

The Influence of Digital Literacy Levels on Social Media Use Among Students

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Abstract

The level of internet penetration and contribution in Indonesia is on the island of Java; the penetration rate is 81.83%, and the contribution rate is 58.51%. Of these internet users, the majority of users are university students (S1/S2). Previous research explained the influence of Facebook social media on deviant teenage behaviour (cyberbullying). The method used in this study is quantitative with a correlational approach because it demonstrates the relationship between variables. The sample of this study included 200 students from Yogyakarta. Hypothesis testing using a t-test is performed to determine the results of the predetermined hypotheses. The t-test results show that in this study, there is a significant influence between digital literacy level and social media use.

Keywords: Digital Literacy, Social Media, Students

I. INTRODUCTION

The number of internet users in Indonesia is increasing every year. According to APJII data [1], the age group that most often surfs in cyberspace is 13-18 years, followed by the age group of 19-34 years, whose difference is quite thin, then followed by the age group of 35-54 years, then 55 years and over. APJII [1] states that most internet users in Indonesia currently education are Postgraduate, followed by a Bachelor or Diploma, then by graduating from high school / vocational school and equivalent or package C, then graduating from junior high school and equivalent or package B.

Based on the survey results of the Indonesian Internet Service Providers Association APJII [1], Internet users in Indonesia reached 215,626,156 people out of the total population of 275,773,901 people in Indonesia in 2022. This number increased to 78.19% compared to the previous period, which was 77.02%. The highest internet penetration and contribution is Java, with a penetration rate of 81.83% and a % contribution rate of 58.51%. Reasons for using the internet, according to APJII [1], include access to social media, access to information or news, to work or study at home, access to public services, make online transactions, use email, access entertainment content, have access to financial services and have access to online transportation. In contrast, the reasons for not using the internet include buying quota too expensive, not knowing how to use devices that can connect to the internet, not having a computer or gadget that can connect to the internet, having no internet connection, and feeling unsafe to use the internet.

Citing Global Media Magazine "Digital Literacy Level of DI Yogyakarta Students: from Consumption to Consumption" in 2021, it was revealed that students' digital media usage patterns in Yogyakarta tend to have high consumption levels, sufficient for production and distribution, but low levels of participation and cooperation. The study was conducted on students in Yogyakarta city aged 13-19. Student access competencies in DI Yogyakarta have a sufficient range close to capable. However, the ability to build collaboration among respondents is in the low category [2].

Therefore, the importance of digital literacy will impact social media users regarding social media use. According to DataIndoensia.id in its We Are Social report, the number of active social media users in Indonesia will be 167 million by January 2023. This number is equivalent to 60.4% of the country's population. Among them, 98.3% of internet users in Indonesia use mobile phones. The average Indonesian uses the internet for 7 hours and 42 minutes daily. In the journal Effects of Social Media on Adolescents' Behavioral Deviance (Cyberbullying) by Primasti and Dewi [3], it was found that social media Facebook's influence on adolescents' behavioural deviation (cyberbullying). Forms of cyberbullying among teenagers, such as cursing, using abusive words, rampant and fighting on social media, are some examples carried out by teenagers. Social media provides a freer space for users to process their accounts.

Therefore, this study was conducted to determine what kind of people students in the Yogyakarta Special Region are like, whether they are exploited positively or negatively, and how students receive messages on social networks. Regarding the level of digital literacy in society. Yogyakarta students' media use. This study aims to determine whether digital literacy affects students' social media usage in Yogyakarta.

The advantages of this research include: (1) Previous research has not studied the use of social media among students in Yogyakarta, (2) There has been no research that addresses the influence of digital literacy on the use of social media among students in the D.I.Yogyakarta. This research was conducted in a wider area, namely

students in D.I. Province. This research can be used as generalization material in Yogyakarta because previous research only focused on one district or student level.

