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THE ROLE OF @KATAKECILKANA (INSTAGRAM ACCOUNT) TO IMPROVE INFORMATION LITERACY SKILLS OF PARENTS WITH YOUNG CHILDREN

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Abstract

This research discusses the role of the @katakecilkana which is an Instagram account to enhance information literacy skills of parents with young children. The purpose of this study is to identify the role of the @katakecilkana to improve the information literacy skills of parents with young children. This research was conducted through qualitative research using a case study. Data was collected by doing an in-depth interview with informants and observing the activity of the @katakecilkana. The results showed that the @katakecilkana played a role in improving information literacy skills of parents with young children. This finding is supported by the infographic content on the @katakecilkana which was able to improve information literacy skills of parents with young children. In addition to infographic content, storytelling content also supports the role of the @katakecilkana in improving information literacy skills of parents with young children.

Keywords: Information Literacy, Information Literacy in Children, Information Literacy in Parents with Young Children, Instagram, The Role of Social Media.

1. INTRODUCTION

During digital era, parents can easily access information on the internet through any search engines or social media. However, it posts difficulties for parents as there is too much information regarding a specific matter which cannot be understood easily . Therefore, it is important for parents in this digital era to have information literacy skills, so they can find suitable information for themselves and their children. Information literacy skills are skills in searching, finding, using, and filtering the information they need. This is in accordance with the definition of information literacy according to Eisenberg, which stated that information literacy is a set of skills and knowledge that enables individuals to find, evaluate, and use the information they need and filter out information that is not needed (Eisenberg, Lowe, & Spitzer, 2004). The awareness of parents to cultivate information literacy skills will support the

development of a lifelong learning process (Mustofa, 2015). It can also encourage parents to have the skills and ability to identify, locate, evaluate, organize acquired knowledge as well as effectively create, use, and communicate new knowledge.

Some previous studies have discussed information literacy in parents. Vitaloka (2020) in her thesis entitled *Health Information Literacy Level of Parent to Child Nutrition at SDN 08 Penjaringan North Jakarta* aims to identify the level of health information literacy of the parents in fulfilling children's nutrition at SDN 08 Penjaringan North Jakarta. This research was conducted through quantitative research using a descriptive method. The results showed that the level of health information literacy of the parents in accessing and assessing information is high, but the understanding and application the information are low.

Another study was conducted by Purwadi and Krismayani (2016) on their research entitled *Information Literacy Ability of Pregnant Women in Childbirth Preparation in Wonosobo Regency*. This study aims to identify the information literacy ability of pregnant women to prepare for childbirth. This quantitative research was conducted using a case study method. The results of this study showed that pregnant women in the Wonosobo Regency obtain information by asking the nearest relatives or medical experts. Additionally, some resources that they access during pregnancy include websites, applications on the smartphone, magazines, books, and discussion forums for pregnant women.

Based on these studies, it can be concluded that the information literacy skills of parents in searching, using, and filtering information are important to help them access and find information for themselves and their children. Therefore, this research analyses the role of social media to improve information literacy skills of parents with young children. With the development of technology, parents can improve information literacy skills by using their gadgets and social media. This is because there are communities and organizations that are willing to educate parents, share information, and conduct activities related to information literacy through social media. One of the social media that is often used by communities and organizations is Instagram. Through Instagram, communities, and organizations actively educate and share information with the public regarding information literacy.

Thus, this research specifically study the role of Instagram accounts in improving information literacy skills of parents with young children. This study identifies the role of Instagram in improving the information literacy skills of its users. In this study, the researchers chose the @katakecikana Instagram account. It is because this Instagram account is active in campaigning, educating, and sharing information related to the introduction of early childhood literacy that can be used by parents with young children. Another reason is that the

@katakecilkana Instagram account produces storybooks for children that can be used by parents with young children to fulfill their children's information needs. This is what distinguishes the @katakecilkana from other Instagram accounts.

The @katakecilkana is an Instagram account that is actively engaged in educating and sharing information with the public regarding the introduction of early childhood literacy. The @katakecilkana aims to be a partner for parents and the general public in facilitating the development of early childhood education, especially in the social-emotional aspect through literacy. From this background, this study mainly dissect the role of the @katakecilkana Instagram account to improve information literacy skills of parents with young children.

