

Counseling on the Use of Meta Ai in Improving Digital Literacy in Rural Communities in Indonesia

Made Susilawati*¹, Fadil Mas'ud², Luluk Sarifah³, Rinovian Rais⁴, Johannes P Kumagaya⁵

¹ Universitas Persatuan Guru 1945 NTT, Jl. P. A. Manafe No. 7 Kelurahan Kayu Putih, Ke. Oebobo, Kayu Putih, Kec. Oebobo, Kota Kupang, Nusa Tenggara Tim, Indonesia,

² Universitas Nusa Cendana, Jl. Matani Raya, Lasiana, Kec. Klp. Lima, Kota Kupang, NTT., Indonesia,


³ Univeristas Annuqayah, Jl. Bukit Lancaran Pondok Pesantren Annuqayah, Guluk-Guluk, Sumenep, Guluk Guluk Timur I, Guluk-guluk, Kec. Guluk-Guluk, Madura, Jawa Timur Indonesia,

⁴ Universitas Indraprasta PGRI, Jl. Nangka Raya No.58 C, RT.7/RW.5, Tj. Bar., Kec. Jagakarsa, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia,

⁵ STIE Gentiaras Bandar Lampung, Jl. Purnawirawan Raya No.14, Gedong Meneng, Kec. Rajabasa, Kota Bandar Lampung, Lampung, Indonesia.

E-mail: madesusilawati10@yahoo.co.id

* Corresponding Author

 <https://doi.org/10.31004/jerkin.v3i4.861>

ARTICLE INFO

Article history

Received: 14 May 2025

Revised: 20 May 2025

Accepted: 26 May 2025

Kata Kunci:

Konseling, Meta AI, Literasi Digital.

Keywords:

Counseling, Meta AI, Digital Literact.

ABSTRACT

Pengabdian masyarakat ini dilaksanakan di beberapa desa di Indonesia, termasuk Desa Legian Badung, Desa Baubau Kupang, dan Desa Ogan Jaya, Lampung Utara, selama periode dua minggu hingga satu bulan. Tujuannya adalah untuk memberikan penyuluhan mengenai penggunaan Meta AI dalam meningkatkan literasi digital di masyarakat pedesaan di Indonesia. Metodologi yang digunakan meliputi diskusi dengan rekan kerja dan perangkat desa untuk menentukan tema yang sesuai, kemudian meminta izin dari aparat desa. Tahap implementasi melibatkan penyuluhan tentang cara menggunakan Meta AI, mencakup langkah-langkah seperti membuka WhatsApp, mengakses Meta AI melalui tab obrolan, menyetujui persyaratan, mengetik perintah, mengirim pesan, dan memberikan umpan balik. Penyuluhan juga menjelaskan keuntungan Meta AI, seperti kemudahan penggunaan, kemampuan multi-bahasa, dan ketersediaan 24 jam. Penulis menemukan bahwa antarmuka Meta AI yang sederhana memungkinkan pengguna dari berbagai latar belakang teknologi untuk berinteraksi dengan mudah, serta ketersediaan konstan dan dukungan multi-bahasa meningkatkan kegunaannya sebagai alat pendidikan dan komunikasi secara global.

This community service was conducted in several villages in Indonesia, including Legian Badung, Baubau Kupang, and Ogan Jaya in North Lampung, over periods ranging from two weeks to one month. The aim was to provide counseling on the use of Meta AI to improve digital literacy in rural communities in Indonesia. The methodology involved discussions with colleagues and village officials to identify suitable themes, followed by obtaining permission from village authorities. The implementation stage included counseling on how to use Meta AI, covering aspects like opening WhatsApp, accessing Meta AI through the chat tab, agreeing to terms, typing prompts, sending messages, and providing feedback. The counseling also highlighted the advantages of Meta AI, such as its ease of use, multi-language capabilities, and 24-hour availability. The authors found that Meta AI's simple interface allows users of varying technological backgrounds to interact with it easily, and its constant availability and multi-language support enhance its utility as an educational and communication tool globally.



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How to Cite: Made Susilawati, et, al (2025). Counseling on the Use of Meta Ai in Improving Digital Literacy in Rural Communities in Indonesia, 3(4). <https://doi.org/10.31004/jerkin.v3i4.861>

INTRODUCTION

In Research (Octaviani 2020) & (Septiani Rosana 2010) defines artificial intelligence as a field of computer science related to the automation of intelligent behavior. Meanwhile, according to (Cosmas 2020), artificial intelligence is a study that involves capturing, modeling, and storing human intelligence in information technology systems, so that the system can be used for human decision making. In short, artificial intelligence is a branch of computer science that is concerned with understanding, replicating, and using human intelligence in information technology for decision-making processes.

