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RAISING AWARENESS OF DIGITAL LITERACY AND INFORMATION SECURITY FOR THE YOUNG GENERATION IN SEMPAJAYA VILLAGE

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A B S T R A C T

The Community Service Program (KKN) in Sempajaya Village, Berastagi, North Sumatra, aims to improve digital literacy and awareness of information security among the community, especially the younger generation. This program focuses on counseling on the wise and safe use of technology in facing the ever-evolving digital era. Students educate the community about the importance of continuing education, the use of digital technology for daily activities, and practical steps in protecting personal data and preventing threats such as online fraud. The results of the activity showed a significant increase in the community's understanding of digital literacy and information security. This program is expected to prepare the younger generation of Sempajaya Village to utilize technology effectively, responsibly, and face digital challenges better, as well as support the development of village potential in the education, agriculture, and tourism sectors.

INTRODUCTION

The Community Service Program (KKN) is a means for students to support the realization of quality human resources, which are important capital in development and must be improved in order to have high competitiveness. This KKN also aims to provide learning experiences for students and KKN target groups to develop their potential, prepare planning, development, and improve the quality of society.

The main problem faced by Sempajaya Village, Berastagi, is the lack of public awareness, especially children and the younger generation, of the importance of education and the wise use of digital technology. Most people have not utilized technology properly, resulting in misuse of information that has the potential to be detrimental. In addition, the lack of understanding of information security makes people vulnerable to threats such as fraud and misuse of personal data.

Sempajaya Village has great potential, especially in the agricultural and tourism sectors. However, without adequate understanding of digital literacy, this potential cannot be utilized optimally to advance the village. Therefore, counseling on digital literacy and information security is the focus of this KKN program. Students provide education to the community about the importance of digital literacy, namely the ability to use technology to support daily activities, both in accessing useful information and for business purposes and promoting village potential through digital media.

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The purpose of this KKN program is for students to gain real experience by being directly involved in the community, finding, formulating, and helping to solve problems in the field, including increasing awareness of the importance of education and digital literacy. By understanding that education and mastery of technology are very important for personal and village progress, it is hoped that the Sempajaya Village community can be better prepared to face the developments of the times.

The benefits of this KKN program are not only for students, but also for the village community. For students, this program helps them appreciate the problems faced by the community, as well as develop their thinking and learning skills to solve problems in an interdisciplinary manner. Meanwhile, for the community, this counseling provides motivation to use technology wisely, maintain information security, and support village development, both in the education and tourism sectors.

SITUATION ANALYSIS

Sempajaya Village is one of the developing rural areas where access to digital technology has increased significantly in recent years. The availability of smartphones and internet connectivity has enabled the young generation to actively engage with digital platforms such as social media, online learning resources, and communication applications. However, this rapid growth in technology use has not been accompanied by adequate digital literacy and information security awareness. As a result, many young people use digital technology without fully understanding the potential risks and ethical considerations involved.

The young generation in Sempajaya Village generally uses the internet primarily for entertainment and social interaction rather than for educational or productive purposes. Limited guidance and training on digital literacy have contributed to a lack of critical thinking skills in evaluating online information. Consequently, young users are more vulnerable to misinformation, online fraud, cyberbullying, and exposure to inappropriate content. In addition, many users are not familiar with basic information security practices, such as creating strong passwords, protecting personal data, and recognizing phishing attempts.

Another challenge is the limited role of structured educational programs and community-based initiatives that focus specifically on digital literacy and information security. While schools introduce basic computer skills, comprehensive education on responsible and safe internet usage remains minimal. Parents and community members also often lack sufficient knowledge to guide young people in using digital technology safely and effectively.

Therefore, raising awareness of digital literacy and information security among the young generation in Sempajaya Village is essential. Through educational activities and practical training, young people can develop the knowledge and skills needed to use digital technology responsibly, critically evaluate online information, and protect their personal data. This initiative is expected to foster a safer and more productive digital environment for the youth and the broader community.