2. LITERATURE REVIEW

2.1. Information Literacy

The concept of Information Literacy was first proposed in 1974 by Paul G. Zurkowski who is the chairman of the American Information Industry Association. In Indonesia, the concept of information literacy was introduced in early 2000. The American Library Association in Shorsher and Bronstein defines information literacy as a set of abilities requiring individuals to recognize when information is needed and to have the ability to locate, evaluate, and effectively use the needed information (Shorsher & Bronstein, 2018). Then, Eisenberg stated that information literacy is a set of skills and knowledge that allows individuals to find, evaluate, and use the information they need and filter out information that is not needed. (Eisenberg, Lowe, & Spitzer, 2004). Information literacy forms the basis for lifelong learning. Therefore, information literacy can be a provision to face challenges in the information age.

2.2. Parents with young children

According to Law of the Republic of Indonesia Number 20 the Year 2003 on the National Education System, early childhood is defined as the period from the children are born to 6 years old. Meanwhile, according to child education experts, early childhood is the period from birth to 8 years old when children are in the process of growth and development, or the golden age (Pratiwi, 2017). Thus, in this research, parents with young children are defined as parents who have children at golden age. Parents with young children need to have information literacy skills. This is because searching for information requires the ability and proficiency to obtain appropriate information which can be developed and directed properly (Riady, 2013). By having information literacy skills, parents with young children can recognize appropriate information to fulfill their information needs.

2.3. The Role of Instagram as Social Media

McCay-Peet and Quan-Haase (2016) define social media as web-based services allowing individuals, communities, and organizations to work together, connect, interact, and build communities that enable them to create, modify, share, and engage on the generated content. This definition is supported by the statement of Greenhow and Chapman (2020), that stated social media as an internet-based application which displays the Web 2.0 user-generated content, user profiles, and the development of online social networks by linking the user profile with individual profiles or groups in the system. Instagram is one of the social media, which was launched in 2010 and first launched in the App Store. Instagram was a form of social media specifically to share photos and videos for users (Dubovik, 2013). Instagram has a variety of features that can be utilized by the user to process images and video content before it is uploaded. Social media is considered as an effective tool for teaching and learning practices because of the nature of social media, namely openness and interactivity which enable people to socialize (Manca & Ranieri, 2016). According to Carr and Hayes in *Running Head: Defining, Developing, & Divining Social Media*, social media can be used as a medium of education and information, promotion, and entertainment or recreation (Carr & Hayes, 2015).

3. METHODS

This qualitative research was conducted using a case study method. A qualitative approach was used to explore and understand an issue among individuals or groups that is considered as a social problem or a problem of humanity (Cresswell, 2014). Meanwhile, the case study method is designed to examine certain matters in a specific context and purpose (Pickard, 2013). The case study method was chosen to see, observe, and explore more deeply the role of the @katakecilkana Instagram account in improving information literacy skills of parents with young children. The information includes the efforts and programs carried out by the @katakecilkana in improving literacy skills of parents with young children.

The selection of informants is using a purposive sampling method. The number of informants in this research were seven people consisting of the team of @katakecilkana and the followers of this Instagram account. The criteria of the informants are having a minimum of one year working period at the @katakecilkana and being involved in the creation and implementation of the program on the Instagram account. From these criteria, three informants were obtained, with names that have been disguised as shown in Table 1.

Table 1. Informants' Data

Informant	Position
Nabila	<i>Co-founder</i>
Salsa	<i>Co-founder</i>
Dina	<i>Lead Program</i>

Source : Author, 2021

In addition, the author interviewed some followers of the @katakecikana with the criteria namely following the Instagram account for at least one month, having children aged 2-6 years, actively using social media, especially Instagram, and willing to be interviewed. From these criteria, four informants were obtained, with names that have been disguised as shown in Table 2.

Table 2. Informants' Data

Informant	Occupation	Age of the Child
Ms. Ola	Housewife	2 years old
Ms. Fafa	Housewife	4 years old
Ms. Rita	Private Employee	3 years old dan 6 years old
Ms. April	Private Employee	4 years old

Source : Author, 2021

Data was collected using interview and observation from February to May 2021. The observations were made by following @katakecikana activities. In-depth interviews were conducted with each informant in a semi-structured format. The questions asked for the informants in Table 1 are related to the program and content of the @katakecikana. Then, the questions asked for the informants in Table 2 related to the use and benefits of @katakecikana content .

