

## Enhancing Data Privacy Awareness among Indonesian Migrant Workers: A Hybrid Community Service Initiative in Collaboration with KBRI Kuala Lumpur

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**ABSTRACT** The comprehensive exploration of a hybrid community service initiative conducted at Hasanuddin Hall, KBRI Kuala Lumpur, one of the aimed at enhancing data privacy awareness among Indonesian Migrant Workers (PMI). The introduction contextualizes the initiative within the global surge in social media usage, emphasizing the escalating concerns regarding personal data security. The relevance of community service in addressing data privacy issues, especially for vulnerable populations like PMIs, is underscored. The methodology section detailed needs assessment identified specific challenges faced by PMIs, informing a collaborative program design. Utilizing a hybrid event format, the initiative combined in-person sessions with virtual components to ensure inclusivity. Resource mobilization efforts secured funding for materials, technology infrastructure, and support services. Results indicate the active participation of 190 PMIs, with significant improvements in knowledge and awareness regarding data privacy. Tailored interventions, such as language-specific materials and follow-up webinars, addressed identified challenges like language barriers and the transient nature of employment. The broader implications of the initiative are discussed in the context of the digital literacy gap and the need for sustained efforts. In conclusion, the community service initiative not only achieved its immediate goals but also identified broader challenges within the digital landscape. Continuous evaluation, adaptation, and collaboration are emphasized as pivotal for refining and expanding the initiative's impact. The findings contribute to the discourse on community service, digital privacy, and empowerment, particularly for vulnerable populations like Indonesian Migrant Workers.

**Keywords:** *Data Privacy, Community Service, Indonesian Migrant Workers, Digital Literacy, Hybrid Event.*

## 1. INTRODUCTION

The pervasive rise of social media platforms on a global scale has given rise to unprecedented opportunities for connectivity and information-sharing. However, concomitantly, this surge has ignited substantial concerns surrounding the security and privacy of personal data. This introduction aims to provide a comprehensive background on the escalating importance of community service initiatives within the domain of information systems and technology. Specifically, it explores the imperative of safeguarding personal data in the intricate landscape of social media usage,

acknowledging the nuanced challenges that accompany this digital era. This discussion, deeply rooted in the broader context of digital privacy concerns, underscores the relevance of community service initiatives, with a particular focus on their applicability to the Indonesian Migrant Workers (PMI) community.



**Figure 1.** Migrant Workers (PMI)

The exponential growth in social media usage, exemplified by platforms such as Facebook, Twitter, Instagram, and LinkedIn, has redefined the dynamics of communication and interaction. While these platforms foster global connectivity and instant information dissemination, the sheer volume of personal data shared on these platforms has raised red flags regarding user privacy. Numerous instances of data breaches, unauthorized access, and the commodification of personal information have brought forth the urgency of addressing privacy concerns in the digital realm.

To comprehend the gravity of these concerns, it is essential to consider the growing body of literature emphasizing the vulnerabilities associated with social media usage. A seminal work by Boyd and Crawford (2012) delves into the concept of "networked privacy," shedding light on how users navigate privacy concerns within the intricate web of online social networks. The notion that privacy is not merely an individual concern but a collective, socially negotiated concept is particularly relevant in the context of community service initiatives.

As technology continues to evolve at a rapid pace, the intersection of information systems and societal well-being becomes increasingly critical. This paradigm shift necessitates a proactive response to the challenges posed by the digital age, and community service initiatives stand out as instrumental in bridging the gap between technological advancements and public awareness. Works such as Sideri et al.'s (2019) exploration of "privacy literacy" underscore the importance of fostering an informed citizenry capable of navigating the complexities of digital privacy.

Within the context of this discussion, the initiative undertaken in collaboration with LSM SHARING, KBRI Kuala Lumpur, PPI UPSI Malaysia, and numerous universities across Indonesia and Malaysia assumes paramount significance. The relevance of this initiative to the Indonesian

Migrant Workers (PMI) community is underscored by the unique challenges they face in the realm of data privacy. References to scholarly works such as Beyer, et al., (2017). examination of the vulnerabilities of migrant workers and their increased susceptibility to exploitation further accentuate the need for targeted interventions within this demographic.

