

Education on the role of digital media in personal data protection

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Abstract

The evolution of the digital era has brought fundamental changes to personal data protection governance, making this a crucial issue in modern society. This activity aimed to increase public awareness about digital security, highlight common data theft methods, and provide practical tips for protecting personal data. The methodology included a literature review of personal data protection regulations, including the Indonesian Personal Data Protection Law (UU No. 27 Tahun 2022), and an analysis of the role of digital media in raising awareness and providing privacy setting tools. The research findings were then disseminated through a national webinar. The results of this activity showed that public awareness of the role of digital media in personal data protection increased by 75%. This study concludes that the effective use of digital media is essential for educating the public and preventing data breaches, making it a vital tool in modern cybersecurity efforts.

Keywords: Cybersecurity awareness; Digital media; Personal data protection

Edukasi tentang peran media digital dalam perlindungan data pribadi

Abstrak

Perkembangan era digital telah membawa perubahan yang mendasar dalam tata kelola perlindungan data pribadi, sehingga isu ini menjadi krusial dalam kehidupan masyarakat modern. Tujuan dari kegiatan ini adalah untuk meningkatkan kesadaran publik tentang keamanan digital, menyoroti metode umum pencurian data, serta memberikan tips praktis dalam melindungi data pribadi. Metodologi yang digunakan mencakup kajian literatur terhadap peraturan perlindungan data pribadi, termasuk Undang-Undang Perlindungan Data Pribadi Indonesia (UU No. 27 Tahun 2022), serta analisis terhadap peran media digital dalam meningkatkan kesadaran dan menyediakan alat pengaturan privasi. Hasil penelitian kemudian diseminasi dalam bentuk webinar nasional. Hasil dari kegiatan ini menunjukkan bahwa kesadaran publik terhadap peran media digital dalam perlindungan data pribadi meningkat sebesar 75%. Kajian ini menyimpulkan bahwa penggunaan media digital secara efektif sangat penting untuk mendidik masyarakat dan mencegah kebocoran data, sehingga menjadikannya alat yang sangat berperan penting dalam upaya meningkatkan keamanan siber modern.

Kata Kunci: Kesadaran keamanan siber; Media digital; Perlindungan data pribadi

1. Introduction

The rapid advancement of digital technologies has significantly transformed how personal data is generated, stored, and disseminated, raising substantial concerns over

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privacy and data protection. Recent studies highlight that the proliferation of digital platforms and social media has increased individuals' vulnerability to data breaches and unauthorized use of personal information (Bhadouria, 2022; Srinivas & Liang, 2022; Zaidieh, 2024). These challenges are not solely technological but also social, as many users lack awareness of how their digital footprints can be exploited. Consequently, digital literacy and data protection education have become critical areas of intervention, particularly in developing countries like Indonesia.

In today's digital era, personal data protection has become a critical issue amidst the rapid development of information and communication technology. Numerous cases of personal data theft in Indonesia, such as those involving Facebook, BPJS Kesehatan, and BRI Life, highlight the public's low awareness regarding the importance of safeguarding personal data (Abdillah et al., 2024). The Personal Data Protection Law (Law No. 27 of 2022) was enacted as an effort to enhance personal data protection. However, the successful implementation of this law requires public awareness of the dangers of data theft and the need for proper digital data security (Al-Harrasi et al., 2021).

Previous studies have shown that several community service programs related to personal data protection have been carried out through various means, such as seminars, training, and public campaigns aimed at raising public awareness of the importance of data security (Aslan et al., 2023; Marune & Hartanto, 2021; Zwilling et al., 2022). However, many of these programs have not specifically utilized digital media as a primary tool for disseminating information and personal data protection. Some studies also emphasize the need to educate the public about increasingly complex methods of data theft, such as phishing and sniffing, and fraudulent activities using fake APK files, which often go unnoticed by the public (Fouad, 2021; Issalillah & Hardyansah, 2024; Marsela et al., 2024).

