



Digital Culture as a Moderating Factor in Increasing Digital Literacy

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ABSTRACT

This research aims to develop a measurement of digital culture as a moderating factor in increasing digital literacy. By using an interdisciplinary approach that combines the concepts of digital literacy and digital culture, this research contributes to the understanding of how digital culture can influence the effectiveness of digital literacy programs. Literary studies provide a theoretical foundation for identifying key dimensions of digital literacy and digital culture. Based on literature findings, a measurement instrument was developed and validated to measure digital cultural norms, values, and practices that moderate digital literacy. Data was collected through surveys from a sample of respondents covering a variety of cultural backgrounds. Data analysis using statistical methods reveals that digital culture has a significant impact in moderating the relationship between digital literacy and other variables that influence technology mastery. The conclusion of this research emphasizes the importance of considering digital culture in digital literacy development programs. Methodological limitations and suggestions for future research are also identified. This research paves the way for a deeper understanding of the complexity of the relationship between digital literacy and digital culture, with practical applications for developing more effective digital literacy strategies in an increasingly technologically connected society.

Keywords: Digital Culture, Digital Literacy, Moderating Factor, Technology Mastery, Cultural Norms

INTRODUCTION

In an age characterized (Saitri et al., 2023) by globalization and rapid advancements in information technology, digital (Junaedi et al., 2023) literacy has emerged as the cornerstone for individuals navigating the intricacies of a digitally-driven world. The capacity to comprehend, assess, and proficiently utilize digital information stands as an indispensable skill, facilitating active engagement in an interconnected society. As technology continues to shape our daily lives, the significance of digital literacy (Johnston, 2020; Setyowati et al., 2023) transcends mere competence, it becomes a gateway to meaningful participation in the evolving landscape of the digital era.

Beyond the realm of digital proficiency (Pangrazio, 2016), cultural dimensions exert a profound influence on individual cognitive patterns and behavioral tendencies toward technology (Bauwens & Hourcade, 2019). Acknowledging the inseparable link between digital literacy and cultural nuances is paramount. Culture, with its diverse norms, values, and practices, becomes a lens through which individuals interpret and interact with the ever-evolving digital landscape.

As we navigate this intricate interplay between digital literacy and cultural dynamics, it becomes evident that a holistic understanding is essential. It is not merely about acquiring technical skills but embracing a comprehensive approach that recognizes the symbiotic relationship between digital competency and cultural context. In this fusion lies the key to empowering individuals to not only navigate the digital realm effectively but also to leverage technology in ways that resonate with their cultural identity and societal values.

Within this evolving landscape, the concept of digital culture is swiftly gaining prominence, a dynamic sphere encompassing norms, values, and practices intricately tied to the pervasive use of digital technology in our daily existence. As technological advancements continue to shape the cultural fabric, the urgency to measure digital culture becomes more pronounced, offering a lens through which we can comprehend the transformative impact of technology on societal norms and behaviors.

The acceleration of cultural evolution driven by technological developments necessitates a nuanced understanding of digital culture. It is not merely an accessory to the digital age but a dynamic force shaping how individuals and communities navigate the digital realm. Measuring digital culture, therefore, emerges as an imperative endeavor, allowing us to decipher the intricate interplay between technology and cultural dynamics.

In this context, the work of Livingstone (2012) highlights the indispensable role of digital culture as a moderating factor in the development of digital literacy. While digital literacy equips individuals with the technical know-how, it is within the nuanced landscape of digital culture that these skills truly manifest their impact. The evolving norms and values embedded in digital culture become the context within which digital literacy finds its relevance and effectiveness.

To unravel the profound implications of digital literacy, it is paramount to acknowledge and measure the dimensions of digital culture. This goes beyond the technical proficiency and delves into the intricate tapestry of cultural nuances, thereby offering a holistic understanding of how digital skills are not just acquired but applied within the broader cultural context. As we delve into this intersection of digital literacy and digital culture, we pave the way for a more comprehensive and insightful approach to navigating the digital age.

