

Literacy Transformation In Twitter User Dialectics: A Library Context In Indonesia

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ABSTRACT

Dialectics and libraries are two sides of a coin that have an important role in changing social transformation. Dialectics can change the opinions, affections, and actions of others. While the library is a means for the public world to be constructed. Through Twitter as the most widely used social media, social action and transformation through literacy awareness and library care is possible. The approaches in this study use social dialectics and virtual communication. This study aims to analyze twitter users' conversations about the library from July 1 to 2019 using Ncapture from the Nvivo version 10. Analysis of the data in addition to applying word frequency queries (searches with the most frequently occurring words) as well as membership category analysis (MCA) for describing the activities, ratings, events, and rules of conversation of Twitter users. The results of the study explain 40 accounts that are actively discussing the library of 4,078 conversations, boasting four keywords that most often arise from searches with the word library, namely: books, literacy, information, and collections. This library dialectics construct to externalization process such as a common motivation; internalization process such as hope, perception; and objectification process such as social action to create a better literacy transformation in Indonesia.

Keyword:

transformative, literacy, twitter, dialectical, library

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1. Introduction

Dialectics and literacy on social media are very crucial in this digital era of Indonesia. It have proven to be able to shape opinions and trigger public or social changes.[1] Michelle Ciccone report her result of research that digital conversation spaces have the potential to generate powerful collective intelligence, but only when users are thoughtful, reflective, and have experience interacting with diverse ideas.[2] Whereas literacy is undoubtedly a source of human knowledge in various forms to articulate their interest and thought.[3] One of the collective social media, like twitter, turns out to be not only a means of conversation of various interests for its users across space and time, but it also a platform that drives force towards social action and transformation of national literacy.[4] Viktoria Spaiser et al, through her research, found the correlation between the emergence of social movements and the use of social media. The Arab

Spring is one example of a movement that carried out "Twitter Revolution," on social media which contributed to the spread of information around the world for a change. [5]

Foucault mentioned that citizen activism through literacy has the potential to raise the public social issues and allow changes in a broader community.[6] A society that converses about literacy in social media is a society that has actively participated in constructing discourses and the social changes. This can happen through the integration of individual consciousness which grows into collective awareness, such as the anti-corruption social movement of 1,000,000 *facebookers* that supports Chandra Hamzah and Bibit Samad Riyanto.[7] Regarding the role of media, Carl I Hovland stated that media has the influence in opinion changes and oral statements on behavior of such social action.[8] Whether or not the library as the primary literacy of Indonesian citizens still has the urgency, can

influence citizens to gain more knowledge, can be inferred from the pattern and the content of conversation among netizens on social media.

Moreover, there is so much data reporting that chatting through mobile apps is the most popular conversation activity among internet users in the world.[9] A research in 2018 mentioned that Indonesia is a country with the highest number of social media users in the world; more than half of its people, 64,8% has been exposed to the internet. This data indicates the trend of instant messaging or short conversation in chatting apps has become popular in Indonesia.[10] The literacy source pattern has been shifting from the conventional physical library to virtual literacy through google and web with variative text and language. The communication pattern also changes from interpersonal to virtual communication.[11]

There is evidence that the lack of conversation about literacy in social media is related to low degree of public literacy as a crucial problem in Indonesia. Many efforts have been done in order to increase the degree of literacy for instance the making of community service programs in the form of training about reading literacy to students at the coast of Sawarna, Lebak Banten.[12] However, the result of some surveys still shows that Indonesia is on reading crisis, one of them is a survey from Coordinating Ministry of Human Development and Cultural Affairs (KKBPMK); on average, Indonesian reads book only three to four times in a week, with the duration of 30-60 minutes per day. The number of finished book is only five to nine in one year. However, Indonesia has many libraries of any kind that spreads all over the country which are managed by private party or government.[13]

Muhammad Syarif Bando said that Indonesia now has 164.610 libraries which makes Indonesia the second country with highest number of library infrastructure in the world, just below India that has 323.605 libraries, and above Russia with 113.440 libraries and China in the fourth place having 105.831 libraries.[14]

Having conversation on social media like Twitter becomes a preference for internet users. In

