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**STUDENT DIGITAL LITERACY TOWARDS THE ERA OF COMMUNITY 5.0**

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**Abstract**

Advances in technology and information have opened up enormous opportunities for society, especially for the world of education. This research is research that explores literacy for students which can improve the quality of learning. The data collection technique in this study was to use library research in which researchers took several journals and books as the main reference material in this study. Digital literacy is something that students must have in facing the era of society 5.0 because the main skills in mastering digital literacy are communication, information, content creation, security and protection, and problem solving which are skills also needed in the era of society 5.0.

**Keywords:** *Digital Literacy, Society 5.0.*

**Introduction**

Digital literacy is a form of ability to obtain, understand and use information that comes from various sources in digital form. Literacy itself in the context of education plays a role in developing one's knowledge of certain subject matter and encourages curiosity and develops one's creativity. This is what requires students to have literacy or the ability to process and understand good information to learn and understand. Thus, the rapid development of technology allows students to access information more easily. Digital literacy is also indispensable to address the problem of the ever-increasing explosion of information in digital sources. Today's society is faced with very rapid technological developments. The community is also required to sort and select information according to the actual situation. Exposure to various kinds of information from the media makes most people doubt whether the information is true or not. So with this phenomenon, media literacy knowledge is needed as the ability to process information.

Mastery of literacy in all aspects of life is indeed the main thing in the progress of a nation's civilization. Indonesia's population has a large quantity but low quality, even though quantity and quality need to be balanced. This shows that the quality of human resources in Indonesia is still low and has even decreased from year to year. One factor in the decline in the low quality of human resources is the low level of education. This is further exacerbated by the dominant culture of speech (oral) rather than reading culture. In general, the ability to use technology and information from digital devices helps every job to be effective and efficient in various life contexts, such as: academic, career, and everyday life (Gilster, 1997). The concept of literacy has experienced a lot of development and is used in various forms, including digital literacy, namely the ability to understand and use information from various digital sources (A'yuni, 2015).

The development of science and technology, on the other hand, continues to grow rapidly,

thus affecting the layers of society in various aspects of life. Almost all equipment at this time is no longer manual, but digital. Therefore, this century is often referred to as the digital century. The development of science and technology provides enormous benefits for life and the world of education is no exception. For this reason, in addressing the 21st century, one must have language competence, culture, critical and creative thinking skills, competence in carrying out work and must have adequate digital literacy . (Sujana & Rachmatin, 2019: 1- 2).

Education according to Dewantara that one of the efforts to provide all the spiritual values that exist in the life of the people who are cultured to each young generation, not only in the form of maintenance but also with the intention of advancing and developing culture towards the nobility of human life (Putri, 2019: 2). In order to create quality education, teachers must be able to respond to the various changes that have occurred in the 21st century. An era that is able to provide various information must be a springboard for teachers to maximize education, especially in the learning process in the classroom.

Positive response is the best way for education . Kasali said that whether desired or not, changes in the digital and online era are a necessity and have penetrated all sides of life (Kurniawan & Pambudi, 2018: 387). So that education must take a position to accelerate the use of the digital and online era for the progress and improvement of learning in the classroom.

This research is intended to explore more deeply about digital literacy for students towards the era of society 5.0, if it can contribute to responding to existing changes, so that the lecture process can run optimally and be able to improve the quality of education and be able to provide quality learning .

### **Method**

This research is a descriptive qualitative research. As explained, descriptive research is research that seeks to describe objects as they are (Putri, 2019: 4). The data collection technique in this study is library research. Literature study is a series of activities related to library data collection methods, reading and taking notes as well as processing written materials. The data needed is obtained from library sources or documents in the form of journals and books related to the research to be carried out (Syafii, 2021: 3).

### **Results and Discussion**

#### **Digital Literacy**

The term digital literacy was introduced by Paul Gilster in his book *Digital Literacy* . Digital literacy is the awareness, attitude and ability of individuals to use digital tools and facilities appropriately to identify, access, manage, integrate, evaluate, analyze and synthesize digital resources, construct new knowledge, create media expressions and communicate with others in contexts. certain life situations, to enable constructive social action , and to reflect on this process (N ind i & Jatisunda, 2020: 118) .

