

**EVALUATION OF DIGITAL LITERACY SKILLS
AMONG CREATIVE INDUSTRIES WORKERS
(A CASE STUDY OF "KENAPA CREATIVE" AGENCY)
THESIS**

Submitted to the Library Science Study Program, Faculty of Adab and Cultural Sciences, State Islamic University Sunan Kalijaga Yogyakarta to Fulfill One of the Requirements in Obtaining a Bachelor's Degree in Library Science.



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dapat diajukan sebagai salah satu syarat untuk memperoleh gelar sarjana strata satu
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disetujui dan dipertanggungjawabkan isinya dalam sidang *munaqosyah*.

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MOTTO

Jalan saja dan sikat saja, karena keberanian yang menyelamatkan.

FSTVLST dalam *syarat & hujan mata pisau*.



PRESENTATION

I dedicate this thesis to:
God Almighty
My parents and sister and extended family
Library Science Study Program



INTISARI

EVALUASI KEMAMPUAN LITERASI DIGITAL PEKERJA INDUSTRI KREATIF (STUDI KASUS PADA AGENSI “KENAPA CREATIVE”)

Oleh:

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Penelitian ini bertujuan untuk mengetahui kemampuan literasi digital pekerja industri kreatif yang berada di agensi “Kenapa Creative” berdasarkan kerangka kerja literasi digital Eshet-Alkalai (2012). Metode penelitian yang digunakan menggunakan metode kualitatif dengan pendekatan studi kasus. Metode pengumpulan data yang digunakan meliputi wawancara, observasi, dan dokumentasi. Metode penentuan informan pada penelitian ini adalah purposive sampling. Teknik analisis data yang digunakan adalah teknik Miles and Huberman yaitu reduksi data, penyajian data, dan pengambilan kesimpulan. Hasil penelitian menyebutkan bahwa ketujuh informan telah melakukan dan menguasai secara rata seluruh enam bidang kompetensi pada kerangka literasi digital Eshet-Alkalai. Melalui hasil penelitian dapat disimpulkan bahwa: 1) Informan 1 memiliki kekuatan pada pembuatan konten digital berupa brief dan video sederhana; 2) Informan 2 memiliki kecakapan di bidang literasi foto visual dan penciptaan berbagai format konten digital; 3) Informan 3 unggul pada pembuatan konten digital terutama ilustrasi; 4) Informan 4 memiliki kecakapan dalam membuat konten dan literasi informasi; 5) Informan 5 unggul pada bidang literasi foto visual, pembuatan konten video, dan *multitasking*; 6) Informan 6 memiliki keunggulan di bidang literasi informasi beserta bidang sosio dan emosionalnya; 7) lalu yang terakhir informan 7 unggul di bidang literasi informasi, *branching*, dan *multitasking*.

Kata kunci: literasi digital, Eshet-Alkalai, pekerja kreatif, agensi kreatif, tempat kerja

ABSTRACT

EVALUATION OF DIGITAL LITERACY SKILLS AMONG CREATIVE INDUSTRIES WORKERS (A CASE STUDY OF “KENAPA CREATIVE” AGENCY)

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This study aims to determine the digital literacy skills of creative industry workers in the “Kenapa Creative” agency based on the Eshet-Alkalai digital literacy framework (2012). The research method used used a qualitative method with a case study approach. The data collection methods used include interviews, observation, and documentation. The method of determining informants in this study was purposive sampling. The data analysis technique used is the Miles and Huberman technique, namely data reduction, data presentation, and conclusion drawing. The results of the study stated that the seven informants had performed and mastered equally all six competency areas in the Eshet-Alkalai digital literacy framework. Through the research results, it can be concluded that: 1) Informant 1 has strengths in digital content creation in the form of simple briefs and videos; 2) Informant 2 has skills in visual photo literacy and the creation of various digital content formats; 3) Informant 3 excels in digital content creation especially illustrations; 4) Informant 4 has skills in content creation and information literacy; 5) Informant 5 excels in the fields of visual photo literacy, video content creation, and multitasking; 6) Informant 6 has strengths in the field of information literacy along with its social and emotional fields; 7) then the last informant 7 has skills in the fields of information literacy, branching, and multitasking.

Keywords: digital literacy, Eshet-Alkalai, creative workers, creative agencies, workplace

PREFACE

Praise and thanksgiving to Allah SWT who has given His grace, favour, and guidance. Shalawat and greetings are always poured out to the Prophet Muhammad SAW, his family, and friends who have led humanity to peace.