Twitter's third quarter financial report of 2019, daily active user in Twitter platform increased by 17% to 145 million users. Dwi Adriansah, Country Industry Head Twitter claimed that Indonesia is one of the countries whose growth of daily active Twitter users is the greatest, 175.4 in 2020.[15]

From so much conversation content that is dominated by hoaxes, hate speech, lifestyle, religious preaching, feelings and others, it seems that there is not much discussion about library issues. Whereas, most of the internet users are educated people, globally around 40%. Meanwhile the number of Indonesian students that use desktop computers is the second highest in the world, right below America.[16] Despite the rank, the degree of media literacy in the use of social media (facebook and twitter) among teenagers is below mediocre, according to Briadana and Aisyah. The achievement score is gained from 3 indicators: skill, critical understanding; and communication ability.[17] Saragih research also shows the same result, that the skill of using social media among teenagers tends to be in a mediocre stage.[18]

Library is one of the public places that keep a lot of data regarding profession, education, etc. There are some types of library, for instance public libraries which provide service to the public or citizens in general, or special library that is created in order to fulfil the need of an institution, and school/university library in order to support the objective of the school/university.[19]

Among 164.610 libraries in Indonesia, National Library (perpusnas) is the biggest library with the most complete collection in Indonesia. The number of visits to the National Library increases significantly since its opening in 2017, there were 800 visitors daily. 500 people visit it on site and about 200 until 300 people visit it online. National Library also has digital collections which can be accessed by opening the page of e-pusnas and online member registering. [20]

This research is important and interesting because of the result found in the pre-research which was conducted using Nvivo program in July 2019, library as a means to educate people, is discussed by twitter users with more diverse background variation than users of other social media applications.

A research that shows factors of twitter usage in facilitating library from Sabelo Chizwina etc, such as to promote the potential of the library, influence users through various aspects and functions of library, offering guidance to librarian, and building community. For example, North Western University Library uses facebook and twitter to give information, to educate and to communicate during student strike #FeesMustFall Campaign. [21]

This research offers different discourse with previous researches about twitter dialectical to construct a literacy transformation.

2.Literature Review

- A study from Jammie Johnston explores how conversation-based program in public library can encourage meaningful interaction among immigrants and individuals from dominant ethnic groups, as a result, it supports integration.[22] This studies theoretically explores how intergroup contact theory and social-psychological model of integration, as major concept offer a useful framework for understanding the social processes and the quality of the interactions that take place during conversation-based programming. Four samples of library-based conversation based programming are given in order to illustrate and expand upon the theoretical discussion: the Women's Story Circle at the Reykjavik Public Library in Iceland; Expat Dinners at public libraries in Denmark; the Memory Group at the Torshov branch of the Deichman Library in Norway; and the Språkhörnan programme at Malmö City Library in Sweden. The result are found that interaction and discussion becoming more informed about one another and establishing commonalities may help foster positive intergroup relations; however, individuals and/or groups of

differing ethnic backgrounds may also have perspectives and beliefs that differ from or are even opposed by the others. Our analysis to this research that literacy can impose to community or immigrants have to strong perspective to take apart of participation in society, especially within the political dimension, but depends upon their perspectives. Literacy, can play into the public discourse. Therefore, theoretical exploration relevant to conversation-based programming in libraries is needed regarding the processes by which conflicting perspectives can be handled in a manner that maintains positive intergroup relations while ensuring that all voices are heard. These questions and various other aspects of integration will be further explored in the current research on language cafes in Norwegian public libraries.