II. METHOD

Research methods are scientific ways to obtain and use certain data goals scientifically, rationally, empirically, and systematically [4]. The scientific method is a systematic way to solve or find an answer in a study. Empirical is based on experience, which is obtained from discoveries, experiments, and observations made. Systematic, that is, regular. The paradigm used in this study is positivistic [5], and positivistic research examines phenomena empirically and measurably. Positivistics is often used in quantitative research and examines causation and relationships. The criticism often raised against this paradigm concerns the determination and suitability of natural science methods in researching humans in the social world [5]. The goal of this paradigm is to achieve generalization. According to KBBI, generalization is an idea or general conclusion from an event. A paradigm is a view of the world and the surrounding nature as a general perspective that can describe the various variables to be studied and then make relationships between one variable and other variables [6].

The research method used in this study is quantitative because it provides clear boundaries on the depth or breadth of each variable [5] to explain data location details. Quantitative research shows how the study variables are operationalized and measured, meaning measuring the depth and breadth of the variables to be studied. Quantitative research uses universal language, namely numbers and statistical symbols. The correlational approach demonstrates the relationship between the independent variable, Digital Literacy, and the dependent variable, Social Media Use [4].

The population studied in this study included students from DI Yogyakarta between 18 and 25 years old, both male and female. The sample of this study included 200 students aged 18-25 from DI Yogyakarta, both male and female, from 5 districts of Yogyakarta Special Region, namely Yogyakarta City, Sleman Regency, Regency of Bantul and Regency of Gunung Kidul. and Regency Kulon Progo. The sampling technique used is non-probability quota sampling. Not all population segments have an equal chance of being selected as respondents in the sample [7]. Quota sampling is a technique for determining samples of populations with certain characteristics up to a desired number (quota) [8]. The established population is unknown.

Sampling quotas were chosen because the entire population was unknown. It can also provide relevant information for certain groups, such as DI Yogyakarta students between 18 and 25 years old. So the statement is obtained when the sample members are taken from 20 (obtained from many samples at least 10 times the total number of variables) x 2 (number of variables) such that a total of 200 samples are obtained, then obtained based on headquarters of DI Yogyakarta, namely Yogyakarta City, Sleman Regency, Bantul Regency, Gunung Kidul Regency and Kulon Progo Regency.

To answer the research question, "Does digital literacy influence the use of social media among DI Yogyakarta students?" This study was carried out by distributing questionnaires to students in the Special Region of Yogyakarta aged 18-25 years online using a Google Form link. Table I show the two variables and the instrument measurement.

III. RESULTS AND DISCUSSION

This study uses a Likert scale. Likert scales measure attitudes, opinions, and perceptions about social phenomena specifically identified by researchers, now known as research variables. This study measured students' ability levels with a Likert scale from 1 to 5. This scale measures the attitudes and opinions of individuals and groups concerning certain social phenomena.

A total of 200 respondents came from 17 universities in Yogyakarta, including Universitas Teknologi Yogyakarta (UTY), Universitas Gadjah Mada (UGM), Universitas Negeri Yogyakarta (UNY), Universitas Islam Indonesia Yogyakarta (UII), Universitas Seni Indonesia Yogyakarta (ISI), Universitas Atma Jaya Yogyakarta (UAJY), Universitas Kristen Imanuel Yogyakarta (UKRIM), Universitas Sanata Dharma (USD), Universitas Kristen Duta Wacana (UKDW), Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta (STTKD), Universitas Amikom Yogyakarta, Universitas Muhammadiyah Yogyakarta (UMY), Universitas Terbuka Yogyakarta, Universitas UPN Veteran Yogyakarta, Universitas Ahmad Dahlan (UAD), Sekolah Tinggi Ilmu Ekonomi Yogyakarta (STIE Yogyakarta), and Politeknik Kesehatan Bhakti Setya Indonesia Yogyakarta. The following is a description of the analysis of the data obtained.

TABLE I. VARIABLE AND INSTRUMENT MEASUREMENT

Variable	Dimension	Indicator
Digital Literacy (X)	Digital Literacy Competence	10 Digital Literacy Competence
Social Media Uses (Y)	Social Media Function	5 Social Media Funcion

A. Validity and Reliability Test

The validity test determines the validity or suitability of questionnaires used by researchers in measuring and obtaining research data from respondents. The rules for testing the validity of this study are concluded to be valid if $r_{count} \geq r_{table}$. Besides, reliability testing aims to see whether the questionnaire is consistent if measurements are repeated with the questionnaire. This test compares Cronbach's Alpha at a significant level of 0.5. The questionnaire is highly reliable if the Cronbach Alpha score is > 0.5 .

