



Consumer Protection Awareness in Online Shopping Among Senior High School Students in Muaro Bungo

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ABSTRACT

This community service initiative aims to enhance public legal literacy concerning consumer rights and obligations in the context of online shopping, while also fostering greater awareness and caution regarding potential criminal acts in digital transactions. Additionally, the program seeks to improve public understanding of mechanisms for resolving disputes arising from online purchases. The activities were conducted at Senior High School 2 Muaro Bungo, Muaro Bungo Regency, utilizing both virtual and in-person formats, including lectures and interactive discussions. Findings from the implementation indicate a significant improvement in participants' comprehension of consumer protection issues. The program, titled "Dissemination on Consumer Protection in Online Shopping for Students of Senior High School 2 Muaro Bungo," demonstrated a marked increase in the participants' ability to grasp and retain the information delivered. This improvement was observed through their growing familiarity with the principles of consumer protection, particularly within the realm of online shopping. In conclusion, continuous efforts are needed to promote legal education on digital consumer rights. The results show that this activity effectively raised participants' legal awareness and provided them with practical knowledge about their rights, duties, and the proper procedures for resolving conflicts in online commerce.

Keywords: Consumer Protection; Digital Transaction; Legal Awareness; Online Shopping; Students

INTRODUCTION

Indonesia has experienced rapid economic growth, significantly impacting the economic activities of its people. Alongside this development, the advancement of technology has profoundly influenced the way consumers engage in commercial transactions (Zhang et al., 2014; Raji et al., 2024). To ensure the protection of individuals involved in trade both as buyers and users of goods and services, the government has made efforts to safeguard consumers against fraudulent practices and breaches of contract (default) committed by business actors (Quirk & Rothchild, 2018).

Consumer protection, as regulated in Law No. 8 of 1999 concerning Consumer Protection (UUPK), represents a state effort to guarantee legal certainty and safeguard consumer rights (Harahap & Sulaiman, 2023). Consumers, in this context, refer to any individuals who utilize goods and services available in society for personal, family, or other non-commercial purposes (Heinonen & Strandvik, 2017; Kauppinen-Räsänen et al., 2019). The essence of consumer protection lies in the responsibility of business actors for the products and services they offer. This responsibility includes both contractual obligations and liabilities arising from unlawful acts, particularly when defective

products cause harm or loss to consumers (Keating, 2017; Amin & Aziz, 2015).

Compared to European countries, where compensation claims can also cover death, injury, and property damage, consumer protection laws in Indonesia are still evolving (Nottage & Thanitcul, 2015). Consumers must be provided with accurate and complete information about the products they purchase (Kim & Park, 2012; Bai et al., 2015). However, misleading advertisements, brochures, and exaggerated promotional claims often result in consumer losses. These materials frequently highlight only the product's strengths while concealing potential flaws.

Claims for compensation due to breach of contract or unlawful acts may include refunds, product replacements, medical expenses, or even compensation for death or injury (Mather, 1982). As stated by Nasution, consumers who suffer losses are entitled to compensation if the goods or services do not meet their expectations or contractual terms. In some cases, production errors may unintentionally lead to defective products, which, under the Indonesian Civil Code, could serve as a basis for legal claims though such claims are often difficult for consumers to pursue in practice.

In the era of Industry 4.0, where technological disruption transforms lifestyles, consumer behavior has shifted from conventional to online transactions. This trend is not only prevalent in major cities but has also reached suburban and rural areas across Indonesia. Through mobile phones, buyers and sellers are easily connected, facilitating widespread online commerce (Bilgihan et al., 2016; Hossain et al., 2020).

Indonesia's youth demographic, particularly those aged 15 to 64, constitutes the largest and most productive segment of the population, amounting to approximately 68.7% of the total. This group represents a lucrative market for both traditional and digital business actors (Kraus et al., 2018). Consequently, educating this demographic about responsible online consumption and trustworthy business

practices is crucial. According to data from the Cyber Crime Directorate of the Indonesian National Police, online fraud reports have fluctuated over the years, with 1,616 cases reported in 2019 alone, a decrease from 1,781 in 2018.