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Hopefully, these kindnesses will become good deeds and be rewarded by Allah SWT. The writing of this thesis is certainly still not perfect so criticism and suggestions from various parties are needed. Hopefully this thesis can be useful for writers in particular, and readers in general.

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CHAPTER 1

INTRODUCTION

1.1 Background

Information technology has made significant progress and will continue to increase over time. The 21st century is known as the information age when information is the main strategic resource on which society depends to grow and develop. The existence of information technology allows individuals to access and disseminate information in the form of text, photos, and videos with ease. The increasingly widespread use of digital technology in everyday life changes the way individuals interact with their environment. This condition results in a wave of change that has a major impact on all aspects of people's lives.

The economy is one of the fields affected by technological advancements. Economic orientation has entered the fourth wave, namely the creative economy. The term "creative economy" first appeared in John Howkins' (2001) book *The Creative Economy: How People Make Money from Ideas*. (Howkins, 2001) explained that creativity and the economy interact in order to produce value. Abbasi et al. and Hesmondhalgh in (Boğa & Topcu, 2020, p. 17) mentioned that information technology has encouraged the creative economy to develop and produce several creative sectors, including architecture, art, design, games, media, publishing, television, radio, cinema, music recording, newspapers, magazines, performing arts, and advertising.

Information technology is slowly changing the workplace to be more technology-oriented, giving rise to some new jobs and eliminating some old ones.

These conditions require workers to perform increasingly complex work. In addition, workers must also have the ability to adapt to the changing needs of their workplace.

In the increasingly digitalized information age, individuals must possess a wide range of technical, cognitive, motor, sociological, and emotional skills to perform tasks and solve problems. The collection of skills refers to a literacy skill, namely digital literacy. Vrana (2016) explained that the ability of individuals to carry out work has a relationship with digital literacy skills because the purpose of digital literacy is to improve the ability of workers (Khan et al., 2022, p. 7). In two articles, (Eshet-Alkalai, 2004, 2012, p. 2) stated that digital literacy is the ability to survive in the technological era and is the key for individuals to work intuitively in executing complex tasks.

We Are Social conducted another report in January 2023, revealing 167 million active social media users in Indonesia. This number is equivalent to 60.4% of Indonesia's population. The report also reveals that the 18-24 age group dominates social media users in Indonesia, comprising 16.6% male users and 15.4% female users. In second place is the 25-34 age group, with 16.6% male users and 14% female users. Both reports indicate that digital natives dominate Indonesia's internet and social media user base. Digital natives are a generation that grew up in an environment surrounded by digital technology, so technology such as computers and the internet are natural components of their lives (Dingli & Seychell, 2015, p. 9).

A creative agency is one of the companies currently engaged in advertising. Creative agencies are companies that develop creative strategies to help clients achieve their business goals (Hartawati, 2022). The work environment in creative agencies requires workers to have digital skills, including expertise in digital technology, building, representing, connecting, and communicating efficiently through digital devices. (Khan et al., 2022, p. 12) argue that in the 21st century, interpreting digital, visual, and audio media is a fundamental literacy, alongside reading and writing skills. Therefore, digital literacy is a demand in today's highly competitive market.

The results of another study conducted by (Nikou et al., 2022, p. 384) with the title “Workplace literacy skills - how information and digital literacy affect adoption of digital technology” state that digital literacy skills are important skills in the digital era, so companies must pay attention to the level of literacy of their employees. This is considered important because digitally literate individuals will have a significant impact on companies that rely on labour to remain competitive.

The above description shows that individuals working in the creative industry, especially the creative agency sector, must have good digital literacy because, in that environment, human resources are the main factor of production. A digitally literate worker will have a variety of digital skills, such as understanding computer basics, interacting with digital technology, and navigating computer networks. Individuals are also able to adhere to behavioural norms in participating in online communities and social networks (Mohd Abas et al., 2019, p. 2).

Kenapa Creative is one of a creative agency in Yogyakarta. The creative agency has served clients from various industries, such as education, health, beauty, food and beverage, manufacturing, and information technology. Kenapa Creative also effectively utilizes social media platforms such as Instagram, TikTok, LinkedIn, and Facebook to suit the client's needs. Services include content planning and production with varied outputs, product-specific campaign management, and performance reporting along with comprehensive social media analysis.