Table II shows the calculated r-value obtained in each question unit for both variables with the calculated r-value $> r_{table}$ (0.138). The results of measuring instruments on digital literacy and social media usage variables are valid. Table 1 also shows that the questionnaire is highly reliable. The value of Cronbach's Alpha for each variable is more than 0.5.

TABLE II. VALIDITY AND RELIABILITY TEST RESULTS

Question Number	Validity	Reliability	Question Number	Validity	Reliability
	Pearson Correlation	Cronbach's Alpha		Pearson Correlation	Cronbach's Alpha
X1	0.402	0.933	Y1	0.682	0.928
X2	0.430		Y2	0.609	
X3	0.492		Y3	0.569	
X4	0.537		Y4	0.639	
X5	0.455		Y5	0.574	
X6	0.548		Y6	0.631	
X7	0.631		Y7	0.441	
X8	0.667		Y8	0.484	
X9	0.628		Y9	0.584	
X10	0.586		Y10	0.578	
X11	0.643		Y11	0.499	
X12	0.666		Y12	0.548	
X13	0.671		Y13	0.586	
X14	0.615		Y14	0.534	
X15	0.641		Y15	0.546	
X16	0.654		Y16	0.577	
X17	0.689		Y17	0.627	
X18	0.596		Y18	0.657	
X19	0.635		Y19	0.580	
X20	0.673		Y20	0.716	
X21	0.573		Y21	0.688	
X22	0.475		Y22	0.612	
X23	0.536		Y23	0.588	
X24	0.605		Y24	0.571	
X25	0.553		Y25	0.601	
X26	0.680		Y26	0.625	
X27	0.628		Y27	0.580	
X28	0.633		Y28	0.564	
X29	0.634		Y29	0.519	
X30	0.650		Y30	0.410	

Source: Primary data processing results

TABLE III. NORMALITY TEST RESULTS

Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	7.82545897
Most Extreme Differences	Absolute	.045
	Positive	.030
	Negative	-.045
Test Statistic		.045
Asymptotic Significance (2-tailed)		.200 ^{c,d}

Source: Primary processing data results

B. Normality Test

Based on the experimental results of the Kolmogorov-Smirnov method displayed in Table III, significant results were obtained from the 0.200 normality test, where the results were higher than the 0.05 level. Therefore, it can be concluded that the normality test in this study has a normal distribution.

C. Coefficient of Determination

Table IV shows the magnitude of the correlation or relationship value, specifically R equal to 0.802, of the output obtained coefficient of determination or R-squared equal to 0.643. It means that the influence of the independent variable (Digital Literacy Level) on the dependent variable (Social Media Usage) is 64.3%. In other words, variable X affects variable Y by 64%.

D. Correlation Test

Table V shows that the correlation coefficient value for the digital literacy variable is 0.802, and the correlation coefficient value for the social media use variable is 0.802. Based on the degree of relationship indicated, the Pearson correlation value is 0.802. It means the correlation is very strong, and the type of relationship is positive. The positive relationship is that the higher variable X is, the lower variable Y is. Therefore, the higher the digital literacy, the higher the use of social media.

TABLE IV. RESULTS OF THE COEFFICIENT OF DETERMINATION

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.643	.641	7.845

a. Predictors: (constant) Literasi Digital...

Source: Primary data processing results

TABLE V. CORRELATION TEST RESULTS

Correlations			
		Digital Literacy	Social Media Uses
Digital Literacy	Pearson Correlation	1	.802**
	Significance(2-tailed)		.000
	N	200	200
Social Media Uses	Pearson Correlation	.802**	1
	Significance(2-tailed)	.000	
	N	200	200

** . Correlation at 0.01(2-tailed):...

Source: Primary data processing results

TABLE VI. F TEST RESULTS

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Significance
1	Regression	21934.071	1	21934.071	356.379	.000 ^b
	Residual	12186.324	198	61.547		
	Total	34120.395	199			

a. Dependent Variable: Penggunaan Media Sosial

b. Predictors: (constant) Literasi Digital...

