Strategy To Build Public Awareness In Preventing Online Fraud Crimes In The Jurisdiction Of The Cimahi Police

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Keywords	ABSTRACT
strategy, prevention, fraud, building, awareness.	*This research is motivated by the negative impact of the development of information technology, especially the internet, which has caused an increase in cases of cyber crime. The number of victims in this type of crime is partly triggered by low public awareness. Therefore, this research is aimed at explaining appropriate strategies for building public awareness in preventing online fraud crimes in the Cimahi Police jurisdiction. The theories used in this research are criminology theory, rational choice theory, social control theory, planned behavior theory, communication theory, and social psychology theory. This research method was carried out through a qualitative approach, using data collection techniques through interviews, observation and data documentation. The research results show that cases of online fraud at the Cimahi Police are increasing along with technological developments and increasingly widespread internet connectivity. This crime has detrimental social and economic impacts on victims, including financial losses and psychological impacts. Therefore, appropriate steps are needed to increase public understanding of the risks and tactics of online fraud. A number of strategies that can be used to build public awareness in preventing online fraud crimes include: adopting a continuous education approach, strong public awareness campaigns need to be introduced through various media, collaboration with the private sector, especially e-commerce and banking platforms, developing complaint applications digital tools that enable people to report fraud easily and safely, adequate law enforcement training in digital investigations must be a priority, implementing victim protection programs, establishing partnerships with schools and integrating cyber security education in educational curriculum, as well as conducting data analysis and prediction of online fraud trends the new one.*

INTRODUCTION

The development of computer technology, telecommunications and information technology has progressed to such an extent that today it is very different from previous years. This development brings changes to human life that bring sophistication and make everyone's activities easier, where electronic-based information system technology is the main gateway to getting their needs (Dewi dan Pujiyono 2020).

One of the technological developments that has brought major changes is the internet, which has brought a new reality to every human's life, and is also able to change distance and time infinitely from its accessibility function (Ardi *et al.* 2021). Internet media can also be tools inside carry out business transactions, study, shop, talk to colleagues around the world, and even carry out other activities in real life (Fahlevi *et al.* 2019). The existence of the internet has now also produced a virtual world that

provides machine search information, social media, email services, services storage cloud, chat applications, e-commerce, video streaming services, music streaming services, services online games, applications online transportation, services finance, service health, service shopping and still Lots again (Saleh 2022).

Consequence convenience accessibility that becomes priority internet function, p This capable causes a shift in priorities, giving rise to basic human needs that increase daily activities and ultimately give rise to cultural, economic, security and legal changes. The impact is Humans are increasingly dependent on technology, including smartphones, laptops and the internet. This dependency is caused by the need to improve the quality of life by including technology and information that can be accessed in all sectors of life (Karo dan Sebastian 2019).

Even though technological developments have a positive impact on people's lives, it does not rule out the possibility that these technological advances will give rise to various types of crimes that develop along with the development of modern technology, such as cyber crime whose impact is greater than conventional crime (Suhariyanto 2013). This explanation is also strengthened by the opinion of Regner, (2016), who state that *cyber crime* is a complex and broad phenomenon; the proliferation of mobile devices, Wi-Fi networks, and the openness of the Internet have become media capable of increasing the expansion of cyber attacks, cyber crime, and cyber victimization.

Koto (2021), also states that existence development technology also leaves side scary dark, like pornography, crime computers, digital terrorism, war waste information, and so on. Condition This will the more aggravated if happen negligence that exists in cyberspace, which is fatal deed, and can give rise to very big loss, which is not only limited in space and time.

Threat *cyber crime* this is also worth it received special attention from a criminological perspective, because of the unique character of the internet that can exploited by the perpetrator *cyber crime* with unique characteristics (Tonkolu 2019). Matthew, (2022) also explain that perpetrator *cyber crime* own unique characteristics Because they usually own proficiency high technical in field technology information and communication, as well ability For manipulate and exploit vulnerability in system computers and networks. Apart from that, the perpetrator *Cyber crime* is also frequent own different motivations, such as profit financial, reply revenge, or only For look for sensation (ISA *et al.* 2021). This thing make they difficult detected and stopped by the competent authorities. Besides, because perpetrator *cyber crime* can operate from distance far and wide anonymous via the internet, they tend feel more safe and protected from action restrictive laws freedom them (Abdullah dan Jahan). Characteristics unique from perpetrator cyber crime This make handling cases *cyber crime* become more complex and challenging. So that For handling it required development new technologies and strategies For combat crime in cyberspace (Kemp *et al.* 2021).