The data in this research was analyzed using the Miles and Huberman interactive data analysis model consisting of data reduction activities, data presentation, and drawing conclusions. The first stage is data reduction which refers to the process of selecting, focusing, simplifying, and transforming data that appears in field notes or written transcriptions. The second stage is the presentation of data from a collection of information that is organized and compressed and allows for conclusions and actions. The third stage is to conclude from the previous two stages; credible conclusions can be drawn after the presentation of the data is supported by complete data (Miles, Huberman, & Saldana, 2014).

4. RESULTS

4.1 Profile of the @katakecilkana Instagram Account

The @katakecilkana Instagram account are established by two psychology students who share a dream of creating children's illustration books which take places in Indonesia and use Bahasa Indonesia. They want to make those dreams come true together. According to them, the number of children's illustration books that use Bahasa Indonesia and take Indonesia as background is still low so they want to write some children book. Then, the dream continued to grow, not only writing a book but also forming a platform. They also wanted to create something that was long-term and sustainable, so they formed a long-term and inclusive platform namely @katakecilkana. 'Kata' refers to words/ books/ literacy and 'Kecil' refers to children.

The @katakecilkana Instagram account is a platform that aims to be a partner for parents and the general public in facilitating the development of early childhood, especially in the social-emotional aspect through literacy in the form of books, social media education, and social programs. The @katakecilkana has the following vision and mission.

Vision

Becoming a partner with parents and educating the general public in facilitating the development of early childhood, especially in the social and emotional aspects through literacy, in the form of books and interactive activities on social media.

Mission

1. Provide education related to social-emotional issues at the child's developmental stages by adjusting the child's developmental stages with books and printable materials or activity sheets that are suitable for children of that age.
2. Develop the production of children's books in accordance with the stages of children's development by producing quality illustrated books, in Bahasa Indonesia, and set places in Indonesia.
3. Become a partner of parents in introducing literacy to children, educating the general public about child development, campaigning for the importance of child development at an early age.
4. Conduct social programs by holding interactive activities for parents and children and selling books. Some of the profits is used to produce books which are then distributed to *Taman Baca Masyarakat (TBM)* throughout Indonesia.

In achieving its goals, the @katakecilkana Instagram account has three main programs: producing children's books according to the stages of child development, educating children

regarding social-emotional issues and literacy through social media, and conducting social programs to disseminate books produced by @katakecikana to various *Taman Bacaan Masyarakat* (TBM) in Indonesia. The @katakecikana chose social-emotional issues in introducing literacy to children because these issues are considered the closest to children's daily lives. The main target of the @katakecikana program is the general public, whether they are parents or not.

The @katakecikana Instagram account previously consisted of only two people, the co-founder of the Instagram account. Currently, the @katakecikana has grown to have 12 members with different responsibilities. The @katakecikana has four divisions: the monthly program division, the social program division, the design division, and the social media division. Based on observations, the @katakecikana uploads the information and carries out activities through its Instagram account consistently. The number of followers of the @katakecikana Instagram account is also increasing every month. Although it was only formed in 2020, the @katakecikana Instagram account has had 134 uploads and 1,164 followers as of May 2021.

4.2 The Role of the @katakecikana in Improving Information Literacy Skills of Parents with Young Children

4.2.1 Producing Children's Storybooks

Books and information literacy are two things that cannot be separated. By introducing storybooks to children, parents can instill children's reading interest from an early age. Parents need to choose a storybook that suits their child's needs. In this case, the @katakecikana Instagram account has one program, namely producing children's storybooks. The following is an explanation from the @katakecikana team regarding the children's storybook production program.

