

# Transformation Of Digital Culturen In The Aspect Of Education During The Covid-19 Pandemic

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**Submission date:** 14-May-2023 03:50PM (UTC+0700)

**Submission ID:** 2092554920

**File name:** article\_annisa.doc (99.5K)

**Word count:** 2170

**Character count:** 12561

## Transformation Of Digital Culturen In The Aspect Of Education During The Covid-19 Pandemic

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### Abstract

There is pressure to use digital information during the Covid-19 pandemic in order to maintain the effectiveness of educational activities. Digital media continues to develop to meet the needs of distance learning in both formal and non-formal education environments. As a result, they gradually develop a culture of social behavior and get used to online learning. The purpose of this study is to examine digital culture in relation to the growth of qualified educational media and digital literacy. The strategy used is a narrative-based literature review. The results of the study show that the use of digital media has changed the culture of society. Learning activities can now be done virtually, not in person. The introduction of digital media has changed the education system. **Keywords:** Media digital, edukasi, perilaku, budaya masyarakat, literasi

### Introduction

One of the industries affected by the Covid-19 outbreak is education. In an effort to break the chain of transmission of the virus during a pandemic, various educational institutions have been forced to create a distance learning system. This face-to-face restriction is necessary to provide safe education services because the Covid 19 virus spreads more quickly in closed spaces. Globally, there are stay-at-home orders, and some countries are even imposing lockdown systems. (Sugiono, 2021). In-person engagement spreads disease, forcing people to study or work online. As a result of entering the Industrial 4.0

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era, digital transformation no longer occurs gradually and slowly; rather it must be done in an effort to stop the further spread of the Covid-19 pandemic. Indonesian people still have low interest in literacy. Fake news and hate speech, especially in politics, as can be seen. This could pose a risk, cause commotion, or disrupt national stability. Such unfavorable information can undermine unity, impede the democratic movement, and impede public awareness.(Rochadiani et al., 2020). Digital literacy is thus urgently needed at all levels of society as a defense against dangers, disturbances and challenges that threaten national stability. We need to be vigilant because the Covid-19 outbreak and its variants are spreading. During the pandemic, technology is widely used. But it requires good handling. This will become a problem if not controlled. Because there will definitely be some negative effects. With the help of digital transformation, people will be able to use computer and internet technology to access information, enabling them to receive, manage and process information from various digital media in a more analytical, critical and reflective manner and use it to fulfill their learning objectives in using it to achieve targets optimal learning process (Rahardaya & Irwansyah, 2021). Currently the development of digital media in the form of books packaged in audiovisual form attracts more attention to increase interest in literacy, besides providing more attractiveness, ease of access is also very influential (Yasid, 2020). Furthermore, so that it is easier for the public to understand what is the content of the message or knowledge material to be conveyed. In order for learning to continue even if it is not carried out face-to-face, all aspects of digital media must ultimately be used without disrupting communication between instructors and students. The ability to access digital media, such as communication tools, internet networks, and other digital media, is known as digital literacy. The benefits of Digital Literacy for Society and the Education Sector are to improve people's lives in various ways during the Covid-19 Pandemic to make it better (Ningsih et al., 2021).

Because social media also serves as one of the main platforms for education. This shows that apart from being a means of entertainment, social media can also be used as a source of different knowledge on various topics, such as learning or literacy. (Sampurno et al., 2020). These advantages include: Individual insight can be increased through activities that can access information and increase understanding through digital media. increase everyone's potential to think critically (Sunarmintyastuti, Hanggono Arie P, Aster Pujaning A, 2022). Improve individual verbal ability. Digital literacy can increase individual focus and concentration. Increase individual abilities in reading, composing sentences and writing information.

### Objective(s)

This study aims to analyze the role of digital media in the phenomenon of increasing educational media and optimal digital literacy.

### Review of literature

Judging from the data that is the source of this research is how digital content can become a media that plays a role in increasing the potential of digital education and literacy. Table 1 which consists of the literature which is the source of data in writing this article:

Name (year)	Election Urgency
(Sugiono, 2021)	This article examines how podcasts are used as digital media in increasing literacy education and interest.
(Rochadiani et al., 2020)	This article examines efforts to increase digital literacy in Indonesian society.
(Sunarmintyastuti, Hanggono Arie P, Aster Pujaning A, 2022)	This article examines how the role of digital literacy in online learning includes various kinds

	of literacy, such as information literacy, computer literacy, media literacy, communication literacy, visual literacy, and technology literacy.
(Sampurno et al., 2020)	This article examines how the media influence society and by involving mass media communication

### Methods

The method used is a qualitative method with a literature review with a narrative approach. The aim of this method is to assist researchers in obtaining an up-to-date and structured overview of the literature covering a specific area and reviewing the added value. The purpose of the literature study is to collect data and analyze various literatures that have relevant topics (Arianto, 2021). The analysis will be divided into categories relevant to digital culture so that the writing system is clearer.

