

PAPER

Futuristic Digital Literacy Poster for Smart Education of Students

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ABSTRACT

The development of the internet and social media makes it easier for students to obtain information, but also increases the risk of exposure to hoaxes, leakage of personal data, unethical communication, and excessive use of online time. This innovation produced an educational poster "Read, Understand, Filter! Digital Literacy Is Important!" as a visual campaign media that is simple, attractive, and easy to understand by the younger generation. The poster is designed in a futuristic style with shades of purple, blue, and neon, and features an illustration of a small robot reading a book as a symbol of the learning process and the intelligent use of technology. The development method uses a Design Thinking approach that includes problem identification, message formulation, visual planning, poster prototype making, and conceptual evaluation based on message clarity, readability, relevance to the target, and visual strength. The development results show that the poster has five main messages, namely distinguishing facts from hoaxes, seeking information from trusted sources, maintaining privacy and personal data, managing online time, and communicating ethically. This poster has the potential to be used as educational media in schools, campuses, organizational activities, and community campaigns because it combines digital literacy messages with modern visuals that suit the character of students. The next development is recommended to involve testing the target audience to measure understanding and changes in attitude after seeing the poster.

KEYWORDS

Digital Literacy; Educational Posters; Hoaxes; Digital Privacy; Communication Ethics

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1. INTRODUCTION

The development of digital technology has changed the way students search for information, learn, communicate, and develop social identity. The Internet is no longer only used for entertainment, but also a learning space, a discussion space, and a reference source for school assignments and lectures. This change opens up great opportunities because information can be accessed quickly, cheaply, and in a variety of ways. However, easy access is not always followed by the ability to assess the quality of information. Many young users are able to operate devices, open social media, or create content, but do not necessarily have the habit of reading information critically, checking sources, understanding the context, and considering the impact before sharing something. This condition makes digital literacy an important necessity in modern education.

Digital literacy does not only mean the technical ability to use devices. Studies on digital literacy programs for youth emphasize that digital literacy includes digital fluency, privacy and security, ethics and empathy, as well as awareness as a consumer of information [1]. Research on digital citizenship also shows that students need to be equipped with the ability to evaluate information, maintain digital security, understand communication ethics, and participate responsibly in online communities [2]. In other words, digital literacy is a combination of knowledge, attitudes, and skills to use technology intelligently, wisely, safely, and meaningfully.

The main challenge facing the young generation is the flood of information and the increase in display of hoaxes. Social media makes it possible for anyone to produce and spread messages, but the rapid dissemination mechanism can make false information appear to be true. Studies on media literacy in education affirm that students need the ability to think critically to distinguish credible information from misinformation, recognize bias, and understand the ethical consequences of media consumption and production [3]. This need is increasingly important because students' understanding of digital behavior often comes from social media experiences, not from structured formal learning [4].

In addition to hoaxes, issues of privacy and personal data are of great concern. Simple activities such as clicking a link, filling out a form, sharing a location, or uploading a photo can pose a risk if done without adequate knowledge. Research on the distance learning environment found that students and lecturers are aware of the importance of digital citizenship, but still need a deeper understanding of digital rights, digital security, and digital ethics [5]. Another study on cyber security culture in education asserts that cyber security education needs to be integrated so that students get used to protecting themselves from hacking, privacy violations, and misinformation [6].

Another condition that needs to be observed is communication ethics and online time management. The digital space gives freedom of opinion, but that freedom must be accompanied by responsibility. Research on digital citizenship emphasizes that the responsible use of technology should consider privacy, security, and ethics so as not to cause data abuse, online violence, or the spread of misinformation [7]. On the other hand, the ability to manage attention and time is part of digital resilience; A survey of students on social media mentions that privacy and protection, time management, information processing, critical thinking, and communication support are important skills to survive in the digital space [8].

These problems show the need for educational media that are simple, easy to share, and close to the visual culture of the young generation. Posters are one of the visual communication media that can deliver campaign messages quickly through a combination of text, color, symbols, images, and layout. Research on the design of anti-hoax campaign posters shows that posters can be visual communication media to deliver social movement messages with easy-to-understand letters, symbols, colors, and images [9]. Digital literacy campaigns in Indonesia also use a lot of visual content such as posters, videos, and social media materials to strengthen the community's resistance to misinformation [10].

The product discussed in this article is a digital literacy themed poster entitled "Read, Understand, Filter! Digital Literacy Is Important!" This poster uses a futuristic visual style with purple, blue, and neon colors. An illustration of a small robot reading a book is placed as the center of attention to represent the relationship between technology and the learning process. The content of the poster invites readers, especially students and the younger generation, to not only be able to use digital devices, but also to read information, understand its meaning, filter its truth, maintain privacy, manage online time, and communicate ethically.