“...we would also like to produce books with high-quality illustrations and stories, use Bahasa Indonesia, and set in various places in Indonesia. The topic we take for the book is social-emotional. We try to bring it closer so that people and children who read can relate. We also want this book to be an educational medium and add a source for people who want to buy children's books.” (Salsa, 15th April 2021)

“...we have 3 main programs, producing books, education on social media, and social programs. We hope that our books can be accessed by various Taman Bacaan Masyarakat throughout Indonesia.” (Nabila, 10th April 2021)

Based on the explanation from @katakecilkana team o, the children's storybook produced by the @katakecilkanaraised social-emotional topics. Then, the storybook will be equipped with illustrations, using Bahasa Indonesia and takes place in Indonesia. The reason for choosing Indonesian setting is to make the content familiar for the readers as it is close to their daily life. In addition, this program aims to add resources or forums for people who want to buy children's books and become educational media for children. The @katakecilkana Instagram account does not just produce any regular children's storybooks, but they also produce high-quality children's storybooks accessible to everyone.



Figure 1. The Storybook *Kana dan Keranjang Penuh Bintang* (Source: Author's Documentation, 2021)

On December 6th, 2020, the @katakecilkana Instagram account launched the first book entitled *Kana dan Keranjang Penuh Bintang*. The storybook *Kana dan Keranjang Penuh Bintang* was written directly by the co-founder of the @katakecilkana and collaborated with Halo Bale to create the illustrations. This book is published by Infermia Publishing. The storybook *Kana dan Keranjang Penuh Bintang* has the theme of kindness. Currently, the storybook *Kana dan Keranjang Penuh Bintang* can be purchased via e-Commerce. The team of the @katakecilkana feels that their children's storybooks can help educate information literacy for children.

“...we write books because, for children, books are very closely related to information literacy.” (Nabila, 10th April 2021)

“...actually, our books can also be used to help educate information literacy.” (Dina, 20th April 2021)

Based on the explanation from the @katakecilkana team, it can be said that the storybooks produced by the @katakecilkana Instagram account are media to support

education related to information literacy. This is because books and information literacy are interconnected. The book can be used as a medium to read to gain new information or knowledge. This is in accordance with Smith's concept that reading with understanding is an activity carried out by readers to connect new information with old information to gain new knowledge (Puspaningrum & Gunansyah, 2015). In this case, the @katakecilkana provides books as a source of new information and knowledge. Reading books can also improve someone's reading interest and literacy skills. This is followed by the statement that reading interest is closely related to information literacy because reading interest greatly affects someone's information literacy skills (Putri, 2017).

4.2.2 Education Regarding Social-Emotional Issues and Literacy in Children on Social Media



Figure 2. Instagram Post by @katakecilkana
(Source: www.instagram.com/katakecilkana)

Besides producing books, the @katakecilkana has educational programs related to social-emotional issues and literacy in children on social media. The social media used to provide education is Instagram.

"...books, well, when you are done producing it, then you are done. Is there anything else that has a long-term goal? Yes, educating through social media." (Nabila, 10th April 2021)

"...we choose Instagram as an educational medium because we think it can reach a lot of people, right? Everyone uses Instagram nowadays. Also, it's free and very easy to access." (Dina, 20th April 2021)

"...actually, it is because Instagram is compatible with the content we would like to display. We want to educate people with videos, infographics, and things like that, and

I think Instagram fits the criteria so well. We are also familiar with its features, and it is easily accessible by anyone.” (Salsa, 15th April 2021)

Based on the explanation from the @katakecikana team, they hope to have a long-term role and benefit for the community, so they want to provide education through social media. Then, they choose Instagram because they want to give an inclusive education so that everyone can access the information given easily. This is because the main target of the @katakecikana in this program is the general public, especially parents. Therefore, they choose social media that is easily accessible to everyone, which is Instagram. This statement is supported by Pero Ali's concept which states that Instagram is one of the most popular social media applications (Mansor & Rahim, 2017).

By choosing the popular social media in society, it will support the @katakecikana to realize its goals. This can be seen in the way the @katakecikana utilizes Instagram by sharing content that is expected to play a role in achieving the goals of the @katakecikana.

“...the focus is education and promotion because education can be done in various ways.” (Nabila, 10th April 2021)

“...because education is very comprehensive, we are focusing on Instagram as a platform for education, promotion, and recreation.” (Salsa, 15th April 2021)

Based on the explanation from the @katakecikana team, it can be said that the main role of the @katakecikana is as a medium of education. This is in accordance with the observations results of the @katakecikana Instagram account which uploads infographics, holds seminars, and talk shows. Besides uploading educational content, the @katakecikana uses Instagram to upload promotional content and entertainment content. Based on the observations, the @katakecikana uploaded storytelling videos, activity posters, product sales posters, and printable materials. Based on the statements from informants and observations of the @katakecikana, it can be concluded that @katakecikana not only plays a role as a medium of education but also a medium of promotion and recreation. This is in accordance with the Carr & Hayes concept which states that social media can be used as a medium of education, promotion, and recreation (Carr & Hayes, 2015).