Igor and Kaja (2022), also explain that *Cyber crime* is one of the most significant security challenges of the 21st century. Challenge This appear from its height diversity in security cyber users. Different online behavior, levels awareness threats, attitudes, and knowledge about action protection to cybercrime observed among user, which leads to high variability in victimization cybercrime (Brunton-Smith 2017). In line with challenge this, then difficult For evaluate prevalence Actually from cyber victim status, because low percentage reported and investigated cyber crimes, for obtain more understanding deep about how much wide Actually difference experience become a victim in between various type of virtual world (Drew 2020).

For overcome threat cyber crime in types This online scam, Abdelghany Etaki, (2021) in his research recommend for increase awareness society so that it doesn't become the victim. Importance enhancement awareness public from threat cyber crime this is also very necessary remember that level awareness community in the jurisdiction Police Cimahi to action crime online fraud still low, which is p This proven by numbers report online fraud continues increases, which p This show that online fraud still become significant problems and society still become a victim of online fraud (Ganesh *et al.* 2020).

Lots of it complaint general about online fraud that they are natural, like phishing messages, fraud online investment, and fraud identity, which is next show that Still many people have it easy trapped in online fraud. Apart from that, the lack of knowledge about tactics online fraud used by fraudsters, such as phishing messages, malware viruses, or email scams, are next make they more prone to Becoming a victim of online fraud shows that public the Still own low awareness will threat cyber crime in types this online fraud (Mostafa 2022). Therefore that, for overcome problem This required exists more effort intensive For increase awareness public in prevent crime that.

Apart from explanation it is vulnerable community in the jurisdiction Police Cimahi become victims of cyber crime This caused by a lack of awareness about threat cyber crime, which if public Cimahi not enough understand about threat cyber crime and tactics online fraud, they Possible more prone to become a victim of online fraud (Lutfiyana 2021). Therefore that, them Possible No know method protect self they or How recognize signs online fraud, so they prone to become a victim of online fraud. Apart from that, society Cimahi is lacking educated and educated also have potential more easy fooled by online fraud, because they Possible No own Skills enough technology For protect self from attack online fraud (Payne 2020). Lack of supervision or protection from party authorities can also make public Cimahi prone to become a victim of online fraud. For reduce risk Become a victim of online fraud, it's important for public Cimahi For increase awareness they about threat cyber crime, obtaining knowledge about tactics online fraud, and following the advice given by the relevant authorities with security cyber. This thing can help public protect self they from online fraud and crime cyber others.

One element the government owns it role in prevent crime cyber crime in types online fraud is Police Cimahi. Police Cimahi as institution enforcer law own role important in give education and socialization to public in prevention crime online fraud, however limitations source Power human (HR) and technology at the Police Cimahi become challenge in effort build awareness society. For overcome problem that, then the right strategy is needed in build awareness public in prevention crime online fraud, so can increase effectiveness prevention and treatment crime (Spink *et al.* 2016; de Bruijn dan Janssen 2017; Qabajeh *et al.* 2018).

A number of theory used For analyze building strategy issues awareness public in prevention crime online fraud in the jurisdiction Police Cimahi among others, comes from from theory criminology and psychology social can used For understand and prevent crime online fraud. Theories the among other things, theory criminology emphasize importance understand influencing factors happen crime, incl theory highlighting opportunities role chance in crime, theory choice rational emphasize that individual do crime after consider benefits and risks related with action (Chirkov *et al.* 2019). theory control social highlighting role factors social in prevent action criminal. Behavioral theory planned emphasize role intention in behavior. Understand factors like attitudes, subjective norms, and control behavior can help in designing effective communication For increase intention public in prevent crime online fraud. Communication theory and psychology social help in designing messages effective prevention, consider context social, norms, and attitudes individual. With understand How messages the delivered and received, yes developed more communication strategies effective For increase awareness public in prevention crime online fraud.

By Overall, theories This give framework useful thoughts For understand, analyze, and prevent crime online fraud with involve factors like opportunity, motivation, control social, intention, and communication effective.