- The research from Jafar Mehrad, at al, state that the hypodermic needle theory is a prominent theory in social media that affects the understanding, attitudes, and behavior of individuals. In this viewpoint, media is a powerful and dangerous source because the user or audience is vulnerable against the effect of a certain message. In this study, researcher assess the relationship between this theory in the field of information technology with two person-centered approaches of constructionist or discourse analytic approach and the critical theory approach. Moreover, the school libraries' role in vaccinating users against this theory by increasing their knowledge is shown. The result, it can be stated that effects of the hypodermic needle theory is relative, considering the relativity of people's use of social media and their mental resistance to it. However, it can be stated that libraries and other information centers can indirectly affect people and familiarize them with skills that can help increase their mental resistance to the effects of social media. Our analysis to this studies that librarians also act as delegates of knowledge and awareness for increasing social media literacy in the public. In this study, social media literacy and the librarians' role in enhancing it among users was discussed. The ultimate aim was to increase

understanding and knowledge for better interpretation, because there is an inverse relationship between media literacy and new forms of social harm.[23]

- A book produced Tapio Varis, Pérez Tornero, and José Manuel from UNESCO that library, literacy, and social media was new context of demands: that the conditions necessary for mutual understanding and peace-building be rethought. Changes in the world call for the development of a new humanism that is not only theoretical but practical, that is not only focused on the search for values — which it must also be — but oriented towards the implementation of concrete programs that have tangible results. The idea of ‘new humanism’ has become a new credo for UNESCO. Being applied to education, it suggests the creation of a more inclusive society in which all humans have a chance to access knowledge and quality education and every voice is heard in the universal dialogue. New humanism in the global society must prioritise a new sense of respect for multiplicity and cultural diversity and must support media development with the goal of consolidating the new culture of peace. Our analysis to this book that the study development of media culture and media literacy movement, very important and to provide conceptual framework for media literacy, new media literacy, especially library life. Dialog and discourse in social media can open insights and reinforce the role of society in contemporary culture. They share the idea that media literacy is a basic skill, one that supports many others and that it therefore should not solely be taught as a specific field of knowledge, nor simply as a skill, nor as a collective practice. Considering media literacy from intercultural perspective, the authors describe its role in the world where the notion of the uniqueness of each civilization as an isolated, self-sufficient entity is no longer valid: Humanity must force the media system as a whole to shoulder the obligation to stimulate this intense intercultural relation that the global world demands of us. We must

force it to act as an interpreter and translator — cultural translation — among all of humanity’s diverse codes: between our codes and the codes of the Other. In other words, the goal is to align the entire media system with the obligation to make a systematic effort at mutual understanding among all the collectives, peoples, societies and communities in this global world.[24]

3. Theoretical Framework

This study is focused on the social dialectical from Peter L. Berger which essentially states that dialectics is based on the existence of a human being who has the freedom to think rationally because he is gifted by God with the soul of consciousness for what he does. Basically, every individual is not born as a member of society, but the individual is directed to become a socialist human being, so that he can become a member of society. Therefore, society is a subjective and objective reality based on the process of recognizing other societies dialectically.[25]

Berger and Thomas explained that this social dialectical theory consists of three stages. Namely, First, externalization is a form of encouragement in humans to build the human world itself; Second, objectivation is the stage resulting from the interaction between two realities - human and socio-cultural which are positioned separately; Third, internalization is a transformation from the objective world into subjective structures.[26]

In addition, this study is supported by a virtual communication approach, which means that humans interact with computers (interfaces) to establish relationships and / or build common thoughts. The character of virtual communication is interactivity, namely the degree to which participants in a communication process have control over, and can change roles in their mutual discourse.[27]

4. Research Method

This research uses *membership category analysis* (MCA) approach, as a method to observe the conversation of people with specific category and particular culture.[28] Object of the study is transformative literacy in tweeter dialectical. Subject is conversation between user activities of 40 username (account in tweeter). The data is obtained with Nvivo 10 application to find frequently mentioned terms related to the library. Then, the obtained data is analysed thematically, the researcher conducted, a search for topics that appear and become important as the depiction of the nation's literacy phenomenon.[29] Method of this research is descriptive-qualitative done on qualitative data.[30]

5. Result of the Research and Discussion

Result of Reserach

This section discusses the result of analysis on Twitter user dialectics by conversation about library which were retrieved through Ncapture program Nvivo to 4.078 conversation from July 1st to July 11th 2019 with the word library as keyword. Meanwhile, analysis and discussion using the approach of social dialectics and virtual communication. For research methods using membership category analysis as a method related to conversation analysis that is conceptualized by Harvey Sacks.

