



Financial Literacy Counseling: Avoiding Fictitious Investments for Teachers and Parents at Taman Indria Kindergarten, Bandung City

Mahendra Fakhri^{1*}, Aditya Wardhana²

Telkom University, Indonesia^{1,2}

Corresponding Email: mahendrafakhri@telkomuniversity.ac.id*

Abstract

The level of financial literacy of Indonesian people is currently showing an encouraging increase, in 2023 the level of financial literacy of Indonesian people will reach 69.7 points, an increase from 2020 of 66.5 points, this means that the level of knowledge and understanding of Indonesian people towards money is in a good position, which is encouraging. This can be seen from the increase in activities in the financial sector, such as now every person has a bank account, which means that every citizen in Indonesia has started to understand about saving, apart from that, Generation Z has now started talking about investment, especially stock investment, this Of course it is encouraging because the literacy skills of Indonesian citizens can be equated with those of other developed countries. The increase in the financial literacy index has of course been encouraging lately, but there are still incidents reported by both the media and social media regarding victims of fraudulent investments. Bodong investment is a term for fraudulent activities under the guise of investment. This usually happens when a party offers an investment with a high rate of return, without risk, which makes people tempted and even decide to follow the investment. In the name of investment, these fraudulent activities never seem to disappear in Indonesia, as if people have never learned from previous experiences. This can happen because even though the level of financial literacy has increased, if someone carries out their activities, their finances are not only always influenced by a high level of intelligence, but they are also affected. by psychological factors, so it is natural that fraudulent investment incidents always occur. This community service activity takes the form of outreach and community outreach to the target community which is divided into two stages. The first stage, planning between the organizer and the target community begins with completing an administrative recommendation form and a letter of willingness for the target which contains roles, duties, principal and functions. The second stage, implementation takes the form of counseling delivered offline (outside the network) taking place in the school hall. This community service activity is actually a form of plan in the form of a digital financial counseling series. So the relevance of one activity to other activities will be designed. Thus, it

is still open for the next series of service with coverage not only of the same target community but also the network of the target community itself, in this case the community and other community institutions that are part of the Taman Indria Kindergarten network (parent to Taman Siswa) around the city of Bandung, so that The digital financial literacy target could be more broadly segmented.

Keywords: cooperatives, Islamic boarding schools, business units

Abstrak

Tingkat literasi keuangan masyarakat Indonesia saat ini menunjukkan peningkatan yang menggembirakan, di tahun 2023 tingkat literasi keuangan masyarakat Indonesia mencapai 69,7 poin meningkat dari tahun 2020 sebesar 66,5 poin, hal ini mengartikan bahwa tingkat pengetahuan dan kemengertian masyarakat Indonesia terhadap uang berada dalam posisi yang menggembirakan. Hal ini dapat dilihat dari meningkatnya aktivitas-aktivitas dalam bidang keuangan seperti saat ini setiap masyarakat telah memiliki rekening bank yang berarti setiap warga di Indonesia sudah mulai mengerti tentang menabung, selain itu generasi Z saat ini sudah mulai membicarakan tentang investasi terutama investasi saham, hal ini tentu saja menggembirakan karena kemampuan literasi warga Indonesia bisa disamakan dengan negara-negara maju lainnya. Peningkatan indeks literasi keuangan tentu saja akhir-akhir ini menggembirakan, akan tetapi masih ada peristiwa yang diberitakan baik oleh media maupun social media mengenai korban-korban investasi bodong. Investasi bodong merupakan sebutan bagi kegiatan penipuan yang berkedok investasi. Hal ini biasanya terjadi ketika ada sebuah pihak yang menawarkan investasi dengan tingkat pengembalian yang tinggi, tanpa risiko yang membuat masyarakat tergiur, bahkan memutuskan untuk mengikuti investasi tersebut. Dengan mengatasnamakan investasi, kegiatan penipuan ini serasa tidak pernah hilang di Indonesia, seakan masyarakat tidak pernah belajar dari pengalaman sebelumnya, Hal ini dapat terjadi karena walaupun tingkat literasi keuangan sudah meningkat, apabila seseorang melakukan aktivitas keuangannya selain selalu dipengaruhi oleh tingkat intelegensi yang tinggi juga dipengaruhi oleh faktor psikologi, sehingga wajar jika kejadian investasi bodong selalu terjadi. Kegiatan pengabdian masyarakat ini berupa penyuluhan dan masyarakat kepada masyarakat sasaran yang terbagi dalam dua tahap. Tahap pertama, perencanaan antar penyelenggara dengan masyarakat sasaran diawali dengan kelengkapan administrasi form rekomendasi dan surat kesediaan sasaran yang memuat peran, tugas, pokok dan fungsi. Tahap kedua, pelaksanaan berupa penyuluhan yang disampaikan secara luring (luar jaringan) yang bertempat di aula sekolah tersebut. Kegiatan pengabdian masyarakat ini sejatinya merupakan bentuk dari rencana berupa seri penyuluhan keuangan digital. Sehingga akan dirancang relevansi antar satu kegiatan dengan kegiatan lainnya. Dengan demikian masih terbuka untuk seri pengabdian selanjutnya dengan cakupan bukan hanya masyarakat sasaran yang sama melainkan jejaring dari masyarakat sasaran itu sendiri dalam hal ini masyarakat-lembaga masyarakat lain yang masuk dalam jejaring TK Taman Indria (menginduk pada Taman Siswa) di sekitar kota Bandung, sehingga target literasi keuangan digital bisa lebih luas segmentasinya.