METHODS

Research methods descriptive used in study This aim For describe the strategy used by the Police Cimahi in build awareness public in prevention crime online fraud in the jurisdiction Police Cimahi. Data will collected through interview with officer Police Cimahi was involved in prevention programs online fraud and surveys to the society that is becoming the program's targets. Interview will covers question about the strategy used, while survey will evaluate level awareness society. Data

obtained will analyzed in a way descriptive, with describe findings from interviews and surveys. Qualitative and quantitative data will analyzed For give comprehensive understanding about strategy and levels awareness society. The result of study This expected can give outlook for Police Cimahi and parties authorized other about How strengthen effort prevention crime online fraud. With Thus, an effective strategy can identified, and efforts For increase awareness public in prevention crime online fraud can improved.

RESULTS

Building Strategy Deep Community Awareness Prevention Crime Online Fraud in Police Jurisdiction Cimahi

Online fraud is an increasing phenomenon unsettling in the current digital era this. This refers to practice crime involved use of the internet and technology For cheat individual or organization with Meaning get profits are not valid. Forms Online fraud is very diverse, starting from phishing scams involving message fake that tricks the victim into disclose information personal or finance them, up to sale product false or services that don't there is. Online fraud is common can own impact significant financial impact on the victim, and in a number of case, also possible damage reputation them.

One characteristic main online fraud is exists element hoax power and manipulation. Fraudsters often pretend to be party who can trusted or use techniques manipulation psychological For trick the victim. They might using an apparent fake website or platform legitimate For entice the victim to give information personal or do transaction finance. Online fraud can also occur involve hacking or attack destructive cyber system computer or steal valuable data (Tambunan and Suryadi 2019).

Importance awareness and education public about online fraud is not Can doubtful again. The more many people understand potency risks and tactics common scam used, increasingly small possibility they become a victim. This education is also possible help individual For identify signs warning and take steps prevention the right one moment interact online. Apart from that, it works The same between institution enforcer law, provider internet services, and sectors private sector is very important in identify and overcome online fraud.

Online fraud is problem keep it serious develop along with progress technology. Therefore that 's necessary exists continuous effort in prevent, detect and follow up online fraud. Awareness, education, as well Work The same between various party will become key in protect public from threat This is in the increasingly digital era growing.

Currently, the case Online fraud is increasing increase globally, and this also impacts levels crime in level local, including jurisdiction Police Cimahi. Increasing case online fraud shows necessity action preventive. Online fraud can cause loss significant financial for individual and family. Additionally, impact psychological and emotional from become a victim of fraud can be very damaging. Awareness public can help reduce loss this. Countermeasures online fraud requires cooperation between apparatus enforcer law, society, and sectors private. Awareness public is step First For motivating participation active in prevention and reporting fraud.

Generation young is user active internet, and they need be equipped with knowledge about online risks since early. Education in schools and communities can help they become more users smart and safe online. The more Many people depend on the internet for various necessities, incl communicating, shopping, and doing transaction finance. This makes public the more prone to to online fraud. Online criminals continue develop technique new, so important For renew knowledge and awareness society to order them can identify threat latest.

Prevent Online fraud is far away more Good than try restore loss after action fraud happened. For reach objective is required awareness society so they can used For prevent the fall of new victims of the type crime that. Therefore that, with awareness public will can increase vigilance general to online risks, which can reduce effectiveness action fraud. The more difficult for criminal For getting victims,

increasingly low possibility they For successful. Awareness public about online fraud is part from more effort big For guard safety and security public in a way overall. It's involving protect finances, privacy, and well-being individual.

However, the problem persists This There is is is lack of concern public will threat This online fraud is caused by low awareness public will threat to species follow criminal this. Therefore that, for oppose threat This is the Police Cimahi own role crucial in empowerment public For prevention crime online fraud.

Based on theory control social, yes explained urgency theory control social in implementation task Police Cimahi in empowerment public For prevention crime Online fraud is very serious crucial. This theory become base For understand and identify factors social role in push or prevent happen crime online fraud. With understanding This is the Police Cimahi can designing more prevention strategies appropriate target, like increase awareness public about risk online fraud and establishing positive social norms related safe online behavior. Control theory Social helps too in analyze influencing factors change behavior public related with online security. Apart from that, theory This push collaboration with various parties, incl institution education and business, in effort together prevent crime online fraud. More from that 's theory This give base for action enforcement effective law with identify perpetrator potential based on factors social influences behavior criminal. Apart from improving online awareness and security, implementation theory control social also provides efficiency in use source Power Police Cimahi, possible they For focus on the most important areas in prevention crime online fraud. With So, theory control social become crucial foundation in effort Police Cimahi For protect public from threat crime online fraud.

