

Socialization on the Importance of Serving Data Privacy and Security in the Digital Age

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ABSTRACT

In the current big data era, the growth of information has shown a very rapid and significant increase. The dissemination of information in the digital era through short messages, voice calls, and updating information on social media and others is something that is commonly done by humans, making it possible for people to connect. Privacy issues are often associated with personal data, user data must be kept confidential, user identity must be protected or user actions must not be randomized, must ensure proper protection for users because of that privacy is not an easy thing to maintain. This Community Service Activity is expected to be able to increase awareness among students, especially SMK 2 Dompus, and the community in general about the importance of maintaining privacy in the current digital era, realizing that social media users are currently increasingly widespread, awareness about data security must be increased because it can have a positive impact as well as impact negative for the user. The spread of data on social media can trigger various cybercrimes that affect each user because there are many crimes that we often encounter, such as cyberbullying, cyberstalking, and various other types of crimes. If you don't increase self-awareness to protect and secure data, then data on social media can be misused by irresponsible parties.

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INTRODUCTION

Advances in information technology have shown a very rapid and significant increase. According to data reported by We Are Social in January 2022, active users of social media in Indonesia increased by 12.35% or reached 191 million people when compared to the previous year of 170 million people (Revia & Irwansyah, 2020). Seeing the development trend of social media has become a part of life to obtain, share and disseminate information. With the increasing popularity of social media, information security, and privacy issues are becoming very important at this time (Betty Yel & M Nasution, 2022). The dissemination of information in the digital era through short messages, voice calls, information updates on social media, and others is something that is commonly done by humans in today's technological era, making it possible for people to connect (Rumetna, 2018).

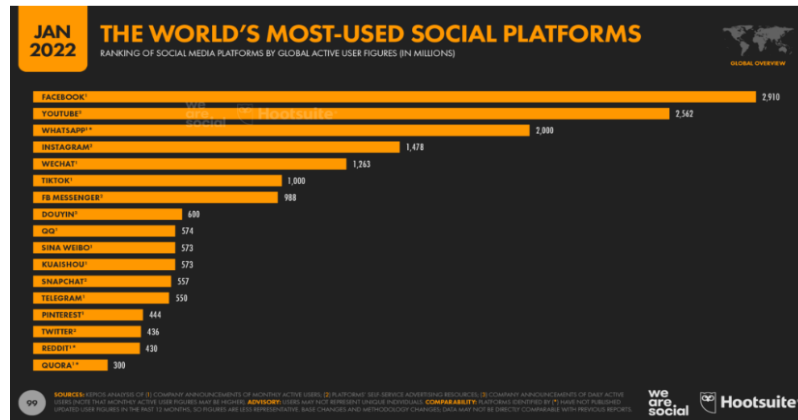


Figure 1. Percentage of Social Media users

According to data released by We Are Social in 2022, it shows that the most current social media users are Facebook with a population level of 2.910 million users, while the largest number of social media users in second place is YouTube with a population level of 2.562 million, WhatsApp with a total population 2000, and Instagram with a total population of 1,478 users worldwide (We Are Social, 2022). Seeing the current population of social media users there are still many people who are not aware of how to protect and secure data on social media because it will have a negative impact if the data is misused by irresponsible parties.

Information is data that has been processed into information that has meaning for the recipient and is useful for decision-making both now and in the future (Scott, 2008). All information can be accessed via the internet, and social media networks such as Instagram, Facebook, Twitter, and others. Users can also access information on various news portal platforms, articles, or information they want to know, on social media platforms users are free to carry out various activities such as uploading their photos or videos, and liking and commenting on other people's posts. Digital-based applications like this can enable people to reply to messages and share information (Rumetna, 2018). The high use of social media networks that include personal data certainly has positive and negative impacts, especially among adolescents, so there is a need to socialize on the importance of maintaining data privacy and security in the digital era.

PROBLEM

Privacy issues are often associated with personal data because privacy is a multifaceted concept that can take many forms for example, certain (sensitive) information about a user must be kept confidential, the user's identity must be protected or the user's actions must not be randomized, must ensure proper protection for the user, therefore, privacy is not an easy thing to maintain (De Capitani Di Vimercati et al., 2012). Data security is also a topic that is often discussed in today's digital era because data security functions to control the collection of information and control how information is used. Data security can support stronger use-based privacy protection in protecting and securing data (Horvitz & Mulligan, 2015).