In addition to having experience working with clients from various industries and needs, as mentioned earlier, the selection of Kenapa Creative as a research site is based on its use of digital platforms for project management, marketing, and communication, which makes it a relevant example for the study of digital literacy. In addition, Kenapa Creative has a program or training for its employees through “Kenapa Belajar” as a form of company investment in empowering individuals to navigate technological complexities, increase productivity, promote inclusivity, and encourage innovation within the company.

Through this, it can be understood that digital literacy plays an important role in increasing productivity and efficiency, as individuals who are proficient in using digital tools can complete tasks more quickly and effectively (Kadhim, 2024). With the rapid development of technology, further (Kadhim, 2024) explained that having digital literacy allows individuals to keep up with industry trends and innovations, which improves their chances of finding employment and advancing in their careers. Investing in digital literacy training is crucial for firms

to maintain competitiveness and adaptability in the rapidly changing digital economy.

Although information and digital literacy has received attention as an important competency for individuals in organizations, employee literacy levels are still neglected in the existing literature (Kodrat et al., 2024, p. 2). Therefore, researchers are interested in investigating digital literacy skills from the perspective of employees by choosing Kenapa Creative as a research site with the research title Evaluation of Digital Literacy Skills Among Creative Industry Workers (Case Study at “Kenapa Creative” Agency).

1.2 Problem Formulation

Based on the above background, the problem formulation in this study is how the digital literacy skills of creative industry workers at the agency Kenapa Creative?

1.3 Objectives and Benefits of Research

1.3.1 Research Objectives

The purpose of this study is to determine the digital literacy skills of creative industry workers in Kenapa Creative.

1.3.2 Research Benefits

The benefits of this research are as follows:

1. Theoretical benefits

The research will contribute to the understanding, knowledge, and advancement of library science, particularly in the area of digital literacy and its influence on other sectors like the creative industry.

2. Practical benefits

The research can serve as a reference and comparison material for future studies in the fields of digital literacy and the creative industry.

1.4 Research Systematics

The research systematics aims to describe the series of discussions systematically, so that readers can find out the contents of this thesis. The following is a systematic writing of this thesis:

CHAPTER I Introduction. This chapter contains a description of the research background, problem formulation, research objectives and benefits, and research systematics.

CHAPTER II Literature Review and Theoretical Basis. The literature review contains an explanation of the review of similar research conducted previously. Furthermore, the theoretical basis contains the theory used as a reference to solve research problems.

CHAPTER III Research Methods. This chapter describes the methods used in the research, research subjects and objects, time and place of research, data sources, research instruments, instrument validity and reliability tests, data collection techniques, data processing, and data analysis.

CHAPTER IV Discussion. This chapter describes the description of the research location, research informants, and discussion of research results regarding the digital literacy skills of creative industry workers, namely employees of Kenapa Creative.

CHAPTER V Closing. This chapter contains conclusions and suggestions for the research that has been conducted.

CHAPTER V

CLOSING

5.1 Conclusion

After collecting, presenting, and analyzing the data in the discussion, the researcher then concluded that the seven informants had performed and mastered almost all abilities in each competency area in Eshet-Alkalai's (2012) digital literacy framework. The seven informants are a representative sample of creative industry workers who cover roles and jobs such as creative director, strategic planner, graphic designer, video editor and account executive. In addition, they can be an illustration of the digital native generation because of their ability to use and utilize various technological instruments and digital media effectively and responsibly.

5.2 Suggestions

Based on the research that has been conducted, the researcher has the following suggestions:

1. The seven employees of Kenapa Creative who became informants were able to master all digital literacy competencies based on Eshet's (2012) framework by improving their abilities in socio-emotional digital skills for informant 1, information digital skills and socio-emotional digital skills for informant 2, information digital skills and real-time thinking skills for informant 3, real-time thinking skills for informant 4, information digital skills and socio-emotional digital skills for informant 5, photo-visual

digital skills for informant 6, and finally photo-visual digital skills and reproduction digital skills for informant 7.

2. The "Kenapa Belajar" program can be reorganized in the company with a variety of materials related to technical, non-technical, or digital literacy in order to increase the ability of each individual and increase productivity to output in the creative industry.
3. Research can be conducted on digital literacy competencies in a broader scope outside the education sector using a digital literacy framework and different research methods so that the scientific repertoire of library science is further developed.

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