Source: Primary processing data results

TABLE VII. HYPOTHESIS TEST RESULTS

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Std. Error	Beta		
1	(Constant)	30.884	5.066		6.096	.000
	Digital Literacy	.776	.041	.802	18.878	.000

a. Dependent Variable: Social Media Use

Source: Primary data processing results

TABLE VIII. AVERAGE OF EACH VARIABLE

	Variable	Average
X	Digital literacy	4.08
Y	Social media use	4.19

Source: Primary processing data results

TABLE IX. COMPARISON OF DIGITAL LITERACY INDEX BY PROVINCE IN INDONESIA FROM 2021-2022

Ranking	2022		2021	
	Province	Index	Province	Index
1	D.I Yogyakarta	3.64	D.I Yogyakarta	3.71
2	Kalimantan Barat	3.64	Kepulauan Riau	3.68
3	Kalimantan Timur	3.62	Kalimantan Timur	3.62
4	Papua Barat	3.62	Sumatra Barat	3.61
5	Jawa Tengah	3.61	Gorontalo	3.61
6	Kalimantan Tengah	3.60	Papua Barat	3.61
7	Jawa Barat	3.60	Nusa Tenggara Timur	3.60
8	DKI Jakarta	3.59	Kalimantan Barat	3.58
9	Kep. Riau	3.59	Aceh	3.57
10	Jawa Timur	3.58	Kalimantan Utara	3.57
11	Sulawesi Tenggara	3.57	Sulawesi Barat	3.57
12	Papua	3.55	Kep. Bangka Belitung	3.57
13	Bengkulu	3.55	Jawa Timur	3.55
14	Maluku	3.54	Sulawesi Utara	3.53
15	Jambi	3.54	Lampung	3.52
	Index Score 2022	3.54	Index Score 2021	3.49

Source: Status of Digital Literacy in Indonesia 2022 [9]

E. Hypothesis Test Results

Table VI shows that the calculated F value is 356.379 with a significance level of $0.000 < 0.05$. Regression models can be used to predict how digital literacy may change, or in other words, how digital literacy affects social media use. Then, Table VII shows that the significance value is 0.000 compared to the sig level of 0.05. The value is $0.000 < 0.05$, while the calculated t-value is 18.878. The value of t is calculated $\geq t$ table (t table has significance 0.05, i.e. $n = 200 - 2 = 198$) so $18,878 \geq 1.65259$. It can be concluded that digital literacy level is significantly related to Yogyakarta students' social media usage, or variable X significantly influences variable Y.

F. Results of Data Processing through Cross Tabulation

Process the data by cross-referencing respondent characteristics viewed by gender and place of residence. It was done to determine the influence of digital literacy on Yogyakarta students' use of social networks. The first index is grouped by gender, specifically men and women. The second index is then grouped according to the regent's residence in Yogyakarta province.

1. Cross Tabulation of Each Variable

The data processing results using cross-tabulation in the first stage aim to see the value of each variable. Table VIII indicates that the variable level of digital literacy is 4.08. It can be understood that the digital literacy level of the 200 student respondents in the Yogyakarta Special Region was high. It can be said that 200 respondents understand digital literacy related to the use of social networks. It also agrees with the study on the impact of media literacy on human trafficking content conducted in the Sleman district, which shows that the media literacy level is quite high because it can be used according to your needs. There is a strong relationship between the independent and dependent variables [10].

It is also in line with Indonesia's digital literacy status in 2022, which has increased compared to 2021, as reported by krjogja.com [11]. It was released by the Ministry of Communication and Information Technology (Kemenkominfo) together with Katadata Insight Center when launching the Indonesian Digital Literacy Status 2022 on Wednesday, February 1, 2023, at Menara Danareksa, Central Jakarta. The five provinces with the highest Digital Literacy index are DI Yogyakarta (3.64), West Kalimantan (3.64), East Kalimantan (3.62), West Papua (3.62), and West Java (3.61).

Figure 1 is reporting from survei.literasidigital.id by Kominform [12]. It was explained that the digital literacy index of Yogyakarta Province was 3.64 with 5 regencies, 3,842,932 residents, and 110 respondents. It can show the alignment of high levels of digital literacy in the Special Region of Yogyakarta.