Kata kunci: koperasi, pesantren, unit bisnis

Introduction

Fraudulent investment is a form of crime that harms many parties and has a negative impact on the country's economic stability. This article will provide a comprehensive overview of fraudulent investment events in Indonesia, with a focus on detailed explanations and relevant references. In this article, we will present an in-depth analysis of this phenomenon, highlighting the causal factors, impacts, and preventive measures that have been taken. Analysis of Bodong Investment Events in Indonesia: Bodong investment refers to fraudulent practices in which individuals or groups who do not have legal permits or authority offer investment schemes that promise high profits to potential investors. The following are several significant fraudulent investment incidents in Indonesia in the last five years: 1. First Travel case (2017): First Travel is a travel company that offers Umrah packages at very cheap prices. However, in 2017, this company was declared a fraudulent investment after losing the investment funds of millions of prospective Umrah pilgrims. This incident shows how important it is to carry out verification and research before investing. 2. MeMiles Case (2018): MeMiles is a loyalty program that offers rewards in the form of points that can be exchanged for plane tickets or other products. However, in 2018, this program was proven to be a fraudulent investment after it was unable to fulfill its payment obligations to point holders. This incident reminds us of the importance of being careful in choosing an investment program. 3. Jouska Case (2019): Jouska is a fintech company that offers online stock investment. In 2019, this company was declared an investment fraud after losing customers' investment funds. This incident shows the need for better investment education for the public. Impact of Fraudulent Investment Events: Fraudulent investment events have detrimental impacts, both individually and at the national economic level. Some impacts that can be highlighted include: 1. Financial Loss: Investors affected by fraudulent investments can lose all invested funds. This impacts the financial stability of individuals and their families. 2. Loss of Trust: Cases of fraudulent investments destroy public trust in financial institutions and responsible authorities. This can hinder economic growth and investment in the future. 3. Economic Impact: Fraudulent investment can be detrimental to the country's economy as a whole because it reduces the amount of funds available for productive investment. This can hinder long-term economic growth.

To overcome fraudulent investment incidents in Indonesia, more effective preventative steps must be taken. Some steps that can be taken include: 1. Increasing Public Awareness: The government and related institutions must launch a more aggressive campaign to increase public awareness about fraudulent investments and their risks. 2. Increased Supervision: Competent authorities must tighten supervision of investment companies and take firm action against fraudulent investment practices. 3. Investment Education: Education about investment must be improved, especially in schools and higher education institutions. This will help the public to have a better understanding of legitimate investments and avoid fraud.

Fraudulent investment incidents in Indonesia have a serious impact on society and the country's economy. This article provides a comprehensive overview of fraudulent investment events in the last five years. In an effort to prevent similar incidents in the future, it is important to increase public awareness, intensify supervision and improve investment education. Only

with these steps can we minimize the risk of fraudulent investments and protect the Indonesian people and economy.

Based on the phenomenon and background above, it is necessary to educate the public regarding the importance of security aspects related to the use of digital financial applications. This is to mitigate the occurrence of debt traps or fraudulent modes under the guise of online investment and/or misuse of personal data by irresponsible parties. Through this small effort, the theme of the outreach was formulated, namely "Digital Finance: Behind the Convenience, Beware of the Potential for Crime" which took place in the Taman Indria Pandanwangi Kindergarten hall, Cijawura Village, Buahbatu District, Bandung City, which will be held at the end of April - Early May 2024.