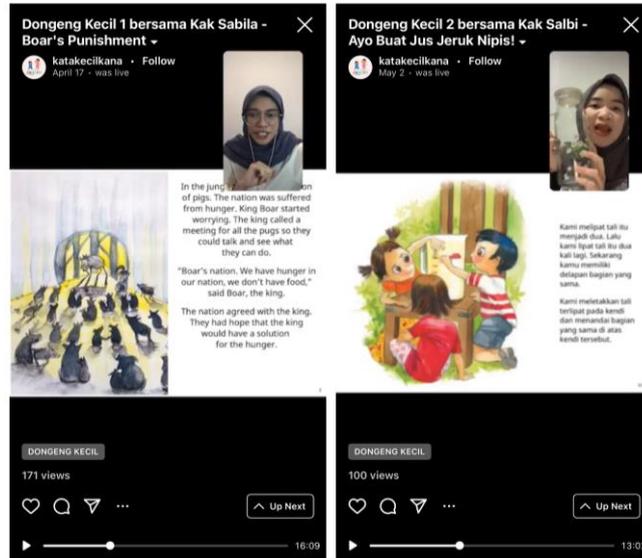


Figure 3. *Dongeng Kecil* by @katakecilkana
(Source: www.instagram.com/katakecilkana)

The @katakecilkana Instagram account provides education and information related to social-emotional issues and literacy in children by uploading content related to it. The @katakecilkana uploads the content by utilizing Instagram features such as IGTV and IG Live. The content uploaded by the @katakecilkanais presented in infographics and videos.

“...there are few forms of educational content we provide, like Instagram posts such as infographics that contain tips for choosing reading books for children, storytelling and mini talk shows via IG Live, and IGTV podcasts.” (Dina, 20th April 2021)

“...the storyteller for IG Live storytelling is from our team, we hope that by seeing this content, parents can imitate the storyteller if they want to do storytelling for their children.” (Salsa, 15th April 2021)

Based on the explanation from the @katakecilkana team, the @katakecilkana Instagram account has a variety of content that is used to provide education to parents regarding social-emotional issues and children's literacy including infographic and storytelling content. Infographic content is content that contains information related to parenting, children's literacy, and children's social-emotional issues. Infographic content is one that is frequently accessed by parents. Through infographic content, parents feel the benefits, namely increasing their skills in looking up for information so that they can find information that suits their needs. This can be seen in the results of interviews with followers of the @katakecilkana Instagram account. After following the @katakecilkana Instagram account, the followers can find new sources of

information that can help them as parents to get information related to early childhood parenting.

“...I really like reading @katakecilkana's infographic content because it usually says which website the source is from, so I can get information from that website too.” (Ms. April, 15th May 2021)

“...since following this account, I have got new information about parenting. And it is easy if you want to find out information about parenting and child literacy from this Instagram account.” (Ms. Ola, 15th May 2021)

“...I like the infographic content because the language is easy to understand, so for mothers who are too lazy to read long texts, you can just read this infographic. Then after following this account, it is also easier for me to get information about child development, parenting, and other information.” (Ms. Fafa, 15th May 2021)

“...after following this Instagram account, I know quite a lot about children. Moreover, the infographic content in my opinion is very useful, so you don't have to bother looking for information anymore.” (Ms. Rita, 15th May 2021).

Based on the explanation from the informants above, it can be said that the @katakecilkana Instagram account offers benefits for the follower, namely making it easier for the followers to find information related to parenting and the introduction of literacy for children on infographic content. This is supported by using simple language in the infographic content so that it is easily understood by the informants. One of the infographic contents uploaded to the @katakecilkana Instagram account can be seen in Figure 2, which is an infographic that contains tips on raising children who love to read and how to choose children's books. In addition, the informants felt they obtained a new source of information because the infographic content of the @katakecilkana Instagram account always included the reference sources for the infographic. The listed reference sources are usually websites that can be accessed by parents to get the information they need. Figure 4 shows the reference sources included in the one of infographic content on the @katakecilkana Instagram account. One of the websites that became a reference source is the Kumparan Mom.

