Media Literacy of Communication Students in Using Facebook

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Abstrak

Media baru merupakan media berbasis internet, dengan menggunakan teknologi. Salah satu yang menjadi perkembangan dari internet adalah media sosial. Saat ini, kita berada di era saturasi media yakni era dimana keberadaan informasi sangat banyak atau kita tengah mengalami kebanjiran informasi karena kehadiran media sosial. Literasi media sebagai suatu kemampuan yang penting agar kesadaran tentang konten dan dampak media serta individu memiliki kontrol dalam menggunakan media sehingga pemilihan konten media dapat sesuai kepentingan. Tujuan penelitian ini untuk mendeskripsikan kemampuan Literasi media pada mahasiswa Ilmu Komunikasi dalam menggunakan media sosial facebook. Keberadaan literasi media sangat dibutuhkan untuk membuat mahasiswa menjadi lebih cerdas lagi di dalam menerima dan membuat informasi di tengah era saturasi media ini. Teori yang digunakan literasi media, *framework new media literacy*, dan media baru. Metode penelitian ini deskriptif kuantitatif dengan jumlah populasi 1887 dan sampel 95 mahasiswa serta menggunakan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa indikator *functional consuming facebook* dikategorikan sangat mampu, *critical consuming facebook* dikategorikan mampu, *functional prosuming facebook* dikategorikan mampu, dan kategori *critical prosuming facebook* dikategorikan mampu.

Kata Kunci: *Literasi Media, Facebook, Media Baru, Mahasiswa, Medan*
Diterima : 12-02-2020, Disetujui : 12-05-2020, Dipublikasikan : 07-06-2020

Literasi Media Mahasiswa Ilmu Komunikasi dalam Menggunakan Facebook

Abstract

New media is internet-based media, using technology. One of the developments of the internet is social media. At present, we are in the era of media saturation, which is an era where there is so much information or we are experiencing a flood of information due to the presence of social media. Media literacy as an important ability so that awareness about the content and impact of the media and individuals have control in using the media so that the selection of media content can be of interest. The purpose of this study is to describe the ability of media literacy in Communication Science students in using social media Facebook. The existence of media literacy is needed to make students smarter in receiving and making information in this media saturation eraThe theory used media literacy, framework new media literacy, and new media. This research method is descriptive quantitative with total population 1887 and sample 95 students by using purposive sampling technique. The existence of media literacy is needed to make students to any smarter in accept and make the information in the middle of the saturation media era. The results of research indicate that the

functional consuming indicator of facebook is categorized very capable, Critical consuming of facebook is categorized capable, functional prosuming of facebook is categorized capable, critical prosuming of facebook is categorized capable.

Keywords*: Media Literacy, Facebook, New Media, students, Medan.*

Introduction

In Indonesia, based on the internet service providers association of indonesia in 2018, internet users will reach 171.17 million users or around 64.8%. North Sumatera is the largest internet user in Sumatera with 6.3% (APJII, 2019).

Since the beginning of the presence of the internet until now, the internet keep undergo development. At first, internet is only could be used to email while web site, but the internet evolves and can be utilized for different activities like: blog, social networking, the video sharing site and photos, television internet, and etc. One the development of the internet is social media. According to mandibergh social media is accommodating cooperation to produce between media with the user (Nasrullah, 2015).

People in this digital era use the internet as a means of exchanging information and communication. The internet has so many benefits in human life that are completely modern like now, one of which is to become such a broad forum for people to share or get information either directly or indirectly. At present, the Internet seems to have become a basic necessity for every community (Fathiyyah & Rina, 2019).

Straubhaar mentions that the changes are not only purely technology driven. Technology has brought creativity and culture back to individuals and corporations have begun to supply an understanding of its use (Ginting, 2015). Conventional media companies now have competition with new media. Competition occurs because of the presence of video makers on the internet, citizen journalism, and others. Now digital power has almost covered all aspects, namely television, film, radio, newspapers, and others. Conventional media are starting to innovate and make their own digital. Especially at this time, new media has brought more interesting features, such as video games to social media.

