

## **ABSTRACT**

This research is trying to analyze how the model of media literacy which conducted by KPID DIY as an independent association that responsible upon broadcasting of Indonesia and Yogyakarta's home Production, this organization is noncommercial association based on voluntary. Both of the associations do the same idea that is promoting media literacy to the society. This research using method of qualitative-descriptive.

The purposes of this research are to know the model of media literacy conducted by KPID DIY and Yogyakarta's home Production. The kind of the research use the method of qualitative-descriptive with doing observation, interview and documentation as the resource.

The result of the research revealed that both of the association have the different ways. KPID DIY use public discussion with mass media, discussion group of social media, newspaper and magazine. While, Yogyakarta's Home Production use model of the book maker, workshop and socialization, and wall magazine and training for trainer for their media literacy.

**Keyword: The Model Literation, KPID DIY, Yogyakarta Home Productions.**