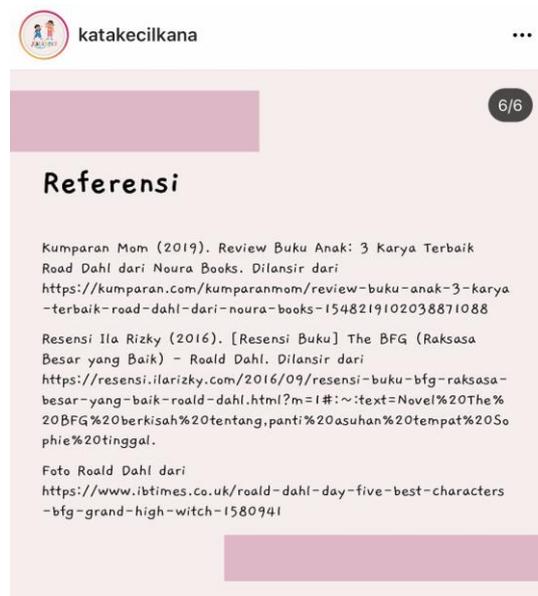


Figure 4. The reference sources from one of the Infographics on @katakecilkana Instagram Account
(Source: www.instagram.com/katakecilkana)

“...besides the @katakecilkana Instagram account, I often accessed Kumparan Mom. I got that site from the @katakecilkana Instagram account. I think it's really suitable for parents who want to know about parenting tips.” (Ms. Ola, 15th May 2021)

“...I usually search for the information on google, but after I followed this Instagram account, I found out about the Kumparan Mom site. It is also really helpful to get the information apart from this Instagram account.” (Ms. Rita, 15th May 2021)

“...I like to check the Instagram account that is followed by @katakecilkana. I usually follow that account too. Because they share similar information so I can get knowledge from there. I found out about @literacycloud_id Instagram account and @pustakalanalibrary Instagram account.” (Ms. April, 15th May 2021).

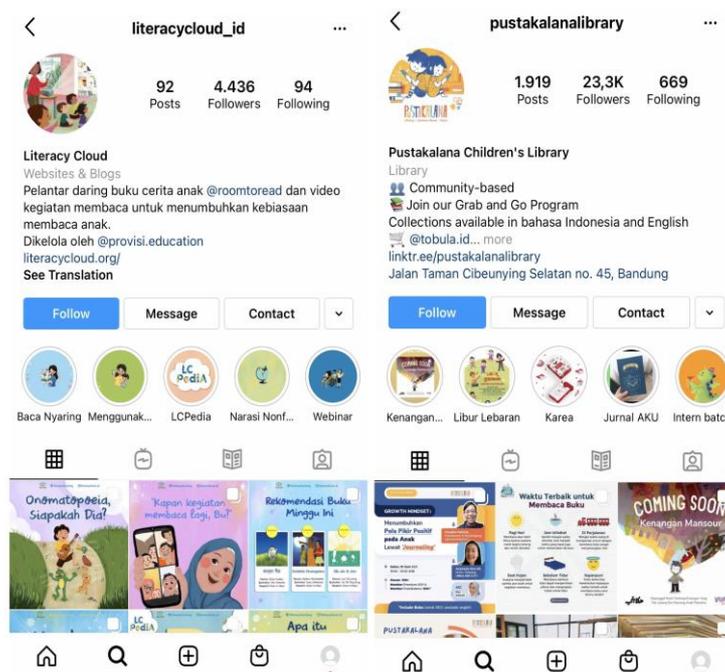
“...if I need any information, I just google it. But I'll check on @katakecilkana first to get the information before I google it.” (Ms. Fafa, 15th May 2021).

Based on the informants' statements, the Kumparan Mom is a website that is often accessed to find out information related to parenting. The informants feel that the site is suitable for parents who want to know information related to parenting. They often access the website and consider it as a source of information that can be used or credible website because it is listed as a reference source in the infographic content. In other words, the informants can

identify their information needs so that they can easily determine and find suitable information sources to fulfill their needs.

