

ABSTRAK

Literasi media menjadi kemampuan yang penting untuk dimiliki oleh masyarakat informasi. Pasalnya, informasi merupakan kebutuhan utama bagi masyarakat informasi dan utamanya tersalurkan melalui media. Upaya untuk membangun literasi media di masyarakat beberapa muncul dalam bentuk gerakan akar-rumput sebagaimana halnya gerakan literasi media di Kampung Literasi Rukun Warga 04 Tukangan, Kelurahan Tegal Panggung, Kecamatan Danurejan, Yogyakarta. Gerakan literasi media sudah dilakukan oleh Rukun Warga 04 Tukangan sejak sebelum ditunjuk Kementerian Pendidikan dan Kebudayaan sebagai Kampung Literasi.

Penelitian ini menggunakan konsep model gerakan literasi media yang disusun oleh Pusat Kajian Media dan Budaya Populer (PKMBP) dan literasi media milik Livingstone untuk melihat bagaimana model gerakan literasi media di Kampung Literasi Rukun Warga 04 Tukangan. Selain itu, berdasarkan analisis melalui model gerakan literasi media oleh Buckingham, gerakan literasi media Kampung Literasi Rukun Warga 04 Tukangan berada pada kategori *protectionist model*. Penelitian dengan penggunaan metode studi kasus ini juga menemukan bahwa adanya dukungan masyarakat terhadap tujuan gerakan literasi media di Kampung Literasi Rukun Warga 04 Tukangan turut menjadi faktor keberlangsungan dari gerakan literasi media.

Kata Kunci: gerakan literasi media, literasi media, masyarakat informasi, Kampung Literasi, *hoax*

ABSTRACT

Media literacy is an important skill for the information society to possess. Because information is the main need for the information society and is primarily channeled through the media. Efforts to build media literacy in the community have emerged in the form of grassroots movements as well as the media literacy movement in the Literacy Village of the Rukun Warga 04 Tukangan, Tegal Panggung Village, Danurejan District, Yogyakarta. The media literacy movement has been carried out by the Rukun Warga 04 Tukangan since even before it was appointed by the Ministry of Education and Culture as a Literacy Village.

This study uses the concept of the media literacy movement model, compiled by the Popular Media and Culture Study Center (PKMBP) and Livingstone's media literacy to see how the media literacy movement model in the Literacy Village of the Pillars 04 Community Relations. In addition, based on analysis through the media literacy movement model by Buckingham, the literacy media movement of the Literacy Village Community Association 04 Tukangan is categorized as a protectionist model. By using case study method, this research also found that the community support for media literacy movement purpose in the Literacy Village of the Rukun Warga 04 Tukangan also became a continuation factor of the media literacy movement.

Keywords: media literacy movement, media literacy, information society, Kampung Literasi, hoax,