Another definition of digital literacy is the ability to use technology and information from digital devices effectively and efficiently in various contexts such as academics, careers and everyday life (Khasanah & Herina, 2019: 1004). So it can be concluded that digital literacy is an ability to understand and utilize digital devices in exploring the information contained in them to collaborate and communicate on all matters, especially for the learning process.

In today's technological era, individuals need to understand that digital literacy is an important thing needed to be able to participate in the modern world. Digital literacy is as important as reading, writing, arithmetic and other disciplines. On the other hand, the development of digital media provides opportunities, such as increasing e-commerce business opportunities, creating new jobs based on digital media, and developing literacy skills. The rapid development of the digital world that can be utilized is the emergence of the creative economy and new businesses to create jobs.

Digital literacy is important to understand, and there are several important pillars to understand so that digital literacy can be mastered . The digital literacy pillar was proclaimed through the Ministry of Communication and Informatics (Kominfo) in 2021 which formed the 2020-2024 Digital Literacy Road Map in which it forms the framework used to design the 2020-2024 National Digital Literacy Movement (GNLD) program and curriculum. The 4 pillars that make up this framework are the ideal components for defining the formation of community digital literacy capabilities.



**Figure 1.**  
**Pillars of digital literacy**

1. Digital Ethics

Digital ethics is the ability of an individual to realize, adapt, and also apply digital ethics when entering the digital world. An example of digital ethics is not spreading fake news so as not to bully or divide in cyberspace. This is very important to note given the growing development of the digital world, humans can do whatever they want, so if we don't apply the pillars of digital ethics, then many things will be harmed, both ourselves, others, and society in general. We find fake news most often when approaching general elections, and everyone is expected to be able to filter every piece of news that is received, so that we are not consumed by news that is not true and do not spread it. This digital ethic must be upheld in the ongoing process of digital transformation so that the benefits and development of digital literacy are not misunderstood and can benefit all levels of society.

2. Digital Culture

The second pillar that is also important in digital literacy is digital culture. Digital culture is the result of human creations and works based on internet technology. Usually, this digital culture will be reflected in how we interact, behave, think, and also communicate in the digital world. One example of implementing digital culture is the activity of using social media to online shopping which is currently very popular and loved. Even with these technological advances, the use of correspondence and buying goods offline is no longer in demand because of the convenience of digital culture. The old ways of shopping are starting to be abandoned and are starting to enter an era of shopping that is easy and doesn't need to queue. Buyers only press a button via their smartphone to select and make payments and then the items they ordered will arrive at their home.

3. Digital Skills

The next pillar is digital skills. Digital skills mean the ability to create and innovate, evaluate, and also create information using various digital technologies. Almost the same in nature as digital culture, there is one digital skill, namely the use of social media and also shopping platforms . Required abilities that must be learned to maximize digital skills. The development of digital technology will indeed continue to occur and like it or not, people must adjust to learning to hone digital abilities and skills. Those who are able to adapt to digital developments

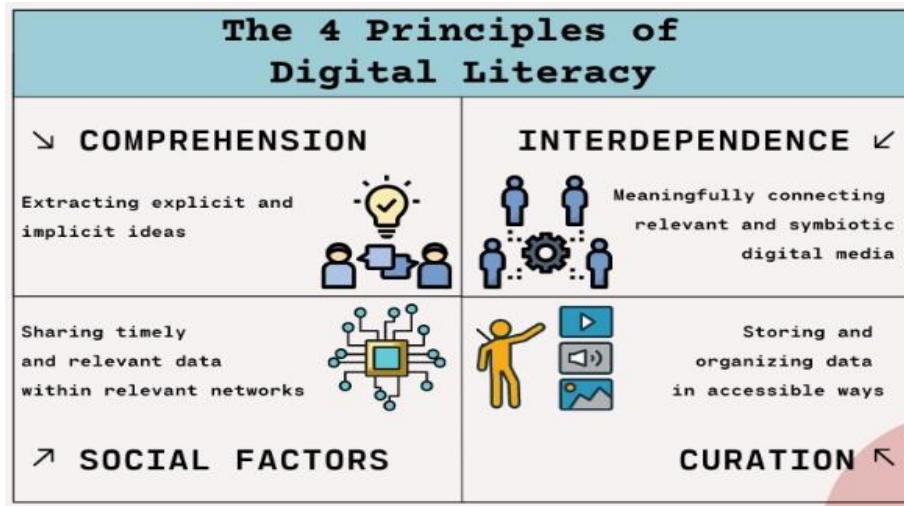
will feel the greatest impact. In the field of marketing, for example, of course you will reap more profits when you are able to keep up with changing times and adapt to consumer desires. This is done as an effort so that people can keep up with the development of the all-digital era as it is today, so that people are also not left behind in terms of ongoing digital developments.