Media **is incredibly** much needed in people's lives today. Society began to develop **because of** the presence of the media, development **within the** community occurs by exchanging or collaborating on information and gaining knowledge. community activities and social relations have also begun **to vary** towards more modern ways and in every individual change occur in **a standard of living** activities. Information society develops depending on the acceptance of good or bad from social and politics. Also, understanding various cultures and having social participation also fosters the continued development of the information society, where in the future the community will start to be virtual. Then, each culture

owned by the community will create an area between individuals to aspire, convey the values of society et al. Therefore, the social participation of the information society is very much needed with approaches from various cultures. Understanding various cultures will make it easier for individuals to communicate and can overcome social exclusion in the information society. Therefore smart communication becomes a key factor in every individual. And this must have the motivation, competence, and others (Ginting, 2015)

Croteau Explain that users have **the chance** to be **ready to** control and **choose** new media. This makes **the facility** shift from media companies to media users and refers to **a rise within the** diversity of media content. However, for commercial interests and user habits, most **don't** change much **simply because** of the presence **of the latest** technology (Ginting, 2015).

In the 70s, there was a bulletin board that allowed someone to connect using electronic mail or downloading software. However, this still uses the telephone line connected to the modem. And this is the history of social media begins. Social media experienced the development of very significantly from year to year, if in 2002 friendster control social media because only friendster who dominated the social media in the era of, but now has a lot of social media with distinctness and characteristic respectively.

Social media is the site of websites which can form based network and enables people to interact in a community. At social media we can do various the form of exchanging, collaboration and will know each other in the shape of the visual and audiovisual. For example as: facebook, instagram, twitter, blog, foursquare, etc (Puntoadi, 2011).

Social media is one of the main means for internet users to get information.

The number of people who have used social media more than 3.5 billion people worldwide based on a report from We Are Social and Hootsuite in July 2019. And from year to year, social media users continue to increase (Nofha Rina, 2020).

According to Andrew Kaplan and Michael Haenlein in the social media politica said that social media is a group 2.0, web-based applications and that allows the creation and exchange user-generated content (Abugaza, 2013). Every day modern human needs interaction. Where distance and time no longer be a deterrent and social media present answered all the challenges and fulfill their obligations as a social beings.

According to Gustam (2015) the characteristic of social media is: (a) Participation, encourage a contribution to and feedback from everyone who are interested in or are interested in use it, until just a very fine line between the media and audience, (b) Openness, most social media open to feedback and participation through advices voting for the, comments, and share information. Rarely do found limits to access and use the message tell, (c) To talk about, to talk about the possibility of between users of in two directions, (d) Community, Social media allow the establishment of communities in a fast manner and communicate effectively about various issues or the of interests. (e) The interconnectedness of it all, the majority of

social media thrives because the ability of connectedness between users of serving, through a link to the website, information sources, other and a user

Social network we can access in daily life, like facebook, youtube, instagram and some other things that can make their neighbor to the users interact and participate one another with easy to share, video, or in accordance with the usefulness each status message social network. Facebook become social media which having users with the highest proportion in indonesia and a number of users 50,7 % (APJII, 2019).

Social media make users freely and easily looking for as well as to receive of the required information. In fact it is not uncommon for even then the information that do not is required these chareges in the future, the information is the fact that it floated are more in number and come from all over an existing source. The speed of accessing social media has caused damage everywhere. This phenomenon occurs because of the rapid flow of information, not only in developed countries but also in Indonesia. Therefore, the speed possessed by social media has slowly shifted the conventional mass media to spread and deliver the news.

Situation where choice information very many and diverse, and what about the attitude of students, should take for granted information provided by social media or choose information which that would be more be advised or leave the information. Thus, students who do not have the knowledge of the media probably will be a problem due to double-digit is a lot of information. Therefore, students

should have the ability of media literacy (Hidayat, 2018).

Media literacy is one of the way to make public smart in the face of media exposure and one way for people to filter the information that goes Media literacy could be described as a process to access, analyze critically, messages the media and create a message using tools the media. According to Potter (Barbara, 2002) media literacy is the ability to access, analyze, evaluate and sending a message in the form of print and television, print (non video, film, advertising and internet) who presents things. Other definition, media literacy is a set of active perspective we use to open up to the media, to interpret the significance of a message we are dealing with. We make our perspective of a structure knowledge. We need to raw tools and materials to build structure knowledge. Skills that we need are aware of messages and interact with message consciously.

Some cases never happen in the use of social media by college students. A case of DI (initial name) (21 years), a student of origin Palembang on suspicion of the spread of hatred of by the first lady was Iriana Joko Widodo while the governmental. The upload to procedure will be done through social media and be conspicuous and secure as part of rage at personally for all the staff (Pambudi, 2017). In addition, there is also a case involving a student in the city of Medan. The students University State of Medan (UNIMED) was captured by Polrestabes Medan because considered insulting prophet Mohammad. The perpetrator was using in dialect words to post that is considered to be insulting the prophet Mohammed in his facebook

account (Array, 2017).

