

**DIGITAL LITERACY, CONTENT CREATOR: ASSISTANCE OF CREATIVE
INDUSTRY PLAYERS THROUGH DIGITAL LITERACY FOR PAINTERS IN
KAMPUNG LUKIS JELEKONG**

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ABSTRACT

Kampung Giri Harja or known as Jekekong village is an art and painting village located in Jekekong Village, Bale Endah District, Bandung Regency. This village was founded by Asep Sunandar Sunarya. Previously, Jekekong Village could be said to be an unknown village, but when Abah Asep Sunandar lived in this village, everything changed. Jekekong village changed its name to Giri Harja Endah Village, then it was known as an art village located in southern Bandung. Because the village of Giri Harja Endah is known as the village of art and painting, many of people are engaged in the arts, especially in the field of wayang golek and in the field of painting. Many residents of Giri Harja Endah are puppeteers and painters and on every street in the village Giri Harja Endah many shops selling paintings and puppets.

The problems that have been identified are discussed together by the PKM team (community activity program). In order to be able to provide the best solution, the problem is how the current content creators become qualified so they can help in improving digital media literacy. In this PKM activity, the team will carry out activities based on several methods. The expected output target in this activity is to attract digital media literacy with quality creative content.

The approach method used to overcome the problems faced by partners is through socialization, training or counseling and consultation activities. Then an active participatory approach was also carried out between the proposer team and partners on an ongoing basis and played an active role in providing assistance and guidance in the creation of digital creative content.

Keywords: Digital Literacy, Painting Village, Jekekong

A. Introduction

The digital era is a term that emerged when the development of technology was growing rapidly by using the internet network as its support. The internet seems familiar to people all over the world today, not a few people even today feel like they don't live if they don't use the internet. Internet for humans have become part of their daily needs, this is of course a lot of positive and negative values. The internet is very helpful for the community in providing convenience services. Along with the rapid development that occurs, making all kinds of things turn digital. Especially the media that has changed from conventional to digital media.

Digital media quoted from the internet is a media that is encoded in a machine-readable format. Digital media can be created, viewed, distributed, modified, and can persist on digital electronic devices. In today's era, the combination of the internet and computing, causes digital media to bring impacts and problems in the world of publishing, journalism, entertainment, education, commerce, and others. The essence of digital media is still the same as

conventional media, which is a place to pour any information that can be read, transferred, communicated, taught, to its readers.

Digital media of course has a message maker, let's call it what we usually know today, namely as Content Creator, people who are like those who are now often mentioned in life. Because Content Creators are people who package a message to make it interesting to publish in a medium, so the messages they create are sometimes faster to anesthetize readers to be interested in paying attention to the writings, concepts, meanings that are embedded in a single unit that we call content.

Content creator is a profession that does not discriminate against age, gender, etc. All elements of society can become content creators, because of course humans are created perfect, creativity, ideas, ideas of every human will definitely be different from how and what he thinks. This is a problem where everyone will compete in creating content that is valuable and attracts viewers. For this reason, the partners involved in this activity are prospective Content

creators, as well as professionals, beginners, and all levels. Content Creator can make the Promotion Process is More Effective and able to increase Partner's.

Literacy, which term generally refers to a set of individual abilities and skills in reading, writing, speaking, calculating, and solving problems, cannot be separated from language skills. So literacy is currently an activity that should be improved for millennial children. It is often heard that millennial children's literacy interest is now very worrying, even though the knowledge, knowledge and information they get comes from an article that they must read. This is likely to collide with their minds who do not want to be monotonous and ordinary when they read, it could be that millennial children want a literacy that makes them comfortable and at home when they read and pay attention as a provision of knowledge and knowledge for them.

In its implementation, this digital era helps many aspects of work, one of which is to provide information and promote products. However, there are still many people who do not

understand the use of digital media to be one of the obstacles for various aspects, one of which is the painter in the Jelekong painting village. Since the corona virus outbreak in Indonesia, various sectors have experienced a weakening which hampered the pace of economic growth. The challenge of decreasing work sales in the pandemic era is a fairly complex problem, but it can actually be overcome by using digital media or social media. This is evident from the interest of young people in art that is quite high, whether it is to be enjoyed, used as content, or just following trends. On the other hand, art museums are one of the destinations for young people to visit, it should be able to help and boost the economy of painters, by taking advantage of various opportunities.

The problems that have been identified have become things that are discussed together by the PKM team (community activity programs), in order to be able to provide the best solution, the problem is how the current content creators become qualified so they can help in improving digital media literacy. In this PKM activity, the team will carry

out activities based on several methods. The expected output target in this activity is that digital media literacy can be in demand with quality creative content.

B. Method of Implementation

1. Preparation Stage

In stage 1, a question and answer process was carried out with partners, namely painters in Kampung Lukis Jelekong for discussions about the socialization or training materials to be carried out, namely regarding digital literacy, in this activity several examples or simulations were also given in relation to how or solutions from partners in marketing their paintings, partners are given the opportunity to give their opinions. This is done as a way to make an initial assessment or observation of the problem.

2) Stage 2

Stage 2 is the initial test stage (pre-test) to assess the extent of the partner's ability in understanding and knowledge regarding the material to be provided, namely digital literacy.

2. Implementation Stage

At the activity implementation stage, the contents are in the form of socialization activities, training, counseling and mentoring and coaching and consulting on digital literacy. In this stage the materials provided are:

1) Stage 1 Knowledge, namely providing information and knowledge to partners about digital literacy in creating creative content.

