




## Legal Consultation and Education Support: Societal Protection Through the Law in Digital Transactions

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### ABSTRACT

*The growth of digital transactions in the pedesaan community frequently leads to various legal issues as a result of the lack of understanding regarding health and obligations for individuals. This service activity aims to provide concrete actions through counseling, education, and legal training to the people of Padengo Village, Dengilo District, Pohuwato Regency. The execution of the activity involves a variety of stakeholders, including the government, the military, TNI, and the general public as the main subject. Through this activity, the general public has a better understanding of the legal protections in digital transactions, whether they are being used as buyers or sellers. In addition, the training aims to make paralegals in the area strategic in enhancing the community's legal knowledge so they can be proactive in resolving the first issues in the community. This study emphasizes the importance of stakeholder collaboration in creating a safe and effective digital transaction system for the local population.*

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## A. INTRODUCTION

Economic, social, and governmental facets of community life have all been significantly impacted by the growth of network interconnection in the field of information technology. The need to improve personal data protection measures is growing urgently in tandem with the intensity of internet use in these industries. In addition to being technical, this strengthening calls for a thorough legal and legislative response to protect people's rights, privacy, and security in the digital sphere (Maharani & Prakoso, 2024).

People's shopping habits have rapidly altered due to digitalization, with the majority of consumption activities now taking place on e-commerce platforms. Its appeal is primarily due to its competitive pricing, wide range of product options, and convenience. But this shift also brings up new issues, particularly with regard to data security, privacy protection, product quality, and dispute resolution. Therefore, the use of encryption technology and reliable digital security systems is necessary to ensure transaction security (Yuyut Prayuti, 2024). The legislative framework that defines the principles and safeguards the interests of consumers is known as consumer protection. Law No. 8 of 1999, which formalizes consumer protection as



a set of laws and regulations to guarantee consumers' legal certainty, contains the key measures in this area(Yuyut Prayuti, 2024).

The primary legal tool used to ensure and defend Indonesian consumers' rights is Law No. 8 of 1999 on consumer protection. This law includes clauses that govern a number of basic areas, such as the legal duty of business actors, the rights and obligations of customers, and the dispute resolution process between the parties. However, given that the law is set up in the framework of traditional transactions, concerns are raised about how applicable and useful it is given the more intricate dynamics of digital transactions in the modern information technology age(Tamrin, t.t.)

Law No. 11 of 2008 on information and electronic transactions (UU ITE) and its derivative regulations are among the numerous regulations that have intersections with digital consumer protection. The Consumer security Law and the ITE Law have not been closely integrated, despite the fact that the ITE Law has controlled the legitimacy of electronic transactions, the security of personal data, and the prevention of online fraud. Due to overlapping agreements and legal fragmentation brought on by this scenario, customers frequently encounter challenges when trying to enforce their rights online.

Because Padengo Village, Dengilo District, Pohuwato Regency, is situated in the hinterland of the Regency, where people do not have easy access to information about consumer protection, and entrepreneurs themselves do not know much about their responsibilities as business owners, there is a significant risk of fraud through e-commerce at the village level. This village may also experience issues with electronic transactions as a result of community members' lack of awareness. The legal extension will be in charge of this, offering the most up-to-date information to safeguard both users and business owners.

The goal of legal counseling initiatives in Padengo Village is to raise awareness among the general public of the significance of consumer protection in the digital sphere, particularly with regard to electronic transactions. The public is expected to gain knowledge of their rights and responsibilities as customers and business players on e-commerce platforms through this activity, as well as the legal measures that may be taken in the event of online transaction violations or losses. A more safe, equitable, and transparent electronic transaction ecosystem is anticipated as a result of the village community's growing legal literacy with regard to digital consumer protection principles. In Padengo Village's digital environment, this is also a preventive strategy to reduce fraudulent activities, the exploitation of personal data, and the disparity in power between customers and business players.

## **B. METHODS**

By providing legal aid to the community, particularly with regard to protection in digital transactions, the strategy employed in this community service project aims to enhance Gorontalo State University's (UNG) strategic involvement in village empowerment initiatives. The Tri Dharma of Higher Education is being implemented through this program, which focuses on community service and aims to build a cooperative relationship between UNG and the Padengo village authority.