Technological developments should be balanced with improved literacy skills. With the harmony of media literacy abilities and technology, Indonesian people can get benefits for welfare (Oktavianti, 2019). It is a reason why the existence of media literacy is required in order to make what the students are they are getting smarter disease returns breaking out in accept and make of information that circulates in the middle of the era of the saturation of of this media. With media literacy a student is expected to be more wise in what i have forgotten information as well as getting wiser in the spread of information which he could , as well as higher the community childbirth and had hard labor was supposed to provide the having the ability to produce information that were suitable for and it is useful.

Literatur Review

Media Literacy

Hoobs said the history of media literacy began years 1964 when UNESCO developed a prototype of a model education programs media that will run around the world (Fitryarini, 2017). According to Septyana (2019) Media Literacy is The ability to understand media texts.

Literacy is not related to a text or discourse. Literacy is skills in writing and reading in information processing activities and knowledge for life skills. In the current era, literacy is not only done by reading a physical book but has penetrated digitalization (Purawinangun, 2020) On the book theory of the media literacy, Potter (2004) collecting lots of the definition of,

media literacy one of them is the definition of the national leadership conference on media education namely; media literacy is the ability to access, analyze, evaluate, and communicate messages in various forms of literacy widely.

Literacy could mean, literate technology, information, political to think critically and sensitive to the neighborhood. Kirsch and jungeblut in the Literacy book: Profile of America's Young Adult defines contemporary literacy as a person ability to use the information in writing or printing to develop knowledge so it brought to the benefits. Baran (1994) literacy are defined as the current ability to understand symbols were fairly efficient and effective and comprehensive with the development of electronic media, then the ability that is not named literacy again, but being media literacy (intelligence of media).

Media literacy comes from the britain that is, media literacy consisting of two syllables; media means the media exchange messages, and literacy; means, literate then known in terms of media literacy. In this case media literacy refer to the ability of the media and the people who opened the mass media in the context of mass communication (Tamburaka, 2013).

Media literacy is *"ability to access, analize,evaluate and communicate the content of media messages"*. The media Literacy also and there you shall remain of the ability to perceive , look to analyse and deconstructing a message of solidarity to the media .The ability to do this it is aiming to the individual being continues to increase intentionally or literate about how they would be the constructed ofmedia or made and accessed.

Rubin explained that three definition media literacy. First, the affordability, analyze, evaluate and communicate a message. Second, the knowledge of how media function in society (Suryadi, 2013). Third, understand, the culture economic, imposition in creating political and technology, manufactures and mentransmisi a message. The first media literacy to appear on the 1980s, and now it has been standard topic the study at schools various countries. Logically also, it does not appear from among the media, but activists and academic that concerned with negative effects mass media that controlled by human beings capitalist forces to public interest.

According to Rahmi (2013) why media literacy must be developed? Should take understood that no one born into this world in a media literate. No one is born media literate. Even in the process of human life born, growing into a, and teenagers and adults, then old and eventually died, very difficult to reach a comprehensive media literacy. This is because of human knowledge about the media and also the real world will form a view of media to understand. The purpose of media literacy is: (a) help people develop an understanding that better, (b) help them to control the influence of the media in the daily of life of, (c) control starts with the ability to know the difference between the message the media that would improve quality of life someone with a message the media that ruin.

Literacy gives control to everyone in using media, who bigger up an interpretation of a because all of you that message the media is a result of a construction. regard to the people the

media people empowerment to build a defenseless, saw the archives of general psychiatry, we are going back see the destination and flow of the education the media in order to achieve melek-media. Silverblatt mention the elements of media literacy, namely: individuals and the public are aware of the effects on the use of media, then have an understanding of the process in mass communication, and can analyze, and develop the contents of messages in the media, account of content of the press as a manuscript that give the understanding of to get out of our cultural and in person or not we find ourselves in the, and understanding pleasure, and understanding of as well express our deepest appreciation are being enhanced against media content (Ginting, 2015).

Framework New Media Literacy

According to Baran & Dennis media literacy is a circuit media movement, the media movement literate designed to improve control individual to media that they may send a message and receive messages (Tamburaka, 2013). After that, According to the European Ccommission (2009) defines the ability to access, media literacy analyze, and evaluate the meaning of the picture, the sound of, a message that we face in life sehari-hari and an important part of contemporary culture, and to communicate properly to the media who is personally.