#### 4. Digital Security

Digital security is an effort or activity that aims to secure digital activities. We often see the use of digital technology equipped with the use of passwords or *passwords* that require verification to access them. This is done not merely to complicate human work, but this use aims to maintain the security of the use of digital technology that is used by the public to protect data and so on in it. In fact, to ensure comfort and tighten security, we are asked to link it to a personal cellphone number and email.

Bawden offers a new understanding of digital literacy that is rooted in computer literacy and information literacy. Shapiro and Hughes suggest that computer literacy consists of several literacies; a) tool literacy, is the competence to use software and hardware, b) resource literacy is defined as an understanding of various sources of forms, access and information, social structural literacy is an understanding of how to produce and socially benefit information, d) research literacy is the use of information technology for research and knowledge, e) publishing literacy as the ability to communicate and publish information, f) new technology literacy as an understanding of the development of information technology, g) critical literacy as the ability to evaluate the benefits of new technology (Khasanah & Herina, 2019: 1004).

Digital literacy must be owned by every individual to deal with technological developments. According to Nasrullah (2017) there are four important things that become principles for developing digital literacy.



**Figure 2.**  
**Digital literacy principles**

#### 1. Understanding

The purpose of this principle is a simple understanding that includes the ability to extract ideas implicitly and explicitly from the media. Communities are able to understand the information provided by digital media.

#### 2. Mutual Dependence

This second principle means interdependence and relationship between media with one another. The media must complement each other to become a tool that can be used by society.

For example, the Whatsapp application connects with Instagram when a potential buyer wants to communicate more closely with the seller.

### 3. Social Factors

Media must share information with each other to users. Sharing is not just a means to show personal identity or information distribution, but can also create a separate message. Who provided the information, to whom was the information provided, and through what media was the information provided. In addition, media that share information will make the media good in the eyes of users

### 4. Curation

Media is a place that can store information there. Talking about storing information, such as storing content on social media through the "save" method is a type of literacy that is associated with the ability to understand the value of information. In addition to understanding, it is also necessary to store that information so that it is more easily accessible and can be of long-term benefit. Advanced curation must have social curation potential, such as working together to find, collect, and organize information of value

Digital literacy is actually not that difficult to master, especially if we already have the following basic skills, it will make it easier to master digital literacy. Being able to have at least 3 of the following 5 skills, then we are most likely to master digital literacy. There are five skills needed to master digital literacy in the social era 5.0 (Harjono, 2019)

#### 1. Information

As an individual in this digital era, you have the ability to explore, search and have the ability to filter any available information. Ability *Finding information* is needed to know how to find information accurately and then evaluate the information found, then take important points that are useful.

#### 2. Communication

Skills that describe how technology and the internet shape the way a person interacts as a human being. This includes how people behave, think and communicate, collaborate and shape digital ethics. *Digital culture* is a product that results from digital communication, where technology is used for fellow humans to communicate with each other. The existence of communication has a big impact for a marketer in introducing and selling their products. Communication will then form an emotional bond between marketers and consumers

#### 3. Content Creation

Digital literacy refers to the skills to access, understand, question, critically analyze and evaluate *online content*. Then all the processes become the basis for creating content. In this case, the content created must be more developed than content that has been created by other people. Content can also be created by collaborating with other creators to create variations in content creation.