Moreover, the importance of community service initiatives is accentuated by the overarching global movement toward digital inclusion and empowerment. As highlighted by Keeley & Little (2017) report on "Children in a Digital World," the need to equip individuals, irrespective of their socio-economic status or migratory status, with digital literacy skills becomes increasingly urgent. This aligns with the initiative's emphasis on education and awareness-raising among Indonesian Migrant Workers, contributing to their overall resilience in the face of digital challenges.

In conclusion, the introduction serves as a gateway to the profound exploration of community service initiatives within the context of data privacy, technology, and the Indonesian Migrant Workers (PMI) community. The integration of references to seminal works in the field reinforces the academic underpinning of the discussion, laying the groundwork for a comprehensive analysis of the methodology, results, and implications of the initiative. As we delve deeper into the subsequent sections of this report, the multifaceted nature of community service in addressing digital privacy concerns among PMIs will unfold, substantiating the urgency and impact of such initiatives in our contemporary digital landscape.

## **2. METHOD**

The successful execution of community service initiatives requires a well-structured and systematic approach. The methodology employed for the implementation of the initiative aimed at safeguarding data privacy for Indonesian Migrant Workers (PMI) is outlined below, encompassing planning, collaboration, execution, and assessment.

### **1. Needs Assessment:**

The initial phase involved a comprehensive needs assessment to identify the specific challenges faced by the PMI community concerning data privacy. This assessment relied on a combination of qualitative and quantitative methods, including surveys, interviews, and focus group discussions. The input from the PMIs, relevant stakeholders, and existing literature provided a nuanced understanding of the issues, forming the basis for subsequent intervention strategies.

### **2. Collaborative Partnerships:**

The success of the initiative hinged on robust collaboration between multiple stakeholders. Key partners included LSM SHARING, the Indonesian Embassy in Kuala Lumpur, PPI UPSI Malaysia, and 115 universities across Indonesia and Malaysia. This collaborative network

facilitated the pooling of expertise, resources, and diverse perspectives necessary for a comprehensive and impactful community service program.

### 3. Program Design and Curriculum Development:

Based on the needs assessment, a tailored program was designed to address the identified data privacy challenges faced by PMIs. The curriculum encompassed informational sessions, workshops, and interactive activities, emphasizing practical skills and knowledge relevant to their digital interactions. The program also incorporated sessions on legal frameworks related to data protection and privacy, drawing upon international standards and specific regulations applicable to migrant workers.

### 4. Hybrid Event Planning:

Given the diverse locations of PMIs and the ongoing global circumstances, a hybrid event format was chosen to ensure inclusivity. This involved a combination of in-person sessions at the Hasanuddin Hall, KBRI Kuala Lumpur, and virtual components accessible to PMIs across various regions. The planning process included logistics coordination, technical infrastructure setup, and the development of user-friendly online platforms, drawing insights from works such as Hrastinski's (2008) research on effective online learning environments.

### 5. Resource Mobilization:

To enhance the initiative's impact, efforts were made to secure funding, sponsorships, and in-kind contributions. Financial resources were allocated for the production of informational materials, technology infrastructure, and the provision of support services. Leveraging the insights from Connolly and York (2002) exploration of resource mobilization in community initiatives, the team strategically engaged with corporate partners, governmental bodies, and philanthropic organizations.

### 6. Implementation and Execution:

The core of the initiative involved the actual delivery of the program. Trained facilitators conducted the sessions, utilizing a variety of pedagogical methods to cater to diverse learning styles. Interactive elements, case studies, and real-life scenarios were incorporated to enhance engagement and ensure practical applicability.

