

**DIGITAL LITERACY AWARENESS IN USER X: E-SAFETY CASE
STUDY ON NCT PHOTOCARD COLLECTORS**

THESIS

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



Written By :

Aqilah Zhafirah

20101040098

Library Science

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

**FACULTY OF ADAB AND CULTURAL SCIENCES
STATE ISLAMIC UNIVERSITY SUNAN KALIJAGA
YOGYAKARTA**

2025

VALIDATION



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS ADAB DAN ILMU BUDAYA

Jl. Marsda Adisucipto Telp. (0274) 513949 Fax. (0274) 552883 Yogyakarta 55281

PENGESAHAN TUGAS AKHIR

Nomor : B-281/Un.02/DA/PP.00.9/02/2025

Tugas Akhir dengan judul : Digital Literacy Awareness in User X: E-Safety Case Study on NCT Photocard Collectors

yang dipersiapkan dan disusun oleh:

Nama : AQILAH ZHAFIRAH
Nomor Induk Mahasiswa : 20101040098
Telah diujikan pada : Senin, 13 Januari 2025
Nilai ujian Tugas Akhir : A-

dinyatakan telah diterima oleh Fakultas Adab dan Ilmu Budaya UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR



Ketua Sidang
Dr. Syifaun Nafisah, S.T., MT.
SIGNED

Valid ID: 67a5843e07583



Penguji I
Marwiyah, S.Ag., S.S., M.LIS.
SIGNED

Valid ID: 67a47d6816782



Penguji II
Iryanto Chandra, M.Eng.
SIGNED

Valid ID: 67a57f31d292c



Yogyakarta, 13 Januari 2025
UIN Sunan Kalijaga
Dekan Fakultas Adab dan Ilmu Budaya
Prof. Dr. Nurdin, S.Ag., S.S., M.A.
SIGNED

Valid ID: 67a9ed7bad78f

STATEMENT OF ORIGINALITY

Assalamu 'alaikum Wr. Wb.

The undersigned, I am:

Name : Aqilah Zhafirah
Student Number : 20101040098
Study Program : Library Science
Faculty : Adab and Cultural Science

The thesis entitled “Digital Literacy Awareness in User X: E-Safety Case Study on Photocard Collectors” is the work of the researcher herself and not plagiarised from the work of others, except in writing cited following scientific standards and procedures listed in the bibliography. If in the future it is proven that it is plagiarised from the work of others, then all responsibility lies with the researcher herself.

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Wassalamu 'alaikum Wr. Wb.

Yogyakarta, 07 January 2025
Declare,



Aqilah Zhafirah

NIM. 20101040098

Dr. Syifaun Nafisah, S.T., MT.
Lecturer of Library Science Study Program Faculty of Adab and Cultural Science
UIN Sunan Kalijaga Yogyakarta

OFFICIAL NOTE

Subject: Thesis

Attachment : 1 (one) copy

Dear Sir:

Dean of Faculty of Adab and Cultural Sciences
State Islamic University Sunan Kalijaga Yogyakarta

Assalamu'alaikum Wr. Wb.

After reading, correcting, and making necessary corrections, I, as the supervisor, believe that the thesis:

Name : Aqilah Zhafirah
Student Number : 20101040098
Study Program : Library Science
Faculty : Adab and Cultural Science
Title : Digital Literacy Awareness in User X: E-Safety
Case Study on Photocard Collectors

This can be submitted as one of the requirements to obtain an undergraduate degree in the Library Science Study Program, Faculty of Adab and Cultural Science, State Islamic University Sunan Kalijaga Yogyakarta. Based on this, I hope her thesis above can be immediately approved and presented in the *munaqosyah*.

Therefore, thank you for your attention.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 07 January 2025
Supervisor



Dr. Syifaun Nafisah, S.T., MT.
NIP. 19781226 200801 2 017

MOTTO AND DEDICATION

“When you have a thousand reasons to cry, you must have at least one reason to smile.” –Huang Renjun.

Thank Allah for the blessings and constant source of strength throughout this journey.

Thank you to my dear parents, Mrs. Retno Windarti and Mr. Yuli Nurwahid, who always give support and encouragement. My siblings, Azzam, Arin, and Rosi, always cheer me up and make my day.

Thank you to all my best friends who have always been my support pillars, providing laughter and motivation during the most challenging times: Aulia, Pipah, Alifia, Pavita, Nazira, Diana, and Shelly.

Thank you to all NCT members, especially NCT Dream, Mark, Renjun, Jeno, Haechan, Jaemin, Chenle, and Jisung, whose music and passion have provided comfort, joy, and inspiration.

