

Early Investment Fraud Detection Training for Mother Community (Empowerment and Family Welfare Mobilization of Banjarejo Village)

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ABSTRACT

Fraudulent investment schemes have become increasingly common, particularly targeting individuals with low financial literacy, such as housewives who manage household finances but often lack financial education. This community-based training, conducted with the Banjarejo Village Empowerment and Family Welfaregroup, used real case examples, participatory learning, and visual media to facilitate early detection skills. The one-day training involved 20 participants and resulted in significant improvement in understanding red flags of fraudulent investments. Post-training evaluations showed 85% of participants could correctly identify indicators of illegal schemes, and 70% committed to disseminating the knowledge in their communities. This initiative highlights the strategic role of mothers in financial literacy dissemination. Community-focused, practical training is effective in reducing vulnerability to investment fraud.

Keywords: financial literacy, community training, women empowerment, investment fraud prevention

INTRODUCTION

Fraud under the guise of investment or the "fast -rich" scheme is increasingly widespread in the community, especially as the development of digital technology that facilitates the dissemination of false information. Perpetrators of financial crimes utilize various online platforms to offer high-profit lure in a short time, without clear risk. As a result, many people are ensnared in bulging investment and experience a large financial loss. Cases like this continue to increase and become a real threat to household economic stability, especially those who do not have adequate financial understanding.

Throughout 2024, several cases of bulging investment in East Java showed a significant loss value. Among these cases, the '3 celebrity' case with a loss of Rp. 5 billion and the case of the 'Elderly Bodong Investment' case with a total loss of up to Rp 171 billion [1] [2]. These cases get a large spotlight because of the total loss value, in the community there are more cases of bulging investment that are not reported for various reasons. Generally, cases of bulging investment have similar characteristics, namely, large profits that are very easily obtained, disseminated through social media and no real products or assets [3] [4].

Financial literacy plays a crucial role in protecting the public from various financial fraud modes [5]. Individuals who have a deep understanding of basic financial concepts, such as the time value of money, compound interest, diversification, and investment risks, tend to be more able to identify potential fraud and make more rational investment decisions [6] [7]. Lack of understanding of financial products and services, as well as inability to manage personal finances, makes individuals more vulnerable to illegal investment practices that often offer unrealistic yields [8]. The right financial decision will prevent individuals from future financial problems [9]. Previous research shows that financial literacy is not only knowledge of financial terms, but also includes the ability to apply that knowledge in daily financial decision making [10] [11].

The results of the above study show that individuals tend to be easily tempted by a large profit promise without verifying the legality and credibility of investment providers. Lack of understanding of financial terms, the process of licensing financial institutions, as well as the lack of knowledge to analyze the risk is the main factor causing the vulnerability [12]. Low financial literacy makes it difficult for people to distinguish between healthy investment offers and which is suspicious [13].

One strategic solution to reduce the risk of fraud is through early detection training on bulging investment. This training must be based on real cases so that participants can understand the patterns and modes that are often used by fraudulent perpetrators. With a practical and contextual approach, training will be more easily absorbed and implemented in everyday life. Through simulations and case studies, participants can learn to recognize the common signs of warnings (red flags) that appear in the illegal investment scheme [14] [15].

In addition, it is also important to equip people with basic knowledge of digital finance. In the current era of technology, many frauds are carried out online, both through applications, social media, and instant messages [16]. An understanding of how to check the legality of investment companies, recognize the characteristics of illegal loans, and the use of technology safely and wisely becomes an important skill that needs to be possessed by the community [17]. This also includes basic understanding of OJK (Financial Services Authority), SWI (Investment Alert Task Force), and official reporting channels.

Furthermore, the role of mothers in the family cannot be underestimated. Mothers are not only responsible for managing household finances, but also become the first source of education for their children, including in terms of consumptive behavior and attitudes towards money [18]. A mother who has a good financial literacy will be able to instill healthy financial values to children from an early age [18]. Therefore, the mother has a strategic position as an agent of change in increasing family financial awareness [19, 20].

Unfortunately, many housewives are victims of investment fraud due to lack of access to friendly and easy to understand financial education. Many of them get information from the WhatsApp group or social media without verifying the truth first [21] [22]. In some cases, the mother actually became the main target because it was considered a daily spending money manager that was easily tempted by the offer "additional income." This fact further reinforces the importance of special training aimed at the mother community.

