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Enhancing Digital Literacy and Social Media Ethics Awareness Among Students

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Abstract

Advancements in information technology and social media have made information and communication easier to access; however, they have also increased risks of hoax spread, breaches of digital ethics, cybercrime, and issues related to artificial intelligence (AI). This community service initiative was conducted at SMK Bina Pemuda Cihampelas, targeting students as active digital media users. The challenges addressed included students' limited understanding of digital literacy, social media ethics, potential cyber threats, and the responsible use of artificial intelligence. Solutions included awareness-raising sessions, educational talks, interactive discussions, and materials covering digital literacy, digital ethics, social media safety, an introduction to various forms of cybercrime, and the wise use of AI technology. The results indicate that participants gained a better understanding of the importance of vetting information before sharing it, maintaining proper etiquette during social media interactions, staying vigilant against cyber threats, and understanding the principles of ethical and responsible AI use. This activity aims to foster students who are smarter, more critical, safety-conscious, and responsible in their use of digital technology, thereby creating a positive digital environment within both the school setting and their daily lives.

Keywords: *Digital Literacy, Social Media, Digital Ethics, Cybercrime, Artificial Intelligence.*

Introduction

Rapid advances in information and communication technology have transformed many facets of contemporary society, especially education. Unfettered internet access and the pervasive use of social media make students one of the most engaged demographics using digital technologies. Social media platforms serve as communication tools while also functioning as learning spaces, entertainment hubs, and major sources of information. Nevertheless, this transition presents considerable obstacles, such as the spread of misinformation, cyber harassment, internet fraud, privacy breaches, and technological abuse, all of which negatively affect students' moral development and behavior.

Digital literacy is an essential skill for learners navigating this era of digital transformation. Digital literacy goes beyond basic technical skills; it includes the ability to critically examine, synthesize, assess, and apply knowledge safely and responsibly. Moreover, mastering social media ethics is a crucial part of digital literacy, enabling users to engage respectfully, protect human rights, and prevent the spread of harmful content.

As technology environments advance, cyber dangers continually expand into more complex attack methods. Cybercriminal activities, such as phishing schemes, identity theft, malware dissemination, fraudulent account creation, and personal data violations, often thrive because users lack adequate digital security awareness. Teenagers, as active internet users, are particularly susceptible to cyberattacks because they often lack a strong understanding of digital security practices and personal data protection rules. Thus, building strong cybersecurity awareness is a cornerstone of a vibrant, resilient digital environment.

Conversely, advances in Artificial Intelligence (AI) streamline educational methods, enhance information access, and facilitate digital content creation. Nonetheless, AI use poses considerable challenges, including the potential for generating deceptive content, copyright violations, and overreliance on technology that undermines critical thinking. Thus, users need a strong understanding of ethical and responsible AI use that aligns with academic and societal principles.

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Preliminary observations and conversations with SMK Bina Pemuda Cihampelas indicate that most students actively use social media platforms in their daily routines. Nonetheless, their engagement with social media is not sufficiently grounded in digital literacy, ethical considerations in the digital realm, cybersecurity awareness, and the judicious use of AI technologies. Without appropriate educational measures, this gap poses significant risks to individual learners and the broader educational environment.

We executed our community service initiative via the "Enhancing Digital Literacy and Social Media Ethical Awareness for Students" program at SMK Bina Pemuda Cihampelas. The curriculum included lectures, presentations, interactive discussions, case analyses, and question-and-answer sessions to strengthen students' understanding of digital literacy, social media ethics, cybersecurity, and the responsible use of artificial intelligence.

This service program aims to strengthen students' understanding of digital literacy's importance, cultivate ethical social media practices, increase awareness of cybercrime, and promote judicious, responsible use of AI technology. Ultimately, this endeavor anticipates that students will become astute, analytical, efficient, and principled digital participants who help foster a secure and positive online environment in their educational institution and the wider community.