But, the concept of developing literasi along with the development media, originally traditional media (phone, film, radio, television) slowly expanded to new media like the internet, social media, smartphone. With the emergence

of media new like social media which is one form of innovation from the internet at the beginning of the 21 this, traditional literasi it is no longer enough to make an individual to survive at the era of new media now.

Chen and Wu (2011) said the media has become our culture. New media has complemented all strata of society, and individuals must equip themselves with media literacy. According to Miočić (2014) new media literacy associated with the ability to use a computer, social media, and the internet. This is not just about see how people respond to the media, but also on how they are entangled in a proactive in a world of media where production, participation, a social group, and high places common non professional expertise.

Based on a number of the opinions of experts of literasi media as this, it can be said that media literacy is only an aptitude that not only highlighted the literate against various media messages in which involves the affordability, understand, analyzing, and evaluate critically media message content, but also involves the ability of an individual in terms of doing this in the world media as the production, participation in social.

This research use theory from Lin et al (2013), namely the *Framework New Media Literacy*. Chen et al (2011) were **the primary to supply** literature **for brand spanking new** media. But **at that time**, the new literacy media was further developed by Lin et al (2013) which consisted **of 4** new **sorts of** literacy media: Functional Consuming, Critical Consuming, Functional Prosuming, Critical Prosuming, where the four kinds of media literacy will

be unloaded into nine indicators.

This is an explanation of that in the perspective of new media literacy contained in the new media literacy framework by Lin et al. (2013) is functional consuming, critical consuming, functional presuming and critical presoming.

Functional Consuming is skills of individual access media content and understand its textual meaning. Functional Consuming is divided into two indicators: (a) Consuming skill: The ability of individuals within the media when consuming content. Such as, a teenager need to know how operate gadgets as smartphone, laptop and other, how to use information technology internet especially social media.They similar to access belonging to buckingham dkk (2005), ability use centered on hardware and software to gather information, (b). Understanding: is the ability of individuals to catch the meaning of media content in the right at the literal, including the ability of young people to catch other people ideas published through social media in different forms like, text a picture, video, and ability to interpret the meaning of the format of brief latest like an emoticon

Critical Consuming, is skills to understand the content of political, cultural, social and economic content in new mediaCritical Consuming divided into three indicators: (a) Analysis: is capability individuals to media deconstruct a message contained in media content. Unlike understanding outlined above, they can be seen as textual analysis semiotik focus on language, genre and the code, (b) Synthesis: referring to individual skills within the media to integrate

content by providing the results of their thinking to make good media content. For example teenagers be able to compare information or content media that is in social media with the same theme from different sources, (c) Evaluation: were created in accordance with the ability of an individual to call in question, criticize, and dubious the credibility of a the contents or media content. If compared with the situation is anticipated that analysis and synthesis at the top, of this indicator critical representing the being displaced to much higher. On downtown chicago she at times evaluations of the restructurization of be in the low teens to interpret content social media by taking into account the issues as identitias (who) some dubious, conviction and absolute certainty on or clarity a source of, update or information if you cannot trust me .Evaluation are also involving the decision making process.

Functional Prosuming, focus on skills within the media to participate in creating content. Functional divided into three indicators, there is (a) Prosuming Skill: Reference on the ability of technical necessary individual to produce or created content media. As the ability youth to using software or application available in gadgets to produce digital products (content new such as the picture, video, and others), (b) Distribution: Referring to individual abilities to spread the information they owned. An example that's relevant including the power of teenagers use function to express their feelings (like happy, sad, etc.) on social media, to share a message or media content, and assess a product or service, moreover as service enables share it or share in facebook, line, and other, (c) Production: The ability to

duplicate (partial or all or mixing content media). The act of production including writing a text in digital format, a video with combining of images and audio, and writings online in social media like facebook, uploaded video in youtube and social media other, (d) Critical Prosuming, is individual context interpretations of media content during their participation activities, including participation.

Participation Referring to the ability to participate in interactive and critical in social media.Interactive emphasizes interaction among individuals and bilateral. For example a teenager is expected to actively work on building and repairing others ideas (comment) in certain media platforms like facebook, twitter, instagram, etc.

New Media

New media is a term used to be all media of communication shows set back communication and information technology. The term new media has been used since the 1960s and have with a set of communications technology double-digit which keeps growing and diverse (McQuail, 2011). New Media is media who uses the internet, online media, based technology characterless flexible, potentially and can serve in interactive private or public (Mondry, 2008).

