

## **Media Literacy on Prevention of Pornography Effects through Personal Social Responsibility at Gerendong Village Pandeglang-Banten**

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### **Article Info:**

#### **Keywords:**

**Media Literacy, Pornography  
Media Social; Youtube,  
Prevention.**

#### **Article History:**

Received : May, 25 2022  
Revised : April 01, 2023  
Accepted : April 05, 2023

#### **Article Doi:**

10.22441/jam.v8i2.19291

### **Abstract**

*The social problem that is rife today is related to the impact of pornography on social media among children and adolescents. Pornography has a very big danger, especially teenagers. Adolescent psychology is still unstable and the growth of sexual hormones in adolescents, making pornography has a danger (negative impact) is very large on adolescents. Not only drugs that contain addictions, pornography also makes viewers addicted / addicted. For teens, addicted to porn sites (cybersex) will make learning rhythm become chaotic. In general, addiction to porn sites will have a negative impact on one's character. Based on research by Bingham and Piotrowski in the Psychological Report entitled On-line Sexual Addiction, the character of people who are addicted to cybersex are: Inadequate social skills, preferring to wrestle with sexual fantasy, engrossed in communication with the characters created by him. own imagination, and unable to control themselves not to access porn sites and forget time. The results of a Child Protection Commission (KPA) survey of 4,500 teenagers revealed, 97 percent of teens had watched or accessed pornography and 93 percent kissed their lips. Like chemical addiction, pornography addicts tend to replace something important with sex or other forms of pornography. People who are addicted to pornography usually use media such as magazines, porn videos or most often is the internet. Adolescents who generally still live with parents, therefore the role of supervision from parents is needed to provide an understanding of the use of social media wisely and directed to use social media positively. Parents can only provide gadgets as an easy access for their children to explore YouTube social media, but basically they also lack understanding about the media so there is still a lack of awareness for parents to control the content that their children see and consume on social media YouTube. Therefore, the need for media literacy training among adolescents is a form of prevention of the impact of pornography on YouTube social media in Gerendong Village, Pandeglang - Banten.*

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## **INTRODUCTION**

### **Situational Analysis**

The area of Keroncong district is geographically located at 6°15' - 6°19' Southern Latitude and 106°07' - 106°10' East Longitude with an area of approximately 17.86 km or 0.65% of the total area of Pandeglang regency, 23 km from the capital of province Banten. The administrative borders are as follows: bordered by Cadasari district to the north, Lebak regency to the south, Karangtanjung district to the west, and Serang regency to the east.

Topographic form of Keroncong district is mostly land with 500 meters on sea level. By administration, Keroncong district consists of 12 villages, 45 community units (RW), and 118 neighborhood units (RT). The Decision of Minister of Home Affairs had issued the legal status of the villages' establishment. The smallest village, Pasir Jaksa, spans 1.04 km<sup>2</sup> and the biggest, Paniis village spans 2.32 km<sup>2</sup>.

The population of Keroncong district in 2014 was around 18.441 inhabitants, with male population of 9,532 and female population of 8.910, as well as 3,752 heads of family with a population density of 1057 per kilometre. Based on the age and sex composition, total of productive age population (aged 15-64) is 11,538 with a total of 6,005 males and 5,533 females, meanwhile non-productive age population (children and old aged) is 6,903 with 3518 males and 3385 females. From the data acquired, the dependency burden ratio is measured as 59.82, meaning that per 100 productive people taking the burden of 60 non-productive people.

Alongside the current human resource challenge, here it is the non-productive population, there are problems that are currently faced by Gerendong Keroncong Village such as financial problem and proper method of executing programs.

It is important to note that money is necessary as the budget for village development. Despite good human resource the village may have, the absence of good budgeting will make the potency unworthy. Such financial aspect holds a crucial role to the sustainability and development of the village, as to solve financial problems, it is not necessary to solely depend on the government. The community has to maintain creative and innovative ways of thinking to begin exploring any village potency that can be discovered and shared to the rest of community.