Method

We executed this community service initiative at SMK Bina Pemuda Cihampelas, focusing on students as engaged participants in digital and social media. We designed the execution strategy using an educational, participatory framework to ensure participants not only gained information but also actively engaged in the learning experience through discussions and case analyses.

The initial phase involved collaborating with the school to arrange the event, ascertain the number of participants, and organize the necessary facilities and infrastructure. Next, we identified requirements through

preliminary observations and discussions with educators to assess students' current social media practices and common concerns related to digital literacy, social media ethics, cybersecurity, and the use of artificial intelligence. Based on these findings, the team created educational resources, presentation decks, case analyses, and documentation instruments.

We conducted the activity face-to-face through workshops and socialization sessions, incorporating presentation materials, interactive discussions, case analyses, and Q&A segments to enhance student involvement. The subjects presented included fundamental principles of digital literacy and the significance of critical thinking in discerning information; social media ethics such as courteous communication, respect for privacy, and accountability in information sharing; an overview of diverse cyber threats like phishing, online fraud, identity theft, and malware with actionable prevention measures; and the judicious, ethical, productive, and responsible utilization of Artificial Intelligence (AI) technology in educational pursuits and everyday life.

During the workshop, we gave attendees the chance to share their experiences, ask questions, and discuss common social media situations. This approach aimed to increase participation while strengthening their understanding of the content.

Results and Discussion

The community service initiative (Pengabdian kepada Masyarakat / PKM) was executed exactly as planned. The crew carried out the full series of activities, including the opening session, material distribution, engaging discussions, Q&A segments, ice-breaking exercises, and the closing ceremony. Participants showed great enthusiasm during the event, especially in discussions on misinformation, online harassment, and the integration of artificial intelligence in education.

This initiative aimed to strengthen the wider community by providing educational engagement on Digital Literacy and Social Media Ethical Awareness to the pupils of SMK Bina Pemuda, located at Cililin - Cihampelas No. 143, Cihampelas, West Bandung Regency, West Java.

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Figure 1. Location of the PKM activity

Students of SMK Bina Pemuda Cihampelas attended a material presentation session led by the community service team. The presenters covered key topics, including cybersecurity, social media ethics, digital literacy, and the responsible use of artificial intelligence (AI). Through interactive slide shows, real-world case studies, and candid conversations with the audience, the presenters helped students understand the importance of using digital technology in their everyday lives safely, ethically, and critically.



Figure 2. Delivery of Material

Participants actively raised a variety of questions about cybercrime risks, social media ethics, digital literacy, and the useful use of artificial intelligence (AI) in educational activities. The community service team answered each question with concise explanations and practical solutions, supported by relevant everyday case studies. This continuous engagement underlined the

participants' strong interest and promoted a highly participatory, communicative debate environment.



Figure 3. Q&A Session

Before moving on to the main presentation topic, the team helped students unwind, sharpen their focus, and build passion through straightforward activities and direct interaction with presenters.



Figure 4. Ice Breaking



Figure 5. Participants and Implementation Team

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To document the activity and highlight the successful partnership between the university and the school in promoting digital literacy in the educational setting, the organizers wrapped up the event with a group photo that included the community service team, school representatives, and supervising lecturers.



Figure 6. Closing

Conclusion

At SMK Bina Pemuda Cihampelas, the community service team effectively carried out the "Enhancing Digital Literacy and Social Media Ethics Awareness for Students" program. The program's extensive curriculum covered digital literacy, social media ethics, personal data protection, cybercrime threat awareness, and the beneficial use of digital technology and artificial intelligence (AI) in everyday life and academic study. Participants were very enthusiastic and actively involved in every session module during the event. The curriculum broadened students' understanding of safe, prudent, and responsible technology use in today's digital era.

This program not only helped the students but also improved the cooperative partnership between SMK Bina Pemuda Cihampelas and STMIK Mardira Indonesia in promoting digital literacy and educational growth. The community service team achieved all set goals by carrying out the planned

sequence of events, improving pupils' knowledge and preparedness to deal with the challenges of the digital age.

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