- *Description*, in a conversation on social media is required to allow researcher to produce and understand the twitter users with their activities. Profile and user activities of 40 username (account) involved in conversation about library in twitter. The most active accounts in talking about library are:
 - A. @johandhi a medical practitioner (retweets 200 times/12.12%), “Indonesia Paradox: The No. 2 country with the most library in the world, the No. 2 country with the lowest literacy level in the world.”
 - B. @komunitas_BFM (as many as 11.08% or 181 times retweets), “Even though there are people willing to read, the distance between Datar

Lebar village to the town makes it difficult for children to access information.”

- C. @faridwadjudi (3.06%), a religious preacher, “Library one call – one struggle – one ummah”.

This result of the research describe the fact that twitter users in their conversation choose dictions or sentences in accordance to their identity and their role, like medical practitioner, religious preacher, and student. Though these users have different backgrounds and fields of expertise, their conversation falls to the same category “people who cares about library”

- *Category bound activities*, refers to Twitter user activities as a characteristic of one or several categories of people as members of a cultural system. By using *word-frequency* researcher obtain the words that most often appear in Twitter users' conversation, which are: book, literacy, information, and collection. The word book appears 989 times with the coverage 0.49%, as follow:

- A. Account @hngk37, “Spending time strolling around *Gamed/library* hunting/looking for newest books, going to a place not so crowded to read while having tea and listening to my favorite music.
- B. Account @ bocah_aha, “Well, library is one of my favorite places. I am currently busy looking for books. Because there is no course”.
- C. Account @ bocah_aha, “ Just staying in boarding house room reading a book what a grace of life so beautiful and is that all we have?”
- D. Account @ macaron_mollayo, “Telling a person with self confidence. I read about this from a book in my school library, I have nothing to do so I read a book.”
- E. Account @anandiarahma, “Reading the book 7 Habits back then in my high school library, now I have forgotten, seems like I have to reread it.”
- F. Account @ grouppuisi, “Reading is very important to enrich knowledge and open the horizon. But it doesn't mean that we have to

lock ourselves in the library and spend our time with a novel or thick book every time”.

The result gained from the observation toward the twitter users conversation are: to pass the time, looking for books and go to a bookstore or library, reading is a grace, getting confident because of book, rereading old books, and the book enrich knowledge, are words that refers to a normative activity which classify them to the category, “student” as knowledge seeker. Because uneducated people won’t talk about books.

- *Standard relational pair*, which consists of two categories that have standard rights and obligations which are related to each other. It can be seen from twitter users conversation below:

A. Account @Indoprogress, “One way to raise reading interest in our society which is currently low is by providing nice regional libraries: the availability of reading materials and adequate service. How is the condition of the library in your region?”

B. Account: @RobertAdhiKsp, “Multiply the number of libraries, and the most important thing, raise the children reading interest. By reading excellent books, hopefully they don’t get convinced of hoaxes.”

C. Account @teisonlen, “The library in our place is not really good, so we initiated a collective library, though it’s only a small one huhuhu. And collective or street libraries are usually crowded, because it’s the books that come to us, not the other way around.”

D. Account @WinnieGazza, “It’s really fun reading books in a mobile library at the park near our house in afternoon time like this. Hopefully it can instill love in books to my little one so he can grow into a genius child.”

E. Account @berto_neng, “We already have a library. If you like literary works such as novels, poems or essays, come join us in FB group Perpustakaan Puisi Esai. Let’s develop it b ##aibernews

F. Account @HerdinHerdin, “Avoid mingle with those who don’t go to school. Make friends with library, means read lots of Islamic books”

G. Account @Wiku_surya, “The low reading interest of Indonesian people is not because of inadequate infrastructure, but it’s rather because of the ration of the area of the country and the ratio of the population to the number of libraries is not balanced yet. One way to increase the low reading interest is by providing regional library with availability of reading collections and adequate service so it avoids people from harmful information or hoaxes.”

