

# IMPROVING UNDERSTANDING OF STUDENTS OF MANAGEMENT PROGRAM UNIVERSITY OF SERANG RAYA IN THE MARKETING ASPECT OF LAW NUMBER 19 OF 2016 ABOUT INFORMATION AND TRANSACTIONS ELECTRONIC

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## **Abstract**

*Global marketing is a marketing technique on an international scale. Market opportunities in it will always be open to all entrepreneurs, including in the product export market. Entrepreneurs must have creativity and innovation in developing their respective markets, in entering current globalization moment This, require We For adapt withfast with the times , so as not to be left behind by other countries. Globalization bring impact for life nation And patriotic, matter This be marked with development of information and communication technology. There are two impacts of globalization, namely positive And negative. Impact the positive is convenience in communicate And get information without time and distance limits. The negative impact is the occurrence of crime in world virtual (cyber crime) And increasing deployment information Hoax Which harming others through online media which is currently developing massively. UU no. 19 2016 concerning Information and Electronic Transactions or the ITE Law is the governing law about information as well as transaction electronic, or technology information in general. this law own jurisdiction Which apply For every person Which do deed law as stipulated in this Law, both in the territory of Indonesia and outside the territory Indonesian law, which has legal consequences in the Indonesian jurisdiction or outside the territory Indonesian law and detrimental to the interests of Indonesia. Therefore, the whole society must know these rules so that they are not easily deceived and alert to every action which is detrimental to themselves and the environment. With a background problem the, so devotion To Public very important For done, time This Community Service is carried out at the Management Study Program, Serang Raya University , on May 11, 2023, with the aim of providing enlightenment to students, because it is young people who use social media a lot, so that students are able to understand the rules and hope to be able to media healthily. The method applied is to use the method lectures, question and answer discussions and giving questionnaires to find out how deep understand material Which has be delivered. There is even results from devotion Which has carried out can be known through the Pree and Posttest questionnaire data of the material be delivered. As a result, through the Pretest, most of the students did not know the rules in social media in accordance with UU ITE. Matter This become important For socialize rule the so students will understand, Then apply And utilise media social For interest Which positive, for self, public, nation And country. Thenafter Posttest almost all students understand rules about ITE. The hope is that students and society can media healthy socially and useful.*

**Kata kunci:** *Marketing , Globalization, Information, Transaction Electronic.*

## **1. PENDAHULUAN**

The general understanding of global marketing is a process to prioritize human resources, physical assets, money, and the goals of a company in order to obtain potential and to take action on global market threats. Marketing activities are also often referred to as a prestigious marketing carried out throughout the world. Potential opportunities in global marketing will always be open to every entrepreneur, the most important thing is that these entrepreneurs must be able to put their innovation and creativity into developing markets. Because a strong entrepreneur is an entrepreneur who will not give up easily when there are tough business challenges. Each of these challenges and difficulties must be used as a whipping spirit for entrepreneurs. Thus, the business he runs can progress and develop further. This character has been widely applied by every advanced entrepreneur in Indonesia. Indonesian as country Which follow development era, No regardless from modernization. Phenomenon modern, Which Also followed by countries in world

Which allows the creation of free communication without borders, across countries, across continents. Indonesia enter era science And technology Which No know stop; era globalization, science And technology infinite, plural is known contribute positive for world, including Also nation Indonesia, because it is in accordance with its philosophical goals towards good for all mankind. However thereby, progress science And technology as well as communication free This, No can avoided bring impact negative; among them change pattern behavior whole element nation, especially the younger generation as the successors and spearheads of the Indonesian nation. Furthermore, internally the pattern of behavior of mutual respect is fading, the hedonic lifestyle, even tootendencies of moral decline include increased promiscuity, crime sexual violence, rampant rates of violence against children and adolescents, crimes against friends, theft teenagers, cheating habits, drug abuse, pornography and destruction of property person other; the more days pass increasingly becoming. Entering the current flow of globalization, requires us to adapt quickly with development era , so that No left behind with country other Which Also experience it, globalization has an impact on the life of the nation and state, this thing be marked with development technology information And communication. Globalization even impact, both positive and negative. The positive impact is the ease in communicate And get information without exists limit time And distance. Impact the negative that is happening crime in world virtual ( *cyber crime* ) And increasing dissemination of hoax information that harm others through online media moment this is massive development. (Rini Sugiarti, 2016: 3).