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ABSTRACT

Digital Literacy Awareness in User X: E-Safety Case Study on NCT Photocard Collectors

Aqilah Zhafirah
20101040098

This research aims to find out how e-safety awareness and practices on NCT photocard collectors using the Indonesian Digital Literacy Framework by ICT Watch. The researcher used a qualitative case study research method. The sampling technique in this research is snowball sampling technique. This research uses data collection techniques which include interviews, observation, and documentation. The data analysis used is data collection, data reduction, data presentation, and verification and drawing conclusions. The results of this study are that users as photocard collectors realize the dangers of digital crime on X social media. Users implement e-safety practices related to photocard data protection on social media X by using watermarks, posting photos on private accounts, and not posting them at all. Users maintain online security by changing social media passwords regularly, using pseudonyms on social media X, utilizing marketplace applications such as Shopee and Tokopedia, checking the Get Contact application, and so on. According to users, digital privacy is very important, with the high rate of cybercrime users are worried if their personal data is spread and their photos are stolen by others.

Keywords: digital literacy, e-safety, X, NCT, photocard collector.

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ABSTRAK

Kesadaran Literasi Digital pada Pengguna X: Studi Kasus E-Safety pada Kolektor Photocard NCT

Aqilah Zhafirah
20101040098

Penelitian ini bertujuan untuk mengetahui bagaimana kesadaran serta praktik e-safety pada kolektor photocard NCT dengan menggunakan Kerangka Literasi Digital Indonesia oleh ICT Watch. Peneliti menggunakan jenis metode penelitian kualitatif studi kasus. Teknik sampling pada penelitian ini merupakan teknik snowball sampling. Penelitian ini menggunakan teknik pengumpulan data yang meliputi wawancara, observasi, dan dokumentasi. Analisis data yang digunakan adalah pengumpulan data, reduksi data, penyajian data, serta verifikasi dan menarik kesimpulan. Hasil dari penelitian ini yaitu pengguna sebagai kolektor photocard menyadari bahayanya kejahatan digital pada media sosial X. Pengguna menerapkan praktik e-safety terkait perlindungan data photocard pada media sosial X dengan menggunakan watermark, memposting foto pada akun private, dan tidak mempostingnya sama sekali. Pengguna menjaga keamanan daring dengan mengganti password media sosial secara berkala, menggunakan nama samaran pada media sosial X, memanfaatkan aplikasi marketplace seperti Shopee serta Tokopedia, mengecek pada aplikasi Get Contact, dan lain sebagainya. Menurut pengguna privasi digital sangat penting, dengan tingginya cybercrime pengguna khawatir jika data pribadi mereka tersebar serta foto mereka dicuri oleh orang lain.

Kata Kunci: literasi digital, e-safety, X, NCT, kolektor photocard.

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PREFACE

Praise and gratitude to Allah SWT, who has given His favour and guidance so that the researcher can complete this thesis. Salam and sholawat are poured to the Prophet Muhammad SAW, whose syafa'at is awaited on the last day. The researcher would like to thank all those who have helped prepare the “Digital Literacy Awareness in User X: E-Safety Case Study on NCT Photocard Collectors”. The researcher dedicates this thesis to the following:

1. Prof. Dr Nurdin, S. Ag., S.S., M.A., as the dean of the Faculty of Adab and Cultural Sciences of UIN Sunan Kalijaga, has provided opportunities for the researcher to study.
2. Muhammad Ainul Yaqin, S. Pd., M. Ed., the Head of the Library Science Study Program at UIN Sunan Kalijaga, has allowed researcher to complete this thesis.
3. Dr Labibah, MLIS., has guided researcher in lectures as a trustee lecturer.
4. As the Thesis Lecturer, Dr Syifaun Nafisah, S.T., MT. has guided and directed the researcher in compiling this thesis.
5. Marwiyah, S. Ag., S.S., M.LIS. and Iryanto Chandra, M. Eng., as the examiners of this thesis.
6. All of the lecturers have provided knowledge and good facilities.
7. UIN Sunan Kalijaga Library for providing the source references for this thesis.
8. All my friends in the Library Science International class 2020 have inspired the researcher and motivated me through their work and passion.

9. All NCT members, NCTZen across Indonesia, and SBT NCT WAYV ONLY INA have been motivated and helped the researcher prepare this thesis.
10. All parties who cannot be mentioned individually have been involved in preparing this thesis.

I hope this thesis helps readers. The researcher believes that this thesis's preparation still has many errors. Therefore, the researcher sincerely wishes for helpful critique and recommendation.