In accordance with explanation that, then can explained that in prevention crime online fraud, role crucial Police Cimahi in empowerment public can seen from exists action as following :

1. Police Cimahi can role in help public develop norms and values supportive social prevention crime online fraud. This can done through educational and outreach programs that promote safe and honest online ethics and behavior.
2. Police Cimahi can give understanding to public about associated risks with online fraud. This includes give information about tactics used by online fraudsters and potential consequence punishment for perpetrator.
3. Police Cimahi can help in build awareness public about importance supervise their online activities yourself and others. This includes identify signs warning online fraud and reporting it to party authorized.
4. Police Cimahi can stage training and workshops for increase ability individual in identify and avoid online fraud. It's involving teaching Skills like recognize phishing emails, secure personal data, and manage passwords with safe.
5. Police Cimahi can rally Work The same between society, business, institutions education, and organization social in effort together For prevent online fraud. This includes share information, sources power, and practice best in mitigate risk online crime.
6. Police Cimahi own role important in straighten up law related with crime online fraud. Enforcement action strict law can become factor control strong social in prevent perpetrator crime.
7. Police Cimahi can Work The same with provider online services and companies technology For increase security and privacy user. This includes monitor potential websites or platforms become nest online fraud.
8. Police Cimahi can rally support public in prevention crime online fraud through programs such as campaign awareness, discussion forums, or group support.
9. Police Cimahi can become source information Trusted about online fraud and how avoid it. They can provide guide, brochure, or educational online content.

With adopt approach based theory control social This is the Police Cimahi can help public For internalize supportive social norms prevention crime online fraud, as well give necessary tools and

knowledge For control risk and avoid fall become a victim of online fraud. Through effort This is empowerment public in prevention crime online fraud can become more effective and sustainable.

However, inside implementation role Police Cimahi the in do effort empowerment public For prevent crime This online fraud, face a number possible factors support or hinder effectiveness implementation role this. Supporting factors including accessibility increasingly technology and the internet expands, so possible Police Cimahi For reach more many people with messages prevention. Apart from that, it works The same with sector private and institutional education can strengthen effort empowerment, because they can provide source Power additions and platforms for counseling. However, on the other hand, there are also obstacles like distrust public to institution enforcer law, that can reduce effectiveness effort empowerment. Apart from that, diversity culture and level Diverse digital literacy in society can also be done become challenge in convey message effective prevention. Therefore That's it, the Police Cimahi need take a holistic and adaptable approach with characteristics public local as well as Keep going innovate in method and message prevention efforts empowerment This can more effective and responsive to development technology and dynamics continuous social changed. For know in a way detailed from existence second factor above, below This explained in a way detailed on existence factors the following :

1. Supporting Factors
   a. Education and Public Awareness
      His height level education and awareness public about threat Online fraud can be very supportive effort Police Cimahi. More society educated tend more alert to potency online fraud and more Possible report activity suspicious.
   b. Collaboration with the Private Sector
      Good collaboration with e-commerce platforms, banking, and providers online services can increase monitoring to activity online fraud. It delivers Police access to necessary information For action enforcement more laws effective.
   c. Technology and Data Analytics
      Utilization modern technology and data analysis can help Police Cimahi in identify trend new and potential online fraud. This thing possible action more prevention faster and more appropriate target.
2. Inhibiting Factors
   a. Limitations Resources
      Limitations budget and personnel can hinder ability Police Cimahi For provide adequate education and training, as well carry out action enforcement effective law in cases online fraud. Required sufficient investment For infrastructure and training.
   b. Low Level of Public Awareness
      Lack of awareness public about threat online fraud can become obstacle Serious in effort prevention. Ignorance or lack of understanding about online risks can make public become more targets easy for fraudster.
   c. Complexity Technology :
      Speed development technology make tactics Online fraud is increasing complex. Police Cimahi need adapt in a way continously with development new This For still effective in oppose fraud.
   d. Legal Barriers
      Often, online criminals operate outside jurisdiction local, which can create obstacle law in pursue and prosecute them. Work The same cross - border and more regulations strong required For overcome problem this.
   e. Internet Access Inequality

A number of group public Possible own limited internet access or even No own access The same once. This thing can hinder effort empowerment and education to groups This in context prevention online fraud.

