M.Sc., Jakarta State University), and the interplay between social media and data privacy (Shandy Aditya, Jakarta State University). The program successfully engaged participants, sparking active discussion and a desire for further learning in digital and social literacy.

Keywords: Digital and Social Literacy, Social Media, and International Speakers

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Pendahuluan

Many internal factors can influence an individual's abilities. In this regard, curiosity is an important factor. Curiosity, combined with the motivation to learn, is more important than intelligence. Curiosity plays an important role

and can influence all aspects of life, both in the world of work, the world of education, and humans. A person with high curiosity will easily adapt to a new world, obtain a lot of information and knowledge, and can even suppress negative emotions. Curiosity is the desire to gain knowledge and experience through exploration (Rini, Suryadinata, & Efendi, 2022).

Digital literacy is the capacity to capture and utilize information and data from various sources accessed from computers or other devices. Digital literacy can enable users to use and obtain data openly, especially digital information and communication literacy. Digital literacy enables us to search, research, analyze, and compare the information we obtain. This can lead to better decisions from the process of analyzing and comparing this information (Batubara, et al., 2022).

Literacy includes the ability to understand, filter, and present information intelligently in a digital environment. Digital literacy is an important key to opening the door to access an unlimited world of knowledge. By having strong digital literacy, individuals will be better able to face complex information challenges and develop better in an increasingly technologically advanced society (Kemdikbud, 2023). Many people are looking for ways to improve their digital literacy skills due to a sense of urgency in this era of open information. Advances in digital technology have revolutionized the way we live, work, and communicate. As a result, individuals need to be digitally literate, namely, have the skills and knowledge to use digital devices effectively for work, study, and leisure. In the increasingly digital world, the ability to navigate and use technology is becoming increasingly important.

According to (literasidigital.id), digital capability is an individual's ability to know, understand, and use ICT hardware and software as well as digital operating systems in everyday life. There are four pillars of the digital literacy curriculum development framework: Digital Skills, Digital Ethics, Digital Safety, and Digital Culture (Kominfo, 2023). According to Doni (2022), there is also a social role, and the last is curation, or the community's ability to access, understand, and store information to be processed as a positive message.

One effort that can be made to improve capabilities utilizing digital literacy as a learning resource is through the introduction of workshops on digital literacy. Regarding knowledge of the operation of information technology, its use is still not optimal, as well as critically evaluating and digesting skills information critically (Chairuddin, et al., 2018).

Social media is a tool that helps as the main channel for spreading hoaxes. Hoax news often spreads through the media and is easily believed by the public without being logically considered and filtered first. A lack of public understanding of digital literacy is an important factor in the spread of hoaxes.

Social media is a cyber media platform, which is a website-based feature that builds global relationships, and every community can interact online via the Internet. In the presence of social media, people can carry out transactions, exchange information, and collaborate in various forms such as written, visual, or audiovisual applications on Twitter, Facebook, Blogs, Tiktok and WhatsApp. Social media is a gathering space where people share

information, knowledge and conversations virtually (Maulana, Setyaningrum, & Rahayu, 2022).

According to Raharjo and Winarko (2021), there are two crucial problems: First, the information spread on the Internet varies from factual information to fictitious information. Information flows freely and quickly and cannot be stopped. The inability to respond to and manage information will result in conditions that are worse than information overload. This is because, in their confusion, humans are trapped in dense cyberswamps or swamps of information. Second, the flexibility of information content creation is the bargaining power of information and communication technology. This flexibility creates a gap in the deliberate creation of information as a commodity, giving rise to disinformation. Disinformation is deliberately created false information.

According to Devi et al. (2022), advances in Internet technology should be further explored and utilized as fully as possible for more useful purposes, such as improving cognitive and psychomotor skills by using digital media or searching for information related to academic assignments. As a result, many unwanted cases are found today, ranging from cyberbullying and cybercrime to sexual violence among teenagers. The massive spread of fake news or hoaxes indicates that the public's ability to understand computer-based information is still minimal.