Apart from going through the Kumparan Mom, the informants felt that they could find information about parenting from other Instagram accounts followed by the @katakecilkana Instagram account. The accounts followed by the @katakecilkanaare Instagram accounts that provide similar educational contents. The information is about parenting and the introduction of literacy to early childhood. It can be seen in Figure 5 that the @literacycloud_id Instagram account offers information on an introduction to literacy in children and the @pustakalanalibrary Instagram account is an Instagram account for the children's library in Bandung.

Moreover, the informants were able to find information using search engines, namely Google. However, before searching for information through Google, the informants first make sure whether the information could be found on the @katakecilkana Instagram account. If it cannot be found there, the informants will search for the information through Google.



Gambar 5. Figure 5. The @literacycloud_id and @pustakalanalibrary Instagram Accounts (Source: www.instagram.com)

In addition, parents also feel that they can find suitable and usable content for their children after following the @katakecilkana Instagram account.

“...oh yeah, I'll definitely filter the content that my child accessed, like filter the content on YouTube. Especially after following this account, I was able to guess the content that is suitable for my child.” (Ms. Fafa, 15th May 2021)

“...before giving videos to children, I must watch them first, what context, what about. If you can, find videos that are age-appropriate, like my 4-year-old child, I often give him fairy tale videos. Because according to this Instagram account, a 4-year-old child can make up his own story.” (Ms. April, 15 May 2021)

Based on the informants' statements, the informants feel it was important to filter the content before it was given to children. They feel that the content must be appropriate for the child's age so that children can develop well. Thus, the informants have critical thinking so that they can filter information according to their needs. This is in accordance with Kuhlthau's concept that with critical thinking, an individual can identify their information needs and know what to do with the information when it is discovered (Yawney, 2013).

Besides being able to filter information for children, parents feel that they can filter the obtained information according to their needs. Filtering information is required so that the parents will not experience information overload or information overwhelm.

“...I feel now I can be more selective about the information I need, because sometimes I get a lot of information, if I use it all, I'll be confused. If there is indeed a lot of information but it is similar, it can be summarized so that it is more concise.” (Ms. Fafa, 15th May 2021)

“...I'm actually still having trouble filtering information if it's from Google. Well, if it's from this Instagram account, it helps to filter the information because it's already provided so I just have to choose which one is right for me.” (Ms. April, 15th May 2021)

“...now, I like to read first all the information that I got, even though it's been presented briefly on Instagram, but sometimes I feel the need to read carefully first, after that I think this can be applied or not.” (Ms. Rita, 15th May 2021)

“...I might be more careful in searching for information. Because if I'm not careful, I'll also be the one who gets bad effects. So, I learn to double-check the source of information.” (Ms. Ola, 15th May 2021).

Based on interviews with the informants, it can be said that after following the @katakcekilkana Instagram account, the informants feel that they could filter information according to their information needs. Although they still find it difficult to filter information on

some information search sites, they feel that the @katakecikana has changed the way they filter information. The informants feel that they are now more careful in determining the information that can be used. This proves that they can filter information according to their needs so that they can face information overwhelm or information overload. In dealing with *information overwhelm* or *information overload*, information literacy skills are needed, specifically the skills to find, obtain, collect, filter, process, use, and reproduce information that has been found with good and correct ethics (Purwadi & Krismayani, 2016).

In addition to infographic content, storytelling content is content that is often accessed by parents. This content is packaged in the form of IGTV and brought directly by the team of @katakecikana Instagram account as storytellers. With this content, the @katakecikana hopes that parents can imitate how to tell storytelling for their children. Storytelling content can improve information literacy skills of parents, especially parents with young children. Through this content, parents also feel that they get benefits, that is increasing their skills in using information that suits their needs.

“...Cerita Dongeng (fairy tales) is very interesting content because the storyteller is expressive. I watch it with my child at home. I can also imitate the storyteller if I want to tell stories for my child.” (Ms. Fafa, 15th May 2021)

“...I like to give videos of Dongeng Kecil to my child. Because my child is the type who likes to watch and listen, plus the connotation and expression of the storyteller is very good. I can learn how to tell a story from the storyteller.” (Ms. April, 15th May 2021).

