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## OPTIMIZATION OF THE "PROSECUTOR IN SCHOOL" PROGRAM THROUGH SOCIAL MEDIA IN CIREBON CITY

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### Abstract:

**Background.** Low legal awareness among students is a serious challenge in creating a law-abiding generation. The "Prosecutor Entering School" program is present as an educational effort, but its

implementation is still limited to only a few schools and has not yet reached a wider audience. Given the high use of social media among students, optimizing this program through digital platforms is an important strategy to expand the reach and effectiveness of legal counseling, especially in Cirebon City.

**Aim.** This study aims to analyze the effectiveness of the "School Entrance Prosecutor" Program (JMS) in Cirebon City in increasing legal awareness among students and identifying optimal strategies that can later be applied at the Cirebon City District Attorney's Office.

**Methods.** This study uses a normative juridical method approach. The data used are secondary and primary data. The data collection techniques carried out in this study were literature studies for secondary data and observation through interviews for primary data. Meanwhile, the data was analyzed qualitatively.

**Results.** The results of this study show that digitizing the "School Entrance Prosecutor" Program through social media such as TikTok, YouTube, and Instagram is an effective strategy for delivering legal education in an engaging and easy-to-understand manner for students.

**Conclusions.** This digitalization also expands the reach of legal education to various regions, making it more effective than previous methods. A structured digital strategy and periodic evaluations are needed to ensure the sustainability and effectiveness of the "Prosecutor Enters School" program in the long term.

**Keywords:** Student legal awareness, School Entrance Prosecutor, social media, digitalization, legal education

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## INTRODUCTION

Legal awareness is one of the important factors in creating a society that is obedient and compliant with the rules. However, the reality on the ground shows that many violations of the law still occur at various levels of society, including among teenagers. Lack of understanding of the law is often the leading cause of violations, either due to a lack of knowledge of the applicable norms or awareness of the legal consequences of an action. In addition, many individuals are reluctant to report law violations due to fear, distrust of the legal system, or the notion that the legal process is too complicated. The Prosecutor's Office of the Republic of Indonesia initiated the School Entrance Prosecutor program to increase legal awareness from an early age. This program aims to give students a basic understanding of the law to understand their rights and obligations as citizens better and avoid unlawful behavior. The prosecutor implements the "Prosecutor Entering School," providing direct legal counseling in schools through socialization and interactive discussions.<sup>1</sup>

The legal basis for implementing "School Entrance Prosecutor" refers to several regulations that strengthen the role of the Prosecutor's Office in legal counseling. Law Number 16 of 2004 concerning the Prosecutor's Office of the Republic of Indonesia, which

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<sup>1</sup> Slamet Haryadi, S.H., M.H, Head of the Intelligence Section of the Cirebon City District Attorney's Office, Implementation of the "Prosecutor Entering School" Program (SMP Negeri 1 Cirebon City, February 25, 2025. 10.00).

has been amended by Law Number 11 of 2021, states in Article 30 paragraph (3) letter a that the Prosecutor's Office must "increase public legal awareness." In addition, Presidential Instruction Number 7 of 2015 concerning Corruption Prevention and Eradication Actions mandates the Prosecutor's Office to conduct legal counseling to prevent criminal acts, including through education for students. Meanwhile, the Attorney General's Regulation of the Republic of Indonesia Number: PER-006/A/JA/07/2017 emphasizes that the Prosecutor's Office has the function of legal counseling as part of crime prevention efforts.

Although the program has a good purpose, its effectiveness in reaching out and improving legal understanding among students is still a challenge. The delivery method used in the "School Entrance Prosecutor" needs to be continuously evaluated to be more in line with the younger generation's communication patterns and learning methods. Therefore, it is important to analyze the extent to which this program has been running in Cirebon City and how optimization can be done so that legal counseling becomes more effective and on target.

This study aims to examine the effectiveness of implementing the "School Entrance Prosecutor" in Cirebon City and identify optimal strategies for increasing students' legal awareness. With proper evaluation, it is hoped that this program can develop into a more adaptive legal education method and greatly impact the younger generation.

## **METHOD**

This research uses a normative juridical method, namely an approach using laws and regulations, literature studies and documentary studies that describe in full how the regulations used by the Prosecutor's Office in implementing the "Prosecutor's Entrance to School" program, as well as explaining thoroughly how the Prosecutor's Office implements the "Prosecutor's Office in implementing the "Prosecutor's Entrance to School" program in order to improve the law in society, especially for participants educate. The data sources used are secondary data sources, whose data is obtained through literature studies, and primary data sources obtained from observations at the Cirebon City District Attorney's Office and Cirebon City State Junior High School 1.

