

SOCIALISATION OF INTERNET USE AND UTILIZATION ETHICS TO WOMEN OF FAMILY WELFARE DEVELOPMENT

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ABSTRAK

Abstrak: Masyarakat kini semakin senang menggunakan teknologi informasi (internet) dan berdampak positif dalam penggunaan internet sebagai sarana pembelajaran. Kegiatan pengabdian masyarakat ini bertujuan untuk meningkatkan pemahaman kelompok ibu-ibu Pembinaan Kesejahteraan Keluarga (PKK) Cipayung tentang etika penggunaan dan pemanfaatan internet. Pelaksanaan pengabdian kepada masyarakat dilakukan melalui beberapa tahapan seperti pengkajian, perencanaan dan pengembangan, pelaksanaan (sosialisasi), dan evaluasi. Jumlah peserta sekitar 20 orang ibu-ibu PKK Rukun Tetangga 04 Cipayung. Berdasarkan hasil tersebut diperoleh informasi bahwa kegiatan ini sangat relevan dengan kebutuhan peserta. Kegiatan ini menambah pengetahuan dan keterampilan tentang etika menggunakan dan memanfaatkan internet. Jika dibuat dalam bentuk persentase naik dari kemampuan awal 30%, setelah sosialisasi, yang paham menjadi lebih dari 60%.

Kata Kunci: sosialisasi; penggunaan; pemanfaatan; etika; internet.

Abstract: People are now increasingly happy to use information technology (internet) and have a positive impact on using the Internet as a learning facility. This community service activity aims to increase the understanding of the women's group of Family Welfare Development of Cipayung regarding the ethics of using and utilising the Internet. The implementation of community service is carried out through several stages such as assessment, planning and development, implementation (socialisation), and evaluation. The number of participants were around 20 women in the Family Welfare Development of the Neighbourhoods Association 04 Cipayung. Based on the results, information was obtained that this activity was very relevant to the needs of the participants. It increases knowledge and skills regarding the ethics of using and utilising the internet. If made in a percentage, it rises from the initial ability of 30%, after socialisation, the number who understands becomes more than 60%.

Keywords: socialisation; use; utilization; ethics; internet.



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A. INTRODUCTION

The era of the fourth generation of the industrial revolution, known as the industrial era 4.0, was marked by the rapid development of technology and information. Indonesia is one of the countries entering the industrial era 4.0. The fourth revolution was developed from the third revolution, namely the digital revolution, which has been going on for decades. The development of science and technology is increasingly sophisticated, and information and telecommunication access are being disseminated faster and easier. It cannot be denied that both directly and indirectly impact society positively and negatively. The internet is one of the results of the sophistication and advancement of artificial science and technology. It follows the opinion of Kurniadi & Mulyani (2017), stating that in the digital era that continues to grow, the demands for actual knowledge and information are needed by everyone. It can be done quickly by searching for information on the internet; in the process of searching for information on the internet, everyone is inseparable from the use of web search engine technology such as Google.

By looking at the current development of Internet technology, which is increasing significantly, human thinking follows the story of Internet technology (Rofadhilah et al., 2018). Behind the popularity and ease of finding information with the Google web search engine, some problems arise when viewed from an ethical perspective and their impact on culture. Communication ethics is essential when communicating in a community. There are many various media in the world, one of the Internet. The Internet is a global communication and information network. Here there are many benefits. We can freely get data or information for promotional containers and information on goods or crafts to be sold. It is following the opinion of Hamid et al. (2018) utilising internet technology media, one of which is making a blog as a forum for promotion and information related to activities carried out by the community.

Currently, most mothers who only use internet features are more likely to open social media such as Facebook, Instagram, WhatsApp, and Line, not to add knowledge and insight. There is often the phenomenon of fights via social networks due to posting statements that offend or insinuate neighbours. Even "blasphemy" occurs with friends or neighbours through these social networks. Smartphone users have now reached all levels of society, including homemakers who are primarily at home daily. However, the use of internet features still needs to be more related to the efforts of the critical person from various aspects, such as science, society, and health.

Moreover, efforts to utilise the Internet increase household income. It can be indicated that internet features still need to be maximised for better or positive benefits. There is still more for malicious or hostile use. It follows the opinion of Djunu (2016) that homemakers' use of the Internet on smartphones has yet to be utilised optimally, significantly increasing family income. The Internet on smartphones is utilised to develop household business ventures.

Another impact is the emergence of awareness that with the Internet, mothers can promote business by selling products or products of their work (Runtuwene, 2018).