The goal of global marketing is also to increase the competence of entrepreneurs. Global marketing has a goal of increasing the competence or expertise of every entrepreneur to be able to seek and obtain new ideas and knowledge in terms of selling their products to the public. These competencies will later be seen clearly about who are competent and less competent entrepreneurs. Another benefit of global marketing is for survival and for meeting the basic needs of every society. Why? Because every entrepreneur will always be required to be able to come up with new ideas and innovate in marketing them. These new ideas are very important when there is no longer adequate survival in society. It is very important to underline that currently many people really need global marketing to be able to survive and make a better life. As explained above, every entrepreneur will be required to be able to always produce fresh, quality ideas in global marketing so that their products can become the most superior products. These quality products will later be invaded by many customers or buyers. We certainly understand that every customer will always need quality products at affordable prices. For this reason, every entrepreneur will be asked and even forced to be able to solve the problem. So, later from this will be able to give birth to a variety of products that are superior. You need to underline that the development of society will depend heavily on the buying and selling activities that surround it. For this reason, global marketing will greatly influence the economic development of society. Their economic growth will automatically run smoothly with lots of input from the regions. However, these economic developments will depict a graph that continues to increase from time to time. Later, this economic development will greatly benefit entrepreneurs to be able to develop their businesses. Making products that suit people's tastes is a way that must be taken so that entrepreneurs' products can sell well and are in demand by many people. However, people's tastes will continue to change according to their individual needs. In fact, it is not uncommon for people's tastes to decrease or increase in accordance with the economic developments that occur in a country. For this reason, every entrepreneur must be able to try harder to get fresh ideas so as to be able to increase people's appetite for the goods they produce. If this product meets the needs of the community, then the company will be able to get big profits.

Hoax According to the Big Indonesian Dictionary (KBBI) is fake news, meanwhile in Oxford English Dictionary , Hoax defined as "*malicious deception*" or lies made with malicious intent. In Arabic it also defines hoax with the word *ifkan* is *isim masdhar* , the verb from *afaka-ya'fiku-ifkan* which means lie . Indonesia as a rule of law country has regulated it, that hoax or fake news entered into the criminal realm, this is contained in Law no. 1 of 1946 concerning Criminal Law Regulations, regulated in Articles 14 and 15 with the following qualifications: 1) Broadcasting *fake news* intentionally causes chaos among the people, sanctions the law 10 year prison (Chapter 14 Paragraph 1). 2). Broadcast news or emit notification that can cause confusion among the people, while he deserves it If you think that the news is a lie, the penalty is 3 years (Article 14 Paragraph 2). 3). Broadcast the news uncertain or redundant or incomplete

news, whereas he understands and able to suspect that the news will cause chaos, the legal sanction is 2 years (Art 15). More specifically, it is regulated in Law no. 19 of 2016 concerning Information and transaction Electronic, that is 1). Pollution Name Good or slander (Chapter 27 Paragraph 3). 2). Fraud for economic motives that harm consumers (Article 28 Paragraph 1). 3). Provocation related to SARA (Article 28 Paragraph 2). The legal threats are 4-6 years in prison and a fine of 750 million up to 1 billion. Then in the Criminal Code (KUHP) Article 311 and Article 378. These rules can be applied to hoax actors in Indonesia, discourse enforcement Constitution Terrorism To use ensnare perpetrator Hoax very excessive, Because will happen confusion meaning And overlapping overlapping in application the law. (Yulies Tiena, 2004: 60). The weakness of Indonesian society is a culture of literacy which is very lacking, so that easy to believe, before checking the real truth. Literacy education is a thing which is very urgent in tackling hoaxes in Indonesia, by cultivating reading books from early childhood, the method is to invite children to visit libraries, bookstores, reading garden and others. Avoid children from playing games either on handpone or on line, Because in a manner psychology development child No Good And impact individualistic and No educate independence. Culture literacy will produce ability in digest various incoming information and can prove its truth, so that not easily influenced let alone provoked to commit crimes. Lying is an instinct, on the one hand because everyone must have lied, but lied can be avoided to always do honesty and hopefully we are among those who can trusted because his honesty.

Results from pre survey showing that exists misunderstanding public, specifically para student to role And responsibility as user media on line in accordance with the UU no. 19 of 2016 concerning Information and Electronic Transactions, so that a problem arises, including how students understand, especially students regarding role and responsibilities in use facility information And transaction with true and useful. The next problem is how the rules are formally applied to the perpetrator, while the perpetrator did not know the applicable rules, this it is very important that the community really understands the Law on ITE directly or not in direct contact with our daily lives. Hence the description in on describe process devotion To Public Which in a manner Specific unravel about understanding great students \_ about UU No. 19 year 2016 about Information and Transactions Electronic.