Hoaxes are excessive and often unfiltered information that can cause the spread of various information contents with unknown truths. Hoaxes are a serious problem in the digital era. The emergence of hoax information as a current digital societal problem indicates a low level of digital literacy in Indonesia. Data show that a large number of Internet users in Indonesia and the high frequency of accessing information content and social media are not accompanied by awareness of wisely using the Internet wisely (Raharjo & Winarko, 2021). Individual empowerment is a choice of activity that counteracts the spread of this hoax. Media literacy, where one of the points can be understood as the ability to critically analyze message media, can be used as a way of empowering individuals to identify and prevent the spread of hoaxes (Rahmawan, Wibowo, & Maryani, 2018)

Based on data obtained by the AIS team, Sub-Directorate for Content Control, and Directorate General of Information Applications, 243 hoax content was found to spread across various platforms online from August to December 2018. At the beginning of 2019, from January to March, hoax content continued to increase significantly. The AIS team of the Ministry of Communication and Information verified 981 hoax content at the beginning of 2019. In 2021, findings regarding hoax content increased to 4,163 distributions with a total of 1,819 issues, of which the hoax news was about the COVID-19 case, which is at its peak (Maulana & Setyaningrum, 2023). In one study related to Internet use in several regions of Southeast Asia, including Indonesia, interesting data showed that there was a group of people who revealed that they had no knowledge of the Internet (and said that they were not Internet users) but had a Facebook social media account. . The same occurred in Africa, where it was found that respondents had a higher level of Facebook use than Internet use. The results of this research raise concerns that for people in developing countries such as Indonesia and

Africa, Facebook is the Internet, which means that people's Internet access will be centralized on Facebook (Rahmawan et al., 2018).

This government effort was conducted as part of the urgency of digital literacy, which is outlined in the digital literacy roadmap for 2021-2024. Preventive steps to improve the quality of digital literacy have not only been taken by the government. Digital literacy campaigns are also actively voiced by the general public, nonprofit institutions, and academics. Most of these movements exist because of concerns regarding the negative impact of the media and technology consumed. Therefore, they argue that there needs to be preventive action so that the millennial generation can distinguish between factual information and hoax (Raharjo & Winarko, 2021).

Based on situation analysis, several partner problems were identified in the PPM activity. These include a lack of digital literacy skills among students and the general public, which hinders their ability to navigate and utilize digital platforms effectively. Furthermore, there is limited capability to optimize the use of social media for productive purposes. This is compounded by difficulties in filtering quality information, particularly in identifying and avoiding content such as hoaxes. Additionally, there is a lack of awareness and the ability to manage social media content ethically, with issues such as content containing elements of pornography, cyberbullying, and other inappropriate materials being prevalent.

Methods and Procedures

Based on the situation analysis described above, it can be concluded that partners in this activity need various digital skills to support digital literacy. Digital literacy is currently an important aspect that enables us to search, research, analyze, and compare the information we obtain from various social media platforms, such as Instagram, Facebook, YouTube, and Twitter. However, there is also the potential for the massive spread of fake news or hoaxes, cyberbullying, and even sexual violence among teenagers, indicating that society's ability and understanding of computer-based information is still minimal. Thus, the PPM team provides solutions in the form of various activities to support knowledge and skills in digital literacy and social media management.

This training activity takes the form of service activities aimed at students at partner universities with the aim of providing knowledge and skills in digital literacy and social media management with the aim of helping students and the general public to be smart in the digital environment. This service activity will provide knowledge and skills to the Bachelor of Accounting students at the Faculty of Economics, UNJ:

1. Digital literacy

This service activity aims to provide broader knowledge and skills to recognize the concept of digital literacy.

2. Optimizing social media management

This service activity is carried out with the aim of providing broader knowledge and skills regarding the use of social media so that it is more optimal.