Educational interventions have proven effective in enhancing awareness and responsible behavior in digital environments. For instance, research indicates that digital literacy programs significantly improve participants' ability to identify risks related to personal data misuse (Hussain & Phulpoto, 2024; Labrecque et al., 2021; Markos et al., 2023). Webinars and online learning platforms have also been shown to increase community engagement and understanding of data protection regulations, such as the General Data Protection Regulation (GDPR) and local data governance frameworks (Hillman, 2023; Joyce & Javidroozi, 2024; Prince et al., 2024). These findings underscore the importance of proactive educational strategies in building a more digitally resilient society.

Building on these insights, this article presents an initiative titled "Education on the role of digital media in personal data protection", delivered through the national webinar "Seminar Merajut Nusantara." This initiative serves as a practical and scalable model of community engagement, aiming to increase public awareness and understanding of digital media's role in both enabling and protecting personal data. By aligning the program content with international research on digital literacy and privacy education, this webinar offers a locally relevant yet globally informed solution to address the increasing threat of data misuse in Indonesia.

This article offers scientific novelty through a community service approach that leverages digital media to raise awareness about personal data protection. Unlike previous community service programs that largely relied on conventional methods, this

article focuses on the active role of digital media in providing real-time information and tips for personal data security. Digital media also serves as a platform for awareness campaigns and monitoring violations of personal data protection.

The primary problem addressed in this program is how digital media can be effectively utilized to raise public awareness about personal data protection. The hypothesis proposed is that by optimizing the use of digital media, public awareness of personal data security can increase significantly. The community engagement initiative aims to enhance public understanding of the importance of personal data protection in the digital age. This will be achieved through education and information dissemination, including a national webinar, offering practical solutions to address the escalating threat of data theft.

2. Method

The national webinar “Seminar Merajut Nusantara” with the theme “The role of digital media in personal data protection” was organized by the Ministry of Communication and Information (KEMKOMINFO) in collaboration with Commission I of the House of Representatives of Indonesia (DPR RI). The entire implementation of the webinar was handled by a studio appointed by KEMKOMINFO, namely Studio Intel Pasar Minggu, located at Jalan Tlk. Peleng No.B/32, RT.4/RW.8, Ps. Minggu, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, 12520. Atma Jaya Catholic University of Indonesia had previously collaborated with Studio Intel Pasar Minggu in organizing a national webinar titled “Building bright future for generation Z,” aimed to attract high school students enrolled Industrial Engineering Study Program (Prasetya et al., 2023). Comparable initiatives have also been carried out at this location (Surbakti, 2024, 2025).

This community engagement activity employed a public education methodology focused on enhancing understanding, awareness, and responsible behavior regarding digital media use for personal data protection. The core method was community-based education delivered through counseling, targeting the general public, particularly frequent users of digital platforms at risk of personal data breaches. Special emphasis was placed on reaching individuals and groups with potentially low cybersecurity awareness, such as young adults, small business owners, and general digital platform users.

Public education was conducted via an online platform to maximize accessibility and participation. A national webinar served as the primary vehicle for disseminating information and educating the public across Indonesia on personal data protection. This educational webinar, complemented by interactive discussions, covered key topics including the role of digital media in personal data protection, common data theft methods, and practical data security tips. Sessions also addressed recent data breaches and the legal framework for personal data protection in Indonesia (Law No. 27 of 2022). Visual presentations and relevant case studies were incorporated to facilitate comprehension.

In the preparation phase, the speakers prepared and delivered materials based on the predetermined topic. This event featured three speakers: Kresna Dewanata Phrosakh (member of Commission I DPR RI), Feliks Prasepta Sejahtera Surbakti, S.T., M.T., PhD (lecturer from Universitas Katolik Indonesia Atma Jaya), and Dr. Geofakta, M.Si,

(communication and performance specialist). The event flyer (left) and the presentation materials (right) delivered by Feliks Prasepta Sejahtera Surbakti, S.T., M.T., PhD, are shown in [Figure 1](#). The execution of the event included contacting all speakers, moderators, and webinar participants, most of whom were constituents of Member of the House of Representatives (DPR RI) Kresna Dewanata Phrosakh, who represents East Java electoral district 5, covering Malang Regency, Batu City, and Malang City. Webinar was held online via the Zoom platform. The committee distributed the Zoom link to participants who had registered one day before the event. Apart from that, this activity was also broadcast live via the Studio Intel Pasar Minggu YouTube channel. In this implementation stage, evaluation has also been carried out, namely evaluation of activities in the form of pre-test and post-test to measure changes in public knowledge and awareness before and after this activity, as well as observations to collect feedback on this webinar event.