Yogyakarta, 13 December 2024



Researcher

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CHAPTER I

INTRODUCTION

1.1 Background of the Issue

Technology is developing rapidly, especially the Internet, which almost everyone can access easily. With the IoT (Internet of Things), people can do activities more easily (L. Tomczyk, 2019, p. 130). The emergence of the internet has been one of the most significant innovations in the last thirty years. According to Robles et al. (2020, p. 1), since the early 1990s, the Internet has significantly impacted and brought changes in the economic and socio-political fields. People use the internet to access the information they need, communicate, enjoy entertainment, social networking through social media, and so on (We Are Social, 2023). In ancient times, people used *kentongan* to convey information such as the occurrence of a disaster, but the sound produced depended on whether or not the blow was loud, so the coverage area was not too wide. Nowadays, people have communication tools such as smartphones that allow them to exchange information easily (Nuryanto, 2012, p 2).

According to databoks.co.id (2023), the increasingly diverse needs of society encourage an increase in internet usage every year. The Indonesian Internet Service Providers Association (APJII) predicts that the number of Internet users in Indonesia in 2024 reach 221.5 million. The percentage of current internet users reaches 79.5%, with the majority being Gen Z (1997-2012), which amounts to 34.30% (Asosiasi Penyelenggara Jasa Internet

Indonesia, 2024). Social media platforms are increasingly utilize for communication and sharing, with 72.5% of users relying on social media (KOMINFO, 2022, p. 25).

Social media itself is an intermediary on the internet that allows users to interact with each other virtually. One of the social media application platforms that Internet users often access is Twitter, now known as X (Asosiasi Penyelenggara Internet Indonesia, 2024, p. 75). Based from the article Forbes (2023), in April 2023 Twitter.Inc officially merged with X Corp. when Elon Musk bought the Twitter company, according to a California federal court. X is a microblog social networking service that allows users to send and read text-based tweets to each other (Nasrullah, 2015, p. 43). We Are Social data (2024) shows that the number of X users in Indonesia is 24.69 million active users. As a social media, X benefits from the wide range of information disseminated, can expand friendships from within the country and abroad and is a communication tool (Bara et al., 2022, p. 169). Three features allow users to interact or share tweets on other users' timelines. These features are reply, repost (retweet), and like. Reply is used to comment on user-generated tweets, repost to tell or spread user tweets, and like it used to like other users' tweets (Shah, 2024, p. 9–10).