3. Quality information filtering

This service activity is carried out with the aim of providing broader knowledge and skills regarding filtering quality information to avoid hoax and irresponsible content.

4. Ethical social media management

This service activity is carried out with the aim of providing broader knowledge and skills regarding the ethical management of social media content to avoid the risk of content containing pornographic content, cyberbullying, etc.

The lack of ability of students and the general public in digital literacy knowledge and the use of various social media platforms can be overcome by digital skills workshop solutions. This platform provides considerable knowledge and benefits if used wisely and responsibly. Several benefits are provided in the form of:

1. Ease of access to health and affordability in accessing unlimited various information.
2. Helps increase efficiency and productivity in learning and in daily activities.
3. Increased opportunities for interaction and engagement with others online without having to meet because of the digital platform.
4. Improve analysis and personalization capabilities in providing recommendations according to user experience

Apart from the explanation above, there are still many benefits to understanding digital literacy more deeply. Furthermore, there are limitations for students and the general public in increasing digital literacy, which can be overcome through digital skills workshops. Limitations in low digital literacy can be overcome by introducing the concept of digital literacy in greater depth. An understanding of digital literacy will help individuals be better able to face complex information challenges and develop better in an increasingly technologically advanced society. Limitations regarding not-yet-optimal social media management can be overcome by introducing more in-depth social media optimization. Social media is a gathering space in which people share information, knowledge, and conversations. Understanding the optimization of social media management will help utilize it as optimally as possible for more useful purposes. Limitations regarding quality information filtering can be overcome by understanding information filtering from hoax or irresponsible content. Individual empowerment becomes a choice of activities to overcome the spread of hoaxes in order to critically analyze the message media can be used as a way of empowering individuals to identify and prevent the spread of hoaxes. Finally, limitations regarding social media content management that are still not optimal, such as the high risk of content containing pornographic elements and bullying, can be overcome by ethical social media content management. The information spread on the Internet varies from factual to fictitious. Advances in internet technology should be further explored and utilized as fully as possible for more useful purposes.

This activity was carried out on the Zoom meeting application with virtual face-to-face interaction, but this training was still packaged

interactively. Training activities will be carried out using the classical method with a lecture approach (presentation of material), practice, and discussion, with the aim that the material can be well received by participants/partners. The target participants were active students at UNJ FE partner universities, active UNJ students, and the general public.

The types of activities that will be carried out in this series of PPM activities include

1. Identification and determination of target participants
2. Identify activity needs
3. Implementation of training
4. Evaluation of activities.

This activity was organized by the proposed team because there is still a lack of skills among students and the general public regarding digital skills in the era of technological progress and openness of information, which includes low digital literacy, suboptimal use of social media, difficulty filtering quality information, and optimal ethical management of social media. The responsibilities and participation of lecturers in the service program were as follows: The speaker in this training activity was Gentiga Muhammad Zairin, assisted by fellow UNJ FE lecturers.

Results

The International Community Service was conducted online via the Zoom Meeting Application on Monday, July 15, 2024 (see figure 1-3). The participants consisted of students and lecturers from universities that partner with the FE UNJ, namely, Universiti Malaysia Sabah. The material presented at this International Webinar was The Integration of Digitalization Without Losing the Human Touch, Responsible Data Gathering: an Introduction for Economists, and Social Media and Data Privacy: a Symbiotic Relationship in the Digital Era. The material on The Integration of Digitalization Without Losing the Human Touch was delivered by the first resource person, Charlie Albert Lasuin. Then, material on Responsible Data Gathering: An Introduction for Economists was delivered by the second resource person, Prof. Dr. Puji Wahono, S.E., M.Sc. Meanwhile, material on Social Media and Data Privacy: a Symbiotic Relationship in the Digital Era was delivered by a third resource person, namely Shandy Aditya, BIB., and MPBS.

