

Socialization of Wise Social Media Usage Based on the ITE Law in Sungai Ulak Village

Sosialisasi Penggunaan Media Sosial Secara Bijak Berdasarkan Undang-Undang Ite di Desa Sungai Ulak

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Abstract:

The advancement of information and communication technology has brought numerous benefits to society, particularly in facilitating access to information and communication. However, improper use of social media can lead to various negative impacts, such as the spread of hoaxes, defamation, and copyright infringement. This community service activity aims to provide an understanding to the Youtubers community in Sungai Ulak Village about the importance of using social media wisely in accordance with the Electronic Information and Transactions Law (UU ITE). The method used includes legal socialization and counseling with a juridical-empirical approach. The results of this activity indicate that participants gained a better understanding of social media ethics, related legal regulations, and ways to avoid legal violations. Through this activity, it is expected that the Youtubers community in Sungai Ulak Village can create more educational, positive, and legally compliant content.

Abstrak:

Kemajuan teknologi informasi dan komunikasi telah membawa banyak manfaat bagi masyarakat, terutama dalam mempermudah akses informasi dan komunikasi. Namun, di sisi lain, penggunaan media sosial yang tidak bijak dapat menimbulkan berbagai dampak negatif, seperti penyebaran hoaks, pencemaran nama baik, dan pelanggaran hak cipta. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk memberikan pemahaman kepada komunitas Youtubers di Desa Sungai Ulak mengenai pentingnya penggunaan media sosial secara bijak sesuai dengan Undang-Undang Informasi dan Transaksi Elektronik (UU ITE). Metode yang digunakan adalah sosialisasi dan penyuluhan hukum dengan pendekatan yuridis-empiris. Hasil dari kegiatan ini menunjukkan bahwa peserta memperoleh pemahaman yang lebih baik tentang etika dalam bermedia sosial, aturan hukum terkait, serta cara menghindari pelanggaran yang dapat berakibat hukum. Dengan adanya kegiatan ini, diharapkan komunitas

Youtubers di Desa Sungai Ulak dapat menciptakan konten yang lebih edukatif, positif, dan sesuai dengan regulasi yang berlaku.



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INTRODUCTION

Social media has become an important part of the daily life of modern society. Platforms such as Facebook, Instagram, Twitter, and YouTube make it easy to share information and interact with others without geographical restrictions. However, behind the benefits, social media also brings big challenges, especially related to abuse in the form of spreading hoaxes, defamation, hate speech, and copyright infringement. According to Law No. 19 of 2016 concerning Amendments to Law No. 11 of 2008 concerning Information and Electronic Transactions (UU ITE), unlawful use of social media can result in criminal sanctions (Law No. 19 of 2016). This shows that public awareness in using social media wisely is very necessary to avoid negative impacts that can harm themselves and others.

Along with the development of digital technology, the younger generation is increasingly active in using social media as a means of expression and communication. Unfortunately, not all users understand the ethics and legal rules that govern the use of digital platforms. Many cases show that social media users are often unaware that their actions can have legal consequences, especially related to defamation and the spread of fake news (CNN Indonesia, 2020). This phenomenon is a serious concern, especially among the content creator community such as YouTubers, who often upload videos without considering the legal repercussions of the content they create. Therefore, it is important to educate the public on how to use social media responsibly and in accordance with applicable regulations.

Violations of the law on social media occur not only because of the ignorance of users, but also because of the drive to gain popularity and financial gain. Many content creators compete to create controversial videos to grab viewers' attention, without considering the negative impact. This often leads to violations of the law, such as defamation, spreading lies, or even exploiting sensitive issues (CNN Indonesia, 2020). In this context, the ITE Law acts as a regulation that aims to regulate the behavior of internet users to be more responsible and respect the rights of others. With socialization regarding the wise use of social media, it is hoped that the public can better understand the existing legal limits and avoid actions that can result in criminal sanctions.

In addition to legal repercussions, the misuse of social media can also have a significant social impact. The spread of hoaxes, misinformation, and hate speech can trigger social conflicts and reduce the level of public trust in information circulating in cyberspace. In some cases, the spread of incorrect information can even cause social unrest and trigger actions that are detrimental to many parties (Law No. 19 of 2016). Therefore, digital literacy is an important aspect that must be improved among the public so that they can be more selective in filtering the

information received and disseminated. By understanding how to verify information and avoid spreading misleading content, social media users can contribute to creating a healthier and more constructive digital environment.

