

Utilization of Smartphone Literacy in Learning Process

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Abstract. The utilization of smartphones is increasingly developing among the students. It causes various modifications of attitude and behavior, that media literacy nowadays becomes highly important. Therefore, media literacy shall become the priority for related parties specifically parents and teachers. In addition to helping to find information and to conduct fast communication, smartphone is also functions in formal learning process among the students. The aim of this research is to acknowledge the utilization of smartphones in formal learning process. This study uses qualitative descriptive method which makes serious efforts in describing and depicting utilization of smartphones in learning process among Junior High School students in Bandung. The research result shows that smartphones may function as a device to channel messages and to stimulate the mind, feeling and desire of the students which may encourage learning process in them and to give positive values and to bridge media literacy among the students.

Keywords: smartphone, student, learning process

Introduction

Media literacy is an increasingly popular term in Indonesia to call various activities related with critical stance towards the media. McCannon defines media literacy as the capability to effectively and efficiently understand and use mass communication (Strasburger & Wilson, 2002). Another expert James W. Potter (2005) defines media literacy as a perspective device where humans actively empower themselves in interpreting messages they receive and in anticipating those messages. One of the popular definitions states that media literacy is the capability to access, analyze, evaluate and communicate the content of media message. From the definitions we can understand that the main focus relates with the content of media message.

Smartphones are no longer unfamiliar for both teenagers and adults. Smartphones, with all their attractive features such as online games, are highly favorable by the teenagers. Every day they communicate via their gadgets, and it is even become the first thing to grab when they wake up in the morning just to check messages from their

friends. Nowadays teenagers are seemed to be doctrine by gadgets: they even seem to be "autistic" and individualist.

Kuswarno in the scientific oration of the 11th Lustrum of the Faculty of Communication of Padjadjaran University on September 28th 2015 declares that: "Young ages ranged from 12 to 34 years dominate the utilization of internet (58.4%). The target for internet market is 70% aiming those under 34 years old" (Kuswarno, 2015).

Based on the result of "on Device Research" (2013), "Most Indonesian people use mobile phones while they feel lonely. However, they tend to use mobile phones on their bed (69%), while waiting for someone/ something (35%), while watching TV (29%), while hanging out with family (17%), while driving (14%), while participating in a meeting/college (6%) and while in the bathroom (6%)" (Kuswarno, 2015).

Utilization of smartphones is increasingly developing among teenagers, which causes various modifications in their attitudes and behaviors. Teenagers prefer to communicate more with their friends who are in the same mobile group than with any friend who is

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