## **RESULTS AND DISCUSSION**

Based on the experience of the Field Experience Practice (PPL) of Universitas Swadaya Gunung Jati in the implementation of the School Entrance Prosecutor (JMS) program at SMP Negeri 1 Cirebon City, it was found that the students who participated

showed very high enthusiasm. They were active in discussion sessions, dared to ask questions, and showed great interest in various legal materials presented. Their curiosity can be seen from the many questions asked, especially related to legal issues relevant to their lives, such as bullying, social media abuse, and the legal consequences of juvenile delinquency.

However, even though students are so enthusiastic, there are some limitations in implementing this program. One of the main obstacles is the limited duration of the activity, so not all questions can be answered in depth. Many students still want to discuss the material further, but the time available limits the space for further exploration. As a result, some more complex legal concepts cannot be explained in detail, so students' understanding of the material is still basic and not fully in-depth.

In addition, in implementing the School Entrance Prosecutor at SMP Negeri 1 Cirebon City, participants in this program are limited to candidates for student council administrators and prospective members of the Class Representative Assembly (MPK). This shows that not all students get the same opportunity to obtain legal education directly. Understanding the law is relevant for those active in school organizations and all students as part of society, who must understand their legal rights and obligations.

Another challenge is the uneven implementation of the School Entrance Prosecutor program in all schools in Cirebon City. Some schools still have not had the opportunity to participate in this program. So far, the School Entrance Prosecutor has only been implemented in several schools, such as SMPN 1 Cirebon City, SMPN 5 Cirebon City, and SMPN 11 Cirebon City, so that legal awareness among students is not completely evenly distributed. In fact, with the increase in legal cases involving teenagers, legal education programs such as the School Entrance Prosecutor program are very important to prevent actions that can potentially violate the law and instill awareness from an early age about the applicable legal rules.

To increase the effectiveness of the School Entrance Prosecutor program in the future, better planning needs to be implemented, such as extending the duration of activities so that more students can actively participate in discussions. In addition, the scope of participants needs to be expanded so that prospective student council and MPK administrators receive legal education, and all students gradually. The equitable distribution of program implementation in all schools in Cirebon City is also a matter that needs to be considered so that legal awareness among students can be formed comprehensively. Another

alternative is using digital technology through social media, webinars, or educational videos that all students can access without being limited by time and place.

Overall, PPL's experience in implementing the School Entrance Prosecutor Program at SMP Negeri 1 Cirebon City shows that this program is very effective in increasing students' interest in the law. However, it still has some obstacles in its implementation. With innovation and equal access, it is hoped that this program can be more optimal in providing legal education to all students in Cirebon City.

Digitalization in the School Entrance Prosecutor Program through social media is a strategic step in increasing the effectiveness of legal education for the younger generation. The change in information consumption patterns among Generation Z and Generation Alpha shows that they access more information through digital platforms than conventional methods such as presentations or textbooks. Generation Z According to Jean M. Twenge in the book *iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood*<sup>2</sup> Gen Z is the first generation to grow up with smartphones and social media. It affects the way they interact and understand the world. In contrast, Gen Alpha is used to describe the generation born after generation z and where digital technologies such as the internet of smartphones and social media have been an important part of their daily lives since the birth of the term generation Alpha according to Mark McCrindle, Generation alpha, or gen a, is a generation that is more advanced than generation z. The alpha generation born after 2010 (born 2011-2025), is the most proficient in digital technology and is considered the smartest of the previous generations.<sup>3</sup> Based on We Are Social (2024) data, as many as 99% of internet users in Indonesia actively access social media, with the leading platforms such as WhatsApp (91%), Instagram (84%), TikTok (78%), and YouTube (77%).<sup>2</sup> This indicates that delivering legal information through social media is more relevant and practical than traditional methods.<sup>4</sup>

Various studies have proven social media's effectiveness in conveying information in the context of legal education. The Pew Research Center (2023) found that TikTok (52%)

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<sup>2</sup> General Knowledge, "Various Definitions of Gen Z According to Experts", July 24, 2023, <https://kumparan.com/pengetahuan-umum/ragam-pengertian-gen-z-menurut-para-ahli-20qzLHPqGZv> accessed on March 24, 2025.

<sup>3</sup> Noviyanti, r, et al, "Alpha Generation Grows Up With Gadgets in Your Hands". *Educhild (Education and Social)*, (2019), 65-70.

<sup>4</sup> Kemp, S, "Digital 2024: Global Overview Report", January 31, 2024, <https://datareportal.com/reports/digital-2024-global-overview-report> accessed March 25, 2025.

and YouTube (68%) are the primary sources of information for teens, including in understanding their laws and rights. In addition, Instagram (46%) is often used by social organizations and governments to deliver legal education in the form of infographics and engaging visual content.<sup>5</sup> A study conducted by Telkom University revealed that the YouTube channel Satu Person – Indonesia Life School has successfully conveyed mental health issues to the younger generation through short videos and animated *storytelling*. The majority of respondents, aged between 20–25 years, found it easier to understand the material through visual and narrative approaches. This indicates that information, including legal education, when presented in the form of short videos, infographics, and storytelling, is more easily accepted by young people. Therefore, the digitalization of JMS through social media can be an effective strategy to increase legal awareness among students.