Method

This community service activity takes the form of counseling and education to the target community which is divided into two stages. The target community in question is teachers/educators and parents of students at Taman Indria Kindergarten. The first stage is planning in the form of coordination between the organizer and the target community, starting with administrative equipment such as a recommendation form and a letter of willingness from the target community which contains roles, duties, principal and functions. In this stage, the implementation date, number of participants, and other implementation techniques are also determined.

The second stage is implementation in the form of counseling delivered offline (outside the network) taking place in the school hall. The technical implementation includes: (1) Opening or welcome; (2) Delivery of outreach materials; (3) Questions and answers; (4) Closing or closing in the form of a summary of activities.



Figure 1. Activity Rundown

Result and Discussion

This series of outreach activities focuses on increasing public awareness regarding digital financial security features such as the use of anti-spam software, a brief analysis of fraudulent fake online investment/loan offers, etc. related to digital financial applications. We hope that this activity can educate teachers and stakeholders at Taman Indria Kindergarten as the target group so that they can access digital financial products with more understanding, wisdom and full consideration. Parents and other Taman Indria Kindergarten stakeholders, as leaders of educational institutions, are of course expected to be able to educate the public about the importance of being careful in choosing digital financial product solutions and understanding the risks by participating in community outreach activities behind the convenience offered. At

least among the participants, awareness of digital financial literacy from a cyber-security perspective has increased. It should be noted that the target community, in this case Taman Indria Kindergarten, is an early childhood education institution that was founded in 1995 with National Principal School Number (NPSN) 20254758 and is located at Pandanwangi Complex F.23, Cijawura Village, Buahbatu District, Bandung City. The vision developed is "MACKING SMART CHILDREN CHEERING AND KAYUNGYUN", the missions carried out include: (1) Building the morals of children who are devoted to Allah SWT from an early age; (2) Developing children with good character; (3) Helping parents' role in educating children; (4) Preparing children to enter the next level. Currently there are 17 students divided into two study groups and taught by two teachers and one teaching staff. However, the activities that will be carried out also involve the participation of the students' parents so that the benefits of this activity can also be felt by the surrounding community. (Adhimursandi et al., 2024)



Figure 2. Financial Literacy Counseling at Taman Indria Kindergarten, Bandung City

The aim of this community's work is to provide support, advice and knowledge regarding fintech security skills, their benefits and potential impact, so that people can better know and understand them, thereby increasing awareness of the potential threats of digital technology. criminal finance platform. We hope that students and stakeholders in the Taman Indria Kindergarten environment can become part of the change agents for digital financial inclusion today, creating a community that can not only learn, become close and active. This makes sense in this business process, but also in any digital financial transaction.

Important points will be provided as training and counseling material at the same time Provisions for target communities include:

- a) Development of investment in Indonesia.
- b) Investment products
- c) Good investment process flow
- d) Investment benefits and risks

The benefits that can be achieved from this community service activity include:

1. Students, teachers and the community in Taman Indria Kindergarten gain knowledge about investment developments in Indonesia
2. Students, teachers and the community in the Taman Indria Kindergarten environment gain insight and direction regarding investment products.
3. Building a good investment culture.
4. Students, teachers and the community in Taman Indria Kindergarten received guidance from the presenters regarding the benefits as well as safe tips and tricks for investing.

The target audience for this digital financial activity is students, teachers and stakeholders at Taman Indria Kindergarten. Training and consultation course activities in the field of social work are presented in a direct (interactive) form, with speakers providing training material according to prepared topics. The target community provides supporting facilities such as sufficient space and equipment to support the activities.

This community service activity is actually a form of plan in the form of a financial literacy education series. So the relevance of one activity to other activities will be designed. Thus, it is still open for the next service series with coverage not only of the same target community but also the network of the target community itself, in this case other educational institutions that are part of the Taman Indria Kindergarten network (parent to Taman Siswa) around the city of Bandung, so that The digital financial literacy target could be more broadly segmented. (Hariyani et al., 2023)

The programs prepared will later be adapted to the latest developments in the financial sector in particular so that society 5.0 will be formed which can not only keep up with developments in financial technology but is also wise in accessing the platforms offered by developers and other digital financial institutions.