2) Stage 2 Understanding, which provides understanding to the painter to create content according to his wishes in branding his paintings.

3) Stage 3 Discussion and Questions and Answers, at this stage partners are given the opportunity to consult or ask questions and express their opinions related to marketing through digital content and the service team provides solutions.

4) Stage 4 Simulation, at this stage partners are given a kind of practical activity or simulation related to several examples of creative content.

5) Stage 5 Practice, at this stage, after partners are given outreach activities, training, counseling, mentoring and coaching as well as consultation on digital literacy, partners carry out direct practice. This means that at this stage the service team provides opportunities for partners to directly implement the results of program activities within a certain period of approximately 3-4 weeks.

6) Stage 6

Final Test (Post Test), which is the final assessment stage after partners are given direct activities and practices. This test is in the form of giving a questionnaire. The aim is to assess whether the activity results are in line with the target or not, where the target to be achieved is 70%. This means that each partner, in this case the painter, must at least have a final score of 70% of the total value of 100, which is a value of 70.

3. Evaluation Stage

At the evaluation stage to see the final results of the Community Partnership Program activities, the

consideration of this evaluation is based on a comparative assessment of the questionnaire given between the initial test (pretest) and the final test (posttest).

4. Program Sustainability

The sustainability of the program is based on the evaluation stage, i.e. if there is a significant increase in the final test compared to the initial test, then the program is declared successful and the implementation is complete, but if there is no significant increase in the final test compared to the initial test, it is necessary to continue this program, until a solution is created. partner problems.

Partnership Program Implementation Method

The approach method used to overcome the problems faced by partners is through socialization, training or counseling and consultation activities. Then an active participatory approach was also carried out between the proposer team and partners on an ongoing basis and played an active role in providing assistance and guidance in the creation of digital creative content.

Partner Participation in Implementation Program

Partner participation, namely providing places and human resources, especially painters, who are ready to be given socialization, training, counseling and consultation, willing to carry out monitoring and evaluation, as well as assistance and assessment of program achievements carried out by implementing team and open and able to follow all processes or stages program carried out. Meanwhile, the implementing team plays a role in facilitating and assisting as well as fostering or providing consultation to partners from the beginning of the activity to the end of the program.

The Implementation of Monitoring and Evaluation

The implementation of monitoring is an activity carried out by the implementing team of activities in observing and monitoring the implementation of the event, while the implementation of evaluation is an assessment activity carried out by the implementation team after the event. This evaluation and monitoring is carried out to see the results of the implementation of activities.

The results of this activity will be a reference for related parties to continue to provide benefits for both partners and other related parties.

Evaluation of Program Implementation and Sustainability will be carried out periodically in accordance with the agreement between the implementing team and partners. If it is felt that there are deficiencies, more intense evaluation and assistance will be carried out, but if successful, a sustainable program can be carried out with more detailed and broader material.

C. Results

In its implementation, this digital era helps many aspects of work, one of which is to provide information and promote products. However, there are still many people who do not understand the use of digital media to be one of the obstacles for various aspects, one of which is the painter in the Jelekong painting village. The challenge of decreasing work sales in the pandemic era is a fairly complex problem, but it can actually be overcome by using digital media or social media. This is evident from the interest of young people in art that is quite high, whether it is to be enjoyed,

used as content, or just following trends. On the other hand, art museums are one of the destinations for young people to visit, it should be able to help and boost the economy of painters, by taking advantage of various opportunities.

In the implementation of this community service, the team conducted interviews with partners, to identify problems faced by partners and the targets that partners wanted to achieve in developing this painting business.

In this Jelekong Painting Village, there are several heads of households whose sources of livelihood are painting and selling paintings. Rows of houses that can be seen from the yard of the house displaying paintings made by their respective hands. However, in the execution of their sales, they have not yet reached the stage of selling through social media, some of them do not yet know what digital literacy is. Therefore, the team conveyed some general knowledge and ways so that they could market their products more broadly.



Picture.1 Partner Place

From the results of site visits/place surveys. The condition of the partner's residence is filled with many good, beautiful and interesting paintings, but unfortunately they are only marketed at their residence. So the team decided to provide knowledge about digital literacy and the use of social media to expand product reach.



Picture. 2 Teams and Partners sang the National Anthem of Indonesia Raya and the Karatagan. Pasundan



Picture. 3 Speeches and **Presentation of Materials**

The team provided material to partners regarding digital literacy and the use of social media as well as introducing how to use e-commerce in general so that partners know more and are more interested in selling digitally.



Picture. 4 Q&A Session

Partners give a positive and enthusiastic response to the material that has been given. As well as a high curiosity

in Partners to advance and improve the economy of the Jelekong community, especially the painters.



Picture. 5 Award Plaques for Partners

D. Conclusion

It can be concluded in this activity, among others, that partner is an entrepreneur engaged in the arts. Partners' efforts in developing their business are not only for fun but also to meet the economic needs of the family as well as introducing Indonesian art works, especially Bandung Regency, to the wider community.

After conducting interviews from situation analysis, the partner's problem was the limited knowledge for marketing, as well as the lack of personnel to assist in guiding them to get to know the increasingly advanced digital world.

The condition of the partner's place is actually no problem in terms of painting production, as well as their facilities which are adequate, but the condition of the place is not strategic enough to market

what they have made, so they get little income from traditional sales. For this reason, the team provides assistance in the form of providing free knowledge and introducing social media and how to use it to partners.

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