Charlie Albert Lasuin provided material on The Integration of Digitalization Without Losing the Human Touch. In the first part, Mr. Charlie discussed the power of digitalization, which can drive economic growth, with the projection of the Southeast Asian e-commerce market to reach US\$230 billion in 2026, according to McKinsey & Co. Charlie also highlighted Malaysian government initiatives, such as the National Semiconductor Strategy 2024, the Digital Free Trade Zone (DFTZ), and Google data centers. The MyDIGITAL program is expected to transform Malaysia into a technology-based, high-income country, providing an annual economic value of MYR 257.2 billion by 2030.

Charlie explained various digital tools that can be used to increase business and marketing efficiency, such as FInternet, Google Workspace, Trello, HubSpot, and ChatGPT. The results show that 85-90% of respondents

from Bumiputera SMEs recognize the benefits of social media marketing in increasing company profits, recognizing consumer trends, increasing brand visibility, customer satisfaction, and brand engagement. However, Charlie also reminded us of the challenges and threats associated with digitalization, such as cyber security issues, online abuse, technology dependency, information leaks, and AI-based decisions that can harm human security. Charlie stressed the importance of protective measures, such as updating software, keeping data secure, using multi-factor authentication, and being careful of suspicious links. As a recommendation, Mr. Charlie encourages self-development by reading, being a good resource, attending workshops and seminars, understanding consumer trends and behavior, and managing relationships with people. In conclusion, it is important to maintain a balance between digitalization and human interaction to ensure sustainability, security, and profitability in marketing and business in this digital era.

