

# Socialization of the Use of Social Media Properly and Correctly Without Violating the ITE Law for Malang City Residents

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## Abstract

Constitution number 19 of 2016 concerning Information and Electronic Transactions (hereinafter abbreviated as "ITE") in this dynamic era. This is considered important because of this sophisticated era, especially among young people (especially students) who are inseparable from technology, especially social media, which can have positive and negative impacts, so it is necessary to inform them that there are legal provisions (both civil and criminal) that can threaten them if they are not careful in using social media to convey expressions or opinions. The problems discussed are regarding students' and teachers' understanding of ITE regulations and the application of sanctions if they violate or commit ITE crimes. So that with this socialization, it is hoped that it can be a learning experience for Malang city residents to be wiser in using social media. This activity was carried out offline and was carried out for two days. The conclusion that can be drawn is that the awareness of Malang city residents regarding their knowledge of ITE regulations is still low, so this activity is considered as a new provision so that they can be more careful in accessing social media.

## 1. Introduction

Indonesia is one of the developing countries that is experiencing very rapid technological progress, starting from an early age, adolescence to adulthood. Likewise, many have used smart phones/gadgets. The development of this technology has an impact on the technological progress sector which is more advanced than in previous years, so that communication information is now easier and faster. In addition, the millennial generation can also innovate to do business or business activities using internet media and those related to the digital world. There are many examples that can be developed with the digital world or with internet media today. For example, the young generation today does buying and selling without having to meet face to face because of the internet media, buyers and sellers only show their merchandise using the internet media, namely by sending photos or sending videos on one of the social media they have such as:

1. Facebook
2. Instagram
3. Twitter
4. YouTube
5. Buka lapak

In addition to conducting buying and selling activities through the internet/digital media, we can also do business. For example, participating in trading activities, buying and selling shares, online game businesses and others. So it is undeniable that with the advancement of technology we can make money from home, without having to

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bother making transactions directly. Then what the author will discuss in community service is about how to respond to technological advances because in the current millennial era it is very vulnerable to cybercrime and bullying that are currently rampant on every social media that exists, in order to get rupiah. The author can give an example, namely from image content or video or voice conversations that are uploaded on one of the largest video platforms in the world, namely YouTube. Many Content Creators/digital artists make viral videos using YouTube media, and of course the aim is to find viewers and get rupiah. In this case, it is natural and the right of every Indonesian citizen to express themselves and be creative. With this, sometimes there are also many deviations, namely: making fake news/Hoaxes, pitting people against each other, defaming someone through uploaded content. So it is very closely related to the ITE Law, which could lead to criminal acts.

How important is counseling/socialization for the Youtuber Community in Malang City. The problems that can be identified are as follows:

1. Almost every citizen of the city uses a smartphone.
2. Lack of knowledge of social media activists about the ITE Law and the negative impacts caused by content that violates the Law.
3. Lack of knowledge about copyright protection.

#### C. Objectives and Contributions

The objectives of the community service activities are as follows:

1. Introducing Malang City residents to the ITE Law
2. Providing counseling on the negative impacts caused by content that violates the Law.
3. Providing solutions so that content creators are safer when creating

Based on the objectives of the community service activities, it is hoped that the contribution can provide knowledge of the negative impacts of social media if it is not used properly and violates the ITE Law, and then provide solutions to be safe when creating.

Furthermore, target of this community service

Members of the Malang City Social Media Activist Community who are video artists/content creators on the Youtube platform, for example, in the problem of lack of awareness to use social media properly and correctly and so as not to violate the laws in force in the Republic of Indonesia. So that counseling was made on how to use social media properly and correctly to the Malang City Social Media Activist community. Scientists as counselors, directors, and mentors, in preventing negative or unwanted things from happening to members of social media activists/content creators in the Malang city area.

Activity Process in this Community Service Activity provides legal counseling with the material of Socialization of the Use of Social Media Properly and Correctly Without Violating the ITE Law for Malang City Residents, legal material in the form of Law No. 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Electronic Information and Transactions, ITE Law Article 27 paragraph 3 concerning Defamation The aim is that participants in legal counseling activities and how to use social media properly and correctly, can recognize the importance of the rules of the game or rule of play in using social media or using other electronic media, if used incorrectly it will ultimately harm themselves and others or the content creator themselves. It is hoped that they are aware, to learn the importance of ethics when using social media, then the benefits of knowing the rules of the game and ethics when using social media properly and correctly, the perpetrators or content creators, especially Malang city residents, will not have difficulty and will not hesitate to work.

Based on a method that is in accordance with the conditions of Malang city residents, thus the implementation of the provision of counseling materials can be accepted and understood by the participants. The implementation of this counseling activity found factors that cause a lack of awareness to know the negative impacts of using social media incorrectly. So that in this socialization and counseling must be adjusted to the conditions and age levels of Malang city residents, in order to create an interactive,

interesting and not boring situation. This can be seen from the emergence of several questions and responses from Malang city residents who participated in the socialization activity to the counselor/presenter comfortably and relaxedly without fear and shame. Thus, it will raise awareness among Malang city residents about the importance of the rules of the game when using social media properly and correctly. The location of the activity was carried out in the Malang city library hall. In addition, the selection of the place was based on the effectiveness of the distance that was not far from the homes of Malang city residents.