The purpose of writing this article is to explain the concept, development method, message content, visual strategy, and the potential impact of digital literacy posters as educational media. This article also analyzes the appropriateness of the poster's message with digital literacy issues that are widely discussed in research, such as hoaxes, data security, communication ethics, the use of trusted sources, and online time management. Thus, this article is expected to show that a simple educational poster design can be a means of digital citizenship campaigns that are relevant for school environments, campuses, and community education activities.

2. METHOD

2.1 Development Approach

The product development method uses the Design Thinking approach because the products that are created are oriented towards the needs of the audience, the clarity of the message, and the visual experience. Design Thinking was chosen because it allows the planning process to be carried out gradually, starting from understanding the problem, defining needs, generating ideas, making prototypes, and carrying out evaluations. In the context of educational posters, this approach helps ensure that the design elements are not only aesthetically appealing, but also support the understanding of the digital literacy message.

The first stage is to empathize, which is to identify the problems experienced by students when using the internet. Based on general observations on students' digital activities, problems that often appear are easy trust in online information, seeking information from unclear sources, sharing personal data without thinking, using social media for too long, and communicating without paying attention to ethics. This finding is in line with research that shows that digital citizenship includes security, ethics, communication, and the ability to evaluate information [2], [5].

The second stage is define, that is formulating the focus of the poster's message. The chosen focus is an invitation to read, understand, and filter information before trusting or sharing it. Slogan "Read, Understand, Filter!" chosen because it consists of three simple actions that are easy to remember. The main message is then broken down into five sub-messages, namely distinguishing facts from hoaxes, searching for information intelligently, maintaining privacy and personal data, managing online time, and communicating ethically. The five sub-messages reflect the important aspects of digital literacy and digital citizenship needed by the younger generation [1], [7], [8].

The third stage is ideate, which is designing a visual concept. The futuristic style was chosen to match the theme of digital technology. Purple, blue, and neon colors are used to develop a modern, dynamic effect, and close to the digital world. An illustration of a small robot reading a book is positioned in the center as a symbol that technology should be used to learn and understand information, not just for entertainment. The main typography is made large and contrasted so that the title easily attracts attention. Message boxes are placed around the illustrations so that the reader can read the information gradually.

The fourth stage is the prototype, which is to create a final poster design based on the visual concept and message content. The visual production process is done through three phases. The pre-production phase includes determining the target audience, formulating the script, choosing a visual style, and organizing information hierarchies. The production phase includes setting up titles, subtitles, main illustrations, text blocks, colors, and decorative elements. The post-production phase includes checking readability, appropriateness of the message, visual consistency, and eligibility of the poster to be printed or distributed digitally.

The fifth level is a conceptual test or evaluation. Because this article is compiled based on posters that are already available and has not yet been completed with user survey data, the evaluation is done conceptually through content analysis and visual design analysis. Evaluation indicators include message clarity, relevance to target students, text

readability, color consistency, appropriateness of illustrations, completeness of digital literacy issues, and potential use in educational campaigns. For the next development, the evaluation can be continued through trials for students or undergraduates using comprehension questionnaires before and after seeing the poster.

2.2 Data Sources and Evaluation

Data collection in this article was done through three sources. First, product data in the form of digital literacy posters uploaded by developers. Second, the product description that explains the theme, color, illustration, content of the message, and closing sentence. Third, a literature study from research related to digital literacy, media literacy, educational posters, anti-hoax campaigns, privacy, digital ethics, and visual communication. Literature studies are used to strengthen the discussion so that the analysis is not only based on subjective opinion, but also connected to scientific findings.

The recommended evaluation instrument for the advanced level is a simple evaluation sheet with a scale of 1-5. Aspects evaluated include visual appeal, understanding the title, understanding the definition of digital literacy, the poster's ability to explain the difference between facts and hoaxes, the clarity of the privacy message, the clarity of the communication ethics message, as well as the audience's intention to apply the poster's message. This instrument can be used for small trials in class, student organizations, or campus digital literacy activities.