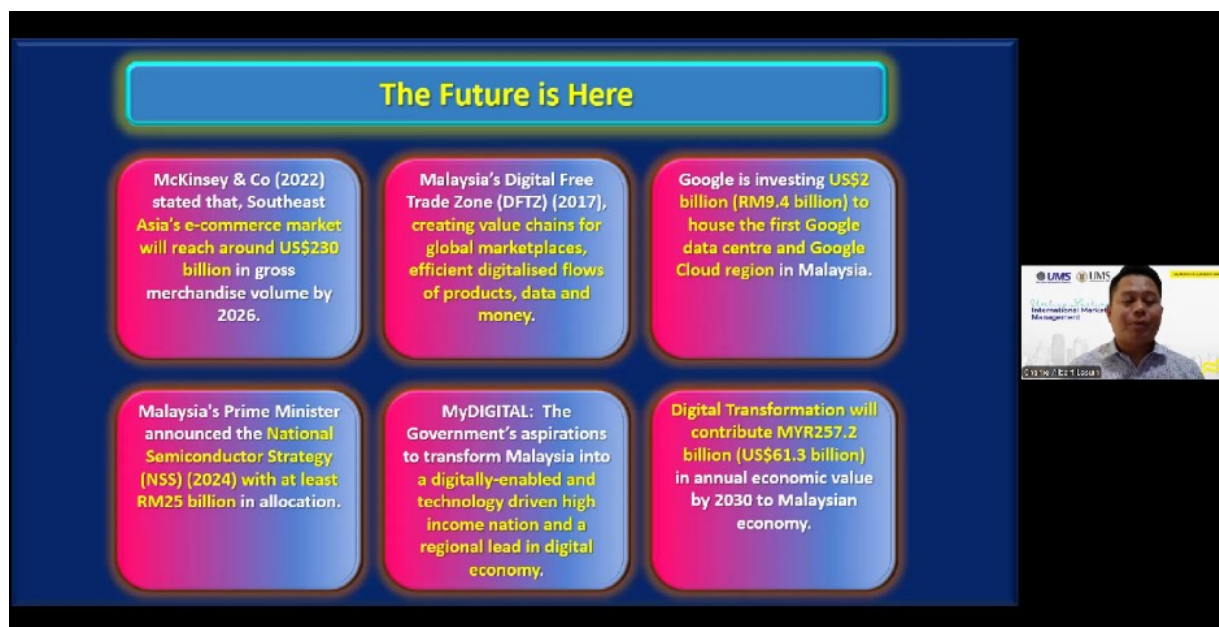


Figure 1. The first speaker presenting material

After delivering material related to The Integration of Digitalization Without Losing the Human Touch by Mr. Charlie Albert Lasuin, the agenda continued with a presentation by Mr. Prof. Dr. Puji Wahono, S.E., and M.Sc. Regarding Responsible Data Gathering: an Introduction for Economists, discussing responsible data collection in economics, including data ethics, types of economic data, data sources, and ethical principles in data collection. Economic data include information used to measure and analyze economic activities such as GDP, unemployment rate, inflation, and consumer behavior. This data is important for understanding economic trends, making policy decisions, and conducting research. Data ethics are a set of principles that guide responsible data practices, covering issues such as privacy, consent, transparency, and avoiding harm.

The economic data consisted of primary and secondary data. Primary data were collected directly through surveys, experiments, and interviews, while secondary data were obtained from existing sources, such as administrative records, academic studies, and government reports.

Economic data can also be divided into quantitative and qualitative categories. Quantitative data are numerical data used for statistical analysis, whereas qualitative data are descriptive data that provide insight into behavior and opinions. Economic data sources include surveys, administrative records, and experiments. Surveys collect large amounts of data from a specific population, administrative records are collected by government agencies, and experiments are controlled to test the hypotheses. Examples of research and policymaking include the analysis of labor market trends using employment data and the evaluation of policy impacts through economic indicators.

Ethical principles in data collection include informed consent, transparency, data sharing, confidentiality and anonymity, and avoidance of harm. Informed consent ensured that the participants were aware of their participation and voluntarily agreed to participate. Transparency and data sharing increased the credibility of the research by allowing others to verify the findings. Confidentiality and anonymity keep participant data private and cannot be traced back to the participant. Avoiding harm involves identifying and minimizing risks to participants, including discrimination, stigma, economic loss, or emotional stress.



Figure 2. The second speaker presenting material

Mr. Prof. Dr. Puji Wahono provided two case studies to illustrate these ethical principles. First, the Cambridge Analytica case shows violation of privacy, lack of transparency, and honesty in collecting data from Facebook users without their consent. The proposed solutions include strong privacy policies, informed consent, and strict regulations. Second, the case of data manipulation in Greek economic reports shows violations of honesty and accuracy, as well as a lack of responsibility. The proposed solutions include strict auditing and data verification procedures, transparency, and regulatory enforcement.

In conclusion, Puji Wahono emphasized that informed consent, confidentiality, transparency, and avoiding harm are key principles in responsible data collection. These ethical considerations increase the credibility of economic research and positively impact society. He also encourages the audience to continue discussing and exploring data ethics in economic research.

After delivering the materials, Mr. Prof. Dr. Puji Wahono, S.E., and M.Sc. Regarding Responsible Data Gathering: An Introduction to Economists, the agenda continued with a presentation by Mr. Shandy Aditya, BIB., and MPBS. Regarding Social Media and Data Privacy: a Symbiotic Relationship in the Digital Era, discussing various important aspects related to social media ethics and data privacy. Mr. Shandy Aditya explained the moral principles and values that guide behavior on social media platforms, including respect for user data and consent as well as clear data collection practices. He emphasized the importance of making a clear distinction between organic and sponsored content, as well as ethical ad-targeting practices. Mr. Shandy Aditya also discussed content moderation, focusing on the balance between free speech and prevention of harm, as well as the consistent application of community guidelines.

Additionally, Mr. Shandy Aditya discussed digital well-being, including features for managing screen time and mental health considerations in the platform design. He also highlighted the importance of content verification in addressing misinformation and disinformation as well as respecting diverse cultural norms and values. In terms of personal data security, Mr. Shandy Aditya explained data minimization, breach prevention and response, and user empowerment through detailed privacy settings and data portability options. He also emphasized the importance of sharing data with third parties through partner screening and clear user consent processes as well as physical security and transparency in privacy policies.