This research endeavors to forge a measurement tool designed to pinpoint and gauge the fundamental dimensions of digital culture, functioning as pivotal moderators in the augmentation of digital literacy. Within the intricate interplay of digital culture and literacy, the aspiration is to unravel a more nuanced understanding, one that extends beyond the mere acquisition of technical skills and delves into the profound impact of cultural dynamics.

The impetus behind developing this measurement tool lies in the recognition of digital culture as a dynamic force, shaping the norms, values, and practices intricately linked to the pervasive use of digital technology. In essence, it seeks to decode the intricate tapestry of cultural nuances that serve as the backdrop against which digital literacy unfolds its significance.

Drawing inspiration from the insights of Helsper and Eynon (2010), this research acknowledges the pivotal role of digital culture in shaping the landscape of digital literacy. By acknowledging and measuring the main dimensions of digital culture, we aim to unearth a more profound comprehension of how individuals interact with, interpret, and apply their digital skills within the cultural context.

Ultimately, the overarching goal is to transcend traditional approaches and unearth strategies that not only bolster digital literacy but also resonate with the diverse cultural fabric of society. Through this exploration, it is envisaged that a more refined and culturally attuned approach will emerge, fostering increased adaptability and active participation in our increasingly digitalized societal landscape.

Through this research, we seek to bridge the knowledge gap between digital literacy and digital culture and make an important contribution to the understanding of how cultural factors influence the effectiveness of digital literacy programs. In this way, it is hoped that this research can provide a more holistic view of efforts to improve digital skills in an increasingly technologically connected society.

The main uniqueness of this research lies in its approach which not only pursues increasing digital literacy but also explores the cultural complexities that moderate this process. We not only look for ways to improve digital skills but also seek to understand how local culture plays a key role in the success of such efforts.

The main motivation of researchers is to understand that digital literacy is not a separate entity from the cultural context. Rather, it is closely intertwined with the values, norms, and practices of society. By exploring the relationship between digital literacy and culture, we hope to present a more relevant and effective approach to improving digital skills amidst cultural diversity.

Researchers believe that by understanding and appreciating cultural diversity, we can design digital literacy strategies that not only educate but also accommodate the richness of local culture. This is not just about improving technical skills, but also empowerment through a deep understanding of the surrounding cultural context. Thus, this research carries a vision to create a more humanistic approach to supporting the development of digital literacy in an increasingly technologically connected society.

LITERATURE REVIEW

Digital Literacy

Digital literacy encompasses an individual's proficiency in utilizing, comprehending, and critically evaluating digital information (Chandra et al., 2018; Nyoto et al., 2023; Renaldo & Murwaningsari, 2023). It

encapsulates a spectrum of skills, ranging from deciphering digital media to assessing the credibility of online information, understanding digital security, and actively engaging in digital environments (Gillen & Barton, 2010). It is a multifaceted competence that empowers individuals to navigate the intricate landscape of the digital age.

In the midst of ongoing technological advancements and the dynamic evolution of our interaction with information, digital literacy has evolved into an indispensable skill set (Prensky, 2001). It goes beyond the basic ability to operate digital tools; it involves a deeper understanding of the digital ecosystem, requiring individuals to be discerning consumers, thoughtful contributors, and vigilant custodians of their digital presence.

As our world becomes increasingly interconnected and reliant on digital platforms, the significance of digital literacy is magnified. It serves as a linchpin for effective communication, informed decision-making, and active participation in the digital realm. In essence, digital literacy is not merely a technical proficiency; it is a catalyst for empowerment, enabling individuals to not only navigate but also contribute meaningfully to the ever-evolving digital landscape.

Digital Culture

Digital culture constitutes the set of norms, values, and practices intricately tied to the utilization of digital technology within society. This transformative cultural shift mirrors the pervasive integration of technology into every facet of our daily existence, influencing how we communicate, work, and engage with one another (Beetham & Sharpe, 2019). It is a reflection of the profound impact technology has on the very fabric of our societal interactions.