Besides, it is necessary to understand that material aspects such as tools and infrastructures are also parts of the problem in the village. Both are essential components to establish the village. A good village necessitates adequate tools and infrastructure, enabling the community to live safely, comfortably, and prosperously. Furthermore, the problem existing in Gerendong village government includes the methodology aspect. Herewith, it has not possessed a good method of executing the programs. It is found that many programs have not been executed such as the determination of Village Revenue and Expenditure Budget, Village Council Meeting, Village Revenue and Expenditure Budget changes, and any other activities.

Problem of human resource is also part of problems of Gerendong Village Government that demands a concern. As the village is blessed with various kinds of natural resources, it will surely be abandoned if it is not followed by good human management and therefore can be exploited by foreign actors. The solution can be done by conducting training from government or any related authority that is aimed to educate the society, enabling them to explore their utmost potency. In this scenario, the village's human resource can utilize the natural resource, which can be a good revenue and value of the village that can be recognized by the public.

Another problem of human resource faced by Gerendong Village is the threat of pornography and its massive effect to the youth. Nowadays, there is much exposure of pornography mass media, causing bad effects to young people as the main potential resources for Gerendong Village. Therefore, educating the youth becomes crucial to be done in this village.

Tackling such social issues, including pornography, is not only in the hand of government, but also in the citizens. Such collaboration in building the nation to be progressive and well developed is part of citizen's obligation (Suparno, 2018). The collaborative effort of the citizens can be made into Personal Social Responsibility (Ganiem et al., 2015). Personal Social Responsibility (PSR) is an act of altruism or conducting a beneficial activity on behalf of people's concern (Vugt, Roberts and Hardy, 2007). The act of pro-social altruism here shows a willing to help people voluntarily in absence of sheer intention to show off but to simply do good deeds. Personal Social Responsibility has five characteristics; they are caring, beneficial, contagious, and doable by anyone (Mona, 2018). An activity can be categorized as PSR when it is predicated on sympathy, benefits, and sincerity. PSR can be done by

anyone, at whatever social situation and profession and it can be contributed into a thought, goods, money, effort, time, and sentiment. PSR can interestingly affect others (Mona & Dipodwirjo, 2020). By such responsibility, it is expected that many people are attracted to contribute to the social resolution on pornography, most importantly including senior high school students that are the focus of the research.

### **Partner's Problem**

Up to this day, many sides have no serious concern to socialize any healthy information on sexuality to the youth. The parents generally take this sexuality issue as something taboo, therefore never give healthy information to their children especially those reaching teenager phase. This is also caused by their lack of information on sexuality and inability to communicate sexuality issue to their children wisely. Therefore, in satiating their curiosity on sexual issue, teenagers secretly find alternatives by watching porn behind the doors, whether by themselves or by their friends' company.

The sad thing is surely when a kid is addicted to watch porn on internet. 4000 porn websites are created weekly. In the beginning, children may not use internet to watch porn but for positive purpose. However, pornographic content may appear in time of their browsing time while looking for information for their school assignment or any other purposes. An innocent kid, incapable of judging the bad and good of any issue, aging 8-12 years old can easily be targeted for such content.

It is no surprise that sexual violence conducted by teenagers and underage children often occur these days. The bad influence of watching porn for the youth severely damages one's mental state and morality, triggering any sexual violence such as rape, non-marital pregnancy, Sexual Transmitted Disease, and many bad consequences. Begun from a habit to watch porn, one slowly starts to watch and get addicted, and it is no little number of them making their own sexual videos as to record the sexual activities with their partners.

On dating, one's relationship easily grows to be toxic. A person attached to pornography tends to make his partner as the object of any sexual desires and acts based on the porn videos they watch. Besides, in many cases, pornography causes a person to lose their ability to perform; it also breaks the sexual bond between

partners as one habitually imagines another person in a sexual activity. Imagination is one of the strongest effects of pornography. Once they consumed it, such images and scenes are well recorded in their unconscious mind, and getting stronger. The moral value gradually evaporates, creating a double standard that is confusing one's mind. It makes him distant from spirituality and one cannot take a solemnity in time of praying as the mind is occupied with sexual images and scenes.