The development of artificial intelligence technology that exists today has covered various fields which have finally also entered the realm of journalism and various information available online. The media and news agencies have begun to implement robot journalism or journalism that uses the help of computer media without the intervention of human reporters in producing various article information. (Putranto et al., 2022) AI covers a fairly large field, from the most general to the most specific. From Learning or Perception to playing chess, proving mathematical theories, writing poetry, driving cars and diagnosing diseases. The word Intelligence comes from the Latin *intellegio* which means 'I understand', so the basis of Intelligence is the ability to understand and take action. Several experts provide their own definitions related to what AI is, as follows: a. John Mc Carthy: artificial intelligence is modeling the human thought process and designing machines to imitate human behavior. b. H.A. Simon: Artificial intelligence is a place of research, applications and instructions related to computer programming to do something that in the human view is intelligent. c. Rich and Knight: Artificial intelligence is a study of how to make computers do things that humans can currently do better.

Artificial Intelligence (AI) is a development in information and communication technology that has emerged in the last ten years. The use of AI by industry is not only limited to the telecommunications industry sector, but also in the banking, manufacturing, services, and even government sectors. In several countries, the implementation of artificial intelligence has reached almost 56%, especially in the industrial sector (Lidwina 2019). However, the implementation of AI in Indonesia is relatively low, due to many problems such as worker skills that are not yet sufficient to operate AI and the lack of investment to develop AI infrastructure (Ririh 2020). Artificial intelligence has begun to be applied in various aspects including the mass media industry. AI in the mass media industry plays a role in content production to news distribution. Analysis, policies and strategies of a mass media industry make it possible to follow the development of this technology. Based on the background that has been described, the author is interested in conducting research on the mass media industry model in the era of artificial intelligence development. According to (Putra 2020) Artificial intelligence is man-made, meaning that all ethical, editorial and economic influences considered when producing traditional news content still apply in this new era of augmented journalism. AI is one of the breakthroughs in journalistic work today.

In today's digital age, where AI is increasingly involved in the news-making process, questions about journalist independence have been raised strongly. The use of AI in journalism can change the dynamics of the relationship between journalists and media owners or companies, and raise challenges related to independence. Automatic Content Generation (CGA): AI algorithms can be used to create articles based on existing data and information. This can help in producing news content faster. a. Natural Language Processing (NLP): AI can be used to understand and analyze human language, help in structuring and curating news, analyzing sentiment, and translating text. b. Big Data Analytics: AI can be used to analyze large data sets to find trends and patterns that may not be visible to humans. This can help journalists in deeper investigation and reporting. c. Chatbots for News Reporting: The use of chatbots in interactions with readers or viewers can help provide instant information, answer questions, or provide news updates automatically. d. Automated Data Visualization: AI can help in creating engaging and informative data visualizations, helping readers or viewers to more easily understand complex information. e. Fake News Detection: AI algorithms can be used to detect fake news or disinformation by analyzing content and filtering out unverifiable information. f. Automated Content Management System: The use of AI in content management can help in automatically managing, categorizing, and optimizing content distribution. g. Personalized News Recommendations: AI algorithms can provide news recommendations tailored to readers' preferences and behaviors, improving the news consumer experience. h. Voice Recognition and Facial Recognition: This technology can be used for transcription of interviews or press conferences, as well as to identify faces in photo or video

news. i. Chat Gpt: Machines with the ability to write articles based on inputted data can help in reporting routine and repetitive news (Hardiansyah 2023).

The use of AI in journalism can help improve efficiency, speed, and accuracy in the news production process. However, it is also necessary to pay attention to ethics and transparency in its use to ensure the integrity and reliability of information conveyed to the public. In the Context of Decision-making, the role of AI represents an impressive technological development, regarding the possibility of bias contained in the AI algorithm used in the Decision-making process or news writing. Bias in AI algorithms can arise from bias in the data used to train the algorithm. This can reflect human bias and result in unfair or inaccurate results. Examples of bias in AI include racial bias, label bias, and sample bias. For example, a natural language processing (NLP) system may tend to give a higher negative score to news related to a certain ethnicity for no apparent reason, because the training data may reflect bias that already exists in the data source. To address this, it is important to form a diverse development team and pay attention to diversity in data collection, labeling, and modeling. In addition, public understanding of AI needs to be improved to help reduce algorithmic bias. The integration of AI algorithms in various aspects of life, including journalism, needs to be done carefully and pay attention to the potential for bias and its impact on justice and ethics (Murtiani 2023).