In facing challenges and opportunities This is the Police Cimahi must endeavor For overcome existing obstacles while utilise factors that support it. This thing involve effort sustainable in education, training, and cooperation with various parties, as well utilization technology For increase ability enforcement law and data analysis. With method This is the Police Cimahi can play effective role in prevention crime online fraud and protect public from constant online threats growing.

Apart from doing effort overcome obstacle in implementation role Police Cimahi the, existence factor supporting and inhibiting that can also be done utilized For make an innovative strategy used For do prevention crime online fraud and protect public from constant online threats growing. For reach objective This requires innovative strategies that involve education, awareness public, and collaboration with sector private.

1. Police Cimahi can adopt approach education sustainable. This involves training programs and workshops on online security for various group society, start from children to adults. Education This must covers understanding deep about tactics online fraud such as phishing, malware, and fraud modes others.
2. Campaign awareness strong public need introduced. Through social media, advertisements and online seminars, Polres Cimahi can increase awareness public about risk online fraud and ways avoid it.
3. Collaboration with sector private sector, especially e-commerce and banking platforms, are step important. this collaboration can possible more monitoring Good to activity suspicious and more reporting fast related online fraud.
4. Police Cimahi can utilise technology with develop application possible digital complaints public report fraud with easy and safe. This will too help in collection more information Good For investigation.
5. Training enforcement adequate law in digital investigations must become priority. This thing including training officer police in techniques latest digital investigations, incl tracking source online fraud and use tool analysis cyber.
6. Do integration in the victim protection program. this program can help victims of online fraud with provide support psychology and the laws that they need, encourage they For report cases fraud.
7. Interweave partnership with schools and integration education security cyber in curriculum they can help educate generation young about risks and methods guard self online.
8. Do data analysis and predictions can become powerful tool in identify trend new and potential online fraud. It will possible Police Cimahi For take action prevention more early.

With implementation of innovative strategies This is the Police Cimahi can play role central in prevention online fraud and protect public from ongoing cyber threats growing. This step will strengthen awareness, protection, and security society in this digital era.

CONCLUSION

Based on explanation above, then can concluded that case crime online fraud in the jurisdiction Police Cimahi is increasing threat Serious in a number of year Lastly, in line with development technology and internet connectivity increasingly wide. Online fraud has impact detrimental social and economic outcomes, incl loss financial and impact psychological for victims. Profile case online fraud is necessary analyzed For understand types frequent fraud occur and develop education and awareness programs appropriate society. This is also important Because pattern online crime always development, and enforcement law need adapt self with tactics recently used by online criminals. Besides, crime online fraud is not know the boundaries of the area, so need cooperation inter-agency enforcer law and understanding about dynamics expansion cybercrime. Increase awareness public about risk online

fraud and ways protect self is step important For reduce case fraud and protect safety and security public in a way overall.

Influencing factors level awareness public in prevent action crime online fraud in the jurisdiction Police Cimahi identify a number of factor important. Education and knowledge society, case increased fraud, awareness personal, consciousness from source trusted, social media and sources online information, awareness about impact, campaign awareness, and resilience technology everything role in form awareness society. Educational efforts, enforcement law, and campaigning awareness is very important For increase awareness public to threat online fraud. The more public understand risks and tactics Online fraud, increasingly big possibility they For be careful in interact in cyberspace and protect self they from potency fraud.

For build awareness public in prevention crime online fraud in the jurisdiction Police Cimahi, required a series of effective education and communication strategies. These strategies including campaign education, workshops, brochures, partnerships with school, source online power, training program For group vulnerable, reporting fraud, social media campaigns, partnerships with business local, extension field, activities social, content education in local media, and development applications and tools supporters. Through this strategy, it is hoped awareness public to risks and tactics online fraud can improved. Awareness This is step key in prevent online fraud, protect individual from loss financial and loss personal, as well guard security public in a way all in cyberspace.

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