IMPLEMENTATION METHOD

To achieve the formulated objectives, various methods will be used in the implementation of the Real Work Lecture (KKN) program. The approach used is participatory by directly involving the community, so that a harmonious and collaborative relationship is created between students and the community. Some of the methods used are as follows:

1. Observation and Situation Analysis
   This initial stage involves direct observation at the location to identify the main problems faced by the community. Through interaction with community leaders and village representatives, students can collect valid data as a basis for compiling activity programs.
2. Socialization and Education
   Socialization will be carried out using media such as presentations, group discussions, and dissemination of information through posters or brochures. This activity aims to provide a better understanding to the community regarding the importance of the topics raised in KKN, for example digital literacy, information security, or other relevant topics.
3. Mentoring and Training

The mentoring method involves direct practical training for the community. Students will guide the community in using technology, improving certain skills, or implementing proposed solutions. This training is carried out in a structured manner so that the community can master the material well.

4. Monitoring and Evaluation
   Every program that is run will be monitored periodically to ensure the effectiveness of the activity. Evaluation is conducted at the end of each stage of the program to measure the impact of the activity and assess its suitability to the objectives that have been set.bored.

RESULTS AND DISCUSSION

The Community Service Program (KKN) activity carried out in Sempajaya Village, Berastagi, involved counseling and socialization to children and the village community regarding the importance of education. This activity was carried out by gathering children and local residents in a joint meeting. The main objective of this counseling is to increase public awareness, especially parents and children, of the importance of continuing their education to a higher level. Data from the village shows that the number of children who continue their education to college is still very minimal, because many children prefer to become farmers to make money immediately.

In addition to counseling about the importance of education, this KKN activity also integrates digital literacy and information security in order to face the increasingly advanced digital era. In this counseling, students provide an understanding to the community about how digital technology can be an important tool in supporting education and opening up wider job opportunities in the future. The community is taught about using the internet wisely, finding useful information, and utilizing technology to support learning and developing self-potential.

In addition, the counseling also emphasizes the importance of information security. Given the many threats in the digital world such as online fraud and data theft, the community, especially the younger generation, is taught how to protect their personal data, such as using strong passwords and being aware of cyber threats. With good digital literacy, the Sempajaya Village community can not only utilize technology productively, but also be better prepared to face the challenges and risks that exist in cyberspace. This activity is expected to provide an understanding that in addition to farming, the younger generation of the village can also utilize technology and education as a way to improve their standard of living and advance the village. With better digital literacy, the village's potential in the agricultural and tourism sectors can also be promoted through digital platforms, thus providing greater opportunities for the progress of Sempajaya Village.

Picture

In the activity implementation phase, there were three main programs that were carried out, namely digital literacy socialisation, information security socialisation, and thematic workshop ‘Stop Cyberbullying’. Each of these programmes was implemented with an interactive approach and involved active participation from the participants, especially the young generation who were the targets of the activities. Documentation of these activities is presented as visual evidence and to strengthen the discussion related to the impact and results of each programme implemented.





Figure 1. Sosialisasi Literasi Digital





Figure 2. Sosialisasi Keamanan Informasi





Figure 3. Workshop Tematik: Stop Cyberbullying Membangun Etika dan Keamanan Digital

CONCLUSIONS AND RECOMMENDATIONS

The Community Service Program (KKN) in Sempajaya Village, Berastagi, North Sumatra, has made a significant contribution to increasing public awareness of the importance of education, digital literacy, and information security. Through an outreach approach involving children, students, and the general public, this program has succeeded in strengthening understanding of the role of education in improving the quality of life and encouraging people to continue their education to a higher level.

On the other hand, the integration of digital literacy in outreach has succeeded in encouraging people to use technology wisely and productively. Awareness of information security has also increased, with people better understanding the importance of protecting personal data and avoiding risks associated with the digital world, such as brazen fraud.

Overall, this KKN program is expected to have a long-term impact on the Sempajaya Village community, especially in preparing a younger generation that is more adaptive to technological developments. Strong digital literacy will support the development of village potential, both in the agricultural and tourism sectors, so that it can contribute to the economic and social progress of the village.

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