Today, the spread of pornography also occupies social medias. Social media is online media and platform in which the users can easily participate and share information each other. The social media technology now takes many forms in magazine, internet forum, weblog, social blog, microblogging, wiki, podcast, images or photos, video, social rank and bookmark. Social media has such characteristics: the message is delivered not only for a individual target but to many people, in such case is Short Message Service or Internet, the message also tends to be unrestricted, free from any Gatekeeper, the message is also faster than other media forms, and lastly the receiver of the message determines the time interaction.

The user of the website shares media contents such as video, e-book, images, and others. YouTube is one of popular video sharing website by which users can upload, watch, and share the video clips freely. The videos posted on YouTube are generally music clip, movie, television program, and homemade videos by the users. The format being used in YouTube videos are .flv that can be played on web browser with Flash Player plugin.

Most YouTube contents are uploaded individually, though media companies such as CBS, BBC, Vevo, Hulu, and other organizations have uploaded their materials to this site as a partnership program with YouTube. Here, the unregistered users can watch the video while registered users can upload videos without limit. As the normative legal applies, videos that are categorized as offensive contents can only be viewed by registered users of 18 years old or above.

However, there are factually many children and teenagers under 18 years old capable of assessing porn videos on YouTube. The pornographic images on porn websites become attached and occupy the mind of children in quite long time. To note, technology is one of medias to support human's daily concern to be better, but

misused, it might damage the users. Today Internet has been one of crucial technologies to assess information and one tool to communicate, nonetheless it can backfire so long as it is not used wisely. Based on the survey, for instance, Indonesia takes the 7th highest porn movies downloader across the globe. The porn website consumers in Indonesia are mostly dominated by young people, teenagers, and kids who are underage. Such porn websites are assessed through internet cafe, because they are afraid of getting caught by their parents if conducted at home.

Therefore, any preventive action needs to be done as to avoid the negative impacts of pornography. Parents, Government, and community can no longer stay ignorant and become inattentive of these current situations. The role of parents, government, and community becomes highly crucial in preventing such negative effects. They have to act with more care and awareness in educating the youth, here specifically to those in Gerendong, Koroncong, Pandeglang, Banten province.

One of the preventive actions we propose is the act of educating senior high school students at Gerendong village to fully understand things about pornography and negative impacts it perpetuates. In the context of Personal Social Responsibility, through such PPM KLN (Community Service Program, International Collaboration), these students are inspired to take action to do their PSR as part of individual responsibility. Such PSR activities can be done, as they are free to choose what suits best for them, by reminding their friends to choose what they watch wisely, reminding to stop pornographic content sharing, educating the peers, inviting people to positive activities, supporting friends with life problems to stay away from pornography, or helping them in any other forms.

The solution we offer is to provide media literacy to teenagers in Pandeglang about the dangers of the impact of watching pornography on social media. what is meant is the danger of pornography addiction effects that occur on the brain.

## **IMPLEMENTATION METHOD**

### **Goals Of Targets**

The target of this activity is adolescents who use digital media namely YouTube and social media. Adolescents' understanding of pornography is very important in preventing (negative) the occurrence of negative effects of pornography on social media, especially social media YouTube. Adolescents need to be more caring and alert in their educating, especially who are in Kembangan Utara.

## Purpose of Activity

Technology is like two sides of a coin, one side contains a positive element, while on the other side it is negative and can be a threat to its users. This can also happen among teenagers who can access various information through social media. Threats to the dangers and negative impacts of social media, especially YouTube, include pornography. This can be prevented by taking preventive measures through media literacy activities.

Media literacy is a person's ability to understand, analyze, and deconstruct media imaging. The ability to do this is so that the audience as media consumers (including children and adolescents) become aware of how the media are constructed (made) and accessed. This activity is intended so that adolescents can have the ability to understand, analyze, and criticize content on YouTube social media to avoid the negative effects of pornography that are found on YouTube social media.

## Benefits of Activities

After completing this media literacy activity, adolescents are expected to have the ability to consider, analyze, and criticize content on YouTube social media to avoid the negative effects of pornography found on YouTube social media. In addition, by using media literacy, make them as individuals who are "media literate". Connected, individuals who are knowledgeable, knowledgeable, able to analyze, assess, and be able to debate the information or media messages obtained, so they can get a position on a particular issue or issue, and are easily carried away and negative things.

