

LINE Webtoon as Digital Literacy Model

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Abstract

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This study aims to reveal *LINE Webtoon* as the development of literacy in education, language, literature, and culture, which is a representation of the positive side of social media usage in this digital era. *LINE Webtoon* is created by Daum and has been published in as many as 434 variants of comic series from its inception in 2003 until today. This paper will explore more about the *LINE Webtoon* as the virtual web is seen as the latest model of digital literacy in the process to enjoy literary works through social media.

1. INTRODUCTION

Because the progress of the nation cannot be separated from the support of a quality education system, the birth of a quality human resource can be improved through the process of independence and national competitiveness through mastery of science, technology, culture, and civilization. As stated in the Constitution of Indonesia, number 17 of 2007 concerning the National Long-Term Development Plan of 2005-2025, one of the directions, stages, and priorities of the long-term development of 2005-2025 is to create a competitive nation, because this is the key to achieving the progress and prosperity of the nation.

Currently, obtaining information is very easy through digital media which makes it easy for every user to share any information from any part of the world. Anyone can use digital media and have a positive impact on themselves, not infrequently they also have a negative impact. This means that today's digital media are like two blades of a knife. It depends on how the user manages it. The negative impact that is so real is the change in the system and local cultural values which have been used as a reference or role model by the supporting community because of advances in information technology which have accelerated the process of change (Amir, 2013: 99).

According to (Giddens, 2003), advances in information technology bring the cultural principles of modernity, giving rise to a myriad of social problems and threatening human civilization. Through the cultural ideology of consumerism, globalization has created many conflicts, gaps, and new forms of stratification. The information age is identical to the literacy era, which describes the ability to interact, communicate, and even actualize not only stated verbally but also in writing. Zuchdi & Budiasih (1996) explain literacy is a person's language ability (listening, speaking, reading, and writing) to communicate in different ways according to their goals.

Digital media is defined as social media which is part of the development of the internet. The conveniences provided by social media currently cause dependence for its users. However, it turns out that if we realize there is a positive side of this information

technology, namely in terms of the use of social media which has been focused on a lot, such as in the business sector, buying and selling goods, leasing goods and services, as well as private with various expertise. Not only that, but currently competing in the literary world has also penetrated social media. Literature connoisseurs try to use social media to foster literacy interest for internet users, especially LINE Messenger or LINE Webtoon users. In this paper, we will reveal how LINE Webtoon, or virtual web is used as the newest digital literacy medium in reading and writing comics and short stories.

2. LITERATURE REVIEW

At the beginning of its development, literacy is defined as the ability to use various languages and images to read, write, listen, speak, see, present, and think critically. The next development, literacy is related to social situations and practices. Then expanded with the development of technology and media information. After that, literacy is seen as a social construction and never neutral (Abidin, 2015).

Gilster (in Abidin, 2015) states that digital literacy is the ability to understand and use information in many formats from various sources when it is presented on a computer. The intended ability is that it is easier for the reader to actualize the process of meaning through his reading. Meanwhile, Retnowati (2015) expresses her view that digital literacy was developed as a tool to protect individuals from media exposure so that they have the ability to think critically so they can express themselves and participate in the media. Digital literacy includes understanding the web and search engines. Digital literacy can also be interpreted as a set of attitudes, and understandings, in handling and communicating information and knowledge effectively in various media and formats.

Bawden (in Tamburaka, 2013: 15) argues that digital literacy is the ability to relate to hypertextual information in the sense of computer-aided sequential reading. In general, digital literacy is the ability to relate to hypertextual information in the sense of non-sequential or non-computer-aided reading. In digital literacy which is also known as media literacy, a person is required to continuously develop his intellectual abilities, namely media literacy education in understanding distinctive media messages. Develop emotional abilities, and feel what is felt by yourself and others from a message. Develop moral maturity in relation to the consequences of morality for everyone. Media literacy moves to see the bad effects that media messages can have and learn to anticipate them (Tamburaka, 2013).

3. RESULT

LINE Webtoon is a free digital publishing platform (available on websites and devices with Android and iOS operating systems) for comic creators, both amateurs, and professionals, to showcase their best work to comics enthusiasts around the world. Previously, LINE Webtoon was released by NAVER Company in June 2004, where there was a Kang Ful phenomenon behind the birth of Korean digital comics after releasing his very famous work *Sunjeong Manhwa* (Romance) through Daum.net portal on October 24, 2003. Kang Ful comics are marked by the number of visits to their online comics website which reached 36 million times in May 2006 (Daum, 2003).

The Kang Ful phenomenon plays an important role in the development of digital comics in Korea. At least, now there are two big portals that accommodate local comics so that they can introduce their comics online, namely Daum and Naver. Of course, this cannot be separated from the business arena for the two big companies. Both of them developed a system where if the comic sells well in the market share and scores a high number of visits, then readers are required to subscribe to read their favorite comic (Daum, 2003).