FIGURE 1. Digital Literacy Index of Yogyakarta Province

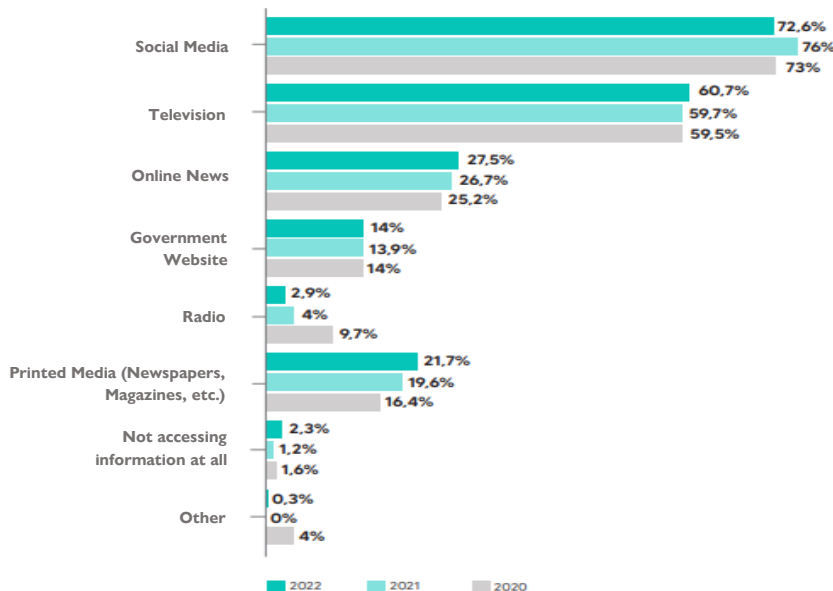


FIGURE 2. Sources for information

2. Cross Tabulation by Gender

Data processing in the second cross-tabulation indicates gender, namely male and female. Table IX describes that men have a digital literacy rate of 4.00 and a social media use rate 4.08. Meanwhile, women have a digital literacy rate of 4.13 and a social media use rate of 4.27. Chen et al. [13] say that men have better efficacy and information navigation skills than women, but women can read better online information than men.

From Table X, we can conclude that women have a higher level of digital literacy than men and understand how to use social media better than men. It is consistent with research on the impact of media literacy on human trafficking content conducted in Sleman Regency, which found that adolescent girls had high literacy rates [10].

Furthermore, at the Gender Mainstreaming seminar with the theme Gender Roles in Digital Literacy, Dwi Prabowo, as Head of BBPSIK, said that all groups need digital literacy skills to be able to respond appropriately to the rapid flow of information from various social media with all its ease of access without causing problems both legally and socially. Meanwhile, the Secretary of BSILHK, Dr. Nur Sumedi, said that every individual, both men and women, needs to own digital literacy to get equal opportunities. Furthermore, Acting Community Resource Empowerment Assistant of Setda DIY Aris Eko Nugroho said that Jogja women, as representatives of “Kartini Masa Kini”, must be able to continue to increase their knowledge and their attitudes in various media. One of the basic skills to master is digital literacy (jogjaprov.go.id) [14].

TABLE X. AVERAGE RESULTS OF EACH VARIABLE BY GENDER

Gender	Variable	Average
Male	Digital literacy	4.00
	Social media use	4.08
Female	Digital literacy	4.13
	Social media use	4.27

Source: Primary processing data results

TABLE XI. AVERAGE RESULTS OF EACH VARIABLE BASED ON DOMICILE

Domicile	Variable	Average
Yogyakarta	Digital literacy	4.25
	Social media use	4.31
Sleman	Digital literacy	4.12
	Social media use	4.25
Bantul	Digital literacy	3.99
	Social media use	4.13
Kulon Progo	Digital literacy	3.9
	Social media use	3.92
Gunung Kidul	Digital literacy	3.69
	Social media use	3.93

Source: Primary processing data results

3. Cross Tabulation by Domicile

Data processing in the third cross-tabulation is a domicile indicator. This indicator was chosen because it distributes different levels of competence in each geographical location. Thus, it can determine the ability of the level of digital literacy in each domicile.