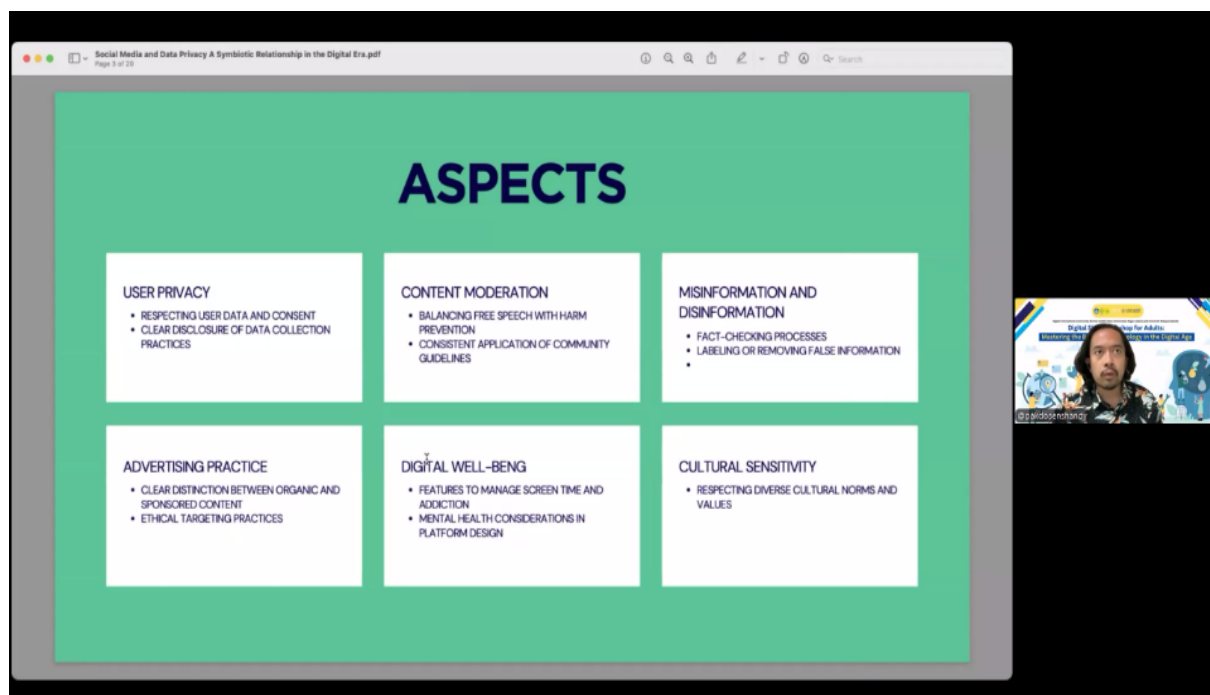


Figure 3. The third speaker presenting material

Mr. Shandy Aditya highlighted the important roles of universities and students in developing policies, education, and research related to social media ethics. Universities are expected to integrate digital literacy into their curricula and partners with technology companies to address ethical challenges. Students are also expected to practice ethical behavior in their personal accounts and engage in peer education to increase their awareness. He also discussed the Asian landscape regarding personal data security, including the implementation of comprehensive data protection laws, data localization trends, and challenges faced by technological advances, such as AI and IoT.

In addition, Mr. Shandy Aditya explained the importance of collaboration among various stakeholders, including student-led collaborative initiatives, corporate outreach, and policy advocacy. Regarding personal data security, he emphasizes practices such as the use of password managers, two-factor authentication, device updates, encryption, data backup, and awareness of phishing attempts. Through this material, Mr. Shandy Aditya provided comprehensive guidance on how individuals, educational institutions, and companies can approach social media ethics and data privacy in the digital era.