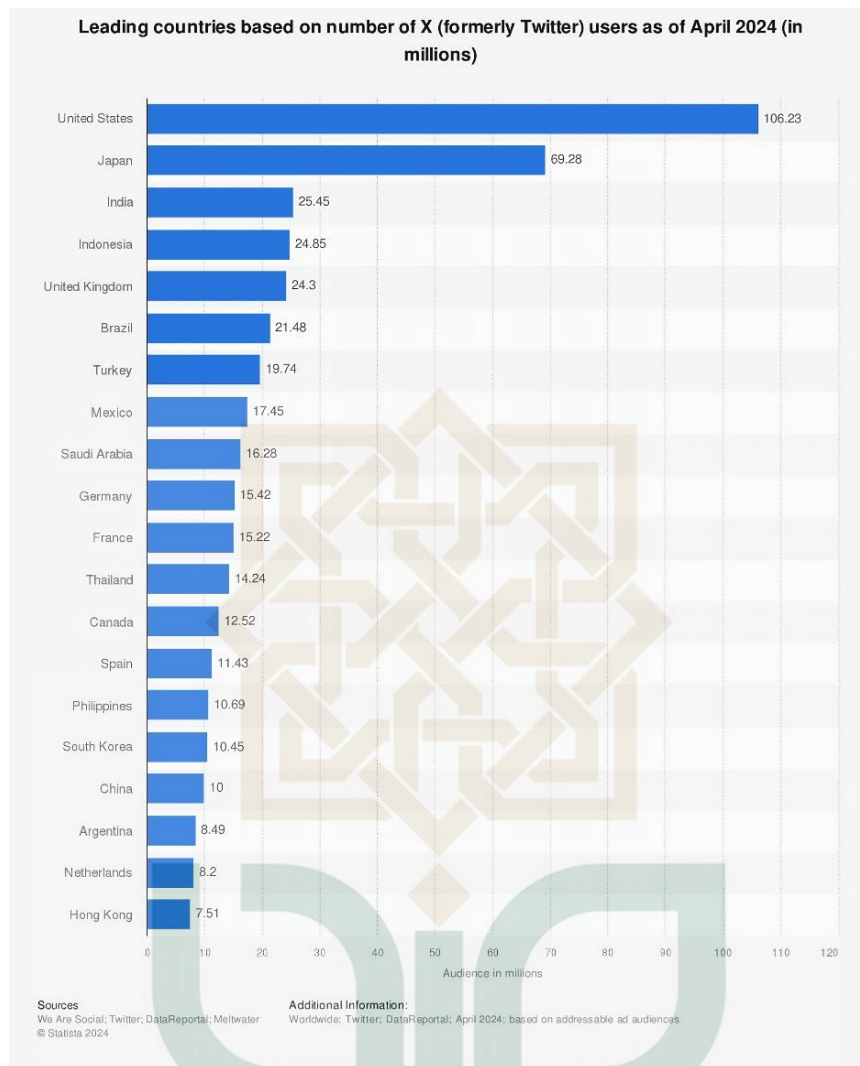


Image 1.1 Ranking of countries that use X a lot
Source: We Are Social, 2024

The impact of the wide range of information spread and the breadth of friendships on X can lead to crimes commonly referred to as digital crimes. Computer crime or cybercrime is the use of computers as a tool to achieve illegal purposes, such as committing fraud, trafficking in child pornography and intellectual property, stealing identities, or violating privacy (Britannica, 2023). Retrieved from EC-Council (2023), there are several types of cybercrime, such as hacking, phishing or posing as an institution or individual to deceive people, malware that spreads viruses on devices or networks, and

identity theft. Mahrina et al. (2023, p. 357) argue that although there are laws or laws governing cybercrime, the applicable laws still have weaknesses. The complex nature of cybercrime as a crime in a borderless virtual world is why the law has not been able to perfectly punish the perpetrators of cybercrime, with the rise of organised crime groups exacerbating cybercrime crimes (United Nations Romena, 2021). In 2022, Indonesian Police reported 8,831 cybercrime cases, with electronic media fraud being the second most common crime case, with a total of 2,131 cases after cases of authentic data manipulation, totalling 3,723 cases (Pusiknas Bareskrim Polri, 2023). According to Associate Investigator of Dittipidsiber Bareskrim Polri Kombes Alfis Suhaili, the Police admitted that it is not easy to take action against cybercrime criminal cases because the handling is different from other cases (Pusiknas Bareskrim Polri, 2023).



Image 1.2 Photocard scam tweet
Source: X account @23yed, 2024

In social media, various cybercrime cases occur, such as phishing attempt, online fraud, hate speech, personal security and privacy threat (Hussien et al., 2024, p. 188). Cited from Siahaan & Alkhajar (2024, p. 79) specific type of cybercrime have emerged is KPOP merchandise fraud, especially photocard. The KPOP music industry produces music albums through CDs, photo books, postcards, posters, and photocards (Hikmawati et al., 2024, p. 384). Sourced from an article by Dameria Catherine et al. (2023, p. 3), photocards are common collectables and are in high demand by collectors. Competition in collecting photocards is shown through collection profiles on social media, especially X, which are used primarily to display their collectables (Cathrine et al., 2023, p.3-4). Fans will randomly get photocards so fans are still deciding about getting their idol's photocard. Therefore, few fans will sell, buy, or exchange the photocard they get with other fans (Sabila et al., 2023, p. 505). Based on the opinion of Kitra Desnika and Shuri Mariasih Gietty Tambunan (2023, p. 155), photocard prices vary from very cheap to very expensive. Several factors affect the cost of photocards, such as member popularity, high demand for photocards due to their visuals, or limited production quantities. This has led to photocard fraud on the X app, as many fans use the platform to interact with their idol group's official account. Victims of fraud are mostly photocard collectors themselves, and it is possible that collectors are not the only ones who are deceived. For example, the most commonly seen photocard scam is the NCT (Neo Culture Technology) boy group photocard scam.

Photocard fraud that occurs is caused by a lack of awareness about literacy skills and digital safety skills, and users (fans) usually have a consumptive stereotype, obsessive, and want to follow the popular trend (Apolo & Kurniawati, 2023, p. 3). Cited from the article Maheswari et al. (2024, p. 6), NCT fans willing to spend more than one million rupiah to buy a photocard show their consumptive behaviour. Therefore, literacy skills are needed to access information, understand, and assess information obtained from digital devices so that information can be used wisely. Furthermore, skills related to digital safety are needed, starting from the ability to maintain the device to the environment around the user.

Digital literacy is the ability to access, manage, understand, connect, convey, assess, and create information safely and appropriately with digital devices and network technologies to participate in economic and social life (UNESCO, 2018). Achieving a well-digitalized society requires competencies that need to be achieved. Digital literacy competencies in each country will differ in application (UNESCO, 2018, p. 5). Since each country has its human resources, economic level, and the needs of its society, the high and low levels of digital literacy in each country will undoubtedly be different.