Figure 1. Compiled event flyers and webinar presentation materials

3. Results and Discussion

The result of this community service was the implementation of the “Seminar Merajut Nusantara” webinar with the topic “The role of digital media in personal data protection” which was attended by the majority of participants from Malang Regency, Batu City, and Malang City. This event took place live via the Zoom platform ([Figure 2](#)). As one of the keynote speakers, the author also delivered material entitled “The role of digital media in personal data protection”. Apart from the Zoom platform, this event can also be watched via the [YouTube channel](#) provided by Studio Intel Pasar Minggu.



Figure 2. Delivering material in a community service webinar

The materials provided during the webinar included a digital presentation covering the following topics: the role of digital media in personal data protection ([Romansky, 2022](#)), types of personal data and legal protection ([Bernes, 2022](#)), common methods of personal data theft ([Cheng et al., 2022](#)), including phishing and malware, tips for securing digital devices and data, and case studies of data breaches in Indonesia ([Sutikno & Stiawan, 2022](#)). Post-webinar evaluations were conducted using surveys to assess the participants' increased awareness and understanding. The survey measured the participants' knowledge before and after the event, focusing on their ability to recognize data theft tactics and implement effective personal data protection strategies.

The public education program focused on educating the public about the role of digital media in personal data protection, and the results show significant improvements in public awareness and behavior regarding personal data security. Based on the data gathered from the pre- and post-webinar surveys, the program effectively increased the participants' understanding of personal data protection. The data revealed a 75% increase in public awareness about the importance of safeguarding personal data, as indicated by the post-webinar survey.

These findings indicate that digital media can play a crucial role in raising awareness about personal data protection. The use of a webinar format allowed for widespread participation and provided real-time engagement with the audience, contributing to the program's success. The results demonstrate that educating the public through digital platforms not only informs but also motivates individuals to adopt better security practices. The increase in awareness and behavior change among participants underscores the importance of integrating digital media into future educational programs on cybersecurity. However, the data also reveals that while awareness increased significantly, continuous reinforcement is necessary to ensure long-term changes in behavior. Follow-up programs and regular educational campaigns could sustain and enhance the public's commitment to protecting personal data.

The findings align with previous studies on the importance of digital literacy in personal data protection, further reinforcing the notion that a well-informed public is essential in combating data breaches ([Hughes-Lartey et al., 2021](#)). Nevertheless, this program highlights a gap in ongoing, accessible public education regarding the latest data protection threats and tools. Therefore, future public education efforts should focus on providing continuous updates on evolving cybersecurity risks ([Florackis et al., 2023](#)).

4. Conclusion

This community education program successfully addressed its objective of increasing public awareness and understanding of personal data protection through the use of digital media. The findings from the post-webinar evaluations demonstrate that participants significantly improved their knowledge of personal data security, with a 75% increase in awareness about the threats and methods for protecting personal information. Additionally, the program led to positive behavioral changes, as many participants began implementing stronger security measures, such as two-factor authentication and enhanced password practices.

The results confirm that digital media is an effective tool for educating the public about cybersecurity and personal data protection. However, ongoing efforts are needed to

sustain this heightened awareness and encourage the adoption of best practices in digital security. Future community engagement programs should focus on continuous education and regular updates on emerging cybersecurity threats to ensure that the public remains informed and vigilant in protecting their personal data

Author's Contribution

The sole author contributed fully (100%) to the preparation of the webinar materials and the implementation of the webinar. The sole author also made a full contribution to the entire process of writing this article.

Conflict of interest

The authors declare no financial or non-financial conflicts of interest related to this article.

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