### 1. Community Protection in Digital Transactions: Consultation Stage

First Phase	Planning Preparation	Putting activities into action	Goals
Legal advice with an emphasis on digital transaction community protection	Developing a legal counseling program for the entire community, including: <ul style="list-style-type: none"> <li>• community government</li> <li>• Youth organizations : Mosque youth and Karang taruna</li> <li>• Planning outcomes: Determining the activities' location and time</li> </ul>	The execution of events held in the village multipurpose room, which features scholars from Gorontalo State University's Faculty of Law	Describe the following: <ul style="list-style-type: none"> <li>• Laws pertaining to legal protection</li> <li>• Electronic transaction terms and their legal implications</li> </ul>

### 2. Phases of legal preparation and activity assessment

Stage of Legal Counseling	Phase of Activity Evaluation
<ul style="list-style-type: none"> <li>• The objective:                             <ul style="list-style-type: none"> <li>➢ rural areas in general.</li> <li>➢ individuals who are directly impacted by computerized transactions.</li> </ul> </li> <li>• Activities:                             <ul style="list-style-type: none"> <li>➢ supplying materials for extensions.</li> <li>➢ Q&amp;A and discussion.</li> </ul> </li> <li>• Goal:                             <ul style="list-style-type: none"> <li>• increasing public understanding of the significance of safeguarding the public during electronic transactions.</li> <li>• Increasing awareness of online risks and rights</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation of program performance.</li> <li>• Evaluation of the community's experience.</li> <li>• Making suggestions to the appropriate village administration:                             <ul style="list-style-type: none"> <li>➢ Efforts to protect the public in electronic transactions in the future.</li> <li>➢ Strengthening local policies in the field of digital literacy and legal protection.</li> </ul> </li> </ul>

### 3. phases of village paralegal creation and training

The Last Phase of Devotion	Training for Paralegals	Training Goals
The creation and training of village human resources as paralegals is the main activity emphasis.	<ul style="list-style-type: none"> <li>➤ Village Human Resources personnel who are ready to work as paralegals are the target.</li> <li>➤ Activities: <ul style="list-style-type: none"> <li>• supplying a significant legal foundation.</li> <li>• legal concerns with online transactions.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Building the legal capability of rural communities.</li> <li>➤ Boost the capacity to identify possible conflicts early on and prevent them.</li> <li>➤ Using village paralegals to strengthen community protection in digital transactions.</li> </ul>

## C. RESULTS AND DISCUSSION

### 1.1 Public Education and Counseling Regarding Legal Knowledge and Consumer Protection in the Digital Age.

Giving the residents of Padengo village knowledge and legal support so they can identify and defend their rights in the context of online transactions is the main goal of this initiative. Law Number 8 of 1999 on consumer protection provides the public with an explanation of the fundamentals of consumer legal protection through legal counseling sessions, along with how it relates to the practice of internet commerce (e-commerce)(Pembayun & Gunawan, 2025).

The goal of academic legal counseling is to give the general public a thorough grasp of the significance of legal protection for consumers in both traditional and online transaction activities. The public is introduced to the fundamentals of consumer protection as outlined in laws through this activity, along with how they affect day-to-day business operations.





Figure 1. Public Education and Counseling Regarding Legal Knowledge and Consumer Protection in the Digital Age

The scholars also stressed the strong relationship between many facets of life, such as social, economic, and local community issues, and parts of consumer protection laws. Therefore, having a solid grasp of the rights and responsibilities in both traditional and digital transactions would help to preserve economic stability at the village level and promote fairness and balance in social interactions. The strategy employed in this extension's execution not only emphasizes the academics' educational contributions but also views the community as a crucial component of the legal education process. As a result, society is both the subject of information and the object of law, which directly contributes to the application of the knowledge acquired in day-to-day activities.

Increasing public legal awareness is a crucial precondition for achieving successful consumer protection in the digital age, according to the results of legal counseling activities conducted in Padengo village. The key pillars for establishing more inclusive and socially just access to justice include active community involvement, academic assistance, and the use of technology like the Legal Aid Post application. By developing a solid grasp of the law, rural communities may not only defend their rights in online transactions but also help create a legal system that can change to accommodate new technology and changing socioeconomic conditions. In order to make the goals of equitable legal protection a reality in the actual world, it is necessary to enhance the synergy between legal education, community involvement, and digital innovation.

Initial and final examinations are used to gauge public awareness about digital protection. As previously mentioned, this evaluation approach leads to a percentage reduction in ignorance. The community benefits from this service project, particularly in terms of learning more about the state's obligation to safeguard consumers in the digital sphere. The public gains a better understanding of their rights and responsibilities as users of digital services, what to do if they become victims or witnesses of an unfavorable event, and the institutions and procedures that can be used to report incidents involving digital transactions.

This state is impacted by several challenges faced during the execution of tasks in the field, and the decline is not substantial. The tendency for people to prioritize their work in order to meet their daily needs is one of the primary barriers, which makes it challenging for them to spend time engaging in activities. Additionally, because they must adhere to school-related activities, some individuals who are still students have limited time. However, as





some residents believe that the activity is not yet urgent for their life, the low level of involvement is also influenced by the lack of enthusiasm. The accomplishment of suboptimal actions is influenced by these elements taken together.

