



UNDERGRADUATE STUDENTS DIGITAL LITERACY IN SOCIAL INTERACTION AND THEIR FUTURE CAREER PROSPECTS (A CASE STUDY OF COMMUNICATION SCIENCES STUDENTS IN ACEH)

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Abstract

The development of digital media and technology makes it easy for users to access, select, and utilize information needed for their life. However, the development of advanced technology encourages changes in the concept of literacy it self. The younger generation who lacks knowledge about digital competence, of course, poses a risk for the younger generation themselves to be left out in the competition for jobs, democratic participation, and social interaction. The purpose of this study was to determine the relationship between digital literacy in social interaction with the future career prospects of undergraduate students. This study uses a quantitative method with a correlation approach. Data was collected through a questionnaire. Analysis data shows that there is a significant relationship between digital literacy in social interactions with futue career prospects. This finding ahows that digital literacy is very important for students in interacting. In addition, good digital literacy skills can have a positive impact on students future careers.

Keywords : Digital literacy, Interaction social, career prospects

Introduction

The development of digital media and information technology makes it easy for users to access, select, and utilize information as well as the ability to browse the information needed by its users. This ability is often referred to as digital literacy, not just reading and writing digital literacy more than that. Digital literacy has become a part of human life from prehistoric times to today's technologically advanced era. The development of the internet is part of digital literacy, namely the use of technological devices. Mastery of literacy in students is very important and able to support the competencies possessed by students.

Digital literacy is important to participate in the modern world, in today's modern world all aspects are related to digital. The younger generation who lacks mastery of digital competence is certainly at risk for the younger generation themselves to be left out in the competition for jobs, democratic participation, and social interaction. Digital literacy will create a society with a critical and creative mindset and view, so it can be concluded that digital literacy skills have an important influence on student success, especially when competition is so fast. Good literacy skills will help students understand and sort out information, whether spoken or written.

In the world of education, students are one of the consumers of information users. The information needed is not only through print media, the internet is also used to obtain information in a free format, namely digital. Information presented by the internet such as weblogs, websites, or mailing lists, social media. But in general, what happens is that students often use social media to access, and provide information as well as in interacting.

Digital literacy is an individual's ability to understand, access, organize, communicate, integrate, evaluate, and create information using technology appropriately and safely (Unesco: 2018). From Unesco's explanation, students are not only required to access information but also must be able to use technology safely and appropriately.

Sarwono & Meinarno, social interaction is a reciprocal relationship that influences each other. Therefore, social interaction is the main key to the occurrence of social activities. Humans as social beings, of course, cannot live without other humans, because humans are classified as individual creatures or social creatures.

Understanding prospects Paul R. Krugman (2003) says that prospects are opportunities that occur because of a person's efforts to fulfill their needs and also gain profits. Meanwhile, according to Siswanto Sutejo (1945) suggests that the prospect is an overall picture of both opportunities from future marketing activities that have a relationship with the uncertainty of marketing or sales activities.

Method

The research method used to conduct this research is a quantitative method. Quantitative method is to examine the population or sample. Data collected using instruments or measuring instruments, then only analyzed with statistics. The results of quantitative research methodologies in the form of hypotheses, statistics, and instruments are usually found through surveys, survey methods are used to obtain data about the characteristics of something and experiments, experimental methods are used to determine the relationship of the independent variable to the dependent variable under controlled conditions (Sarwono: 2006).

This quantitative research uses a correlation method approach, the correlation method is to determine the relationship between two or more variables (Hidayat A. 2012). During the research the researcher will collect the data that is generated through these variables, then to determine the relationship between the variables. In accordance with the purpose of this study, this study was conducted to determine the relationship of digital literacy to student social interactions and future job prospects.