Based on the table above, it is known that respondents living in Yogyakarta city have an average level of digital literacy of 4.25 and ability to use social networks of 4.31. Furthermore, Sleman Regency has an average digital literacy rate of 4.12 and a social media penetration rate of 4.25. Bantul Regency scored 3.99 for digital literacy and 4.13 for social media usage. Kulon Progo Regency follows them with a score of 3.9 in digital and 3.92 in social media usage. Finally, Gunung Kidul Regency scored 3.69 for digital literacy and 3.93 for social media usage.

From the table above, it can be concluded that the home with the highest average is the city of Yogyakarta, with a digital literacy level of 4.25 and 4.31 for social media usage. The house with the lowest average score for digital skills was Gunung Kidul Regency, with 3.69 and Kulon Progo Regency, with 3.92 for social media usage.

Reporting from Kumparan.com [15] in Jogja's View, this aligns with the DIY Province, which received three awards at once in the 2023 National Library Coordination Meeting (Perpusnas). The awards include the provincial category with the highest reading preference level in 2022, with a value of 72.29, and the provincial category with the highest community literacy development index in 2022, with a value of 83.63. And awards for the provincial category with the highest percentage of accredited libraries in Region II (Java, Bali, Nusa Tenggara). Then, the UIN Sunan Kalijaga Yogyakarta Higher Education library received an award in the national reference category of library accreditation. Based on detikEdu [16], Yogyakarta City is the city/regency whose population likes to read the most.

Head of the Regional Library and Archives Office (DPAD) DIY, Monika Nur Listiyani, said that the DIY year not only received the highest IPLM score but also received an award as an area with the best national reading favorability. Of the five regencies and cities in DIY, Yogyakarta City has the highest IPLM with a value of 98.81. Then followed by Bantul Regency with 96.67; Kulon Progo Regency with 88.76; Sleman District with 78.88; and in the last position occupied by Gunungkidul Regency with an IPLM value of 55.02 (kumparan.com) [15].

In line with the average results of digital literacy and social media use, Yogyakarta City obtained the highest average of 4.25 for digital literacy level and 4.31 for social media use. In contrast, Gunungkidul Regency obtained the lowest average result.

IV. CONCLUSION

The results of the analysis of data acquisition using correlation tests, hypothesis tests, and cross-tabulation based on indicators of respondent characteristics (gender and domicile) using SPSS 26 gave results that the results of the Pearson Correlation Product Moment correlation test obtained a correlation coefficient of 0.802 which means that the correlation is strong. The form of the relationship is positive. The positive relationship is that the higher the variable X, the lower the variable Y. So, the higher the digital literacy, the higher the social media use. The Hypothesis Test explains that the t count is worth 18.878, while the significance value is $0.000 < 0.05$. So t calculates the table $\geq t = 18.878 \geq 1.65259$. In other words, H_0 is accepted. It can be concluded that digital literacy

has a significant relationship with Yogyakarta students' use of social networks, or variable X significantly influences variable Y.

Data processing in cross-tabulation in the first stage, namely the variable level of digital literacy of 4.08, is in the high category. In the variable of social media use, an average of 4.19 was obtained in the high category. Data processing on cross-tabulation in the second stage indicates gender, namely male and female. Based on Table 4.17, it can be concluded that women have a higher level of digital literacy than men, an average of 4.13, and women understand social media use more than men, with an average of 4.27. Data processing on cross-tabulation in the third stage is a domicile indicator. Based on Table 4.18, it can be concluded that the domicile that has the highest average is Yogyakarta City at 4.25 for digital literacy level and 4.31 for social media use. The domicile with the lowest average for digital literacy skills is Gunung Kidul Regency at 3.69 and Kulon Progo Regency at 3.92 for social media use.

Based on the results of the hypothesis explaining that digital literacy level has a significant relationship with DI Yogyakarta students' social media usage, it is expected that DI Yogyakarta students will continue to improve their digital literacy to support the usability—of social media. Cross-tabulation results on gender indicators show that women better understand digital technology literacy and the ability to use social networks than men. It is hoped that male students will be able to improve their digital skills to use social media more sophisticatedly over time. There is a need to strengthen student literacy, especially in on-campus teaching, as digital literacy is important for on-campus learning skills.

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