One of the digital literacy frameworks that can be applied in Indonesia is the digital literacy framework developed by ICT Watch. The digital literacy framework was designed based on ICT Watch's experience implementing Indonesia's internet safety pillar since 2002 (ICT Watch, 2017, p. 4) According to Katadata News (2022), Indonesia's digital literacy index rose

from 3.49 to 3.54, so Indonesia has a relatively high digital literacy index score of 0 to 5. The Ministry of Communication and Information surveyed with the Katadata Insight Center (KIC). The digital literacy index based on the pillars of digital literacy curriculum development, namely digital culture scored 3.84, digital skills scored 3.52, digital ethics scored 3.68, and digital safety scored 3.12 (Katadata News, 2022). The rise of cybercrime cases raises the question of why cybercrime continues to rise while the digital literacy and digital safety indexes are pretty good.

Based on the explanation described above, there is a problem formulation regarding the awareness and practice of protecting the security and privacy of X users, especially NCT photocard collectors, using the Indonesian Digital Literacy Framework by ICT Watch. The framework offers three broad competencies that are divided into nine competency areas. The competencies offered include 1) safeguarding, 2) rights, and 3) empowerment. In this research, only the protection area of the use of social media will be discussed.

1.2 Research Questions

Based on the above background, the research question is “How is the awareness and practice of protecting the security and privacy of X users, especially NCT photocard collectors, using the Indonesia ICT Watch Digital Literacy Framework?”

1.3 Research Objectives and Benefits

1. Research Objectives

Based on the research question described above, the objectives of this research are as follows;

- a. Evaluate the awareness and practices of protecting the security and privacy of X users, especially NCT photocard collectors.
- b. Identifying digital challenges often faced by X users, especially NCT photocard collectors.

2. Research Benefits

The results of this research are expected to provide the following benefits:

- a. Research can add insight, knowledge, and insight related to e-safety awareness and practices on application X (Twitter).
- b. The research is expected to be used as a reference for future research.
- c. Findings from the research are expected to provide relevant and up-to-date learning on digital literacy and e-safety, which can be integrated into the study program.

1.4 Writing Structure

In order to facilitate the preparation of research, researcher organise the writing systematically into five chapters, which are:

CHAPTER I INTRODUCTION

Chapter I, Introduction, contains the research background, research questions, questions objective benefits, and writing systematics.

CHAPTER II LITERATURE REVIEW AND THEORETICAL BASIS

Furthermore, Chapter II discusses the Literature Review and Theoretical Basis.

CHAPTER III RESEARCH METHODS

Chapter III describes the type of research method used, the subject and object of research, the time and place of research, data collection methods, data analysis, and data validation.

CHAPTER IV DISCUSSION

This chapter will explain the awareness and practice of e-safety in photocard collectors. The discussion in this chapter will answer the questions in the problem formulation.

CHAPTER V CONCLUSION AND RECOMMENDATION

This chapter will contain the research results in the form of conclusions from the discussion and recommendations.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the research that has been done, it can be concluded that,

1. Personal data protection.

Users recognise the importance of safeguarding their data in an global information era. Users have practised protecting their photocards by using a watermark, posting on a private account, and not posting it at all.

2. Online safety.

To enhance online security, users regularly change password, use pseudonyms, avoid suspicious link, and utilize marketplace applications for transactions. They encountered issues like a data leaks and must think carefully before posting on social media. As photocard collectors, features on platform X such as search bar and private account, support their collection activities. Prior to making purchases, user verify seller through usernames, banking or e-wallet details, and testimonials. User will seek refunds if scams occur.

3. Digital privacy.

Photocard collectors place high priority on digital privacy, they carefully considering what to share publicly. Users are concerned of data theft and misuse. The privacy settings on platform X help users

feel secure, especially when using private accounts. To reduce risks, user avoid suspicious links an often choose no to post photos at all.

5.2 Suggestions

Regarding online security, there are several suggestions that researcher can provide for users to maximise user efforts in protecting personal data protection, online security, digital privacy, which include,

1. Users utilize more complex watermarking strategies to make it harder for others to use their photos without permission.
2. Create strong passwords that are changed regularly using password managers. Users should avoid the same password on several social media accounts.
3. Using a firewall or antivirus on the device prevents unauthorised access to the system.
4. Be cautious with public wi-fi networks when performing sensitive transactions like bank transactions.
5. Back up data regularly to protect critical information from loss due to device malfunction or cyber-attacks.
6. Frequently check the information users post publicly and their privacy settings.

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