The research that will be conducted is located at Teuku Umar University Communication Studies Program, which is located at Jln. Alue Peunyareng. The population of Teuku Umar University Communication Science students is 454 students, using the Accidental Sampling technique, which is an accidental sampling technique. This study will take samples of people who happen to be met when the researchers are in the field. Researchers will examine Teuku Umar University students, researchers only distribute questionnaire links to Teuku Umar University students and then assign samples to anyone who fills out the questionnaire without having to look at age, gender, and class.

Due to the limited time and also the researchers only took a small sample. Therefore, to determine the number of samples, researchers used the Lemesshow formula or often called the Slovin formula. From the sum of the formulas, the sample in this study was 82 students. The research sample used a questionnaire system with 82 respondents, the questionnaire was distributed by way of a direct visit to the University of Teuku Umar, Communication Studies Program. Collecting data using a Likert scale and using SPSS version 23.0.

Results

The purpose of this study is to answer the question of whether there is a significant relationship between social interaction and future job prospects with digital literacy. The results of the Pearson correlation test show that there is a statistically significant relationship between social interaction and future job prospects with digital literacy. Table 1 below shows the results of the correlation test.

Table 1. Test Pearson Correlation

	Social Interaction	Future Career	Digital Literacy
Social Interaction Pearson Correlation	1	.677**	.701**
Sig. (2-tailed)		.000	.000
N	82	82	82
Future Career Pearson Correlation	.677**	1	.743**
Sig. (2-tailed)	.000		.000
N	82	82	82
Digital Literacy Pearson Correlation	.701**	.743**	1
Sig. (2-tailed)	.000	.000	
N	82	82	82

** Correlation is significant at the 0.01 level (2-tailed).

Based on the output of IMB SPSS Statistic version 23.0 above, it can be seen that the variables of social interaction and future job prospects are correlated because they have a sig (2-tailed) value of 0.000, which means < 0.05 . For social interaction variables with digital literacy variables also have a correlation because the value of sig (2-tailed) is $0.000 < 0.05$. Finally, there is a correlation between job prospects and digital literacy variables because the value of sig (2-tailed) $0.000 < 0.05$.

The correlation value between social interaction and digital literacy is 0.701. Because this coefficient value is in the interval between 0.60 – 0.799, it can be concluded that the correlation between social interaction and digital literacy is in the strong category. While the correlation coefficient between job prospects and digital literacy is 0.743, the value is at the interval 0.60 to 0.799, it can be concluded that the correlation of future job prospects with digital literacy is strong.

Findings and Discussion

During the study, the researcher submitted several prepared statements regarding the respondents' expectations about the relationship of social interaction and future job prospects with students' digital literacy skills. Based on the results of the questionnaire data that has been filled out by 82 respondents of Communication Science students at Teuku Umar University, WhatsApp is the most widely used application by students to find information whether it is related to scholarships or looking for work opportunities and social interaction. This is evidenced by the results of filling out questionnaires that students do where 85.3% of students answered agree on the statement of ability to find information related to job prospects and conduct social interactions, and only 14.6% of students answered disagree.

Not only have high abilities in finding information and interacting, Teuku Umar University Communication Science students also evaluate information related to work or scholarships and other information, this is evidenced by the respondents' answers in the statement section evaluating information before disseminating as much as 12.2% who disagreed with the statement however, 87.9% of students evaluated the information before distributing it.

Conclusion

Based on the results above, it shows that the relationship between students' digital literacy in social interaction and future job prospects is categorized as strong. The comparisons that resulted from the 3 types of questionnaires that were made also obtained satisfactory results. However, not all of the respondents' responses were satisfactory, there were also those who did not agree with the statements in the questionnaire.

Digital literacy has a relationship with social interaction and future job prospects, this is evidenced by the results of tests assisted by the SPSS version 23.0 program using the product moment test, from the results of tests conducted by researchers between digital literacy variables and social interaction that are correlated because they have a value. sig(2-tailed) of 0.000 which means $<$ from 0.05. While the digital literacy variable with job prospects also has a correlation because the resulting value is $0.000 < 0.05$.

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