#### 4. Security and protection

Being able to know safety when foraying into digital technology means we have the knowledge to identify potential risks and are aware of personal safety when seeking information, sharing or surfing the internet. As well as helping someone be more aware of their own safety, this ability also helps them become better internet users.

This one digital literacy capability is a must-have so that unlimited access to the internet can be done safely. Opening a dialogue about practicing *online safety skills* is a positive step for developing digital literacy skills. Some important things related to *online safety skills* are *cyberbullying*, *sexting*, age-appropriate content, sharing photos and permissions, *online extortion*, *online exploitation*, plagiarism and copyright, to protection against viruses.

#### 5. Solution to problem

In general, problem solving discusses the ability to think for yourself. In order to think critically, one must be able to analyze and evaluate information and arguments, see patterns and connections, identify and construct meaningful information, apply it to real-world contexts, and be able to express it in one's own words. One of the digital literacy skills that must be possessed in this modern era needs to be developed to get the best benefits from digital technology. Everyone needs to be able to ask questions and remain skeptical in order to increase the wealth of information available online. By asking questions, someone can find out the meaning of the message received so that they can identify whether it is fake news, whether the information read is valid or not, and whether the source can be trusted. Practicing critical thinking skills supports wiser consumption of content and helps one to be on the path to solving problems.

### **Student Digital Literacy**

In the current era, technological developments are growing rapidly, access to communicate and obtain information can be obtained quickly and easily. All people in this world want things to be more practical and more efficient. However, behind all the sophistication that exists in today's digital era, it certainly has positive and negative impacts on humans. Thus, digital literacy is needed as a reference so that it is more focused in the use of increasingly developing technology.

In the field of technology, especially information and communication, digital literacy is related to the ability of its users, in which there is an ability to use technology as wisely as possible in order to create positive interaction and communication.

In fact, this digital literacy is very important for everyday life so that students understand and understand which information must be received and which must be sought for the source of truth. This is because the more sophisticated technology and information, the more people who are not responsible for the information they post. With the understanding and application of digital literacy, it will enable the younger generation to participate in today's modern world.

Digital literacy will create a society with a critical-creative mindset and outlook. So, they will not be easily fooled on a digital basis, such as becoming victims of hoax information. Digital literacy has a positive impact on society, students and students to make it easier to find data and information from various media. The positive impacts of digital literacy include helping the learning process; able to be able to distinguish learning resources that are true, significant and can provide benefits; and to open opportunities for teachers and lecturers to be more productive in creating digital teaching media. Digital literacy also has a negative side, for example it can cause chaos and misunderstandings.

The negative impacts of digital literacy include spreading fake news ( hoax ), causing anxiety, hatred and hostility. and digital-based radicalism. In fact, in the digital era like today, there are still many people who think that reading books only takes up and wastes a lot of time and tends to be boring. So, many of them think it's better to do something other than reading books, even though by reading we can broaden our horizons and increase our knowledge.

Therefore , in this digital era, it is very important for millennials to provide innovation so that people have a desire to read in the current technological era. One of them is by utilizing social media to write and share positive things that are useful and make social media as accurate information and increase interest in reading and critical thinking .

It should also be reminded that literacy skills carried out by all parties will have a good impact on the people and nation of Indonesia. Moreover, with technological developments that are already familiar in many aspects of life, especially education, this must continue to be carried out and supported by all parties.

In this new normal era, it also has a positive impact on the younger generation, especially students. Students as the younger generation who have adapted to the era of digital technology are

expected to be able to provide education to the public, especially counteracting hoax news . Innovations from the younger generation are also highly expected in accelerating the handling of *Covid-19* , especially now that we have entered the new normal era. This means that all activities in all sectors must implement a new system by adopting the use of information technology and implementing health protocols in a disciplined manner. In essence, in the current conditions, some people are able to accept this condition ( *accept* ) and continue to try to adapt to the situation ( *adapt* ) and learn digital ( *digital* ) and *surprisingly* we are becoming more *creative* and understand that *creative* collaboration is something that helps and supports our performance all.