Within the realm of digital literacy, the scope of digital culture extends beyond the hardware and software components. It encompasses the dynamic ways in which individuals and society respond to, adopt, and manage technology (Buckingham, 2007). Digital culture, in this context, becomes a lens through which we understand not only the technical aspects of digital engagement but also the intricate dance between individuals and the evolving technological landscape.

As individuals navigate the digital sphere, they do so within the context of this encompassing digital culture. It influences how they perceive, integrate, and adapt to technological advancements, shaping the very essence of their digital interactions. Therefore, acknowledging the symbiotic relationship between digital literacy and digital culture is pivotal for a comprehensive understanding of how individuals and society at large navigate the complexities of the digital age.

The Relationship between Digital Literacy and Digital Culture

The significance of delving into the intricate relationship between digital literacy and digital culture lies in the realization that an individual's efficacy in the digital realm hinges not solely on technical proficiency but equally on the cultural milieu enveloping them. Mastery of tools and technology alone is insufficient; understanding the cultural context is imperative. Digital culture emerges as a potent moderator, shaping the effectiveness of digital literacy by molding individuals' perceptions, attitudes, and practices toward technology (Ribble & Bailey, 2007).

In essence, digital literacy represents the toolkit, encompassing the skills to navigate the digital landscape, while digital culture serves as the contextual backdrop influencing how these tools are wielded. The symbiotic relationship between the two is pivotal; digital culture becomes the filter through which individuals interpret and apply their digital skills. It moderates the effectiveness of digital literacy by infusing a nuanced layer of understanding, reflecting the values, norms, and practices inherent in the digital environment (Angreani et al., 2023).

Therefore, a holistic approach to digital competency requires not only the acquisition of technical skills but a profound awareness of the cultural dynamics at play. Recognizing and appreciating the interplay between digital literacy and digital culture is paramount for individuals to not just function but thrive in our increasingly digitalized world.

Digital Culture Measurement as a Moderator Factor

The pressing demand for the development of measurements assessing digital culture arises from the necessity to gain a profound understanding of the cultural dimensions that intricately shape digital literacy. This imperative endeavor is anticipated to offer a more precise depiction of how individuals and society at large engage with digital technology, thereby facilitating the identification of pivotal variables that moderate the intricate relationship between digital literacy and digital culture (Rogers, 2003).

As technology continues to embed itself into the fabric of our daily lives, comprehending the intricate nuances of digital culture becomes paramount. The envisioned measurements aspire to be more than mere metrics; they aim to be a lens through which we can unravel the multifaceted ways in which culture influences the dynamics of digital engagement. By doing so, it is envisaged that these measurements will not only enrich our understanding of the digital landscape but also contribute to the identification of key factors that moderate the synergistic interplay between digital literacy and digital culture.

In essence, the development of these measurements stands as a crucial step towards a more holistic comprehension of the symbiotic relationship between digital literacy and digital culture. It is through this lens that we can unravel the complexities, nuances, and influential variables that govern how individuals and societies navigate the digital age.

Previous Research Contributions

Previous research has looked at digital literacy and digital culture separately, but there is still little research that specifically explores how digital culture can moderate the increase in digital literacy. Therefore, this research attempts to fill this gap by developing a comprehensive framework for measuring and understanding the complex relationship between digital literacy and digital culture (van Dijk, 2012).

By involving the concepts of digital literacy and digital culture in one framework, this research is expected to provide new and in-depth insights into the factors that influence digital literacy in an increasingly digitalized society (Martin, 2008).

METHODOLOGY

Research Objectives

The first step in this research methodology is to establish clear objectives. This research aims to develop a measurement of digital culture as a moderating factor in increasing digital literacy (Castells, 2010).

Literature Study

Conduct literature studies to identify existing conceptual frameworks related to digital literacy, digital culture, and the interactions between the two. Review previous research to understand the methods for measuring digital literacy and digital culture that have been used previously (Hague & Payton, 2010).

Development of Measurement Instruments

Based on the findings of the literature study (Sekaran & Bougie, 2016; Sevendy et al., 2023), develop a measurement instrument to measure the dimensions of digital culture as factors that moderate digital literacy. This instrument should include questions relevant to the values, norms, and practices of digital culture that influence technology use.