This socialization activity on how to use social media properly and correctly has been carried out with Senior Social Media Activists as additional material related to the negative impacts of misusing social media, especially YouTube. The implementation of this activity focuses on the abilities of the presenters, who in this case are lecturers at the Faculty of Law, STIH Malang, and have competence in the fields of social media and ITE. Thus, they are more aware of the conditions that occur in content creators. The presenters provide material in the form of power points containing the importance of knowledge about the law related to social media which is currently developing rapidly. Given that the participants complained about the difficulties and did not understand how legal action was given to perpetrators who violated the ITE Law in Indonesia. It will be easy for mistakes or negative things to occur if there is a mistake when conveying information or news that should not be or hoax news in order to get viewers or popularity on social media, especially YouTube. Because it is undeniable that the more people watch our videos on YouTube, the more rupiah will be obtained by a content creator or YouTuber. So that the presenter always emphasizes and reminds the procedures and ethics when making videos and is required to provide clear information so that viewers are also educated because the content creator is also a public figure who must have many followers. The cause of negative deviations is usually because the content creator/social media activist is blind because he wants to go viral and trending, making news or information that is not in accordance with reality so that it can be dealt with firmly by the authorities or the police and get criminal sanctions.

The obstacle faced by the Implementation of Community Service activities is the limited funds to carry out the activity considering that it is difficult to present counseling participants because of the busyness of each community member. The positive impact of the implementation of this Community Service activity is the increase in knowledge for the participants, namely members of the Malang City Social Media Activist community, in this case the members of the Malang City Social Media Activist community know about the importance of the rules of the game or rule of play in social media. This counseling will reduce the risk of members being caught in criminal acts, for example criminal defamation, spreading false news or HOAXES and not violating the copyright of other people's videos.

## **2. Method**

In this community service using descriptive method, because this community service aims to describe in full how the lack of public awareness of the importance of using social media properly and correctly. So that the negative impacts are easy to prevent before they occur and do not harm the members of the Malang City Social Media Activists. In accordance with the approach method used, the analysis of community service will be carried out using the empirical legal approach method. The legal approach is to examine the normative concept or by examining the legislation. For the empirical approach, namely the effort to approach the problem faced with the real legal nature whether it is in accordance with the development of information media, especially digital media for the Malang City Social Media Activists. This activity was held on October 16, 2021 at the Malang City Library Hall.

Participants of the Socialization Activity on the Use of Social Media Properly and Correctly Without Violating the ITE Law for Malang City Residents were attended by 32

members, representatives of communities originating from young people as Content Creators in Malang City.

### 3. Result and Discussion

This socialization activity is effective in increasing public understanding and awareness regarding the importance of using social media properly and correctly and complying with the ITE Law. One of the key factors in the success of the socialization is the interactive approach used during the activity. The discussion method and question and answer session allow residents to more easily understand the material presented. Residents can directly ask questions about things they do not understand and get direct explanations. This approach makes the socialization more dynamic and participatory, so that the material presented is not only one-way information but also becomes interesting and relevant discussion material for residents. In addition to the interactive approach, educational materials prepared in the form of leaflets and modules also play an important role in the success of the socialization. This material is written in easy-to-understand language and is equipped with practical examples, so that residents can remember and understand important information regarding the ITE Law better. These leaflets and modules can also be taken home by residents, so that they have references that can be read again at any time. This printed material is an effective tool in strengthening public understanding and awareness regarding the importance of ethics in using social media. The atmosphere of the activity is presented in Figure 1.



Figure 1. Atmosphere of Community Service Activities

Collaboration with local agencies, such as city governments and schools

local schools, also contributed significantly to the success of the socialization. Support from the city government facilitated access to various public facilities and increased public trust in this activity. Meanwhile, the involvement of local schools helped reach a younger segment of residents, who are active users of social media. Through this collaboration, socialization can reach more residents from various backgrounds and ages, so that the message conveyed can be spread more widely and evenly. However, this socialization also faces several challenges. One of the main challenges is access to information. There are still residents who are difficult to reach due to limited access to information and technology. Some residents, especially those in remote areas or those with economic limitations, do not have adequate access to the internet and digital devices. Another challenge is behavioral change. Although residents' understanding of the use of social media and the ITE Law has increased, behavioral change requires time and continuous monitoring. Continuous efforts are needed to ensure that residents not only understand the importance of ethics in using social media, but also implement it in their daily lives.

#### **4. conclusion**

The socialization of the use of social media properly and correctly and compliance with the ITE Law in Malang City has succeeded in increasing public understanding and awareness. This activity can be used as a model for other areas with adjustments according to local needs. Continuous efforts are needed to ensure more permanent behavioral changes and support the sustainability of this program.

#### **Author Contributions**

All the researcher contributed to the community service

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#### **Declaration of Conflicting Interests**

This community service declares to conflict or interest.

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