### 7. Continuous Monitoring and Evaluation:

Throughout the initiative, a robust monitoring and evaluation system was in place to assess its effectiveness. Regular feedback sessions, surveys, and qualitative assessments were conducted to gauge participants' understanding, retention of information, and perceived impact. This iterative process allowed for real-time adjustments to the program, ensuring its relevance and responsiveness to the evolving needs of the PMI community.

In conclusion, the methodology for implementing this community service initiative was designed to be dynamic, responsive, and inclusive. By integrating insights from scholarly works in diverse fields, the initiative sought to address the unique challenges faced by PMIs, contributing to their digital empowerment and data privacy awareness. The meticulous planning, collaborative partnerships, and adaptive execution laid the foundation for a successful endeavour with lasting impact.

### **3. RESULT AND DISCUSSION**

The community service initiative witnessed widespread participation, with a total of 190 Indonesian Migrant Workers (PMIs) actively engaging in the program. Through a series of pre- and post-program assessments, the initiative measured a significant increase in knowledge and awareness regarding data privacy issues. Initial assessments revealed that only 30% of the participants had a comprehensive understanding of data privacy concepts, while post-program evaluations demonstrated a remarkable improvement, with 85% showcasing a heightened awareness.



**Figure 2.** Feedback from participants

Feedback from participants further underscored the positive impact of the initiative. Participants expressed gratitude for the practical insights gained, particularly in understanding the importance of securing their personal data amidst the complexities of social media usage. Anonymous surveys revealed that 95% of the participants found the initiative highly beneficial, citing increased confidence in navigating digital platforms securely.

Moreover, the initiative identified specific challenges faced by PMIs in the realm of data privacy. Many PMIs, due to their transient nature of employment, had limited knowledge of the privacy settings on social media platforms. This lack of awareness left them vulnerable to

unauthorized access and potential exploitation. Additionally, language barriers and a dearth of accessible resources exacerbated the challenges faced by PMIs in understanding and exercising their digital rights.

The initiative addressed these challenges by providing language-specific informational materials, conducting hands-on workshops on adjusting privacy settings, and facilitating one-on-one counseling sessions. Through these tailored interventions, the initiative successfully equipped PMIs with the skills and knowledge necessary to navigate the digital landscape securely.

The broader implications of the community service initiative extend beyond the immediate gains in knowledge and awareness among PMIs. The challenges faced by Indonesian migrant workers in the realm of data privacy are deeply intertwined with the overarching issues within the technology and social media landscape, necessitating a comprehensive and sustainable approach.

The first significant challenge lies in the digital literacy gap, especially among transient populations like PMIs. Works such as Warschauer and Matuchniak's (2010) exploration of digital literacy highlight the importance of addressing disparities in access and understanding. The community service initiative, by tailoring its content to the specific needs of PMIs, contributed to narrowing this gap and fostering a more digitally literate community.

Language barriers emerged as another substantial challenge, limiting PMIs' ability to comprehend privacy settings and make informed decisions online. This aligns with literature on language and digital access (e.g., Warschauer, 2003), emphasizing the need for linguistic inclusivity in digital education. The initiative addressed this challenge through translated materials and multilingual facilitators, promoting a more inclusive and accessible approach to digital literacy.

The transient nature of employment among PMIs introduces unique challenges related to maintaining consistent digital practices. The initiative recognized this challenge and incorporated strategies for reinforcing knowledge over time. Follow-up webinars, accessible online resources, and community support forums were established to provide ongoing assistance to PMIs, fostering a sustained commitment to data privacy.

Effectiveness assessments revealed that interactive sessions, case studies, and real-life scenarios significantly contributed to the initiative's success. This resonates with research on experiential learning (e.g., Kolb & Kolb, 2009), suggesting that practical, hands-on approaches are more effective in enhancing comprehension and retention. Future iterations of the initiative could further emphasize experiential learning methodologies to maximize impact.

While the initiative achieved notable success, there is room for improvement and expansion. Collaborations with local community organizations, government agencies, and technology



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