The result of this observation shows that twitter users through the context of standard relational pair mentions pairing phrases: “If there are student, there will be interest in reading”, then “If there is an initiative to make regional library, then there will be consideration about the imbalance ratio between number of citizen and number of libraries.” This analysis refers to the correlation between action and desire through twitter users conversation to change socio-cultural life through “book and library”

- *Judgement that sticks to the event*, which differentiates some conversations about occurring events in particular context, with each of the conversation refers to a certain category. This matter can be obtained from conversation as follow:

A. @greentealovers, “If you had free time, try visiting libraries. Find a book reference related to your study, then write a resume of what you have read. I wish I started reading books earlier and I regret it.”

B. @syaiful_4796, “Well, my best education I got from public library. My education fee is a bus ticket, and sometimes, 5 cents a day to read second-hand books. You don’t need to know how to start, if you know how to go to the public library.”

C. Account @soenscent, “@askmenfess library: am i a JOKE to you? Oh! Now you can find so many free reading platform if you don’t want to spend that much money. Besides, writing a book is not easy, you know, it’s such a reasonable price.”

D. Account @alfsepti: Left people culture is strong literacy. Because to fight against hegemony, they need strong dialectic skills. But the thing that they don't realize is when the state system become left, then books become the number 1 enemy of the state. China has 1 library for 13 million citizens."

The result of observation on "judgement that sticks to the event" describe the story about book being the source of hope, desire, motivation and spirit in between categories (student, professionals, and others) that is reconstructed by media setting (twitter) so it refers to action through the story: "The fight to get book, book as tool to fight" .

- *Economy rule*, which says that when a twitter user refers to a category from any device and reference he has, then it can be said that he has contributed good value to anyone involved in the conversation without further elaboration needed. From the conversation between twitter users about "literacy" economy rule can be seen from the following:

A. @pkm_tugu: Literacy Greeting, "The Program of Mobile Library Service 2019 held by the Depok City Official of Archives and Library. Schedule available at the field of Tugu public health center on Wednesday, July 10 2019."

B. @smpn4pwrj, "One of the school facility, the digital library of Tunas Melati school has already had some book catalogues that ready to support the school literacy program @perpusnas1 @iniPurworejo @PemkabPurworejo."

C. @puskotjogja, "Good afternoon, let's join the book discussion "Pemberdayaan Masyarakat Berbasis Literasi" at Pevita Yogyakarta Library (Jl. Mayjend Sutoyo No. 32 Yk) on Thursday, July 11 2019 at 09.00-finish. FREEE!!!"

D. @JejakAYANA, "Reading and visiting Pagar Alam Regional Library | South Sumatera #Perpustakaan #LiterasiKeluarga #Buku #PagarAlam."

E. @BPPT_RI: "Dear all teknopren who need collection of research journal BPPT, you can follow BPPT library IG account, just send a

DM for detailed information, the link is below, okay. We want people from the city/village to easily see the world. Literacy greeting from BPPT RI."

The result of observation on this conversation about literacy appears 394 times or 0,33% coverage from all twitter users conversation with the keyword literacy. It means that the understanding about "literacy" with "background of Twitter user" which appears from conversations that they use which is social media (twitter) falls to the category "Love the Literacy" which has great benefits. These conversations then identify two actors of economic rule: "book as source of knowledge" and "reader" that interacted with each other and transferred knowledge to other fellows.

- *The consistency rule*, that is a rule that sees if twitter users as consistent community converse about library or literacy with other users, it can be categorized to community that care for others. For instance, conversation between twitter users about library as the center of information, as follow:

A. @komunitas_BFM says, ..."Now, children of Datar Lebar can access information and read various books and exchange information through the library.... Horay!!!"

B. @ofathurahman "For our information, this book is not commercialized. Sophia university (cq. Prof. Kawashima) printed it, we will give it to some libraries around the world, and to bachelors in related fields..."

C. @thedie46 @Kemendagri_RI, "Where can I get information about SE SE 143/161/PMD/2011 about village finance allocation for the development of libraries?"

D. @memeanggraeni, "Let's join the scientific forum of Library Science!!! For more information, see the page on <https://t.co/qytYnzvoR0>. Sharpen your creativity and bring home the gifts.

The result of observation on this consistency rule, the word "information" appears with the coverage 0.24% from all conversation in twitter. This data shows that the frequency and

the volume of the word “informasi (eng: information)” and “perpustakaan (eng: library)” which brought up from discussion between users tell the fact that more solid consistent behavior and thought can lead to social action. Their conversation gives a description on intellectual trends in this digital era.