In this webinar event, each participant must fill in an evaluation link. This evaluation aimed to collect inputs regarding experience during the event. The assessment form consists of four assessment categories on a scale of 1 to 4: 4 for "Very Good," 3 for "Good," 2 for "Fairly Good," and 1 for "Poor." The following in Table 1 and Table 2 are the results of the completed evaluation link. There was a questionnaire related to the theme of the webinar, consisting of the categories "Yes" or "No."

Table 1. Result Evaluation 1

No	Statement	4 (Very Good)	3 (Good)	2 (Fairly Good)	1 (Poor)
1	How is the Committee Prepared?	42 Responden (70%)	18 Responden (30%)	0 Responden (0%)	0 Responden (0%)
2	How is Resource 1 Prepared?	44 Responden (73,3%)	15 Responden (25%)	1Responden (1,7%)	0 Responden (0%)
3	How is Resource 2 Prepared?	44 Responden (73,3%)	15 Responden (25%)	1 Responden (1,7%)	0 Responden (0%)
4	How is Resource 3 Prepared?	49 Responden (81,7%)	11 Responden (18,3%)	0 Responden (0%)	0 Responden (0%)
5	How is the Performance of Interviewee 1?	45 Responden (75%)	14 Responden (23,3%)	1 Responden (1,7%)	0 Responden (0%)
6	How is the Performance of Interviewee 2?	46 Responden (76,7%)	13 Responden (21,7%)	1Responden (1,7%)	0 Responden (0%)
7	How is the Performance of Interviewee 3?	45 Responden (75%)	15 Responden (25%)	0 Responden (0%)	0 Responden (0%)
8	How was the material presented by Resource Person 1?	44 Responden (73,3%)	16 Responden (26,7%)	0 Responden (0%)	0 Responden (0%)
9	How was the material presented by Resource Person 2?	45 Responden (75%)	14 Responden (23,3%)	1 Responden (1,7%)	0 Responden (0%)
10	How was the material presented by Resource Person 3?	45 Responden (75%)	15 Responden (25%)	0 Responden (0%)	0 Responden (0%)
11	How do you benefit from the material presented?	48 Responden (80%)	11 Responden (18,3%)	1 Responden (1,7%)	0 Responden (0%)

Table 2. Result Evaluation 2

No	Statement	(Yes)	(No)
1	Are you a Social Media User?	60 Responden (100%)	0 Responden (0%)
2	Do you think it is important to apply ethics in social media?	60 Responden (100%)	0 Responden (0%)
3	Do you think there is an issue of data insecurity on social media?	59 Responden (98,3%)	1 Responden (1,7%)
4	Have you previously searched for Economic Data with the help of technology?	53 Responden (88,3%)	7 Responden (11,7%)
5	Do you find Digital Data search useful?	60 Responden (100%)	0 Responden (0%)
6	Before this seminar, did you pay less attention to and apply ethics in social media?	21 Responden (35%)	39 Responden (65%)
7	After this seminar, have you paid more attention to and applied ethics in social media?	60 Responden (100%)	0 Responden (0%)
8	Before this seminar, were you unaware of how to use digital data?	29 Responden (48,3%)	31 Responden (51,7%)
9	After this seminar, are you less aware of how to use digital data?	33 Responden (55%)	27 Responden (45%)

Conclusion

The organizing team successfully carried out community service activities in collaboration with Universiti Malaysia Sabah. It can be concluded that this community service activity ran smoothly, according to the stated objectives. Suggestions for future community service activities include making resource material more efficient by summarizing the material to be presented so that the material can be understood well by participants and delivered effectively and efficiently. Then, committee members need to be prepared for this activity so that undesirable things do not happen.

Acknowledgments

We thank Jakarta State University for funding this study. Thank you to all the participants, speakers, and organizers for their contribution in making this webinar a success. It is hoped that the knowledge and insight gained from this event can play an important role in encouraging digital and social literacy, which is an important aspect that allows us to search, research, analyze, and compare the information we obtain from various social media platforms.

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