The YouTubers community in Sungai Ulak Village is one of the groups that are active in using social media as a means to channel their creativity. However, there are still many community members who do not fully understand the legal rules governing digital content. Based on initial observations, some content creators often upload videos that have the potential to violate the ITE Law, either in the form of hate speech, defamation, or copyright infringement (Law No. 19 of 2016). Therefore, socialization about the wise use of social media is needed to provide understanding to this community about the importance of maintaining ethics in internet and avoiding actions that can have legal consequences.

This socialization aims to educate the YouTubers community about the importance of understanding regulations in social media, especially in terms of digital communication ethics and copyright protection. In addition, this activity will also discuss strategies in creating content that is positive, educational, and does not violate applicable legal provisions. With a better understanding, it is hoped that content creators can be wiser in producing and sharing their content, so that they can avoid potential violations of the law that can harm themselves and others.

In the implementation of this socialization, a juridical-empirical approach will be used to examine how public awareness of the ITE Law and the impact caused by violations of the law on social media. A juridical approach will be used to examine the normative aspects of the applicable regulations, while an empirical approach will be used to understand how the practice of using social media in the Sungai Ulak YouTubers community (Law No. 19 of 2016). By combining these two approaches, it is hoped that the results obtained can be more comprehensive and provide relevant recommendations for the content creator community in the area.

In addition, this activity will also examine how social media can be used as a more productive and constructive means for the community. With a better understanding of the rules of law and ethics in the internet, it is hoped that social media users can be more aware of their responsibilities in disseminating correct and useful information for the wider community. In this digital era, awareness of the importance of digital literacy and understanding of regulations is the main key in creating a safer and more positive social media environment.

METHOD

The method used in this community service activity is a descriptive method with a juridical-empirical approach. A juridical approach is used to analyze applicable regulations related to the use of social media based on the Electronic Information and Transaction Law (UU ITE) No. 19 of 2016. Meanwhile, an empirical approach is carried out by observing and understanding the pattern of social media use by the YouTubers community in Sungai Ulak Village, as well as the impact caused by their lack of understanding of existing regulations. With the combination of these two approaches, it is hoped that the results of the service can provide a

more comprehensive understanding of the importance of using social media wisely and responsibly (Ardiputra et al., 2022).

In the implementation of this service, the method used includes three main stages, namely planning, implementation, and evaluation. The planning stage begins with the identification of problems in the field through initial observation and discussion with the YouTubers community who are the target of the activity. Based on the results of the identification, socialization materials were prepared that included legal aspects of the ITE Law, social media ethics, and how to avoid violating the law in creating digital content (Destiawati et al., 2020). The material used in this socialization is adjusted to the level of understanding of the participants so that it is easier to understand and apply in their daily activities.

The implementation stage is carried out by interactive counseling methods involving material presentations, group discussions, and case simulations. This method was chosen so that participants not only received the material passively, but also understood the application of existing regulations through case studies that are relevant to their lives as content creators. Hia, Sarah, & Marpaung (2023) emphasized that a participatory approach in legal socialization can increase public awareness and understanding of applicable regulations. Therefore, in this socialization session, participants were invited to analyze several real cases related to violations of the ITE Law and discuss how they should respond to these problems so as not to get entangled in legal problems.

This service also uses a small group discussion method to deepen participants' understanding of the applicable rules. This discussion allows participants to share experiences and get concrete solutions to the problems they face in the use of social media (Kurnianingsih et al., 2021). With two-way interaction between facilitators and participants, the learning process becomes more effective and relevant to the real conditions they face.

To measure the effectiveness of this socialization activity, the evaluation stage is carried out through survey and interview methods. Participants were given questionnaires before and after the activity to measure changes in their understanding of the ITE Law and social media ethics. In addition, short interviews were also conducted with several participants to get input on the extent to which they felt helped by this activity (Herdiana, Hadi, & Arifal, 2019). The results of this evaluation will be used to prepare recommendations for the development of more effective socialization programs in the future.

This service also adopts an observation method on the pattern of social media use by participants before and after socialization is carried out. This observation aims to see if there is a change in the way participants interact and create content on social media after receiving education about the ITE Law and digital ethics (Sari et al., 2023). With this method, the impact of service activities can be measured more objectively.