### **Era of Society 5.0**

Transformation must occur in any sector and how these changes occur, of course, these changes occur along with the changes or revolutions of the times. If now we are booming or famous for the term Industrial Revolution 4.0, in the country of cherry blossoms this term has been replaced with a new term that is being introduced , namely *Society 5.0*. In this era, all aspects of human life will be assisted by technology, for example, maximizing playing the harp using the help of a robot in hand to make it easier, or customer service at airports using robots, and various other things. And this is not just a mere discourse, because there are already tourism sites in the country of bamboo that use technology as a substitute for humans.

This new digital era where the process of globalization and evolution runs very fast such as *the Internet of Things* (IoT) then *Artificial Intelligence* (AI) or artificial intelligence brings significant changes in the environment and values in society. This era is also said to be the age of challenging uncertainty, because there are many changes and complex needs growing in this era, and it is very important for us to make full use of ICT in various sectors considering that in this era this uncertainty arises due to the very rapid evolution of technology. . Seeing the facts around us, of course, the educational challenges and demands for the resources produced will be more and more advanced. If in 1900 – 2000 we were required to master English well, in the coming year it will not only be English but also mastery of technology and data starting from creating, processing, monitoring, to evaluating technology and data.

In facing the era of society there are two things that must be done, namely adaptation and competence. To adapt to Society 5.0, we need to know the development of generations (know generations). The term *baby boomers* in question refers to the high birth rate of several generations, from generation X to generation  $\alpha$  , where the transformation of human civilization took place. To answer the challenges of the Industrial Revolution 4.0 and Society 5.0 in education, 21st century life skills or better known as 4C ( *Creativity* , *Critical Thinking* , *Communication* , *Collaboration* ) are needed. It is hoped that teachers will become creative individuals, able to teach, educate, inspire and become role models. Meanwhile, in the 21st century, the competencies that students are expected to possess are basic literacy skills (numeracy literacy, scientific literacy, information literacy, financial literacy, cultural literacy and citizenship). Not only basic literacy but also having other competencies, namely being able to think critically, reasoning, being creative , communicating, collaborating and having problem solving skills. And most importantly, having behavior (character) that reflects the profile of Pancasila students such as curiosity, initiative, persistence, adaptability, leadership spirit, social and cultural concern. And this is coupled with the emergence of the *Sustainable Development Goals* (SDGs) by *the United Nation* in 2015 which further adds to the complexity of the human skill needs that must be met to realize the SDGs and survive in society 5.0, educators must also have 21st century life skills, namely having the ability *leadership*, *digital literacy*, *communication*, *emotional intelligence*, *entrepreneurship*, *global citizenship*, *team working* and *problem solving* .

The focus of expertise in the 21st century education field is currently known as 4C (Risdianto, 2019) which includes *creativity*, *critical thinking*, *communication* and *collaboration*. The

characteristics of society will change with this technology. This is because many things have been disrupted both in the economic, educational, social and cultural sectors. New sectors of work emerged, which we did not even think of before, as well as many new avenues for carrying out the processes of production and learning. And of course these various things must be managed properly so that the results are also maximized. For example, various new business models emerge that have *intangible assets* whose results *exceed tangible assets*.

Society 5.0 also has several negative impacts *such as "Society 5.0 Misconduct" Ethical Issues*, namely the misuse of big data due to the absence of clear business ethics, then cyber - cyber crime such as scamming, credit card theft, wiretapping carried out via the internet, then there is the disappearance jobs replaced by robots such as lawyers, accountants, financial analysts, health workers, construction workers, cooks, drivers, administrative staff. Furthermore, there is a reduction in human interaction, the threat of reducing the main national values, and making the generation spoiled. Of the various advantages and benefits gained in society 5.0, this certainly requires a leader who can adjust and adapt to the changes that occur and in order to be able to anticipate problems or negative impacts that arise due to technological changes carried out by society 5.0.