Based on the informants' statement, storytelling content on the @katakecikana Instagram account is content that can be enjoyed by parents and children at home. Then, the informants feel that the storytelling content on the @katakecikana could help them learn storytelling by imitating the storyteller. This shows that the informants can use the information they have obtained. After watching the storytelling content, the informants used the information they got by imitating the storyteller in the content. Through storytelling activities, parents can improve their information literacy skills. This is in accordance with Yawney's concept which states that storytelling is one of the methods that can be used to improve a person's information literacy skills (Yawney, 2013). With storytelling, parents need to find, evaluate, and use the information they need and filter out the information they do not need. Then, the information is presented in the form of a story, hence the name “storytelling”. This is in accordance with Eisenberg's concept of information literacy, that information literacy is a set of skills and knowledge that allows individuals to find, evaluate, and use the information they need and filter

out information that is not needed. Therefore, it can be concluded that storytelling content can help parents with young children in improving their information skills, especially in terms of using and presenting the information they have obtained.

Based on the explanation above, the @katakecikana Instagram account plays a role in improving information literacy skills of parents with young children. This is because parents with young children can find, evaluate, use, and filter their information needs after following the @katakecikana. These skills are in accordance with Eisenberg's concept of information literacy which states that information literacy is a set of skills and knowledge that allows individuals to find, evaluate, and use the information they need and filter out information that is not needed. This is also supported by the statement that information literacy is the ability to know when and why individuals need information and to know where individuals can find, evaluate, and use that information (Maldini & Laksmi, 2019). Parents with young children can have these skills after following the @katakecikana Instagram account and supported by the content uploaded by the @katakecikana, especially the infographic contents.

Infographic content makes parents feel accustomed to finding information that suits their information needs. The contents also help parents to evaluate and filter information according to their needs so that the information can be used. Kuhlthau concept states that with critical thinking an individual can identify their information needs and know what to do with the information when it was discovered (Yawney, 2013). This infographic content indirectly also develops critical thinking for parents so that they can identify their information needs and know what to do with the information. In addition, storytelling content supports the role of the @katakecikana in improving the information literacy skills of parents with young children. This can be seen in how parents use and present the information they get after watching storytelling content, by imitating the storyteller in storytelling content.

5. CONCLUSIONS

Based on this research, the @katakecikana Instagram account plays a role in improving information literacy skills of parents with young children especially to identify, find, filter, and use information related to parenting and content that is appropriate for early childhood. Education programs related to social-emotional issues and literacy in children on social media, especially infographic content of @katakecikana, have a big role in improving information literacy skills of parents with young children. Parents with young children can find a new information and sources of information related to parenting through this content. Infographic content also plays a role in developing critical thinking of parents with young children. With

critical thinking, parents with young children can identify and discover their information needs and know what to do with that information. In addition to infographic content, storytelling content can play a role in improving the information literacy skills of parents with young children. By telling stories, parents can improve their information literacy skills, especially in using and presenting the information they have obtained. If infographic content and storytelling content are used continuously by parents with young children, both content will improve information literacy skills of parents with young children to the maximum. In addition, parents with young children will get used to applying these skills in everyday life.

There are several suggestions and inputs that can be learned from this research. First, storytelling content and infographic content can be uploaded regularly by the @katakecilkana Instagram account. This is because both contents are often accessed by parents with young children, especially infographic content which is often used as a source of information for parents with young children. Second, the @katakecilkana Instagram account should collaborate with libraries or *Taman Bacaan Masyarakat* (TBM) so that the @katasmallkana can expand its reach in improving information literacy skills of parents with young children. Thus, they do not only make use of social media but can also play a direct role in society. However, this research has not examined the role of Instagram content that uses other Instagram features to grow information literacy skills, so the third suggestion is for further research to be able to conduct research on this.

ABOUT AUTHORS

Luthfiani Ikhwanita is a student of the Undergraduate Library Science Program, Faculty of Humanities, Universitas Indonesia since 2017 and is currently completing his eighth semester. She was born in Jakarta, March 11, 1999. She has an interest in the topic of information literacy, especially the role of social media in improving information literacy skills. In writing this article, she was guided by Kiki Fauziah who is also the co-author of this article. Kiki Fauziah is a lecturer at the Department of Library and Information Science, Faculty of Humanities, Universitas Indonesia. Kiki Fauziah has conducted several studies with research topics on information literacy, HR management in libraries, knowledge sharing, and leadership.

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