- *Application rule*, functions as a practical instrument to the involvement of a person in a discussion (conversation) to strengthen logical action according to collective understanding that makes use of media tools. In this case, the word “koleksi (eng: collection)” can be used as logical clue from twitter user, through the conversation below:

- A. @Mahya_Official, “Majelis Hikmah Alawiyah library keep collections of Turats book written by Alawiyin and Nusantara theologians.”
- B. @faridwadjudi, “Yes and in 900s, in Cordoba, Spain, there are more than 600 libraries, and the biggest of all has 400 thousand book collections.”
- C. @perpusnas1 informed, “There is also, on the 21st floor of the National Library is the Open Monograph Collection Service where people can take the collection of books to read. There are thousands of titles for textbooks, medicine, and general books.”
- D. @Rindufirdaus, “For me, it’s both the province and city library of Yogyakarta. The only thing I am proud of is the place I live. Nice facility, nice collection. I often find better collections there than UGM Central Library.”
- E. @_fireshare, “But my collection is more interesting.... Hopefully one day I can also contribute (building a public library) Amen.”

The search result to the rules of twitter application shows that there are 214 references (word) “koleksi” (eng: collection) with the coverage 0.01% from all twitter conversations about the library. Therefore, from the category “book searcher or book collector” from various regions can be met by an application rule (twitter) to discuss and equate mission and action.

Organized conversation from “book lovers” who don’t stop looking for book collections they need in the library can facilitate their need. An important meeting from twitter application with human needs to books and library.

6. Discussion

The discussion above explains that twitter users' conversation about libraries is a form of membership categorization in the multilayer interactivities from social dialectics and virtual communication approaches. In *objectification process*, dialectics seen from activity description that describing the culture of literacy in thoughts and actions found in sentences in the conversation. This certain description tend to question about “how conversation can construct social rules, not by asking to the twitter users about what activities they do to library, but by observing and analyzing what become the thought and action that is truly done by the users to the library in accordance to their identity and role, such as medical practitioner, librarian, volunteer/literacy activist, religious preacher and student. Then, in economy rule, application rule and the consistency rule as the function to give information with various language style and communication patterns as social transformation. And, application rules, it seems that there are a community dialectics that specifically discusses Indonesia libraries in an intense and integrated manner by application twitter.

In *internalization process*, found in category bound activities, twitter users in accordance to their background to their activity that bound to their existence. A religious preacher will make books as means to preach, meanwhile volunteers/activist will make library as means for public world through community empowerment. Next, the judgement that sticks to the event explain stories being discussed by twitter users about library and literacy is a form of hope to the future that can be built from the smallest thing which is reading books and enlivening libraries [31] [32].

In *externalization process* is in standard relational pairs, conversation among twitter users is related and pairs in synergy to motivation and hope for the strengthening of library as the basis of citizen transformation.

It seems that there should be a community modeling that specifically discusses libraries in an intense and integrated patterns. As is done in Malaysia, which already has a community that focuses on transforming literacy in the public through discourse and dialogue that is built on social media.[33]

7. Conclusion

This research shows the conclusion about the construction social of interactivities, dialectic and ethical conversation that is connected to one another in a category of mutual concern to the transformation of library. In the approaches of social dialectics find out that in externalization process, the flow and sequence of the conversation in direction without any instruction to share motivation and hope; in objectification process as a new way to strengthen the collective action; and in the internalization process, it shows that the dialectic built by the user comes from personal initiatives based on concern for Indonesian literacy and existence of library. The conversation of twitter users that is categorized as students, preachers, volunteer/activist, and librarian fill the critical discourse spaces without politic, flows and educates about the social fact of libraries as public space in this digital era that unable to be forgotten. Through the dialectical about library which contains the content of literacy, book, information and collection is completing and unifying hope and faith toward the nation transformation.

In the membership category analysis, as analysis about conversation in 40 active accounts (4.078 conversation) twitter users about libraries become important to be used as methods that reproduce thoughts and actions of people toward better life of the nation in the future.

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