People are now increasingly happy to use information technology (internet), and have a positive impact on using the Internet as a learning facility. Even though there is a slightly negative impact, it needs to be intensive in educating children to avoid negative influences from the development of information technology (internet) (Rofadhilah et al., 2018). Information technology cannot be used without ethics and laws accompanying it because ethics and laws can protect users from various crimes (Dedes et al., 2022). Communication ethics is an attempt to translate the theory of communicative action to maintain and guarantee the creation of social stability in a plural society. Implementing communication ethics is necessary for controlling community media activity or behaviour in the digital era to create virtual piety (Ihsani & Febriyanti, 2021). The internet world is prone to cybercrimes because of the many limitations of those responsible for protecting it.

Moreover, cybersquatting violates IT ethics, an offence in the cyber world. It breaks the law related to Intellectual Property Rights because a trademark is protected intellectual property (Primawati, 2016). Students generally use the Internet daily, especially in social media, but they have yet to understand its ethics. Students still use bad words and often use social media as a tool to ridicule other students. The conclusion of the implementation of community service activities that have been carried out is an increase in knowledge regarding the ethics of internet use for students, especially at Kanaan Christian Junior High School (Fatmawati et al., 2017).

The risks that arise from using social media are reputation, privacy, security, legal, and time risks (Purwaningsih, 2016). In social media, there are deviations in the pragmatic use of language. The variations found were elements of sarcasm which were deliberately used to express hatred and disapproval, convey contempt, humiliate, humiliate, and give verbal attacks to people who were not liked (Healty, 2018).

Based on the situation above, the community service team plans to socialise the ethics of using and utilising the Internet in the Cipayung Family Welfare Development group. This community service activity aims to increase the understanding of the women's group of Family Welfare Development of Cipayung regarding the ethics of using and utilising the Internet.

B. METHODS

The implementing partner for this community service is the women of Family Welfare Development of Neighbours Association 04 Cipayung, with a total of around 20 participants located in Cipayung, East Jakarta. The community service method used in this community service activity is broadly shown in Figure 1.

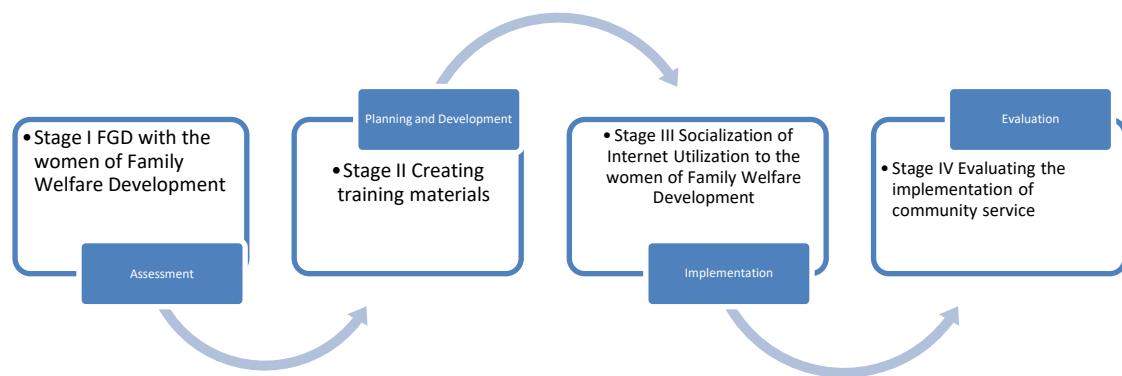


Figure 1. Methods of the implementation of community service.

The implementation of community service was carried out through several stages. The first stage was carrying out an Assessment in coordination and FGD (Focus Group Discussion) with the women of Family Welfare Development. The FGD was carried out as an observation of the women of Family Welfare Development related to understanding the ethics of positive use and use of the Internet at home. The second stage of Planning and Development is the community service team making material on the Ethics of positive use and utilisation of the Internet at home. The third stage of Implementation was carried out by socialising the ethics of using and using positive Internet at home. The socialisation was conducted for the women of Family Welfare Development with presentations explaining the benefits of positive Internet. After the production, a question-and-answer session was instructed to make the women of Family Welfare Development understand more about using the Internet. Then the positive practice of using the Internet in everyday life is carried out, namely selling products produced by the women of Family Welfare Development on e-commerce. The final stage is Evaluation: checking understanding of internet use by giving several short questionnaires related to internet users with an indicator of success if more than 70% get a questionnaire value of more than 70. As for the skills of the women of Family Welfare Development in selling goods on e-commerce, the indicator of success is if at least 50% of the number of participants are able and booming sales in e-commerce.

C. RESULTS AND DISCUSSIONS

After obtaining permission from the Neighbours Association and Citizen Association, the first activities were coordination and FGD (Focus Group Discussion) with 20 women of Family Welfare Development to observe understanding and use of the internet. The results of coordination and FGD showed that almost all mothers needed help understanding the use and utilisation of the Internet. If a percentage is made, only 30 % understand the understanding and use of the internet. After getting the observation data, we completed the second stage, Planning and Development. The community service team made material on the ethics of positive use and utilisation of the

Internet at home. Socialisation materials have been made in PPT format and are ready for socialisation. The third stage of Implementation is done by socialising the Ethics of positive use and utilisation of the Internet at home. The socialisation is carried out at two different times, which are described in the activities below: The material we provide is material about ethics in using the internet that is good and right. This training activity was attended by 20 participants and was held on Saturday, 20 June 2020, from 16.00 to 18.00 Local Time in the Citizens Association Room, as shown in Figure 2.