## METHOD IMPLEMENTATION

Activity devotion To Public about understanding Student of Management Study Program, University of Serang Raya, Concentration of Marketing Management UU No. 19 Year 2016 regarding Information and Electronic Transactions. Done with the lecture method (Counseling) And ask answer or discussion.

- a. The first method used is the lecture method. This is done through exposure material Which related with Role Youth And responsibility in Development in Indonesia.
- b. The second method is question and answer or discussion. This method is used to answer things Which No is known by students \_ about Role Youth And responsibility in Development.

## RESULTS AND DISCUSSION

Based on results pre survey with It turns out that students of the Management Study Program, University of Serang Raya Concentrating on Marketing Management, it turns out that they don't understand and understand much about the Law Invite Number 19 Year 2016 about ITE, because it's activity done covers :

- c. Counseling on understanding of the role of youth, superior generation and appropriate ITE socialization with UU No. 19 2016 as well as a marketing model that does not violate Law no. 19 of 2016.
- d. Giving examples case.

The counseling that is carried out is to provide understanding to students about role youth, explanation about generation superior as well as information And transaction electronic in era global market and marketing strategy in the era of globalization that is:

### 3.1 Role Youth.

The history of youth in Indonesia needs to be recorded and used as inspiration for youth moment This or discuss he slang *youth era now* To use build nation And country, momentum history youth started since before independence And post independence. *First* , the history of writing in gold ink began in 1908 incident Resurrection National Which pioneered by Organization Boedi Oetomo with focus main educate clan oppressed with method give education, from movement This Then appear class educated as motorcycle mover struggle against the invaders, the perpetrators are youth. *Secondly* , in 1928 there was an event historic where the youth are determined to fight for Indonesian independence with forming national solidarity among youth throughout the Dutch East Indies, because At that time, our nation, apart from facing the invaders, also had other challenges, namely pluralism problem, spearheaded by young people can finally be realized through Oath Youth, form the realization is *One nation, One homeland, One Language that is Indonesian* . Every October 28th we commemorate as Youth Pledge Day. *third* , peak of the struggle for independence of the Indonesian state in 1945 by expelling the clan colonialists, this is the culmination point with the proclaimed independence of Indonesia on date 17 August 1945 by Soekarno-Hatta, pioneer even clan youth. *Fourth* , after independence, the Indonesian nation no longer faced the colonialists face-to-face physically but facing the challenges of the times, this is very hard if only run by the government without the participation of the people in general, in order to make the nation A prosperous, just and prosperous Indonesia in accordance with the ideology of Pancasila and the 1945 Constitution as our constitution, during this post-independence period, underwent various changes, starting from the old order, the new order and the climax is the reform which was all carried out by movement youth as a motor and the executor. (www.militan.co)

Milestones history in on is reflection from struggle clan young Which realizing national solidarity against the invaders to become an independent nation sovereign. The momentum of the Youth Pledge this year is a trigger for growth the driving force to educate the life of the nation with the spirit of solidarity and nationalism. Being a young warrior is absolutely necessary, by emulating the spirit of the youth *old age* who never give up, willing to sacrifice, prioritizing the interests of the nation and state above personal and group interests. We should realize that today's youth Already start fade Spirit his nationalist, matter This because Lots factor Which The background is the globalization factor which greatly influences attitudes and the actions of today's youth. Globalization is a necessity that we must thanks for improving the quality development in all areas of national life and state. The negative consequences of globalization also have an impact, as an example of circulation drugs, free sex, motorcycle gangs, bullying among youths and there are many examples of cases others due to globalization which are not able to be filtered by youth, they are as actors and users. This is not in accordance with the spirit and culture of the Indonesian nation always hold adhere to the values of Pancasila.

The current empirical reality is that our nation has not been able to sort and choose which one the interests of the nation, the state and which personal interests, groups and classes. Condition thus we can find among them we are not able to distinguish between dominant culture, religion, politics, economy and society. We often observe in recent times this with various mixed cases that cause confusion in thinking ignore signs life nation And patriotic. Mix stir the eg culture often mixed up with religion, religion mixed up with politics, economics mixed with politics and so on, is it because they entered year political ? so that interest nation And country aside, should On the other hand, the interests of the nation and state are paramount. Due to the confusion of thinking above, a habitat for life that is full of violence, brutality and so on appears Finally "man prey man Which other" (*fagot homini lupus est* ) and the

weakening of "humans protect other humans" (*homo homini socius est*). This matter Which happening right now, consciously or unconsciously we realize.