Along with the pace of technological development and the creation of innovations, in the process good governance in Indonesia cannot be adopted in everyday people's lives because there is no platform prepared towards the era of society 5.0 (Sugiono, 2020). Research (Saksono & Manoby, 2021), explains that governance in Indonesia has not been able to run optimally to encourage the realization of the era of society 5.0. In addition, this research also provides several recommendations, namely improving internet infrastructure that reaches remote areas, preparing a legal framework, cooperation between state and corporate institutions, and strengthening research-based innovative policies that support the creation of a bureaucracy towards the era of society 5.0 in Indonesia. Globally, the concept of society can be seen in Figure 3.



**Figure 3.**  
**The concept of society 5.0**

Figure 3 shows that globally the concept of society started from the era of society 1.0 when people hunted and searched for food and their lifestyles were very close to the natural world around them. Whereas in the era of society 2.0 the pattern of people's lives tends to the concept of agricultural cultivation. Furthermore, in the era of Society 3.0, the concept of community life evolved to the concept of industrialization. Then, in the era of Society 4.0, the concept of community life was dominated by information system patterns. Next, towards the era of Society 5.0, every country in the world is expected to be able to adopt a concept of social life in the era of technology and information which is marked by the development of Artificial Intelligence, Robotics, Automation, Big Data, and the Internet of Things (Faruqi, 2019; Fukuyama, 2018). According to the Digital



Marketing Institute, there are 10 Digital Skills that can make students immediately employable in 2022, which can be seen in the following figure.



**Figure 4.**  
**Digital Skills that students must have**

1. Social media

The ability to understand and use social media effectively is a core and valuable skill that every professional should have. Social media marketing is much more than posting tweets or Facebook updates; it's about understanding the dynamic relationship between brands, influencers, and consumers. Simply put, businesses need to reach customers in a way that will drive traffic to their website—or product—for potential conversions. It also plays a key role in providing good customer service as many consumers use social media to ask questions or comment. Educators who recognize the influence of social media must understand the intricacies of each platform from YouTube to TikTok marketing and their potential for maximizing community engagement to provide graduates with valuable and applicable skills.

2. Search Engine Marketing

Students with Search Engine Marketing experience can increase the visibility of company websites in search engines (eg Google or Bing) especially through paid advertising. Thus, the business will attract valuable web traffic from the search engine results pages.

By using SEM, students will be able to capture valuable organic search traffic results. That's why marketers, content managers and webmasters spend a lot of time optimizing websites, especially for mobile and advertising campaigns to ensure the highest possible conversion rates.

Most companies are in the business of selling a product or service and want to outperform their competitors in order to be easily found online. During the Covid-19 pandemic the number of customers making purchases online led to a spike in e-commerce transactions. This means that job seekers with knowledge of search marketing will be invaluable to organizations to ensure they are searchable and visible.

3. Data analysis

During *Covid-19*, many marketers are turning to mass communication to target customers instead of using data-driven precision marketing. This is a mistake. According to McKinsey, one consumer goods company expects demand for beauty products to increase as people emerge

from lockdown. By tracking reopenings and using data, they focused their media spend and saw double-digit sales increases.

Data analytics essentially enables students to make educated, data-driven decisions to drive better business insights. Numbers determine whether a campaign was successful and at what percentage. The key is knowing what data to collect and measure to improve your next campaign. Companies don't want to waste precious marketing dollars based on trend or gut instinct. It's about maximizing the effectiveness of each campaign and optimizing the return on investment.

Analytics goes hand in hand with SEM so these skills work together to ensure businesses understand what consumers want, and how to attract and hold their attention.

#### 4. Content Marketing

Content comes in many forms – blog posts, videos, podcasts, infographics, even social media status updates. Marketers may spend their time optimizing for keywords and ad campaigns, but content is still king. After all, a website or social media page is driven by its content and without it, customers have no way of understanding the benefits of a product or service.

Content is critical in driving brand awareness and can establish a brand or influencer as a thought leader. Therefore new hires need to understand the importance of creating not just content, but content relevant to keyword research and optimizing it in strategy. With experience and knowledge in content marketing, students will have valuable and employable skills that will prepare them for a career in any industry.