In addition to the effectiveness of information delivery, the digitization of school entrance procedures also has the potential to expand the reach of legal education. One of the main obstacles to implementing the School Entrance Prosecutor is the limited scope of schools this program can reach. Using social media, students can access legal information throughout Indonesia without geographical restrictions. Data from the Indonesian Internet Service Providers Association (APJII) (2024) shows that 94% of adolescents aged 13-18 years actively use social media, which means that most students have direct access to legal information if it is disseminated through digital platforms. In addition, the digitization of "School Entrance Prosecutors" is also more cost-effective compared to direct counseling, which requires a budget for transportation, accommodation, and the provision of printed materials.<sup>6</sup> By uploading educational content to social media, students can re-access legal information at any time according to their needs, making learning more flexible and sustainable.

From the perspective of Rogers' Diffusion of Innovations theory, society will receive a legal message more effectively if it has three main characteristics: easily accessible and understood, easily shareable, and relevant to daily life.<sup>7</sup> Social media meets all three criteria, allowing for disseminating legal information in engaging formats, such as

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<sup>5</sup> Faverio, M&Sidoti, O, "Teens, Social Media And Technology 2024", December 12, 2024, <https://www.pewresearch.org/internet/2024/12/12/teens-social-media-and-technology-2024/> accessed on March 24, 2025.

<sup>6</sup> Indonesian Internet Service Providers Association (APJII), "APJII Number of Indonesian Internet Users Reaches 221 Million People", February 7, 2024, <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang> accessed on March 24, 2025.

<sup>7</sup> Everret M. Rogers, *Diffusion of innovation*, Issue 5 (New York:Free Press:2003),130.

educational videos, infographics, and interactive discussions. In addition, the share and comment feature on social media platforms allows students to discuss and disseminate legal information widely. The implementation of the digitization of School Entrance Prosecutors can be done by creating content based on real cases, such as the legal consequences of bullying or violations of the Electronic Information and Transaction Law (ITE Law). Connecting legal education with students' daily experiences will make the legal message conveyed easier to understand and remember.

Furthermore, interactive features such as Q&A, live webinars, and polls can also increase student engagement in understanding the law more deeply. Thus, the digitization of the School Entrance Prosecutor serves as a medium for delivering information and as an interaction platform that allows students to actively discuss and gain a more comprehensive understanding of the law.

Considering these various factors, digitalization in the School Entrance Prosecutor program through social media is a relevant and necessary step in the current digital era. This transformation will make the Prosecutor Entrance School a more inclusive, efficient, and accessible legal education program for the younger generation. The implementation of digital strategies not only updates the method of delivering legal education to be more in line with the habits of the younger generation but also increases legal awareness broadly and sustainably. Therefore, concrete steps such as the creation of an official account for the Prosecutor for School Entrance on social media platforms, the use of attractive visual formats, and the organization of interactive discussions need to be implemented immediately so that legal education can reach more students and have a more significant impact.

## **CONCLUSION**

Based on the discussion results, it can be concluded that digitalization in the School Entrance Prosecutor Program through social media is a strategic step in increasing the effectiveness of legal education for the younger generation. Changes in information consumption patterns by Generation Z and Alpha, who rely more on social media than conventional learning methods, are the main factors driving the need for this transformation. Social media not only allows the delivery of more interesting and easy-to-understand legal information through visual and interactive formats, but also expands the reach of School Entrance Prosecutors to areas that are difficult to reach physically.

The main supporting factor of the digitalization of the School Entrance Prosecutor is the high level of internet and social media penetration in Indonesia, as well as the success of various legal education campaigns that have been carried out through digital platforms. On the other hand, several challenges need to be overcome, such as the need for competent resources in digital content creation and the sustainable management of social media accounts. Therefore, a structured strategy and collaboration with various parties are needed to digitize the School Entrance Prosecutors effectively and sustainably.

### **Implication**

Digitalization is an important aspect of running the School Entrance Prosecutor program. Hosting webinars, podcasts, and virtual Q&A sessions with prosecutors and legal experts can increase students' active participation in understanding the law. By implementing the Digitization of the "Prosecutor Entering School" Program through comprehensive Social Media, it is hoped that the "Prosecutor Entering School" Program can become a more inclusive, accessible, and attractive legal education program for the young generation throughout Indonesia.

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