The rise of online fraud, particularly in e-commerce, is often attributed to consumers' lack of awareness and vigilance. Many fall victim to unrealistic promotions, false advertisements, or deceptive "free" offers due to insufficient knowledge and, in some cases, greed or impulsiveness (Hakim et al., 2024).

A preliminary survey conducted in February 2020 at Senior High School 2 Muaro Bungo, located in Rimbo Tengah Subdistrict, Bungo Regency, revealed a strong need for legal awareness. The school, comprising 55 teachers, 7 staff, and 922 students (428 male and 494 female), showed that 80% of students had engaged in online shopping, and 50% had experienced online fraud. This indicates a pressing need for legal education on consumer protection in digital transactions.

Several studies have addressed consumer protection in general, particularly in relation to the effectiveness of UUPK and legal remedies available to consumers (Nasution, 2007). However, existing literature has largely overlooked the specific challenges faced by young consumers particularly high school students who constitute a vulnerable group in the rapidly expanding digital marketplace (Yap et al., 2021; Hargreaves et al., 2021). Moreover, there is a lack of targeted legal outreach and community engagement activities tailored to adolescents, especially in rural or semi-urban regions.

This study introduces a novel approach by directly involving high school students in a structured legal awareness program focused on digital consumer protection. By contextualizing consumer law within the daily digital experiences of students, this program bridges the gap between legal norms and practical consumer behavior among youth.

The objectives of this community engagement program are threefold: (1) to raise awareness among high school students regarding their rights and responsibilities as consumers in online transactions; (2) to enhance their understanding of legal risks and potential fraud in e-commerce; and (3) to educate them on available legal remedies and procedures in the event of disputes. Through a combination of lectures and participatory discussions, this program aims to foster a legally informed and digitally cautious generation of young consumers.

METHODS

This community service activity employed a combination of qualitative and participatory approaches to identify legal issues and educate the public particularly students on consumer protection in online shopping. The methodology consisted of three main stages: preparation, implementation, and evaluation (Su & Cheng, 2014).

1. Preparation Phase

Prior to conducting the outreach activity, a preliminary needs assessment was carried out to explore the legal challenges experienced by students of Senior High School 2 Muaro Bungo and the surrounding community in Muaro Bungo Regency. Through this assessment, it was identified that a lack of understanding regarding online shopping and its legal implications is a prevailing issue, both nationally and locally. Based on these findings, the research team initiated a coordination visit to Senior High School 2 Muaro Bungo to seek formal approval and support from the school principal, who served as the official community partner for the project.

2. Implementation Phase

The core activity involved delivering legal education on consumer rights and obligations as regulated under Law No. 8 of 1999 on Consumer Protection (UUPK). The session was attended by 277 students, teachers, and staff members of Senior High School 2 Muaro Bungo. The outreach was conducted in the form of an interactive

lecture, emphasizing key legal rights of consumers as stated in Article 4 of the UUPK, which include:

1. The right to comfort, security, and safety in consuming goods and/or services;
2. The right to choose and obtain goods and/or services as promised;
3. The right to accurate and honest information regarding goods and services;
4. The right to voice complaints;
5. The right to advocacy and fair dispute resolution;
6. The right to consumer education;
7. The right to fair and non-discriminatory treatment;
8. The right to compensation for defective or non-compliant goods/services;
9. Other rights regulated under prevailing laws.

The session also covered the responsibilities of business actors (in this context, online sellers) under Article 7 of the UUPK, which include the duty to act in good faith, provide clear and honest product information, guarantee product quality, offer product testing and warranties, and provide compensation for losses due to defective goods or misleading information.