Figure 2. Financial Literacy Counseling at Taman Indria Kindergarten, Bandung City

The extension activities will be carried out in halls/classes provided by the target community along with supporting equipment (adapted) on Monday, May 6 2024 at 09.30 – 12.00 WIB.

The series of activities will begin with remarks from both parties, namely the FKB Adbis Study Program Community Service Team and also the principal of Taman Indria Kindergarten, then continue with the delivery of core material, interspersed with discussions or interactive questions and answers related to the topics presented. Finally, it closed with a group photo and friendly gathering with the target community and stakeholders who were also present.

Conclusion

Fictitious investment or fraudulent investment is a form of fraud that often harms society. Therefore, as researchers, we need to provide sufficient understanding to the public regarding the importance of financial literacy in investing. Through this outreach activity, it is hoped that the public will be more alert and intelligent in choosing safe and profitable investments. In this financial literacy outreach activity, we also need to provide examples of fictitious investment cases that have occurred in the city of Bandung and elsewhere. In this way, people can learn from other people's experiences and avoid the costly trap of fraudulent investments.

Apart from that, researchers can also provide tips and tricks for recognizing fictitious investments, such as checking the legality of companies, understanding investment mechanisms, and not rushing into making investment decisions. By having sufficient understanding of financial literacy, it is hoped that people will be wiser in managing their finances and avoid fictitious investments that have the potential to be detrimental.

References

- Adhimursandi, D., Azis, M., Heksarini, A., & Asnawati, A. (2024). Socialization of Digital Marketing and Fintech Literacy for Micro & Small Businesses in Samarinda City. *Journal of Community Service and Society Empowerment*, 2(02), 188–195. <https://doi.org/10.59653/jcsse.v2i02.607>
- Aulia, A. D., & Cahyono, A. (2021). Peran Otoritas Jasa Keuangan dalam Penanganan Kasus Investasi Bodong di Indonesia. *Jurnal Ilmu Hukum*, 18(1), 56-70.
- Fauziah, R., & Hasanah, U. (2020). Faktor-Faktor yang Mempengaruhi Tingkat Kesadaran Masyarakat dalam Menghindari Investasi Bodong. *Jurnal Ekonomi dan Bisnis*, 23(2), 125-136.
- Hariyani, I. T., Soemarmi, S., Nurhidayah, S., Prameswari, N. K., & Fitri, N. D. (2023). Penerapan Media Storyjumper dan Storytelling Sebagai Sarana Literasi Digital Sekolah MI Raden Rahmat. *Journal of Community Service and Society Empowerment*, 1(02), 129–139. <https://doi.org/10.59653/jcsse.v1i02.261>
- Handayani, T. N., & Mawardi, M. (2018). Analisis Kejahatan Investasi Bodong di Indonesia. *Jurnal Pemikiran Sosiologi*, 7(1), 1-14.
- Kristianto, A., & Widyastuti, A. (2018). Analisis Faktor-Faktor yang Mempengaruhi Masyarakat dalam Memilih Investasi Bodong. *Jurnal Administrasi Bisnis*, 60(1), 30-36.

- Nugroho, W. (2021). Analisis Permasalahan Hukum dalam Penanganan Kasus Investasi Bodong di Indonesia. *Jurnal Dinamika Hukum*, 21(1), 164-181.
- Nurdiansyah, A., & Utomo, A. (2017). Analisis Tindak Pidana Investasi Bodong dalam Perspektif Hukum Pidana. *Jurnal Hukum & Pembangunan*, 47(4), 757-772.
- Pramono, A. (2020). Penyelesaian Sengketa Investasi Bodong melalui Arbitrase Nasional di Indonesia. *Jurnal Wacana Hukum*, 19(1), 47-60.
- Pramudya, B. G. (2017). Dampak Ekonomi Investasi Bodong Terhadap Pertumbuhan Ekonomi di Indonesia. *Jurnal Ekonomi & Kebijakan Publik*, 8(2), 135-150.
- Putra, B. A., & Prayogo, D. (2019). Analisis Perlindungan Hukum bagi Korban Investasi Bodong di Indonesia. *Jurnal Ilmiah Kajian Ekonomi dan Bisnis*, 24(2), 111-124.
- Rasyid, A. (2019). Analisis Kebijakan Perlindungan Investor pada Investasi Bodong di Indonesia. *Jurnal Hukum Bisnis*, 3(1), 1-16.