## Framework For Troubleshooting

This activity is a media literacy activity that includes seven skills, namely: Analysis (related to the ability to understand the content and content and dismantle and review a message or information from a media), evaluation (able to provide an assessment of an information message that the media convey), Grouping (able to classify the various information that we obtain from a media in a certain similarity and difference), Induction (ability to analyze and review information from a specific nature in a small scope towards a general character as a whole), Deduction (ability to analyze and review information general nature then describes it into specific information), Synthesis (the ability to re-arrange a message or information from a media into a message in a new structure that is different from before), and Abstract (complete abilities and skills, starting from analyzing, describing right, look for problem points or issues to summarize the message and present it again in a language that is easier to understand).

## Evaluation Design

This training uses several methods or methods, namely: discussion, presentation and lecture. Focus group discussions (FGDs) are conducted by dividing participants into several small groups to discuss the themes or issues raised by the speakers, especially those related to pornography's negative impacts on social media, especially YouTube media. After the discussion is over, representatives of

each group present the results of their group discussions alternately which are then responded to or responded to by other discussion groups.

Furthermore, the results of focus group discussions (FGD) were discussed by the speakers by providing direction and explanation through lecture techniques. In this discussion, the speakers conveyed the main material about pornography and the egalistic impact of pornography on social media, especially YouTube media. Furthermore, it also discusses the Empowerment of Parents' Attitudes to prevent (preventive) the impact of negative pornography on social media Youtube. To further clarify and provide a good understanding of the material presented, the speakers gave examples relating to pornography on social media.

## **RESULTS AND DISCUSSIONS**

The community service program entitled Media Literacy among Adolescents: Preventive to the Impact of Pornography on YouTube Social Media in Banten was held online on Monday, March 8, 2021 through digital media zoom meetings due to the pandemic still hitting this year. This program is in collaboration with one of the SMKN 2 at the Gerendong Village, Keroncong District, Pandeglang Regency, Banten Province . The activity in the form of a webinar was attended by teachers and students from the SMKN 2 Pandeglang. Speakers in the webinar also consisted of Mercu Buana University and also Universiti Utara Malaysia. The event was hosted by students from Mercu Buana University who greeted and livened up the atmosphere in the webinar with their approach to the audience, namely students at the SMKN 2 Pandeglang, although online using digital media, they were still enthusiastic about this community service activity.

Participants are coordinated to get a Zoom Meeting link for access to and take part in this community service program webinar. The series of events began with the opening remarks delivered by Mrs. Dwi Kurniawati, S.Pd as the Deputy Curriculum of the SMKN 2 Pandeglang. After that, the direct material presentation was given to the participants in parallel, first from the Mercu Buana University first and then followed by a material presentation session from Universiti Utara Malaysia. The material presented was made with not too much text but made it more telling stories such as sharing information so that it could be easily accepted and understood by the teenage participants, especially when it was carried out online, the



presentation of the material had to be made as interesting as possible in order to avoid the participants feeling bored.

The material presented is education in terms of media literacy, especially for SMKN 2 Pandeglang students who are still teenagers or as the younger generation to be able to understand the importance of preventing the impacts of pornography that are often found on social media. As is well known, teenagers are very close to today's technology, especially the freedom to use smartphones which not only function as a medium of communication but also as a medium for seeking information, whether it is about school knowledge or information as limited as entertainment for its users. One of them is the use of social media for teenagers who are inseparable from their daily life, almost all teenagers have social media accounts and actively use them, this should be a common concern because there is still a lack of protection and supervision from the media regarding the content that published so that these teenagers may find access to viewing pornographic content from social media, if this is allowed to continue, it will have an impact on adolescents who continue to consume pornographic content both internally for themselves and on their environment. The most popular social media for searching and viewing audio-visual content is Youtube, where users can easily search for information by typing in keywords in the search field, then a lot of content that is relevant to the keywords you are looking for will appear. From this ease of access and the lack of filters for Youtube users to get age-appropriate content, this can be an opportunity for teenagers who deliberately want to find pornographic content to see. Therefore, it is important to have a good understanding and form of self-respect for social media users, especially teenagers, to know the limitations of content on social media.