In addition to UUPK, the lecture addressed relevant legal frameworks including Law No. 11 of 2008 as amended by Law No. 19 of 2016 on Electronic Information and Transactions (ITE Law) and Government Regulation No. 71 of 2019 on Electronic Systems and Transactions, which mandate that electronic contracts contain:

1. Parties' identity data;
 2. Object and specifications;
 3. Terms of the transaction;
 4. Price and fees;
 5. Cancellation procedures;
Return policy;
 6. Legal jurisdiction for dispute resolution.
- Participants were also informed of potential criminal sanctions under Article 62 of the UUPK, which stipulates that business actors violating consumer protection laws may face up to five years of imprisonment or a

fine of up to IDR 2 billion. Moreover, online fraud perpetrators may be subject to Article 378 of the Indonesian Penal Code (KUHP) for fraud, carrying a maximum penalty of four years' imprisonment.

3. Evaluation Approach

The evaluation of the community service program employed a pre and post session survey method to assess changes in participants' knowledge and awareness regarding consumer rights and legal remedies in online transactions (Levesque-Bristol & Richards, 2014; Vătămănescu et al., 2017). Participants were asked to complete questionnaires measuring their understanding before and after the session (Torous et al., 2015). Qualitative feedback was also gathered through open discussion segments to capture perceptions, concerns, and real-life experiences related to online shopping.

This mixed evaluation approach allowed for the triangulation of data, ensuring that the outcomes reflected not only cognitive improvement but also behavioral and attitudinal shifts (Sihotang et al., 2024). The results indicated a measurable increase in students' comprehension of legal protections available to them as consumers, and an increased awareness of how to identify, prevent, and address online fraud.

RESULTS AND DISCUSSIONS

This section outlines the implementation of the legal counseling program, highlighting how it was adapted to the COVID-19 pandemic by utilizing both in-person and online formats.

Program Implementation

Due to the prevailing COVID-19 pandemic conditions, the legal counseling activity was conducted in a hybrid format. The session utilized online platforms such as Stream Yard and YouTube, with a portion of the students and counseling team participating in person at Senior High School 2 Muaro Bungo. Meanwhile, other team members delivered the counseling

remotely from the Faculty of Law, Universitas Jambi.

The legal awareness program was held on Wednesday, July 15, 2020, at Senior High School 2 Muaro Bungo, attended by approximately 277 new students. The event was supported by the school principal, teachers, and staff, while the technical implementation of online platforms was assisted by the service team members to ensure the event ran smoothly.

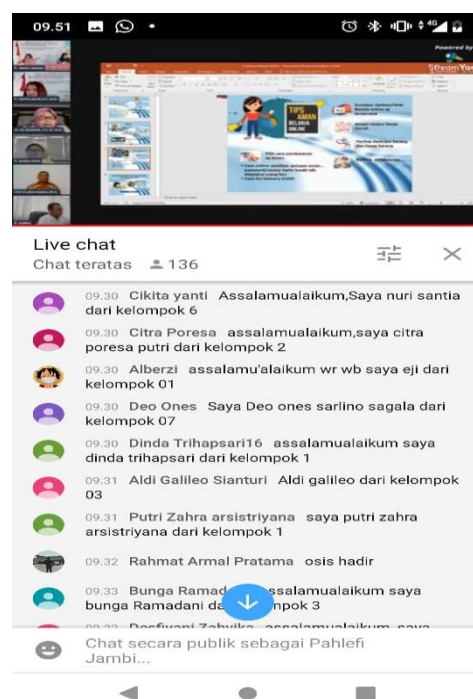


Figure 1. Socialization Activities via Youtube



Figure 2. Legal Extension Activities



Table 1. Schedule and Materials

No	Date	Activity	Speaker	Notes
1	Tuesday, 14 July 2020	Pre-event preparation and technical setup	Service Team & SENIOR HIGH SCHOOL 2 Committee	
2	Wednesday, 15 July 2020	Counseling: "Consumer Protection in Online Shopping for High School Students"		
	07:00 – 07:30	Participant Registration	Service Team & SENIOR HIGH SCHOOL 2 Committee	
	07:30 – 08:30	Basics of Consumer Protection: Rights and Obligations of Consumers and Businesses		
	08:30 – 09:30	Consumer Dispute Resolution Procedures		
	09:30 – 12:00	Discussion Session		
3	Thursday, 16 July 2029	Evaluation and Analysis	Counseling Team & Instructors	