In line with the application of AI in journalism, the application of AI can also accelerate, increase efficiency, and have a wider network to improve Digital Literacy in rural communities in Indonesia. More specifically, the main object of this research is Meta AI. Meta AI is the artificial intelligence (AI) division of Meta Platforms Inc., the parent company of Facebook, Instagram, and WhatsApp. This division focuses on research and development of AI technology for various applications, both those that support Meta products and contribute to the advancement of the AI field in general. Based on the book *Meta AI Expertise*, Raymond Wayne, (2024), Meta AI combines in-depth research in various fields. For example, machine learning, computer vision, natural language processing, and artificial intelligence based on social interaction. Meta AI can make information obtained faster from WhatsApp without having to browse from Google and the like. This article is the result of the author's dedication to several villages with the theme "Counseling on the Use of Meta AI in Improving Digital Literacy in Rural Communities in Indonesia" (Ritonga 2022).

METHODS

This community service was carried out in several villages in Indonesia, including Legian Badung Village, Baubau Kupang Village, and Ogan Jaya Village, North Lampung. This community service was carried out in various periods, from two weeks to one month. The methods of finding problems and solutions during the community service include the following :

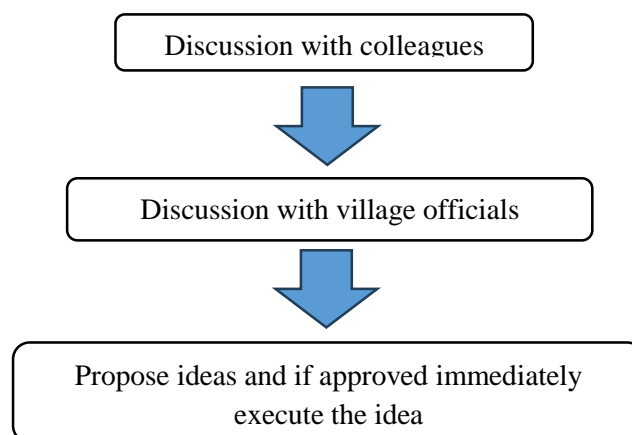


Figure 1. Problem Solving and Solution Finding Methods

The author carried out the three stages in stages, in the first stage the author discussed with other colleagues in depth about what themes were suitable to be socialized and consulted to the rural community that were relevant and most beneficial for the rural community, after conducting the

discussion the author held a discussion and asked permission from the village apparatus and they agreed. The last stage, the author executed the training with a more complete explanation below.

RESULT AND DISCUSSION

Artificial Intelligence and Meta Artificial Intelligence

In Research (Octaviani 2020) & (Septiani Rosana 2010) defines artificial intelligence as a field of computer science related to the automation of intelligent behavior. Meanwhile, according to (Cosmas 2020), artificial intelligence is a study that involves capturing, modeling, and storing human intelligence in information technology systems, so that the system can be used for human decision making. In short, artificial intelligence is a branch of computer science that is concerned with understanding, replicating, and using human intelligence in information technology for decision-making processes.

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algorithms can provide news recommendations tailored to readers' preferences and behaviors, improving the news consumer experience. h. Voice Recognition and Facial Recognition: This technology can be used for transcription of interviews or press conferences, as well as to identify faces in photo or video news. i. Chat Gpt: Machines with the ability to write articles based on inputted data can help in reporting routine and repetitive news (Hardiansyah 2023).

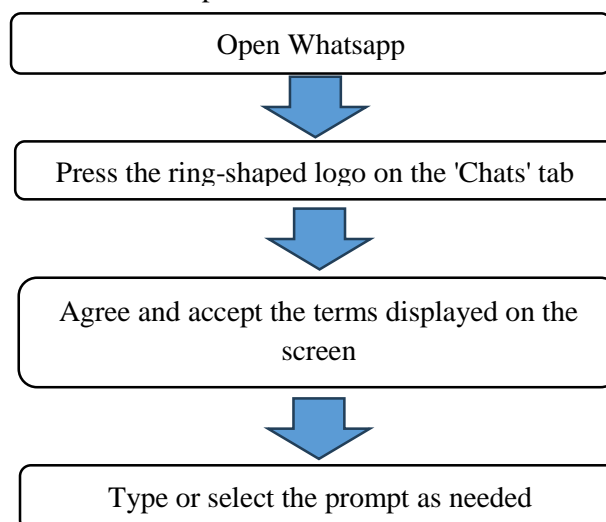
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In the implementation stage, the community service provider provides counseling to the village community on how to use Meta AI for a period of two weeks to one month with the following materials::