Table 1. Poster evaluation instrument plan

Evaluation Aspects	Indicator	Evaluation Techniques
Visual appeal	Colors, illustrations, and compositions attract students' attention	Scale 1–5
Message clarity	Audiences understand the meaning of read, understand, and filter	Scale 1–5
Readability	Text can be read on A4 print and mobile screen	Scale 1–5
Relevance	Fill out the poster according to the students' digital experience	Scale 1–5
Behavioral intention	Audiences are encouraged to check sources and maintain privacy	Scale 1–5

3. RESULT AND DISCUSSION

3.1 Poster Product Results

The main result of this product is a digital literacy poster with a futuristic visual identity. Title "Read, Understand, Filter! Digital Literacy Is Important!" placed at the top with the largest size. The placement of titles like this shows that the poster uses a clear visual hierarchy: readers are first directed to the main slogan, then to the definition of digital literacy, then to the reasons why digital literacy is important to them. The order of the information is in accordance with the purpose of the educational poster, which is to capture attention first before delivering a more detailed explanation.

The definition section explains that digital literacy is the ability to use technology and the internet intelligently, wisely, and safely. The sentence is important because many students consider digital literacy only as the ability to use digital devices. In fact, digital literacy includes the ability to understand the content of information and the impact of what is seen and shared. Evidence-based digital literacy programs for youth also emphasize the components of digital fluency, digital privacy and safety, ethics and empathy, and consumer awareness [1]. Thus, the definition in the poster is in line with a broader understanding of digital literacy.



Figure 1. Poster "Read, Understand, Filter! Digital Literacy Is Important!"

3.2 Educational Message Analysis

The poster contains five core messages. The first message is "Can Distinguish Facts vs Hoaxes". This message reminds readers not to immediately believe all information found online. The emphasis on hoaxes is relevant because misinformation often spreads through seemingly convincing content, especially in visual form. Media literacy strategies such as SIFT and the debunking approach are recommended to help students check sources, search for context, and stop the spread of misinformation [11]. Therefore, this poster can be a gateway to teach information verification habits.

The second message is "Search for Information Smartly". This message encourages readers to use reliable sources for assignments, lectures, or discussions. This is important because students often find answers quickly through search engines or social media without evaluating the reputation of the source. Media literacy in education emphasizes that students need to be able to evaluate, interpret, and make media messages critically [3]. In learning, this message can be developed into an activity of finding two or three different sources, comparing the content, and evaluating whether the information comes from a credible institution, writer, or publication.

The third message is "Keep Privacy and Personal Data". The poster warns users not to carelessly click on links or share personal information. This message is very relevant for students because personal data is often spread through online forms, gyms, social media quizzes, fake prize links, or unknowingly uploading location information. Studies on digital citizenship education show that many education stakeholders do not have adequate training on data privacy and misinformation [4]. Because of this, the privacy message on the poster helps introduce digital security issues in simple language.

The fourth message is "Smart Online Time Management". This message reminds users not to continuously scroll through social media until they forget to study and rest. Online time management is an important part of digital resilience because students not only need to be technically secure, but also able to maintain attention, balance of activities, and personal well-being. A survey of students' digital resilience places time management, attention and focus, and self-awareness as important skills in using social media platforms [8]. Thus, this poster not only discusses the truth of information, but also healthy digital habits.

The fifth message is "Communicate with Ethics". This message invites readers to be polite and responsible when commenting or making a post. This issue is important because digital interactions are often done quickly and emotionally. Research on the digital ethics of students in Surakarta shows that risky internet use can be related to the disclosure of personal data, bullying, hoaxes, hate speech, and access to negative content [12]. Because of that, communication ethics messages need to be placed as a core part of digital literacy, not just an addition.

Table 2. Content analysis of the digital literacy message on the poster

Order Posters	Proof on Posters	Educational Impact
Can differentiate between facts and hoaxes	Don't immediately trust all online information	Develop the habit of verification before trusting or sharing information
Search for information intelligently	It is recommended to use trusted sources for assignments, lectures, or discussions	Encouraging the search for information based on source credibility
Protect your privacy and personal data	Reminders don't just click links or share personal info	Reduce the risk of data leakage, fraud, and identity abuse
Smartly manage your time online	Reminder not to continuously scroll social media	Help balance between digital activities, study, and rest
Communicating with ethics	Please be polite and responsible when commenting or posting	Encouraging a digital space that is healthy, safe, and respectful of others

3.3 Visual Analysis and Campaign Media

Visually, the poster uses purple and blue as the base color, accompanied by a neon effect that gives a futuristic effect. This color choice matches the technology theme because it reminds of digital space, gym, artificial intelligence, and virtual world. The element of a robot reading a book reinforces the narrative that technology and literacy should go together. Robots are not presented as scary machines, but as friendly learning characters. This helps build a positive atmosphere and makes the poster more acceptable to students.

