

Educating Consumers on Transaction Security and Data Privacy in Digital Marketing

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ABSTRACT

This community service activity aims to improve community digital literacy, especially in terms of transaction security and personal data protection in digital marketing activities. The activity was carried out in Kayumalue Ngapa Village, North Palu District, with an educational-participatory approach involving residents, MSME players, and digital media users. The implementation of the activity was carried out through several stages, namely initial observation, interactive lectures, educational video screenings, as well as discussion and question and answer sessions. The results of the activity showed an increase in public understanding and awareness of the importance of maintaining digital data security, as well as the emergence of a more cautious attitude in online transactions. Participants welcomed the simple, visual, and applicable method of delivering the material. This activity shows that participation-based education is effective in building collective awareness of cyber threats, and needs to be continued with further technical training to strengthen the community's practical ability to deal with digital risks.

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INTRODUCTION

In this digital era, buying and selling activities are no longer limited to physical stores. People can now easily offer and buy goods or services through various digital platforms such as social media, marketplaces, and e-commerce applications. This technological advancement certainly brings many benefits, especially for small and medium businesses that want to reach a wider market. However, behind this convenience, there are big

challenges to be aware of-especially related to the security of online transactions and the protection of personal data.

We often hear cases of online fraud, data theft, and misuse of personal information. This shows that public awareness of the importance of maintaining digital security is still quite low. Many businesses do not understand how to protect their customers' data, while consumers still often ignore the risks of sharing important information carelessly. In fact, maintaining privacy and security in digital transactions is very important. (Solove, 2006), a legal expert, reminds us that personal data is not just a matter of information, but involves individual identity and rights. Similarly, according to (Kotler et al., 2012), Good digital marketing comes with trust-and trust can only be built if security is maintained.

Therefore (Park et al., 2021) through this Community Service activity, we conduct socialization and education directly to the community and local businesses, especially MSMEs, to be more aware and understand how to transact safely and protect their personal data in the digital space. (Obar & Oeldorf-Hirsch, 2020). We want to equip the public with practical knowledge-such as recognizing the characteristics of online fraud, using strong passwords, understanding the importance of terms and conditions, as well as knowing their rights based on (Law No. 27 of 2022 on Personal Data Protection). Hopefully, after participating in this activity, people will not only become technology users, but also smart, safe and responsible users.

METHODS

The method of implementing this service activity uses an educative-participatory approach that emphasizes active community involvement in the socialization process. The activity was carried out at the Kayumalue Ngapa Village Office, North Palu District, with the main targets being local residents, MSME players, and active users of digital media who are vulnerable to cyber security risks. The implementation of the activity was carried out through several stages, starting from initial observations, delivering material in the form of interactive lectures, playing educational videos, which were then followed by discussion and question and answer sessions. This method is expected to provide applicable understanding and increase public awareness of the importance of maintaining data security in daily digital activities.

This service activity was carried out in several stages as follows:

1. Initial Observation

The implementation team conducted a field survey and identified community needs related to the level of understanding and risks faced in using digital technology, especially in the aspect of personal data security.

2. Material Delivery (Interactive Lecture)

The material is delivered in the form of a communicative and interactive lecture, allowing participants to be actively involved in the learning process.

3. Educational Video Screening

A short video illustrating threats and best practices in maintaining digital data security was played to provide real and interesting illustrations.

4. Discussion and Q&A Session

Participants were given the opportunity to ask questions, share experiences, and discuss concrete solutions to the problems they face related to digital security.

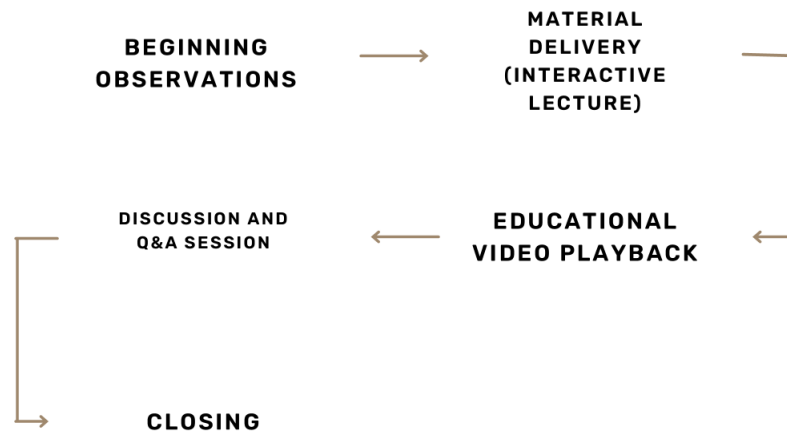


Figure 1. Stages of Community Service Activities

RESULTS AND DISCUSSION

The implementation of community service activities with the theme “Education on Transaction Security and Data Privacy in Digital Marketing” took place systematically and involved active participation from residents. During the activity, there was an increase in public understanding and awareness of the importance of maintaining personal data security in daily digital activities, especially when making online transactions. This series of activities was designed through several stages that support each other, from initial observations to interactive discussion sessions. Each stage contributed significantly in shaping a more complete understanding and a more vigilant attitude of the community towards the risks that may occur in the digital world.