In its implementation, this activity involves various parties, including academics, legal practitioners, and the local content creator community. This collaboration between various parties aims to ensure that the material presented is not only theoretical, but also applicable and in accordance with the needs of the

participants (Hanafi et al., 2021). By involving practitioners with experience in the field of law and digital media, participants can gain broader insights into the challenges and solutions in using social media responsibly.

In addition to the direct counseling method, this service also utilizes online media as an additional educational tool. Educational content in the form of articles, infographics, and short videos about the ITE Law and social media ethics is disseminated through social media platforms to reach a wider audience (Wulan, Saputra, & Fitriansyah, 2022). With this approach, it is hoped that the message to be conveyed is not only limited to participants who attend face-to-face activities, but can also provide benefits to the wider community.

As a follow-up step, this activity also provides consultation services for participants who want to gain a deeper understanding of the legal aspects of the use of social media. This service is provided through online discussion forums and direct consultation sessions with competent facilitators in the field of law and digital media (Harahap, 2022). With this service, participants are expected to continue to receive guidance in applying ethical and regulatory principles in their digital activities.

By using diverse and integrated methods, this service is expected to have a more significant impact in increasing legal awareness and digital ethics among the content creator community. This awareness is expected to help them in creating more positive, educational, and compliant content (Suryani & Suhendar, 2022). Ultimately, the success of these activities was not only measured by the increased understanding of participants, but also by the real change in the way they used social media more responsibly and ethically.

DISCUSSION

Challenges of Using Social Media in a Legal and Ethical Perspective

Social media provides convenience in communicating and sharing information quickly, but it also brings various challenges in its use. One of the main challenges is the rampant misuse of social media in the form of the spread of fake news (hoaxes), defamation, and hate speech. Ardiputra et al. (2022) stated that many social media users do not understand the legal limits in social media, so they are often caught up in unlawful acts. This phenomenon is further exacerbated by the low level of digital literacy among the public, especially the younger generation who spend more of their time online. The ITE Law is present as a regulation that aims to regulate the behavior of social media users so that they remain within the applicable legal corridor.

One of the important aspects of the ITE Law is the provisions regarding defamation which are regulated in Article 27 Paragraph 3. This article stipulates that anyone who knowingly distributes, transmits, and/or makes accessible electronic information containing insults and/or defamation may be subject to legal sanctions (Hia, Sarah, & Marpaung, 2023). The application of this article often raises debate, especially related to the boundary between freedom of expression and defamation. Destiwati et al. (2020) added that the public needs to understand how to express opinions on social media without violating existing legal rules. Education

about ethics in social media is crucial so that users do not get entangled in legal cases that can harm themselves or others.

In addition to defamation, the spread of fake news or hoaxes is also a major challenge in the use of social media. Hoaxes are often used by irresponsible parties to mislead public opinion and create an uproar in society. Kurnianingsih et al. (2021) in their research found that many social media users easily share information without first verifying its truthfulness. In fact, according to the ITE Law, the spread of fake news can be subject to quite severe legal sanctions. Therefore, wider socialization is needed regarding the importance of fact-checking before sharing information so that the public is not entangled in unlawful actions.

Ethics in social media also includes respect for copyright and intellectual property. Many social media users freely take, edit, and disseminate other people's works without permission. This is contrary to the copyright provisions regulated in the Copyright Law. Herdiana, Hadi, & Arifal (2019) mentioned that ignorance of copyright rules is the main cause of this violation. Therefore, education about copyright on social media needs to be improved, especially for content creators who often use various visual and audio elements in their work.

In addition to existing regulations, socialization regarding digital ethics is also the key to creating a healthier social media environment. Sari et al. (2023) emphasized that understanding digital communication norms can help reduce conflicts that often arise due to misunderstandings in online interactions. Therefore, it is important for every social media user to understand how to communicate well, use polite language, and avoid hate speech and unproductive debates.

In the context of a community of content creators such as YouTubers, understanding digital regulations and ethics is becoming increasingly important. Hanafi et al. (2021) mentioned that many content creators compete to create sensational videos to attract the attention of viewers, without considering the negative impact that may be caused. As a result, not a few of them end up facing legal problems due to the content they upload. For this reason, a better understanding of how to create creative and innovative content without violating applicable rules is needed.