Adolescence is a stage where someone is trying various things to explore themselves, their curiosity about many things also affects their search for a variety of information, supported by current conditions as well as the sophistication of technology that exists especially in digital media. Therefore, it is important for every teenager to be equipped with understanding and knowledge of digital media literacy so that they can also take advantage of the use of social media positively to have a positive impact on themselves, lest teenagers misuse the use of social media for negative things because it is also will have a bad impact, including pornographic

content that is consumed continuously. Some of the discussions in the material for this community service program include the provision of information on applicable regulations related to information technology and pornography, after which there is an understanding of matters including pornography, porno-action, types and forms to the impact that pornography can cause.

In this community service activity material, knowledge of how to solve the problem of pornography is also given to be carried out from a security system for social media platforms and also settings on digital media that are often used, including ways to overcome those who are addicted to pornography by various efforts were made consistently to keep it apart from this. This material is not only conveyed from one perspective with the situation in Indonesia, but also gets additional material from the point of view of the situation in Malaysia regarding the impact of pornography on social media.

During the presentation of the material, it was seen that the results of the webinar of this community service program were that the participants who were teenagers actually already knew and understood the presence of social media for themselves, including about its benefits and other impacts that could be generated, both negative and positive, which returned to its users in take advantage of social media. Regarding pornography that are often found in social media, they also feel that it is often found in various types and forms which in fact some are unconsciously included in the category of pornographical content. Therefore, when the material presentation has been completed, students are given the opportunity to ask questions if there are things that are not understood about the material or about the impact of pornography on social media. The students were quite active in asking questions to the informants, especially there were some foreign terms that they wanted to confirm about pornographic content, including the psychological state of people who were addicted to pornographic content, they wanted to know the form of impropriety someone had regarding pornography addiction, and a wider impact in the future if the addiction is not treated immediately.

The hope of implementing community service programs in this media literacy educational webinar is that teenagers can control themselves in the use of social media and be wiser in using social media according to their needs and understand the

limitations they must know according to their current age. Also related to the large number of pornographic content on social media, especially YouTube, teenagers must be equipped with good knowledge and understanding to filter the content they will consume, take precautions for themselves so they don't become addicts to pornographic content. With the education provided, it is hoped that teenagers can choose the information they receive from social media so that they are not adversely affected by the information received, one of which is pornographic content.

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

This community service program at Mercu Buana University with the theme "Media Literacy among Adolescents: Preventive to the Impact of Pornography on YouTube Social Media at Gerendong Village, Keroncong District, Pandeglang Regency, Banten Province " has been well implemented. The conclusion of the activities carried out in this community service program is that basically adolescence is a stage where a person is trying various things for his own exploration, their curiosity about many things also affects in finding a variety of information, especially the current situation is supported by sophisticated technology. exists primarily in digital media. The results of the webinar on this community service program also show that the participants who are teenagers actually already know and understand the presence of social media for themselves, including about its benefits and other impacts that can be generated, both negative and positive, which return to users in utilizing the presence of media. social. Regarding ponographies that are often found in social media, they also feel that it is often found in various types and forms which in fact some are unconsciously included in the category of ponographical content. Therefore, it is important for every teenager to be equipped with understanding and knowledge of digital media literacy so that they can also take advantage of the use of social media positively to have a positive impact on themselves, lest teenagers misuse the use of social media for negative things because it is also will have a bad impact, including pornographic content that is consumed continuously.

### Suggestions

Based on the results of Community Service activities carried out in collaboration with the SMKN 2 Pandeglang located at Gerendong Village, Keroncong District, Pandeglang Regency, Banten Province, the suggestion that can be conveyed is that this activity can continue to be carried out in the future so that it can provide sustainable education for teenagers who become the next generation of the nation, in this case, is related to understanding and knowledge in the field of digital media literacy.

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