The evaluation was conducted continuously throughout the session through both direct observation of student attitudes and

knowledge quizzes before and after the program. The results are summarized in the table below:

Table 2. Monitoring and Evaluation Results

No	Topic Area	Indicator	Pre-Test	Post-Test
1	Consumer Protection: legal understanding, rights & obligations of consumers and businesses	Understanding of key concepts and ability to explain material	50%	75%
2	Attitude and Engagement	Asking relevant questions, full and disciplined participation	-	80%
3	Discussion and Evaluation	Ability to express ideas related to consumer rights and dispute resolution	60%	75%

Analysis of Evaluations Results

The primary objective of the program was to improve students' understanding of consumer protection laws, including their rights and responsibilities as consumers, the obligations of businesses, and mechanisms for resolving consumer disputes. Based on the post-event evaluation, 75% of participants demonstrated comprehension of the materials and were able to articulate key concepts. This outcome is considered satisfactory but indicates room for improvement.

Why was the increase in knowledge only 75%? Several contributing factors can be identified:

1. Hybrid Learning Constraints: The combination of online and in-person delivery may have led to variations in information absorption. Students who

attended online may have faced technical difficulties, distractions, or lack of interactivity, affecting engagement.

2. Complexity of Legal Concepts: The subject matter, which includes legal definitions and procedural knowledge, may be relatively complex for high school students, especially for those with no prior exposure to legal topics.
3. Limited Duration: With only a few hours allocated to deliver and discuss the material, there was insufficient time for deeper exploration, reflection, or reinforcement through practical exercises.
4. Assessment Tool Limitations: The post-evaluation relied heavily on quizzes and observation. These instruments might not

fully capture nuanced understanding or critical thinking.

Linkage Between Objectives and Outcomes

The activity successfully fulfilled its primary aim of disseminating knowledge about consumer protection to students. The alignment between objectives and outcomes is evident in:

1. The increase in knowledge levels from 50% to 75%.
2. The high engagement level, with 80% active participation.
3. The improvement in students' ability to express their views during the discussion sessions, increasing from 60% to 75%.

However, the 75% outcome also reflects the importance of enhancing future interventions through more interactive delivery, improved technical infrastructure, and follow-up activities to ensure deeper and sustained learning.

Evaluation of the program implementation was conducted comprehensively, encompassing both the process and outcomes. The assessment was based on the following key aspects:

1. Participant Attendance
2. Participant Engagement
3. Relevance of the Material
4. Acceptability
5. Appropriateness of the Delivery Method
6. Long-Term Impact

CONCLUSION

The findings of this community engagement initiative underscore the crucial importance of intensifying educational outreach on consumer protection, particularly in the context of online shopping among high school students. The program, titled "Consumer Protection Awareness in Online Shopping Among Senior High School Students in Muaro Bungo", demonstrated significant partner engagement and improved knowledge absorption, as evidenced by the participants' enhanced understanding of consumer rights, obligations, and dispute

resolution procedures. These results affirm that targeted legal literacy initiatives can effectively elevate consumer awareness, empowering students to become more informed and responsible digital consumers. Given the positive outcomes, it is recommended that similar initiatives be sustained and expanded through periodic implementation across different schools and regions to maximize outreach. Moreover, stronger institutional support from government bodies and relevant agencies is essential to foster broader legal education efforts. Collaborations between educational institutions, universities, and civil society organizations will be vital in ensuring that the younger generation is better informed, more vigilant, and legally protected in the dynamic landscape of digital commerce.

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