Figure 2. Ethics in using the internet is good and right.

In this activity, women in Family Welfare Development are given socialisation about ethics in using the internet that is good and right. The socialisation provided from the start was ethics in using the internet properly and correctly following the Code of Ethics Law, which aims to make mothers understand the importance of communicating and using the internet properly. This is according to the opinion of Merdekawati et al. (2021) that digital parenting is a parenting strategy related to rules for using digital devices both online and offline to protect children's safety from the threat of their use. The women of Family Welfare Development were very enthusiastic about participating in the socialisation from start to finish; the implementation of community service went smoothly, and it was proven that in a relatively short time, the participants were able to understand the material on Ethics in using the internet properly and correctly so that they are expected to be able to use it in everyday life this is following the opinion of Zainurrafiqi & Rachmawati (2019) which states that the increasing number of human interactions with Information and Communication Technology from time to time, ethics is needed to become a basic rule in the use of Information and Communication Technology which broad community must also understand. We provide material about using the internet as a medium for selling handicraft products online in e-commerce. This training activity was attended by 20 participants and was held on Saturday, 27 June 2020, from 16.00 to 18.00 Local Time in the Citizens Association Room, as shown in Figure 3.



Figure 3. The use of the Internet as a medium for online sales in e-commerce.

In this activity, the women of Family Welfare Development were given socialisation about using the Internet to sell handicraft products on e-commerce. Socialisation started using the Internet to sell handicrafts or business goods on e-commerce. The women of Family Welfare Development were very enthusiastic about participating in the socialisation from start to finish; the implementation of the community service went smoothly, and it was proven that in a relatively short time, the participants were able to understand the use of the Internet as a medium for selling handicraft products on e-commerce. After the socialisation activities are completed, it is followed by an evaluation aims to determine whether the women of Family Welfare Development can already sell handicraft goods in e-commerce; It follows the opinion of Hermawati & Sholihaningtias (2021) that the Tokopedia e-commerce platform uses technological media to reach a broader market, so it is hoped that it can improve the economy of the citizens of Family Welfare Development. The evaluation results are that the women of Family Welfare Development can already sell handicrafts in e-commerce. It follows the opinion of Hafsah et al. (2021) that in today's modern era, information and communication technology significantly improves and develops the community's economy, especially by empowering women, such as women members of regular social gatherings.

The following results are obtained based on the socialisation that has been implemented. The women of Family Welfare Development have understood the ethics of using the internet properly. This is proven by the results of the questionnaire that was given to get the score obtained.

Meanwhile, 78% of the 20 people scored between 70-80. It can be concluded that the mother understands the ethics of using and using the internet well. This is very important because, with an understanding of the ethics of using the internet, mothers can provide education and supervise children accessing internet terrorism. It follows the opinion of Alinurdin (2019), which states that someone who already understands the ethics of using the internet can prevent crime and protect personal safety, which is characterised by an attitude of closing private information, using social media properly, and not being persuaded by radicalism and terrorism. The women

of Family Welfare Development can use the internet to sell handicrafts or food online. This is proven by the calculation of women who can sell and cannot be seen in the diagram below.

From the figure above, 80% of the 20 people can sell goods or crafts online. It can be concluded that mothers' understanding of using the internet to sell goods or crafts online is good for increasing their income. It follows the opinion of Rachmawaty & Siagawati (2019) that apply internet technology, especially social media, to open business opportunities for the community. By utilising digital information technology, business activities are hoped to increase profits, expand market share, and minimise marketing costs (Puspita et al., 2022).

D. CONCLUSIONS AND SUGGESTIONS

Training on the ethics of using and utilising the internet in online-based sales for women in Family Welfare Development held at the Neighbourhoods Association 04 Cipayung. Based on the feedback results, information was obtained that this activity was very relevant to the needs of the participants. It increases knowledge and skills regarding the ethics of using and utilising the internet if made in a percentage. It rises from the initial ability of 30%, the number of those who understand, after socialisation, the number who understands becomes more than 60%. They have gained applicable and valuable insights and skills. In addition, they also feel happy with the training techniques and methods applied during the training. The skills trained and possessed by the participants are beneficial for the community.

Given the wide range of materials, the time provided feels less. Therefore, it is suggested that the parties are responsible for improving the quality of human resources on specific topics for a relatively longer duration. It is hoped that participants will gain more comprehensive insight and experience.

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