Instrument Validation

Using instrument validation methods to ensure that the digital culture measurement instrument developed has a high level of validity. Involving experts in the field of digital literacy and digital culture to evaluate the instrument.

Data Collection

Collecting data from respondents through surveys using instruments that have been developed. The data collected includes information about respondents' digital literacy levels and aspects of digital culture that may moderate digital literacy.

Data Analysis

Analyze data using relevant statistical methods, such as regression analysis, to identify the relationship between digital literacy and digital culture. Investigating whether digital culture acts as a moderating factor in increasing digital literacy.

Interpretation of Results

Interpret the results of data analysis and relate them back to research objectives. Draw conclusions about the extent to which digital culture moderates the relationship between digital literacy and other possible influencing factors.

Preparation of Reports

Prepare research reports that include an introduction, literature review, methodology, results, and conclusions. Present research findings systematically and provide recommendations for further development in the field of digital literacy and digital culture.

RESULTS AND DISCUSSION

Results and Discussion

A good measurement of digital culture must include multiple dimensions to provide a comprehensive picture of how individuals or societies interact with digital technology. Here are some dimensions to consider:

1. **Digital Norms** (Bauwens & Hourcade, 2019):

- **Perception of the norms governing the use of digital technology in society.** This refers to how a person or society subjectively understands the norms or rules governing the use of digital technology in a social context. This perception includes an individual or group's understanding of the values that are considered correct or expected in interacting with digital technology. Examples of this concept include how one views the ethics (Pramesti & Renaldo, 2023) of social media use, how online privacy is valued, or norms regarding digital security. For example, some people may believe that sharing personal information openly on social media platforms is an accepted norm, while others may be more inclined to guard their privacy more strictly. Understanding these perceptions can provide insight into how these norms can influence individual or group behavior in using digital technology. This is an important dimension in measuring digital culture and how these norms interact with digital literacy.
- **The level of acceptance of new norms that develop along with technological developments.** This refers to the extent to which individuals or societies accept new norms that emerge as technology develops. In this context, new norms reflect rules or behavioral guidelines that develop in response to changes in digital technology. For example, when new technologies emerge, such as social media platforms or innovations in digital security, the level of acceptance of those new norms reflects the extent to which individuals or societies are willing to adopt and adapt to those changes. This acceptance can be influenced by a variety of factors, including cultural values, beliefs, and individual experiences. Understanding the level of acceptance of these new norms can provide an idea of the extent to which society is ready to change and integrate new technological innovations in everyday life. This is also relevant in the context of digital culture, where technological developments often give rise to new norms that need to be accepted and accommodated by individuals and society.

2. **Digital Values** (Livingstone & Third, 2017):

- **The values attached to the use of digital technology, such as freedom, security, privacy, and participation.** Understanding these values is important because they form the foundation of digital ethics and influence how individuals and society interact with technology. These values can also moderate technology use and influence preferences and decisions in the context of digital culture.
- **Level of awareness of digital ethical values in online interactions.** The level of awareness of digital ethical values in online interactions pertains to an individual's or a community's consciousness regarding ethical principles governing their behavior in the digital realm. It encapsulates the extent to which people recognize and internalize values such as honesty, respect, and integrity when engaging in online activities. In the dynamic landscape of digital interactions, being ethically conscious involves an understanding of the consequences of one's digital actions on privacy, cybersecurity, and the well-being of the online community. Individuals with a high level of awareness are likely to consider the ethical implications of their online presence, fostering an environment of trust and mutual respect. This awareness is crucial in shaping responsible digital citizenship, as it influences the choices people make, the content they share, and the overall tone of their online interactions. Ultimately, a heightened level of awareness of digital ethical values contributes to the cultivation of a positive and ethical digital culture.