Globalization push country For develop strength so that capable compete in world global, with development technology communication And information demand source Power man Which reliable For overcome all change And adapt itself to the changing times, this is an important role of the people young as generation And bone back nation And country. By Because That mustprepared by today's youth are *knowledge, skills and attitude mentally Which tough And positive* To use give contribution And capable adapt quickly to changes in the nation and state towards the better. Besides youth must be able to collectively work together to advance the nation and state through A performance Which able to scent Indonesia.

Task and struggle youth is heavy hence the synergy of all parties are needed by both the government and society in general. Minimum youth own superiority in fight wade life with Spirit abstinence give up. These advantages are *militancy, idealism and financial*. Can be explained. *first*, Militancy is spirit And breath in move ambition Which Already implanted, miltancy is a personal ethos that is willing to sacrifice for the sake of the nation's intelligence And country with emit Power And effort by maximum Possible. *second*, idealism is precondition with formulate ambition with strategy, tactics Andtechnique to actualize. *Third*, financial, is a supporting factor for operations, so ideals can realized, by because of that youth must independent in a manner financial.

Inspiring youth are youth who contribute to the country,achievement, starting from oneself and benefiting others. Please upgrade self-quality through knowledge by learning, honing with skills so Be professional and be positive in order to be able to judge what is good and what is bad, that is all will bring youth who are tough and respected by other countries. Finally we hope that in the hands of the youth of this country it will still stand, in the hands of the youth of this country it will be independent, in hand the youth of this country will be independent, echo ripah lol jenawi.

### 3.2 Superior Generation

Education has always been a crater for Candradimuka to create future generations front Which superior, quality, And have character glorious so that beneficial for self, family, public, country, And people man in a manner whole. If education always lead on achievement objective the, sure nation This will proceed, prosperous, and morals glorious.

birth generation period front superior Of course become dream We. Although the government has worked hard to achieve this dream, but in reality it still is There is just Which see sector education in a manner pragmatic And economical. Education considered a factory giant which must be economically profitable. Thinking pragmatic And economical the No free from influence education West which secular.

Western-style education will only give birth to pragmatic individuals who work to achieve material success and social professions oriented towards high income.Education was finally seen as an 'investment' that must produce profit big. investment That actualized with obtain title tall. Systemeducation like This though will produce child educate Which own status education Which tall, However status the won't make they as individuals Which civilized And have character glorious. Look para corrupt And perpetrator other. They No person haphazard. They is person Which educated tall, own title And position tall, but thin faith so that experience moral decadence.

Our education has a kind of anomaly. On the one hand our educational goals leads to *the formation of* civilized human beings, having noble character, and making human beings more humane. However, on the other hand, the reality is more influenced by pragmatism and materialism stemming from the Western secular education system. This anomalous state what is feared is actually giving birth to a generation without direction, without dreams, without

meaning, even tend born be a generation *hangs* !

The term *hang* is known in the world of computers. *Hang* means *no response* so no can respond all order Which entered. On condition computer *hangs* No can respond to any command given via the mouse or keyboard. What is meant by the *hang* generation is the generation that does not have any abilities so the quality is very bad. They don't have any ability not because No currently take education, but system education Which make they excel because of education. What happens if our education only produces generations *hangs* ? There is or There isn't any generation it becomes no meaning.

To distance ourselves from the concept of Western-style secular education, we must return on religious views on education. Islam itself looks at humans not only consists of physical and material components, but also of spiritual and soul. School and device other educational institutions need to direct students to be disciplined mind and soul, has a smart mind and good soul qualities, carry out the deeds Good And Correct, own knowledge Which wide, Which will keep it from mistakes, and have honesty, wisdom, and justice. By Therefore, education should not only produce students who will have material prosperity, but also giving birth individuals noble character so that they will become human Which human.

### 3.3 Information And Transaction electronic

The need management information And transaction electronic is expected development of information technology can be carried out optimally, evenly, spreading to whole layers of society, it aims to:

- a. Means educate life nation.
- b. Utilized For guard unity and unity.
- c. Supporting trade and economic growth to create prosperity public.

Development technology give birth to forms deed law new, Which not yet defined so that can handled more carry on through track law. By Because That, it is necessary to define legal actions related to the use of this technology. Government need support development technology information through infrastructure law, so that technology information can utilized without abused. Infrastructure law This made with notice mark religion, social, And culture Indonesian society. Management information is something Which important for country And dominate life person Lots. Based on Constitution 1945, matter This need controlled by country for the benefit person Lots. In chapter 33 paragraph 2 Constitution 1945, written that: *"The branches production Which important for country And Which control the lives of many people controlled by the state"* .