### Results

It will take some time for the benefits of the internet to be fully realized for society. Due to its technological advances, the internet has significantly influenced human behavior. Patterns of people's lives, relationships, and learning have changed as a result of advances in information and communication technology and developments in globalization. Unfortunately, the globalization of culture and the movement of cultural processes is growing all over the world, these advantages can also be considered as disadvantages. In addition, the ease of accessing digital media has the potential to encourage the birth of a new culture.



The practice of creating digital learning content during the Covid-19 outbreak gave rise to several concepts. First, creating video or audio-visual content may be a different way to assess abilities and increase student understanding of subject matter. This initial concept then developed into a new culture in the learning system when the Covid-19 outbreak was over. Second, apart from being a recipient of information, students can also act as a maker. Anyone who wants to produce digital content can do it more easily and without financial or geographical restrictions thanks to the many features offered by mobile phones. The following is an analysis of the literature which has been divided into three aspects:

**a) Production of Digital Content for Educational Media**

The use of digital audio or video-based digital content media is considered to be an alternative in the world of education, for example, like podcasts or videos. The concept of learning with digital media can increase interest in interaction and participation. Students or students can freely listen to various kinds of lessons wherever they are without any distance restrictions. Ease of access and low production costs in creating digital content are considered capable of shifting manual-based learning materials or print media such as books. Digital content production is also able to improve one's skills and increase understanding in receiving material because digital content can be packaged in an attractive way. Changes in the pattern of learning activities which are usually face-to-face or face-to-face, switching the system to online and utilizing various social media such as WhatsApp, Email, to the Tik Tok application. Various convenient facilities such as smartphones make it easy for anyone to create digital content without any financial restrictions (Yanuarita & Haryati, 2021).

**b) Consumption of Digital Content for Educational Media**

In general, a number of factors can be used to determine consumption patterns of digital content in relation to education. Starting with the type of media used, the time, location, or method of hearing the message (Yuniarto & Yudha, 2021). Digital content is easier to access and absorb than learning material that must be viewed conventionally, which is one of the reasons why it can be used alongside other activities. The capabilities of digital technology have the power to develop skills into habits that make everyday life easier. In this case, access to literacy information through digital technology has changed people's learning patterns to become more flexible and available at any time.

#### **c) Changes in Community Culture into the Digital Age**

Utilization of educational digital content has relevance to the concept of digital culture due to the influence of globalization. Over time, conventional media will be replaced by digitalization. During the Covid-19 Pandemic, people were guided to be able to do work remotely using audiovisual digital media (Rahardaya & Irwansyah, 2021). And when the pandemic is over, it is considered that the system will still be the medium used to disseminate and obtain information. Because the conditions during the pandemic pushed for digital transformation.

#### **Discussion**

The main idea of this research is that the use of digital media caused by the Covid-19 pandemic has created its own digital culture for teachers and students. Learning activities have changed as a result of the use of digital content, making it possible to produce more optimal learning activities at low costs that are easily accessible and consumed by students. The many advantages in these fields ultimately help students form a new culture so that learning is no longer limited to face-to-face

systems but can be done anywhere, even in a more private place.

Formal learning materials gradually began to develop through digital media, including social media. Thus allowing information to spread faster than it should. Digital material on social media will eventually replace public interest in print media as a source of knowledge (Made et al., 2022). Due to the increased consumption of digital content during the pandemic, digital culture has continued to evolve. Since the pandemic, online education has become an important component of people's lifestyles and has inspired new information-seeking activities.

### **Recommendation**

Digital literacy is closely related to today's increasingly diverse technologies. Various information and communication systems in this very fast industrial era pose a challenge to their users to be able to use the internet, especially social media wisely. Viewed from various perspectives, the existence of digital media is able to assist and assist the community in exercising control over themselves when using social media. Adults who are near early childhood who are familiar with social media are advised to monitor and filter various incoming data by not taking it for granted.

With the development of various technologies today, a variety of digital content appears that is easy to access for social media users from various information and communication systems to take advantage of the internet, especially social media which is growing rapidly in this fast-paced industrial era. Adults who have mature minds should monitor and filter various incoming information by not taking it for granted to minors. Further research should be able to analyze more deeply about the challenges of using digital educational media during the Covid-19 pandemic, which could be a good topic for research.



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