New media is a tool as a means of communication which interacts, argues, exchanges information, knows news through internet network channels and the information is always updated in a flash and also more efficient, concise way of providing information to the reader/audience. New media is very different from conventional media such as radio, television, print media,

mass media and others.

New media is the concept of digitalization from the times of science and technology, from everything that becomes manual to automatic and from everything complicated to be simple. The internet is a form of new media and is also important information tool to be developed in the future. (Nurlinda, 2019).

The apparent difference between new and old media is in terms of individual use, namely through the interactive level of media use as indicated by the ratio of user response to the sender of the message, the level of user socialization where the new media is more individualized and not directly social interaction, the level of freedom in the use of media, the level of pleasure and attractiveness of media used in accordance with the wishes and a high level of privacy for the use of new media (McQuail, 2011).

"Network Society" is part of new media. Network society are structured social arrangements of groups, organizations, and mass communities that define the shape of the organization in all aspects (individuals, social groups, organizations). In other words, this theory is formed based on all who have broad collective relations (Van Dijk, n.d.).

According to Poster there is a difference in new media from old media: "The internet combines radio, film and television and disseminates it via 'push' technology (push): new media ignores the limitations of printing and broadcasting models by 1). Allows conversations with many parties, 2). Allows simultaneous acceptance, change and redistribution of cultural objects, 3). Interferes with the act of communication from its position of importance, from the regional relations of modernity, 4). Provides instant global contact, and, 5). Insert a modern / modern subject into a networked apparatus machine (McQuail, 2011).

Methodology

This research is quantitative research with format descriptive aims to explain the various, condition, somewhere or a variety of variables that arise in the community who are the objects of research is based on what happened.

Population in this study students the science of communication derived from four universities that is in charge of the science of communication. In universities, chosen University State Islamic North Sumatera and University North Sumatera. While private universities were chosen with a random by using a lottery it was because private universities having of the science of communication there are seven. From seven the private universities, there is University Muhammadiyah of North Sumatera and Medan Area University.

To limit the number of is homogeneous, so population research this is a student the science of communication stambuk 2015, 2016, 2017 of four the university. Based on the data obtained from the bureau the 2018) fourth the university, so a population of research is: USU 363 people, UINSU 480 people, UMSU 714 people, and UMA 330 people.

The sample in study uses the Taro Yamane Formula , with sampling error or singnification level 0,1 so that sample was 95 people the detail such as: USU 18 people, UINSU 24 people, UMSU 36 people, dan

UMA 17 people.

Population characteristics that have been determined previously, namely: (a) Communication Science students, because media literacy is one of the lessons for communication science students. (b) Whiping, because one of the research locations is the North Sumatra State Islamic University, the study program of communication science was only established for three years from 2015. So the selection of the whiping was only on three generations, namely 2015, 2016, 2017. (c) Have an account and actively use Facebook.

This research is descriptive in nature, that is, research that provides a description of a situation or event. The data collected both primary and secondary data will be compiled and then presented in the form of a single table and descriptive statistical analysis.

Result And Discussion

The results of the study showed that the average value of functional consuming Facebook social media was identified as having a value of 4.10 out of 5. This indicates that in using, understanding and mastering Facebook features, and in interpreting and understanding the contents of facebook messages that are categorized as very able to.

And then the average value of facebook social media critical consuming is identified as having a value of 3.98 out of 5. This indicates that the respondent has the ability to interpret content and information on facebook that is categorized as capable.

Then on the average value of functional prosuming on Facebook social media, the ability of respondents was identified to have a value of 3.47 out of 5. This indicates that in creating social media content facebook from all respondents can be categorized as capable.

And finally on the average value of facebook social media prosuming, the ability of respondents identified has a value of 3.28 out of 5. It has been stated that analyzing the ability to criticize incorrect information on the media, interacting through social media with other people, does not care about incorrect information Facebook social media is based on overall respondents categorized as capable.

Media literacy exists as a bastion for the public to be critical of media content, as well as determine the information needed from the media. Potter said that media literacy is needed in information saturation, high exposure to media and various problems in the information that surrounds our daily lives, for that the audience must be able to control the information or messages received. Media literacy guides how to take control of the information provided by the media. The more media literate a person is, the more able the person is to see the boundaries of the real world with the world constructed by the media. The person will also have a clearer map to help determine the direction in the media world better (Batoebara et al., 2020).