Reach act act This No only in Indonesia, but the whole world. Who just and wherever the party is, if the party is carrying out an activity (regarding information and transactions electronics) Which have legal repercussions on Indonesia or harm Indonesia's interests, these parties can be ensnared in this ITE Law. Matter This remember utilization technology Which characteristic cross territorial / universal. ([www.researchgate.net](http://www.researchgate.net))

A number of principle utilization technology information And transaction electronic is as follows : 1. The Principle of Legal Certainty The legal basis for the use of technology get confession law in in And in outside court. 2. Principle Benefit Utilization technology information endeavored For support process informed, so as to improve the welfare of society. 3. Principles Ground Precautions for all party, so that notice all aspect Which potentially bring losses in the use of information technology. 4. The Principle of Good Faith usetechology information, No aim For in a manner intentionally causing harm to other party, without the knowledge of that party. 5. Technology neutral principle Namely freedom choose technology. Its utilization No focused on specific technology use certain, so that can follow development on period Which will come.

Meanwhile, the purpose of using technology is as follows: 1. To educate life nation as part from public information world. 2. Develop trading And economy national in increase well-being public. 3. Improving the effectiveness and efficiency of public services. 4. Open up opportunities as wide as possible to every person For advance thinking And ability optimally Possible.

Table 3.1 Results Questionnaire devotion To Public Increasing Understanding

Question	Mark Score		percentage Enhancement Knowledge
	Before	After	
is you know about roleAnd responsibility as youth ?			
a. Know	07	35	90%
b. No Know	30	02	
is you know about Hoax ?			
a. Know	22	32	80%
b. No Know	15	05	
is you know UU No. 19Year 2016 span ITE?			
a. Know	01	37	100%
b. No Know	36	00	
Do you know the sanction, if violate UU No. 19 Year 2016 aboutITE ?			
a. Know			100%
b. No Know	02	37	
	35	00	
is you know method mediawith Good ?			
a. Know			95%
b. No Know	20	36	
	17	01	
is you know method marketingwith Good ?			
a. Know	07	35	90%
b. No Know	30	02	
<b>Average</b>			<b>90%</b>

From results data Which obtained team, can concluded as following:

- 1) Some students' understanding of the roles and responsibilities of youth do not know, p This can be seen from the questionnaire data that was carried out pre-implementation, of the 37 participants only 30 students did not know about the roles and responsibilities of youth, and after the implementation activity devotion increased 90% understanding.
- 2) Question furthermore about Hoax, pre executor produce that part bigstudents know that much 22 of 37 participants, then progressively increased after implementation to 32 students .
- 3) Most students do not know the legal basis for ITE, namely Law no. 19 years old 2016 regarding ITE, it can be seen from the results of the pre-implementation, no student knows , then students' understanding increased after implementation from not knowing to knowing by 100 percent.
- 4) Sanctions for violating the ITE Law, of the participants who did not understand the sanctions for the law, only 2 students knew about it, including the role of youth in it, after counseling participants their understanding also increased, from the results of the questionnaire from those who did not know 35 to 37 participant know, the number of participants 37.

- 5) How to media well. From students' understanding of the use of social media healthy people, most of them already understand it, but it needs to be continuously nurtured so that it can implement in life daily. Matter This so that No violate UU ITE.
- 6) How to market well. From students' understanding of the use of marketing models healthy people, most of them already understand it, but need to continue to be given a contemporary understanding so that it can implement in life daily. Matter This so that No violate UU ITE

#### 4. CONCLUSION

In activity devotion To Public This Students of the Management Study Program, University of Serang Raya Concentration in Marketing Management, obtained information on an understanding of the role of youth in development in accordance with and ITE socialization in accordance with Law no. 19 of 2016 . The results of the implementation of this activity showed that, prior to the implementation of the activity, the students of the Management Study Program, University of Serang Raya, Concentration of Marketing Management did not understand and understand about ITE and its impact on students, and after counseling the students Management Study Program, University of Serang Raya Concentration in Marketing Management, broaden their horizons. In this is an increase in the understanding of students who initially knew a little later after counseling to know more. The existence of this activity is supported by the response from students, then expected can reduce amount mischief teenager in period Which will come. Need socialization regarding the role of youth in development in accordance with Law no. 19 of 2016 about ITEs. The need for socialization and education on an ongoing basis to prevent it juvenile delinquency so as to create a superior generation that is more useful for the nation and state Indonesia. Media with Healthy is activity Which positive, by Because That must offset with skills and knowledge. And a good marketing model so as to avoid violations and sanctions from Law No. 19 of 2016

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