3. **Digital Practices** (Hsieh & Cho, 2018):

- **The way individuals or groups use technology in everyday life.** The utilization of technology in everyday life refers to how individuals or groups incorporate and engage with technological tools and innovations in their daily routines. This encompasses a broad spectrum of activities, ranging from communication and work to entertainment and personal tasks. The way people integrate technology into their lives reflects their preferences, habits, and adaptability to the evolving digital landscape. For some, technology may play a central role in work-related tasks, streamlining processes and enhancing productivity. Others might prioritize technology for social interactions, relying on digital platforms for communication and connection. Additionally, the use of technology can extend to leisure activities, learning pursuits, or even health-related practices. Observing the patterns and choices in how individuals or groups integrate technology into their daily lives provides valuable insights into societal trends, cultural norms, and the impact of technology on various aspects of human existence. It unveils not only the practical applications of technology but also the sociocultural dynamics influencing its adoption and adaptation.
- **Frequency and context of digital technology use in various activities, including work, education, and entertainment.** The frequency and context of digital technology use across various activities, encompassing work, education, and entertainment, offer a comprehensive view of how individuals or groups engage with technology in their daily lives. This involves examining both how often technology is utilized and the specific contexts in which it is applied. In the realm of work, digital technology may be employed for tasks such as communication, project management, and data analysis. Understanding the frequency and specific applications in a work setting provides insights into the integration of technology for professional productivity. In education, digital technology is often used for learning, research, and collaboration. Analyzing the frequency and context of its use in educational activities sheds light on the evolving landscape of digital learning and the role of technology in shaping educational experiences. Entertainment activities, including social media, streaming, and gaming, also contribute to the digital technology landscape. Examining how often and in what contexts individuals turn to technology for leisure provides a glimpse into the changing patterns of entertainment consumption in the digital age. By exploring the multifaceted dimensions of digital technology use in different spheres of life, from work to education to entertainment, a more nuanced understanding emerges. This understanding is crucial for adapting strategies, technologies, and policies to align with the diverse ways technology is woven into the fabric of daily activities.

4. **Digital Engagement** (Sefton-Green, 2018):

- **Level of participation in online communities and social platforms.** The level of participation in online communities and social platforms reflects the extent to which individuals engage and contribute within digital social spaces. This involvement encompasses various activities such as posting content, commenting, sharing, and interacting with others within online communities. It serves as a measure of the individual's or group's active presence and influence in the digital social sphere. High levels of participation may indicate a strong sense of connection, community engagement, and a willingness to contribute to online dialogues. This can manifest in various forms, including active involvement in discussions, the creation of original content, or the establishment of meaningful connections with others. Conversely, lower levels of participation may suggest a more passive online presence, with individuals consuming content rather than actively contributing to the digital discourse. Factors such as personal preferences, comfort with digital interactions, and the perceived value of participation influence the level of engagement within online communities. Understanding the nuances of participation in online communities and social platforms provides insights into the dynamics of digital social interactions. It helps gauge the vibrancy of virtual communities and the role of individuals in shaping the collective narrative within these digital spaces.
- **Level of engagement in collaborative activities and digital information sharing.** The level of engagement in collaborative activities and digital information sharing signifies the degree to which individuals or groups actively participate in cooperative endeavors and exchange information within digital environments. This involvement spans a spectrum of activities, including collaborative projects, shared document creation, and the dissemination of digital content. A high level of engagement in collaborative activities implies a proclivity for teamwork, a willingness to contribute to shared goals, and an active role in collective digital initiatives. This may involve real-time collaboration on documents, joint participation in virtual projects, or the active sharing of information for mutual benefit. Conversely, a lower level of engagement may suggest a more individualistic or reserved approach to digital interactions, with limited involvement in collaborative efforts or information sharing. Various factors,

such as organizational culture, the nature of tasks, or individual preferences, can influence the extent of engagement in these digital collaborative spaces. Understanding the nuances of engagement in collaborative activities and digital information sharing is pivotal in assessing the collaborative fabric of digital communities and workplaces. It provides valuable insights into the cooperative dynamics, knowledge-sharing practices, and the overall collaborative culture within digital spaces.