In the initial observation phase, the implementation team conducted field surveys and short interviews with the community to identify needs and problems related to the use of digital media, especially in the context of data security and online transactions. The observation results showed that most MSME players use digital platforms such as WhatsApp and Facebook for transactions, but do not have sufficient understanding of data security risks. In addition, the majority do not know the importance of using two-step verification or other digital account security, making them vulnerable to cyber threats such as phishing and online fraud.

Furthermore, in the material delivery stage through interactive lectures, participants were given a basic understanding of the security of digital transactions and the importance of maintaining personal data privacy. The material was delivered in a communicative manner, by raising real-life case examples relevant to the participants' daily lives. Participants' responses were quite positive, shown through active participation in question and answer sessions as well as interest in adopting more secure digital habits, such as using strong passwords and separating personal accounts from business accounts. This method proved effective in raising participants' initial awareness of digital security risks and mitigation measures.



Figure 2. Presentation of PKM Material on Transaction Security and Data Privacy in Digital Marketing

The socialization activities carried out showed an increase in participants' understanding of the basic concepts of digital transaction security, such as the importance of using a secure network, two-factor authentication, and awareness of fake links and sites. This is in line with the opinion of (Laudon & Guercio Traver, 2022) which emphasized that digital literacy is a key element in the success of secure e-commerce. The pre-test and post-test results showed an average increase in comprehension scores of 32%, demonstrating the effectiveness of the participatory approach. Study by (Maszudi, 2023) Previous studies have also concluded that hands-on education is highly effective in increasing MSMEs' awareness of digital transaction risks.

he next step was the screening of an educational video, which aimed to provide a visual illustration of the types of digital threats and best practices in maintaining data security. The video featured simulated cases of online fraud and simple yet important prevention tips. Participants' responses were enthusiastic; they stated that the show helped them more

easily understand concepts that were previously difficult to imagine. Some participants even took down practical steps from the video to apply directly in the management of their social media accounts and online stores.

To conclude the series of activities, a discussion and question and answer session was held which opened space for active participation from participants to express personal experiences and ask questions related to problems they face in digital transactions. The discussion was dynamic, with many participants sharing stories about their experiences of being victims of digital fraud or confusion in setting up account security. From this session, valuable feedback was obtained that further training with more technical content is needed by the community. In addition, it created a collective awareness that maintaining data security is not only an individual responsibility, but also part of the ethics in transacting in the digital era.



Figure 3. Q&A Session with the Community of Kayumalue Ngapa

One indicator of the success of this activity is the change in digital behavior among participants. After the activity, the majority of participants stated that they had started implementing digital security measures such as changing passwords regularly and using double authentication on financial applications. Bandura's (1986) theory of behavior change through the concept of self-efficacy can explain that when individuals feel they have the knowledge and skills, they tend to be more confident to change their habits. This finding reinforces the results of Ardianto & Darmayanti's (2019) study which showed that digital literacy training can increase individual control and awareness of risky online environments

The evaluation results of this activity are that the method of delivering information through a visual approach and open discussion proved to be suitable for the characteristics of participants in Kayumalue Ngapa Village, which consists of micro-business actors and active users of social media. The adjustment of this method refers to adult learning theory. (andragogi) by (Bandura, 1986) which states that adults learn more

effectively if the material is delivered in a relevant, contextual, and participatory manner. The results of this activity show that a socialization approach tailored to the local context is more effective than a formal one-way approach. This is reinforced by a study from (Alwasili et al., 2025) which emphasizes the importance of a community-based approach to digital education to promote sustainable understanding.



Figure 4. Photo with the Community



Figure 5. Photo with Village Officials

CONCLUSIONS

The community service activity with the theme “Education on Transaction Security and Data Privacy in Digital Marketing” has run well and received a positive response from the participants. Using an educational-participatory approach, this activity not only conveys information, but also encourages active involvement of citizens, especially

MSME players and digital media users, in understanding the importance of maintaining personal data security when doing activities in the digital world.

The stages of the activity that began with initial observations succeeded in illustrating the real needs of the community for better digital literacy. Through interactive lectures and educational video screenings, participants were equipped with knowledge and practical understanding of cybersecurity risks and simple ways to protect themselves. Discussion and question and answer sessions were also important moments that showed the participants' enthusiasm in sharing their experiences and exploring solutions to the problems they faced.

Overall, this activity has a real impact in increasing awareness and caution in using digital technology, especially in making transactions and maintaining privacy. It is hoped that this kind of education can continue and expand its scope, so that the community is increasingly prepared and protected in facing the challenges of the evolving digital era.

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