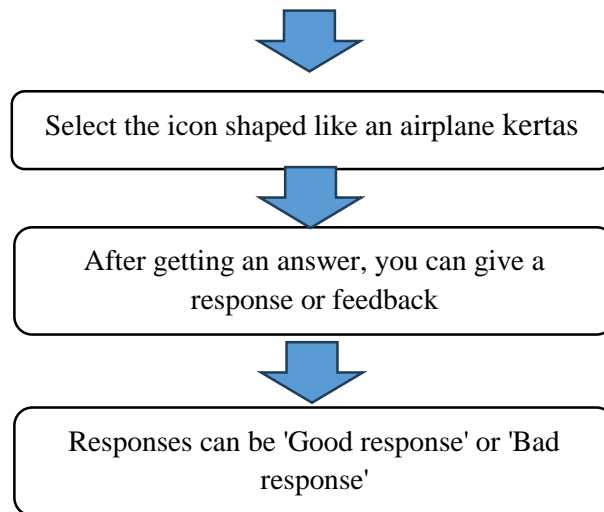


Figure 2. How to Use Meta AI

Within a period of two weeks to one month, the author not only explains how to use meta AI but also explains the advantages of meta AI and how to make the best use of it in improving digital literacy in rural communities. The advantages of meta AI include the following:

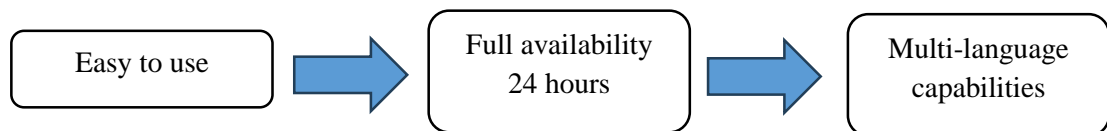


Figure 3. Meta AI Advantages

Meta AI has a simple and intuitive interface, allowing users from a variety of technological backgrounds to easily interact with it. Both beginners and experienced users can understand how this virtual assistant works without requiring additional training. This user-friendly design allows users to focus on the task or information they need without feeling overwhelmed by technical complexities, making it an efficient tool for a variety of purposes. Additionally, Meta AI can be accessed at any time, giving users the flexibility to get help or information outside of normal business hours. This is especially beneficial for individuals who work in different time zones or have busy schedules. The ability to be always on makes Meta AI a reliable assistant in urgent situations, such as finding technical solutions or important information in real-time. Lastly, Meta AI supports multiple languages, allowing users from different regions to interact with it without language barriers. With this capability, Meta AI can be used on a global scale, increasing the inclusivity of technology. This is especially useful for individuals who want to learn a new language or need help translating text, strengthening Meta AI's role as an educational and communication tool.

CONCLUSION

Meta AI has a simple and intuitive interface, allowing users from a variety of technological backgrounds to easily interact with it. Both beginners and experienced users can understand how this virtual assistant works without requiring additional training. This user-friendly design allows users to focus on the task or information they need without feeling overwhelmed by technical complexities, making it an efficient tool for a variety of purposes. Additionally, Meta AI can be accessed at any time, giving users the flexibility to get help or information outside of normal business hours. This is especially beneficial for individuals who work in different time zones or have busy schedules. The ability to be always on makes Meta AI a reliable assistant in urgent situations, such as finding technical solutions or important information in real-time. Lastly, Meta AI supports multiple languages, allowing users from different regions to interact with it without language barriers. With this capability, Meta AI can be used on a global scale, increasing the inclusivity of technology. This is especially useful for individuals who

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THANKS WORD

The author would like to express his deepest gratitude to all parties involved in the preparation of this article, both directly and indirectly. By direct, the researcher means the village officials, academic colleagues, and rural communities who have welcomed our presence and followed our activities wholeheartedly. Indirectly, the author means the prayers of the family, wife, parents, lecturers, and others who have indirectly provided energy to support the publication of this article.

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