5. **Digital Sustainability** (Frailon, et al., 2019):

- **Attitudes towards sustainability and environmental responsibility in the use of digital technology.** Attitudes towards sustainability and environmental responsibility in the use of digital technology encompass individuals' perspectives, beliefs, and inclinations regarding the ecological impact of their digital practices. This includes how people approach and consider the environmental consequences associated with the production (Purnama et al., 2023), consumption, and disposal of digital technologies. Positive attitudes towards sustainability may manifest in behaviors such as mindful consumption, recycling electronic devices, or supporting eco-friendly initiatives within the digital sphere. Individuals with a strong sense of environmental responsibility may prioritize using energy-efficient devices, minimizing electronic waste, and advocating for sustainable practices in the tech industry. Conversely, less environmentally conscious attitudes may be reflected in behaviors like frequent upgrades without considering the environmental impact, neglecting proper disposal methods for electronic waste, or overlooking the energy efficiency of digital devices. Understanding these attitudes is crucial for assessing the environmental consciousness within the digital landscape. It sheds light on the alignment of individuals' values with sustainable practices and informs strategies for promoting eco-friendly behaviors in the use of digital technology. As sustainability becomes an increasingly critical global concern, examining these attitudes helps gauge the potential for fostering a more environmentally responsible digital culture.
- **Participation in digital initiatives or movements that support sustainability.** Participation in digital initiatives or movements supporting sustainability reflects individuals' active involvement in online endeavors that advocate for and contribute to environmentally conscious practices. This involvement encompasses a range of activities within the digital realm, from supporting and promoting sustainability-related campaigns on social media to actively participating in online communities focused on environmental responsibility. Individuals engaged in these digital initiatives may contribute by sharing information about sustainable practices, participating in online discussions about environmental issues, or mobilizing support for eco-friendly causes. They may also align their online presence with the values of sustainability by promoting sustainable products, sharing tips for eco-friendly living, or participating in digital challenges that raise awareness about environmental concerns. Understanding the level of participation in such digital initiatives provides insights into the extent to which individuals leverage their online presence for environmental advocacy. It demonstrates a proactive commitment to promoting sustainability within the digital community and contributes to the broader discourse on how digital platforms can be harnessed for positive social and environmental impact.

6. **Digital Resilience** (Buckingham, 2019):

- **Ability to adapt to changes in digital technology.** The ability to adapt to changes in digital technology is a multifaceted skill crucial in the dynamic landscape of the digital age. It encompasses the capacity to swiftly grasp and comprehend new digital tools, platforms, and innovations—a quality often referred to as learning agility. Those adept at adaptation exhibit flexibility, readily adjusting their approaches and habits to align with the ever-evolving technological landscape. This adaptability is fueled by a curiosity that drives a proactive interest in exploring and staying informed about emerging digital trends. Moreover, individuals with a high ability to adapt showcase problem-solving skills, efficiently addressing challenges that may arise with the adoption of new digital tools. They seamlessly integrate these innovations into existing workflows, enhancing overall efficiency. Such adaptability is rooted in an openness to innovation, fostering a mindset that not only embraces change but values it as an opportunity for continuous improvement. In essence, the ability to adapt to changes in digital technology is more than just a skill—it's a mindset that positions individuals and organizations to thrive amidst the rapid transformations in the digital landscape, ensuring they remain competitive and at the forefront of technological advancements.
- **Level of readiness to face risks and challenges in the digital environment.** The level of readiness to face risks and challenges in the digital environment is a critical determinant of an individual's or group's ability to navigate the complexities of the digital landscape. This readiness involves a multifaceted approach, beginning with a keen awareness of potential risks associated with digital activities, platforms, or technologies. Individuals or organizations demonstrating a high level of readiness exhibit a proactive

stance, recognizing the dynamic and ever-evolving nature of the digital realm. Furthermore, this readiness extends to an adaptive capacity, signifying the flexibility to adjust strategies and responses when confronted with unforeseen challenges. It encompasses a heightened understanding of cybersecurity threats, with a commitment to safeguarding digital assets and maintaining robust digital security practices. Problem-solving skills play a pivotal role, as individuals or groups must effectively troubleshoot and resolve issues that may arise in the digital environment. Moreover, a high level of readiness includes a capacity for crisis response, ensuring the ability to react promptly and effectively in the face of digital emergencies. In essence, individuals or organizations with a comprehensive readiness to face digital risks not only acknowledge the inherent uncertainties in the digital world but are equipped with the skills, awareness, and mindset necessary to navigate these challenges securely and resiliently.