Apparently, Naver Company did not want to waste this opportunity and finally decided to release its service worldwide on July 2, 2014. LINE Webtoon is the main product of Naver Company, in addition to Junior Naver and Naver Blog. It seems that this is also used by

Indonesian comic artists to publish their best works in order to be able to compete with other comic artists.

LINE Webtoon as A Model of Digital Literacy

The presence of LINE Webtoon in the digital literacy era provides a new colour for people in literacy. This makes it easier for each individual to develop his literate knowledge through his personal device that can be accessed at any time without hesitation. Based on the digital application, LINE Webtoon as digital literacy is very easy because:

- a. Digital production refers to the process of creating and creating digital comics that are done completely on-screen. This makes it easier for each individual to develop his literacy in writing, where the whole process is easy to do directly and completely through the screen of his device;
- b. Digital form refers to comics that are in digital form so that they have borderless capabilities. In other words, one no longer needs to pay attention to the size of the paper used and the format of the writing. In addition, the ability is timeless or timeless. One need not worry about running out of time in writing comics or short stories. The digital form shows the existence of multimedia capabilities that allow comics to be combined with limited animation, sound, and interactivity;
- c. Digital delivery refers to the delivery process or distribution method that is digital so that it is paperless and high-mobility. So that it is possible to reduce the rate of delivery failure due to damage;
- d. Digital convergence refers to the development of comics in other media links that are also digital, such as games, animations, and films.

This grouping makes it easier for someone to carry out literacy strategies. The reading text in question is a variety of texts such as literary, cultural, and other texts. The Indonesian webtoon, which was officially released on April 30, 2015, has also included comics based on Indonesian folklore. For example, the 7 Wonders comic is the only comic released on the Webtoon that carries the theme of Indonesian folklore as a plot or plot in the story. The adoption of the theme of Indonesian folklore in LINE Webtoon can support the development of literacy in education, language, literature, and culture.

4. DISCUSSION

Digitization has penetrated into various fields, and comics have gone through a similar process. This is marked by the start of a culture of reading comics online. Digital comics that can be accessed online can also be found with a single touch via our smartphone screens. The term webcomic is quite foreign to the general public, but if you mention Webtoon, most people, especially young people and young people in Indonesia, are already very familiar with the term.

In Indonesian literature, literary works that have undergone various transformations, have been reconstructed by other authors with a change in point of view, are positioned as legends or folk tales, performed repeatedly by a number of traditional and modern theater groups, and copied into scripts or manuscripts, or also used as a name for a number of types of drinks and foods, can be said to be not many in number. The most common transformation, adaptation, or visual transformation is the change from a novel into a film, or vice versa, namely from a film being turned into a novel (Damono, 2005: 106).

Webtoon is a transfer from short stories or comics (written literature) to electronic literature through LINE Messenger which contains thousands of variants or types of short stories and comics. As said by Terri Neuage (1997: 3) that electronic literature is a literary work published in internet media, as can be found on websites, blogs, discussion forums, and mailing lists with various links, levels, and dimensions that are so diverse, without a center, beginning, and end (referring to the uniqueness of having hypertext and hyperlinks).

Hypertext is a kind of 20th-century magic with which we can explore cyberspace, from one window to another, one view to another, thousands of web pages that are linked together, it is not clear which one is the beginning and the end-all of them have a text element. as the link axis. The term hypertext was first proposed by Ted Nelson in 1965 to describe the interconnectedness of an infinite number of literary texts in an interconnected relationship.

This transfer of written literature into electronic literature indicates an effort to maintain a literary work so that it can be enjoyed by the community and can be used as a vehicle for learning literature for students, both elementary and high school students, as well as university students. On the other hand, the webtoon also reflects the study of literary updates in Indonesia. The webtoon phenomenon is welcomed by the wider community as a concrete step in maintaining Indonesian literature in the midst of an era of globalization that is all technologically advanced.

5. CONCLUSION

Based on the explanation that has been described previously, it can be drawn from this paper that a webtoon is a medium that contains many variants of short stories and comics that can be read by students, students, and the public through their strings. A webtoon is a form of transfer of written literature into electronic literature. It aims to examine the phenomenon of Indonesian literature. The webtoon represents the study of the latest literary works in relation to learning in schools and colleges.

In addition, it can be proven that social media does not necessarily have a negative impact, but has a positive impact on the development and updating of Indonesian literature. The webtoon proves that social media, namely LINE Messenger, has a positive side if it is incorporated with literature. The incorporation leads to a process of subjectivity that produces a new subject. So that people see that webtoons are very useful for the development of literature in the era of globalization as it is today.

The proliferation of digitalization in various fields nowadays, the author sees that LINE Webtoon is able to revive the reading and writing habits of the community, especially the youth. In addition to increasing interest in literacy, it can also preserve the culture of the archipelago through media that are more accessible and have new characteristics by raising the theme of Indonesian folklore. This adjustment was made to have a positive impact on society for the wise use of social media. Thus, through LINE Webtoon, it is hoped that it can overcome the cultural problems of the Indonesian people who do not yet have a high literacy culture

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