#### 5. Email Marketing

Email is one of the oldest forms of direct marketing and still packs a punch in customer acquisition and retention. From startups to multinationals, a great email marketing strategy helps launch successful campaigns. Experienced digital marketers know that each stage of the funnel must be carefully planned. From the sign-up page—including its placement on the website—to the welcome email, every step needs to be optimized to attract users and build engagement.

People may change social media accounts or home addresses, but people are less likely to change their email addresses. That's why professionals who understand the power of email marketing to connect directly with consumers are in high demand.

#### 6. Mobile Marketing

According to the We Are Social and Hootsuite Digital 2021 reports, mobile connectivity continues to grow, with 97% of the world's population using mobile phones, and 96% of all active connections coming from smartphones. As smartphone traffic now exceeds desktop traffic (64%), mobile-first indexing is now used by Google when crawling pages and prioritizing content.

To understand the impact of this change, we need only take a look at Google which has created a mobile-friendly web application designed to test the usability and speed of mobile websites. Using mobile-friendly content can increase your search presence among consumers who don't have access to desktops.

Job seekers can use this knowledge to their advantage by optimizing campaigns using the latest developments in mobile search and user experience .

#### 7. Strategy & Planning

Businesses using digital marketing campaign strategies are more likely to see measurable results over the long term. Instead of planning on an ad-hoc basis, digital marketers need to create and implement campaigns based on quantifiable SEO analytics and data.

For example, setting specific KPIs and identifying methods for measuring each indicator can help marketers stay accountable. They should also analyze past campaigns and decide which metrics are worth measuring. To illustrate, 79% of senior marketers state that strategy and planning are 'critical' to organizational success according to DMI's research paper, 'Perpetual Evolution'. Despite its importance, marketers find this skill set to be one of the most difficult areas to recruit. Educators must capitalize on this skills gap, by teaching students how to plan and execute digital strategies.

#### 8. Social Selling

To connect with and influence customers, sales professionals need to be where their prospects are: online. Social selling proves its value to merchants who use it – 65% rely on it to fill their pipeline and generate half of revenue for 14 major industries.

Businesses are also starting to understand the importance of social selling by investing in new 'sales stack' technologies such as email tracking tools, productivity apps and sales intelligence software. Above all, social selling tools are seen as highly effective in engaging with modern shoppers, who rely on social platforms for reviews and advice.

As a relatively new arena for organizations, offering industry-aligned training will help any student interested in a sales career achieve social selling success.

#### 9. Pay Per Click Marketing

According to Larry Kim, the average landing page conversion rate is 2.35% but the top 25% convert double that, at 5.21% or higher. Additionally, for every \$92 spent on acquiring customers, only \$1 is used to convert them.

As such, PPC is a popular way for brands to get traffic quickly. Companies with big budgets can make their search results appear on the first page of Google to drive massive traffic. One of the popular PPC advertising models is the Google AdWords program and the best way to track spending is to use a PPC tracker for eCommerce. For digitally savvy job seekers, understand impressions, reach, cost per click

#### 10. Videos

Video has grown from being a mere form of entertainment to a major driver of social media content. YouTube is now a powerful and influential platform while networks like TikTok and Instagram have transformed videos to create rich influencers.

Video as content is easier to consume than other formats, e.g. a blog post. It's also more entertaining and engaging for Millennials. By combining the emotional power of social media video with the reach and scope of digital advertising, markets can tap into the growing market of engaged consumers

### **Conclusion**

Digital literacy is the ability to understand and use information obtained through various sources. So, it can be concluded that digital literacy is an effort needed by humans in the current era to filter information accurately. Another important thing that drives digital literacy is the use of the right application and an in-depth understanding of the information obtained .

The main skills in mastering digital literacy are communication, information, content creation, security and protection, and problem solving. Mastering this skill can be considered capable of mastering digital literacy. Digital literacy is a capability that must be owned by people living in this era, because the era of society 5.0 demands being able to get used to advanced technology . Skills in dealing with the 5.0 era are also useful for students in getting a job including Social Media skills, Search Engine Marketing, Data Analytics, Content Marketing, Email Marketing, Mobile Marketing, 7Strategy & Planning, Social Selling, Pay Per Click Marketing and Video.

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