From the layout side, the information is divided into several blocks of text. Block "What is Digital Literacy?" is under the title as an introduction to the concept. Block "Why is it important to you?" become a transition to practical points. Five educational points are then placed around the main illustration. This structure makes the poster not only decorative, but has a logical reading flow. Research on the design of anti-hoax posters shows that posters as visual communication media can utilize letters, colors, symbols, and images to deliver social campaign messages [9]. In this poster, these elements are seen through a combination of large typography, futuristic icons, contrasting colors, and short text.

Another strength of the poster is the use of the closing slogan: "In the digital age, it's not the fastest that wins... but the smartest that survives." This sentence serves as a reflective message. In the digital age, the speed of spreading information is often considered an advantage. However, the poster shifts those values into wisdom. This message is relevant to critical literacy because it encourages readers to not only respond quickly, but also consider truth, impact, and ethics before acting.

The expected impact of this poster is an increase in students' initial awareness of safe and responsible digital behavior. Posters are not intended to replace in-depth digital literacy learning, but can be a spark for discussion in class, notice boards, school social media, or organizational activities. The digital literacy campaign in Indonesia shows that posters and visual content can help spread information and build community involvement in fighting misinformation [10]. In addition, educative and participatory digital communication strategies are proven to increase users' ability to recognize, evaluate, and respond to information critically [13].

If used in schools or campuses, posters can be combined with short learning activities. The teacher or facilitator can ask students to choose one point from the poster, find an example of a real case, and then discuss how to deal with it. For example, on hoax points, students can learn to check the site address, publication date, author, and context of the image. On the point of privacy, students can discuss any information that cannot be shared. On ethical points, students can write examples of polite comments and comments that risk hurting others.

This poster also has potential for digital campaigns because the visual format is suitable for sharing via Instagram, WhatsApp, or school social media. Research on the use of social media in educational campaigns shows that attractive and credible visual content can increase audience reach and engagement [14]. However, the effectiveness of digital campaigns still depends on the dissemination strategy. Posters need to be accompanied by educational captions, discussion invitations, and links to trusted digital literacy sources so that the audience not only sees, but also understands and applies the message.

Although the poster has visual excellence and a clear message, there are some limitations. First, the poster has not yet been equipped with audience comprehension test data. Therefore, the impact on behavioral change cannot yet be concluded empirically. Second, the poster contains a lot of text so it needs to be tested for readability on the mobile screen size. Third, the poster has not provided examples of concrete steps to check hoaxes, such as source check, date check, evidence check, and compare with other media. Fourth, the poster has not included further reference sources or channels for readers who want to learn digital literacy in depth.

Table 3. Function of visual elements in the poster

Visual Elements	Communication Function
Purple, blue, and neon colors	Develop a futuristic, modern, and close to the digital world effect
Big title typography	Attracts initial attention and emphasizes the main message of the poster
Robot reading a book	Symbolizing the technology used to learn and understand information
Multi-level text box	Helping readers follow the message flow from definition to practical action
Reflective closing sentence	Reinforce the message that wisdom is more important than speed in the digital age

3.4 Potential Implementation and Development

Based on the analysis, the poster "Read, Understand, Filter!" can be developed into part of a more complete campaign package. The package can include a printed poster, a social media version, an activity sheet, a short quiz, and a facilitator's guide. This approach is in line with the idea that digital literacy should be developed through a continuous education strategy, not just a one-time delivery of a message. Effective digital citizenship education requires curriculum integration, educator training, as well as parent and community support [4], [15].

Content analysis shows that the poster has covered three domains of digital literacy: the cognitive domain, the affective domain, and the behavioral domain. The cognitive domain is seen in the invitation to read, understand, filter, and find trusted sources. The affective realm is seen in the drive to be smart internet users, not trusting easily, and be careful with personal data. The domain of behavior is seen in concrete actions such as not clicking on links, not sharing personal information, not continuously scrolling through social media, and commenting politely. This division is important because digital literacy does not stop at knowledge, but must reach the habit of using technology.

Posters can also be understood as a form of digital citizenship education. Digital citizenship places internet users as citizens who have rights, responsibilities, and ethics in the digital space. In this context, students are not only consumers of information, but also actors who can influence others through comments, uploads, and decisions to share content. Studies on digital citizenship in Indonesia emphasize the need to form smart and good citizens, that is, able to verify information, use digital platforms to participate positively, appreciate the opinions of others, and understand digital ethics [16]. Order posters in line with the purpose.