The Gorontalo State University Faculty of Law service team created a Legal Aid Post in cooperation with the village authority in addition to providing legal consulting services. The purpose of this page is to give people who lose money on digital transactions a place to report their losses and get help. In this instance, the service team facilitates the community's problem-solving efforts.

In order to ensure that all societal levels have an equal understanding of protection in digital transactions, the Legal Aid Post also provides citizens who have not had time to engage in counseling activities with further information. In the village where the service is being provided, it is anticipated that this endeavor will lower the proportion of the local population that is unaware of the problem.

## **1.2 Rural Communities' Empowerment Through Enhancing Human Resources' Proficiency in Pralegal**

Because of its entire physical and spiritual structure and mutual complementarity, man is God's most perfect creation. The fundamental potential that enables people to keep evolving in different facets of life is what makes perfection possible. Humans have a set of innate abilities that tend to develop spontaneously, according to Muzayyin Arifin(Kosim, 2023). According to behaviorist psychology, this skill is known as the pre-potential reflex, which is the fundamental potential that emerges spontaneously by experience and interaction.

According to this perspective, each person has social and legal potential that can be enhanced via education and training in the framework of the village's human resource development. Rural communities can transform their basic capacities into competences that will improve welfare and law enforcement at the local level through the process of capacity building and strengthening, particularly in the areas of legal awareness and pralegal. Therefore, human resource development is a process of human empowerment in accordance with nature and the potential that God has given us, in addition to being a way to increase technical knowledge.

A key component of the continuous endeavor to enhance organizational performance and human resource competency is training and development(Bangun, 2012). From the standpoint of institutional governance and administrative law, training and development initiatives not only enhance technical proficiency but also function as a tool for building professional capacity that facilitates the establishment of accountable, efficient organizational governance that complies with relevant legal standards.

Academics from Gorontalo State University's Faculty of Law in Padengo Village conducted service projects that went beyond merely educating and coaching students about the value of consumer protection in online purchases. Additionally, through direct training, the programs aim to build and enhance the village's human resource potential.



Figure 2. Rural Communities' Empowerment

The goal of this training is to give rural communities the fundamental knowledge they need to deal with a variety of legal issues that come up in the workplace, particularly those involving disagreements or infractions in digital transactions. Therefore, this activity encourages people to be active participants in preserving and upholding their rights as consumers in the digital era, in addition to serving as a means of knowledge transfer.

In the context of village-level consumer protection, an interdisciplinary approach to the distribution of legal information has become particularly pertinent. A comprehensive understanding of law is formed by the complementing functional contributions of each field of law. Understanding the penalties imposed on corporate actors who engage in fraud or fraudulent activities is aided by criminal law. Contractual conflicts between consumers and corporate players are settled under civil law. In the meantime, the state's role and the power of government agencies to monitor, control, and safeguard the interests of consumers are explained by constitutional law and administrative law.

The village community gains an integrated grasp of the four parts of law, which not only enables them to identify infractions but also guides them in comprehending the official and informal channels of legal settlement. As a result, this training is a tactical instrument for enhancing rural communities' legal capability and promoting the localization of access to justice and legal empowerment.

#### **D. CONCLUSION**

Academics from Gorontalo State University's Faculty of Law in Padengo Village engage in community service projects as a tangible way to carry out the legal empowerment role within the context of community-based legal development. In addition to enhancing legal knowledge, this activity aims to develop the community's practical skills in handling legal matters locally through a structured training approach that is divided into three stages: initial assessment, material provision, and final evaluation. An interdisciplinary approach is crucial for comprehending the dynamics of consumer protection in the digital era, as evidenced by the presentation of information spanning multiple legal disciplines, including criminal, civil, constitutional, and administrative law. The village community gains a thorough understanding of how to recognize, evaluate, and promptly and proportionately follow up on legal infractions thanks to the integration of multiple legal disciplines. Additionally, this



practice demonstrates the strategic role of legal scholars as change agents who not only impart information but also foster legal awareness and village communities' independence. It is anticipated that the residents of Padengo Village will be able to defend their rights as consumers, participate in law enforcement as active subjects, and help to establish a just and equitable legal system.

## **E.AUTHOR CONTRIBUTIONS**

Every team member actively participates in every phase of legal education and kosultan support, as this article explains: community legal protection in transactions in Padengo village, Dangilo subdistrict, Pohuwato Regency. In his capacity as team leader, Nirwan Junus worked closely with the village chief to ensure that the activities were carried out. Nuvazria Achir and Lisnawaty W. Badu planned the activities and evaluated the field needs. Mutia Cherawaty Thalib provided paralegal training, while Nur Mohamad Kasim provided direct counseling. Karlin Z. Mamu organizes the village community and works with the local infrastructure to coordinate the execution of operations. Akbar Hidayatullah Daud participated in the entire article's preparation. From determining needs to assessing impacts, as detailed in this article, this cooperative effort guarantees the program's success.

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