Adolescence is a crucial age and is not far from using social media, of course, it is necessary to increase knowledge about youth about the importance of maintaining privacy, and personal data in using social media, and because of that community service is carried out at SMKN 02 Dompnu.

METHOD

Activities are divided into 3 main stages, namely: planning stage of socialization activities, coordination stage, material preparation stage, activity scheduling stage, activity implementation, and results evaluation.

Diagram 1. Stages of Activity Implementation

1. At the stage of preparing the material, it is adjusted to the needs of SMK 2 Dompnu students which makes it possible to increase knowledge and insight about data security. This is done to increase student awareness of maintaining data privacy and security in today's digital era.
2. Socialization activities are carried out by holding meetings with students in the class with several participants participating in the activity as many as 50 students. The face-to-face meeting was carried out in 2 sessions, namely a material presentation session and a question and answer session.
3. The socialization participants were Dompnu 2 Vocational High School students, namely a combination of class X, class XI, and class XII so the material provided and the delivery of the material was delivered using an LCD with PowerPoint media.

4. In the final stage, an evaluation is carried out regarding the extent to which students can capture each material presented by opening a discussion and question-and-answer session.

RESULTS AND DISCUSSION

This Community Service Activity is expected to be able to increase awareness among students, especially SMK 2 Dompou, and the community in general about the importance of maintaining privacy in the current digital era, realizing that social media users are currently increasingly widespread, awareness about data security must be increased because it can have a positive impact as well as impact negative. In this digital era, it is very easy to obtain information quickly because it does not rule out the possibility of triggering various crimes, most users are not aware that the data contained on social media can be dangerous if misused by irresponsible parties.

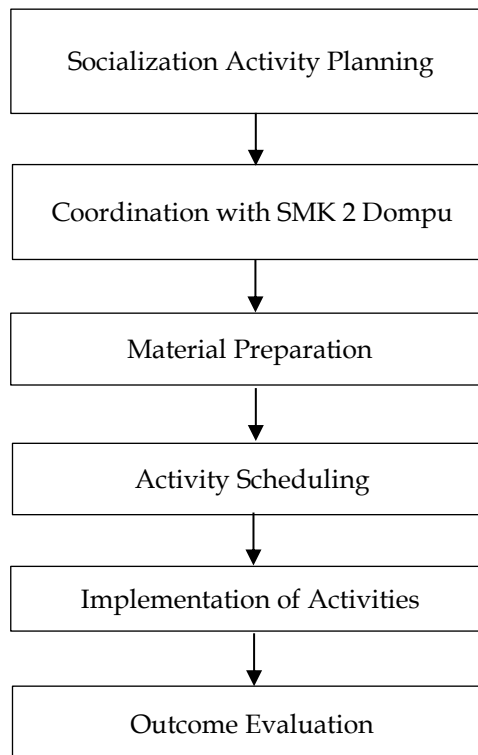


Figure 2. Documentation of Extension Activities

In today's digital world, various forms of data can be accessed easily through social media, therefore users must continue to be vigilant and increase self-awareness about the importance of maintaining data privacy and security. One way to protect data is by using disguised names, emails, addresses, and even telephone numbers on social media. This is very important to prevent data leakage.

With the socialization of the importance of maintaining data privacy and security in this digital era, Dompou 2 Vocational High School students feel that the data they have on social media is very important to protect. Students' understanding and self-awareness can be seen when they actively respond to the material presented. By asking various questions such as, how do we increase our awareness so that data on social media accounts do not leak? the questions asked by the students of SMK 2 Dompou are very relevant to the current conditions. The material presented in the socialization can answer and increase student awareness to be careful in posting and disseminating data on social media.

CONCLUSION

This socialization activity can increase the awareness and vigilance of Dompou 2 vocational students to be careful in posting data on their social media, especially in today's digital technology era it is very easy to obtain and obtain data quickly. The spread of data on social media can trigger various cybercrimes that affect each user, because there are many crimes that we often encounter, such as cyberbullying, cyberstalking, and various other types of crimes. If you don't increase self-awareness to protect and secure data, then our data on social media can be misused by irresponsible parties. Because of that, the aim of this socialization is that it is

hoped that SMK 2 Dompu students will be more careful and not just post on social media as an effort to prevent unwanted crime.

THANK-YOU NOTE

With the implementation of this service, of course, many parties are involved in the success of the activity. thanks go to Muhammadiyah Bima University, as an affiliate that fully supports this service activity, and of course also to SMK 2 Dompu which facilitates various kinds of counseling needs, and also to fellow students as committee members in preparing and helping carry out this community outreach activity.

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