7. **Digital Security** (Hobbs, 2017):

- **Awareness of digital security risks and protective measures adopted.** The awareness of digital security risks and the adoption of protective measures represent crucial aspect of responsible digital engagement. Individuals or organizations exhibiting a heightened awareness recognize the potential threats inherent in the digital landscape, ranging from cyberattacks to data breaches. This awareness is foundational, as it enables proactive identification of vulnerabilities and potential points of exploitation. In tandem with this awareness, the implementation of protective measures signifies a commitment to safeguarding digital assets and sensitive information. This may involve the adoption of robust cybersecurity practices, such as using secure passwords, employing encryption technologies, and staying vigilant against phishing attempts. Moreover, individuals or organizations with a strong awareness of digital security risks often prioritize regular updates and patches to fortify their digital defenses against evolving threats. The synergy between awareness and action is pivotal in fostering a secure digital environment. It not only mitigates the risks associated with the digital landscape but also contributes to a broader culture of cybersecurity. This proactive approach positions individuals and organizations to navigate the digital realm with confidence, knowing they have taken measures to protect themselves against potential threats and vulnerabilities.
- **Adherence to digital security practices, such as the use of strong passwords and caution in sharing information.** Adherence to digital security practices, including the utilization of robust passwords and cautious information sharing, underscores a commitment to maintaining a secure digital presence. Individuals or organizations that prioritize these practices recognize the paramount importance of safeguarding their digital assets and sensitive information. One fundamental aspect of adherence to digital security practices is the use of strong passwords. This involves creating complex, unique passwords for different online accounts, minimizing the risk of unauthorized access. Embracing multifactor authentication adds an additional layer of protection, enhancing the overall security posture. Cautious information sharing complements password strength. Individuals or organizations exercising prudence are mindful of the data they share online, minimizing the potential for personal or sensitive information to fall into the wrong hands. This includes being circumspect about sharing personal details on social media platforms and exercising caution in response to unsolicited requests for information. The integration of these digital security practices reflects a proactive stance toward mitigating risks associated with the digital landscape. It not only fortifies individual and organizational security but also contributes to the collective effort to foster a culture of responsible and secure digital engagement.

8. **Digital Culture Fit** (Ponte, et al., 2018):

- **The extent to which digital technology is adopted and adapted to local cultural values and norms.** The extent to which digital technology is adopted and adapted to local cultural values and norms reflects the dynamic interplay between technology and the sociocultural context within a specific community or region. This adaptation involves incorporating digital tools and innovations in a manner that aligns with, respects, and enriches local cultural values. Communities that exhibit a high degree of adoption and adaptation often integrate digital technology seamlessly into their daily practices, leveraging it to enhance existing cultural activities or address local needs. This may manifest in the development of digital content that reflects cultural narratives, the incorporation of technology in traditional ceremonies, or the use of digital platforms for community-driven initiatives. Conversely, lower levels of adoption and adaptation may indicate a resistance to fully integrating digital technology into local cultural practices. This can be influenced by factors such as technological literacy, access to resources, or a desire to preserve traditional methods of communication and interaction. Understanding the nuances of how digital technology is adopted and adapted within local cultural contexts provides insights into the reciprocal relationship between technology and culture. It highlights the potential for technology to be a

catalyst for cultural preservation, innovation, or transformation, depending on the nature and extent of its integration within a specific community.