From the perspective of visual communication, the use of small robot characters has symbolic value. Robots depict technology, while books depict literacy, thought processes, and learning. The combination of the two conveys the message that technology will be beneficial if accompanied by the ability to read and think critically. This symbol is important because young audiences tend to remember messages associated with visual narratives more easily than long texts. Research on visual misinformation also shows that images have strong persuasive power in shaping public understanding [17]. Therefore, educational posters need to use visuals responsibly in order to clarify, not mislead.

The choice of futuristic style also gives value of differentiation. Many digital literacy educational materials use formal designs that are sometimes less attractive for teenagers. This poster chooses a neon style and a sense of technological fantasy so that it is closer to the visual culture of the gym, animation, and digital world that the young generation often sees. This approach can increase early attention. However, visual attention should still be balanced with

legibility. Therefore, text size, contrast between text and background, as well as information density need to be tested on several display sizes, especially mobile phone screens.

If viewed from the anti-hoax message aspect, the poster is correct because it does not only say "don't believe hoaxes", but invites the reader to read and understand first. This invitation is more educational because it emphasizes the thinking process. Studies on misinformation show that information literacy and digital skills play an important role in dealing with misinformation, even the effect of social media on trust in misinformation can vary depending on the context and individual ability [18]. That is, the poster needs to be directed to develop a habit of thinking, not just to scare the audience.

For implementation in schools, posters can be placed in classrooms, libraries, computer laboratories, mading, and school social media accounts. Placement in the classroom is suitable for stimulating discussion during informatics lessons, PPKn, Bahasa Indonesia, or literacy activities. Placement in the library can reinforce the message of finding trusted sources. Placement on the school's social media can extend the reach to parents and alumni. Social media-based digital literacy campaigns also need to consider challenges such as limited access, literacy gaps, privacy, security, and communication ethics [19].

For implementation on campus, posters can be used in new student orientation activities, digital literacy seminars, communication classes, or student organization campaigns. Students often use online resources for assignments, discussions, and self-development, so the message of finding trusted sources and maintaining privacy is very relevant. Research in the higher education environment shows that campus digital platforms can support the strengthening of digital citizenship, but there is still a need for a more planned strategy to improve students' critical thinking and digital culture [20].

Further evaluation can be done through a readability test and a comprehension test. The readability test can ask respondents to assess whether the title is easy to read, the text size is sufficient, the color is not distracting, and the flow of information is easy to follow. Test understanding can be done with short questions, for example: what does digital literacy mean, what should be done before sharing information, why personal data needs to be protected, and how to communicate ethically. The results of the evaluation can be the basis for revising the poster to be more effective.

In addition, the poster can be developed in the form of a series. The first series discusses hoaxes, the second series discusses privacy, the third series discusses comment ethics, the fourth series discusses digital traces, and the fifth series discusses online time management. The draw strategy will make the message deeper and not too compact in one poster. This approach is in line with the idea that digital literacy requires gradual learning and repeated reinforcement through various educational channels [1], [13].

Subsequent content development could include algorithmic literacy and critical reflection. Algorithmic literacy is important because the flow of information on social media is often influenced by recommendation systems that determine what content users often see [21]. Meanwhile, critical media literacy emphasizes personal, emotional, evidential, analytical, ethical, and political reflection when someone is dealing with digital information [22]. If this aspect is added, the poster not only teaches basic actions, but also helps students understand why certain information appears on their home page and how they should respond to it critically.

4. CONCLUSION

Poster "Read, Understand, Filter! Digital Literacy Is Important!" is a visual educational media designed to help students understand the importance of using technology and the internet intelligently, wisely, and safely. Based on the results of the analysis, this poster has the strength of an easy-to-remember slogan, futuristic visuals that suit the digital theme, a symbolic illustration of a robot reading a book, and five practical messages that are relevant to the online life of the young generation. Messages about differentiating facts from hoaxes, finding reliable sources, maintaining privacy, managing online time, and communicating ethically show that posters not only discuss the technical ability to use the internet, but also develop a critical attitude and digital responsibility. This product has the potential to be used in digital literacy campaigns in schools, campuses, student organizations, and community education activities. The limitations of the product lie in the lack of empirical testing of the target audience, the lack of data on changes in understanding after seeing the poster, and the need to test readability on various media sizes. The next development recommendation is to conduct surveys or interviews with students, add a simpler version of social media, organize a series of thematic posters, and provide links or QR codes to trusted digital literacy sources. With continued development, this poster can be part of an educational campaign that encourages the young generation to become critical, safe, ethical, and responsible digital users.

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