Legal awareness in the use of social media must be instilled from an early age, especially for the younger generation who are more vulnerable to the negative impact of the internet. Wulan, Saputra, & Fitriansyah (2022) propose that socialization about the ITE Law be included in the educational curriculum as part of digital literacy efforts. Thus, students can understand from the beginning about their rights and obligations as social media users, as well as the legal risks they can face if they do not use digital platforms wisely.

In the end, the challenges in the use of social media not only stem from regulations that are still evolving, but also from the lack of public awareness in implementing digital ethics. Harahap (2022) emphasized that understanding the limitations of social media must be a priority in every digital literacy campaign. With this increased understanding, it is hoped that people can be more careful in using social media, so that a safer and more positive digital environment can be created for all parties.

Strategies to Increase Legal Awareness in the Use of Social Media

To overcome various challenges in the use of social media, effective strategies are needed to increase awareness of digital law and ethics in society. One of the main strategies is through continuous socialization about the ITE Law and its impact on digital life. Suryani & Suhendar (2022) emphasized that the understanding of social media regulations must be constantly updated so that people can adapt to the increasingly rapid development of technology. This socialization can be carried out through various media, such as seminars, public discussions, and educational campaigns on digital platforms.

The government has an important role to play in ensuring that the public gets enough information about their rights and obligations in using social media. Irpan (2020) stated that cooperation between the government, academics, and civil society organizations is urgently needed in an effort to improve digital literacy. With the synergy between various parties, efforts to prevent the abuse of social media can be more effective and reach more circles.

In addition, formal education must also adapt to the development of digital technology. Sangka et al. (2023) propose that education regarding digital ethics and the ITE Law be included in the school curriculum, especially at the upper secondary level. In this way, students can understand early on how to use social media wisely as well as the legal risks they may face if they are not careful in interacting online.

In addition to educational efforts, there needs to be stricter law enforcement against violations on social media. Kusumo et al. (2021) stated that strict sanctions against perpetrators of social media abuse can be a deterrent effect for other users. With consistent law enforcement, public awareness of the importance of ethics in social media can increase significantly.

Finally, the role of the family also cannot be ignored in an effort to increase legal awareness in the use of social media. Parents should set an example and provide guidance to their children on how to use social media wisely. With proper supervision and direction from the family, it is hoped that the younger generation can better understand their responsibilities in social media and avoid actions that can result in violations of the law.

By implementing these various strategies, it is hoped that the public will be more aware of the importance of responsible social media use. This awareness is very important because it can help reduce the number of cases of law violations that occur on digital platforms, such as the spread of hoaxes, defamation, and copyright infringement. In addition, continuous education about regulations and ethics in social media can also encourage the creation of a healthier and safer digital ecosystem. Social media users who have legal awareness will be more careful in communicating and sharing information, thereby reducing potential conflicts and other negative impacts. Thus, social media can be used as a more positive, educational, and productive means for all users. Collaboration between the government, academics, and the public is urgently needed to ensure that this digital literacy effort runs effectively and sustainably.

CONCLUSION

Based on the results of the socialization and education that has been carried out, it can be concluded that the understanding of the wise and compliant use of social media in accordance with regulations still needs to be improved among the community, especially the community of content creators such as YouTubers in Sungai Ulak Village. Social media, which is basically a means of communication and information sharing, is often misused for purposes that can harm oneself and others. Therefore, a deeper understanding of the regulations in the Electronic Information and Transaction Law (UU ITE) is very important to avoid violations of the law that can lead to criminal sanctions.

The main challenge in the use of social media is the low digital literacy which causes the spread of hoax news, defamation, and copyright infringement to become more widespread. The results of the socialization show that many social media users are unaware that their actions can have legal consequences, especially related to the dissemination of information that is not verified for its truth. Therefore, increasing awareness of digital law and ethics must be a priority in efforts to build a healthier and more responsible social media ecosystem.

The approach used in socialization, namely the juridical-empirical method, has given quite good results in increasing participants' understanding of the ITE Law. Through this method, participants not only get the applicable legal theory, but also understand the application of these regulations in daily life. Discussions and simulations of real cases also assist participants in identifying potential violations of the law that they may face in the activity.

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CONFLICT INTEREST

The author states that there is no conflict of interest in the implementation and writing of this article.

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