Table 1. Results of Research
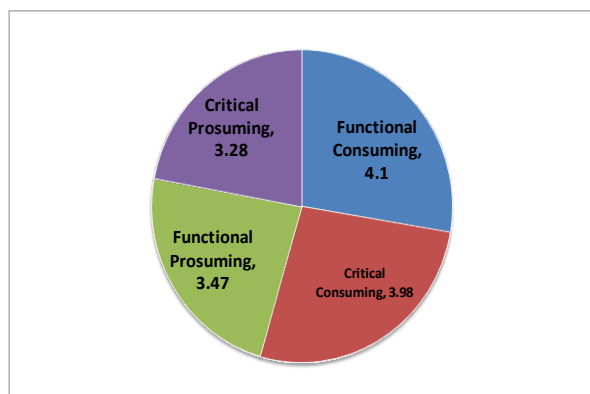
Source: Results of percentage four indicators framework new media literacy

Functional Consuming

Students have the ability, understanding, able to use features in facebook. It is because the display is attractive and easy to access for all users. Even so, are still able and features of use in facebook. Then, in understanding indicators students have interpreted understand the contents of the direct message, status, and comments. Features are also to be supported by good display and easily seen that it made in interpreting and understand a message. Lin et al (2013) said an individual understanding is not only related to textual understanding but also media content also uses understanding critically.

Therefore, the average score functional consuming social media facebook identified having value 4,10 of 5. This indicates that consuming skilll and understanding are in capable skill.

Critical Consuming

In indicators analysis, Students has been able to analyze the text on facebook and training for students in invented ideas or a new idea. In addition, students will have knowledge or broad horizons so that will increase the quality of himself. This indicator refers to individuals' ability to deconstruct media messages. With using semiotic textual analysis that focuses on code, language, genre, and language we can see in this indicator (Share, 2002).

And indicator synthesis, results showing that college students are not only see information from one source of social media only, but students also compare information by comparison which another media in order to obtain better information. Summarizes are often held by students, the information is made at facebook not much use many word so users of facebook know what information contained therein. And then in indicator evaluation, a student to be eloquent or a man of in judging of the the credibility of information and to find information based on a source that into light of belief in facebook following the monday s so that students who came to the the country is save from informasi-informasi false (hoax). That is why, the average value of critical consuming Social media facebook to identify 3,98. have valueIt shows that college students have the ability to interpret content and information in the prologue of capable.

Functional Prosuming

In indicator *prosuming skill* is certainly done in use up. Prosuming skills are skills in the media that are needed by individuals to create content (Lin et al: 2013). This indicator refers to a set of technical skills necessary for an individual to produce/create media contents (Lin et al., 2018). Producing or make content must have the

first so content was not content word that only a content. In indicator *distribution* about the spread of information. When spread of information, more students selective and more carefully. Moreover, the information to be conveyed on facebook not only consumed personally but also which can be consumed by the public. And indicator *production*, relating to duplicate (partly or wholly) or mixing media content, Students in copying information others, do not forget to source put the name. But, the students also more combining information he had with information others.It can enhance creativity and reduced. plagiarisms activities on facebook. The average value functional prosuming at social media facebook in the identification of 5. 3,47 have valueThis shows that in creating content social media facebook.

Critical Prosuming

In indicator *participation*, students criticize, interact, as well as care for the wrong information is forms of the activities prevent people from the wrong informations. Lin et al *(2013)* for critical prosuming is the ability individuals in new media to participate critically and interactively.

Students are required to find out more and to judge how the shape of the miss information. In addition, it is also increase interaction among users of so it can add friend. The average value of critical prosuming social media facebook , the having value 3.28 .This shows that analyzes the ability in criticize incorrect information in a media, interaction through social media with others, not leave behind information the wrong of social media

facebook based on a whole respondents categorized of capable.

Conclusion

Media literacy skills of communication students in Medan when using facebook in term of functional consuming with indicator consuming skill and understanding are capable. In critical consuming with indicators analysis, synthesis, and evaluation for Medan students in using facebook are capable. In functional prosuming with indicators prosuming skill, distribution, and production are capable. And last, in critical prosuming with indicators participation for students in the city of Medan are capable.

Students need to improve the ability of critical prosuming. Should be conducted more active in providing advice and put it on peoples that gives some facebook incorrect information .Besides more active, students also should be more concerned about incorrect information in social media and concern that can reduce the progression of incorrect information at social media facebook.

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