ABSTRACT

The rapid development of technology plus the presence of social media can facilitate human life as a form of technology and information services to help the community in socializing. The low media literacy in society is one of the drivers of the widespread negative impact of internet use. Given the differences in generations, children are described as a digital native, while parents are described as digital immigrant generations. The level of digital literacy of native digital generations is still inadequate, they need new social skills to be able to effectively engage in collaboration using social networks. Therefore, so that children are not negatively affected by social media, parents are required to implement digital literacy movements to their children. The method used in this thesis is a qualitative and quantitative research method by collecting data such as literature studies, interviews, and questionnaires. While the analytical method is used is matrix analysis. The design of this thesis is expected to make the design of information media about the importance of digital literacy in children, which aims to provide encouragement for parents to improve aspects of digital literacy in children. Given the increasing number of negative impacts of social media that can have a negative impact on thinking patterns.

Keywords: Digital Literacy, Social Media, Negative Impacts, Children