- **The level of openness to digital cultural influences from outside and how to combine them with local cultural values.** The level of openness to digital cultural influences from outside and how they are combined with local cultural values delineate the extent to which a community embraces external digital influences and integrates them harmoniously with their indigenous cultural values. This dynamic interplay reflects the community's receptivity to global digital trends and its ability to weave them into the fabric of its unique cultural identity. Communities characterized by a high level of openness exhibit a willingness to engage with digital influences from diverse sources. This may involve the adoption of global digital platforms, consumption of international digital content, or participation in online communities that transcend geographical boundaries. Importantly, these communities adeptly merge external digital elements with their local cultural values, creating a synthesis that reflects both global and local identities. Conversely, communities with lower openness may demonstrate a more guarded approach, preserving the sanctity of their cultural values by limiting the incorporation of external digital influences. This can be influenced by concerns about cultural homogenization, the preservation of traditional practices, or a desire to maintain distinct cultural boundaries. Understanding how communities navigate the delicate balance between openness to external digital influences and the preservation of local cultural values provides insights into the dynamics of cultural evolution in the digital age. It illuminates the adaptive strategies employed by communities to forge a cultural landscape that is both rooted in tradition and responsive to the transformative forces of the digital world.

CONCLUSION

Conclusion

In the pursuit of developing measurements for digital culture as a moderating factor in enhancing digital literacy, this research yields substantial findings. The outcomes of rigorous data analysis underscore the pivotal role played by digital culture in moderating the intricate relationship between digital literacy and various factors influencing mastery of digital technology.

The data elucidates that digital culture is not merely a passive backdrop but an active and dynamic force that significantly influences how individuals master and engage with digital technology. It acts as a nuanced moderator, shaping the effectiveness of digital literacy by interacting with and influencing other key factors. These may include but are not limited to individual attitudes, the level of exposure to digital environments, and the integration of technology into everyday life.

The research findings contribute to a more comprehensive understanding of the interplay between digital literacy and cultural dynamics. They highlight that the effectiveness of digital literacy initiatives is not solely contingent on technical skills but is deeply intertwined with the cultural context. Consequently, recognizing and incorporating digital culture as a moderating factor becomes imperative for designing more targeted and impactful strategies to enhance digital literacy in a diverse and interconnected society.

Absolutely, the acknowledgment of the profound impact of digital culture on the effectiveness of digital literacy programs underscores the necessity of a culturally sensitive approach in their development. The intricate web of norms, values, and practices within digital culture significantly influences how individuals engage with and assimilate digital skills.

Recognizing this symbiotic relationship suggests that a one-size-fits-all approach to digital literacy may fall short in addressing the diverse needs and perspectives shaped by digital culture. By integrating cultural aspects into the design and implementation of digital literacy initiatives, we can tailor these programs to resonate more authentically with individuals' lived experiences and cultural contexts.

In essence, this insight advocates for a holistic and inclusive approach that not only imparts technical proficiency but also fosters a deeper understanding and appreciation of the cultural dimensions within which digital literacy operates. By doing so, we pave the way for more effective and meaningful improvements in individuals' digital skills, empowering them to navigate and contribute meaningfully in our digitally connected world.

Limitations

This research is not free from several limitations. First, the generalizability of the findings may be limited to the sample of respondents used. Furthermore, digital culture measurement instruments may not fully

cover all relevant cultural dimensions. Resource and time limitations can also affect the depth of data analysis. Therefore, these findings need to be interpreted taking these limitations into account.

Recommendation

Based on the findings and limitations, several recommendations can be put forward for further research and practice development in digital literacy:

1. Expansion of Sample and Context: Future research can expand the sample of respondents and context to gain broader generalizations and a deeper understanding of the influence of digital culture.
2. Instrument Development: Digital culture measurement instruments can continue to be developed and refined to cover more comprehensive and relevant aspects of culture.
3. Culture-Based Interventions: Digital literacy programs can be designed considering cultural aspects to increase their effectiveness. Developing educational content that reflects cultural values can increase community involvement and acceptance (Suhardjo et al., 2023).
4. Longitudinal Research: Longitudinal research can provide insight into the development of digital literacy and changes in digital culture over time. This can help in designing long-term strategies to improve digital literacy.
5. Collaboration with Practitioners and Stakeholders: Involving digital literacy practitioners, educators, and other stakeholders in research and practice development can ensure that research findings are relevant and applicable in real-world contexts.

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