Seeing this reality, it is very necessary to organize early investment fraud detection training for the mother community. This training is designed in simple language, practice -based approaches, and interesting visual media to be easily understood [23]. In addition, this training can be held through cooperation with empowerment and family welfare, social gathering group, or recitation community, so as to reach broader and more sustainable.

This training program aims to equip mothers to become financial literacy agents in their family environment and spread correct information to others [24]. By increasing mother's financial literacy, it is expected that not only individuals are protected from bulging investment, but also families and surrounding environment [25]. This training can also be an initial foothold to build family economic resilience and strengthen caution in financial decision making. In the future, a community with good financial literacy will be a strong fortress for the prevention of investment fraud.

METHOD

The training was held on Wednesday, May 7, 2025 at the Banjarejo Village Office. As many as twenty participants from the Community of the empowerment and family welfare movement Team of Banjarejo Village, Magetan participated in this activity. Inclusion criteria in this training program include housewives who are active in empowerment and family welfare activities and have never participated in similar activities. The approach used in this training is Community Based Education (CBE) [26], which is an approach that integrates learning in the community context. This approach is used because this approach integrates learning with the needs and aspirations of the community, empowering the community while enriching the learning experiences of students and academics [27, 28].

Implementation of early investment fraud detection training to the Community of the empowerment and family welfare mother of the Banjarejo Village Mobilization was carried out through a series of stages that were structured and well planned. The following are the planned implementation stages:

1. Assessment of needs: The initial stage is to assess the needs of the financial literacy of mothers. This includes identifying the level of understanding of the mother's community about financial concepts, financial skills that are owned, as well as financial problems or challenges encountered.
2. Program planning: Based on the needs assessment, the next is to determine the appropriate investment fraud detection training program. This includes determining the material to be taught, effective learning methods, training schedules, and resources needed.
3. Development of Training Materials: This stage involves the development of comprehensive and relevant investment detection training materials. The material includes the making of a budget, debt management, investment and protection from financial fraud.
4. Training Implementation: After the training material is prepared, followed by the implementation of the training session in the form of lectures and discussions.
5. Monitoring and evaluation: During the training, monitoring of participants' progress is carried out by listening to their feedback.

Measurement of training program evaluations is carried out with a pre and post -training quizzes that are in line with training materials. The training material includes the introduction of illegal investment characteristics; Basics of digital financial security; Simple analysis techniques for investment offers and reporting procedures to OJK and investment alert task force.

RESULT AND DISCUSSION

The results of the assessment of the needs of the empowerment and family welfare mother of Banjarejo Village Mother, in general are problems related to the understanding of financial management, including:

1. Mother's community does not yet know how to obtain and or check investment legality
2. Mother community does not have enough knowledge about digital finance
3. Mother's community does not have an awareness about yields and risks in investing.
4. Mother community does not have access to training or consultation facilities.

The results of the needs assessment are used to formulate training program planning conducted by involving empowerment and family welfare management as a strategic partner. Program plans are prepared in a participatory manner through Focus Group Discussion (FGD) with community leaders and empowerment and family welfare cadres. In this plan, it is determined that the training will be carried out for one day with an interactive lecture and discussion approach.

The training material is arranged systematically and communicatively, taking into account the level of education and background of the participants. The training module includes four main topics, namely recognizing the characteristics of legal and illegal investment; Basic understanding of digital finance and transaction security; Simple analysis techniques for investment offers; Procedure for reporting financial fraud to OJK and SWI. This material is equipped with videos of the latest cases of bulging investment cases.

The training was held at the Banjarejo Village Hall attended by approximately 20 participants from among empowerment and family welfare mothers and Banjarejo Village apparatus. Participants showed a strong involvement and some participants were pleased to tell personal experiences cheated by bulging investments. Participants were also enthusiastic involved by asking a few questions. The resource person who delivered the material is a financial practitioner and information technology so that it really understands the obstacles and needs of mothers in avoiding bulging investment and safe ways to make digital transactions.

Monitoring the implementation of the training is carried out through direct observation during the training activities. Evaluation is carried out in formative form, which is carried out at the end of each session to see the understanding of participants through quizzes and open questions. Where mothers are able to answer questions well. Some participants are committed to applying the principle of caution in accepting online financial offers and distributing training materials to community social media groups. The results of the pre and post -delivery quizzes are presented in table 1.

Table 1. Summary of evaluation results

Evaluation aspect	pre	Post
Knowing the characteristics of illegal investment	25%	90%
Knowing the legality of OJK/SWI	30%	85%
High investment risk awareness	40%	95%
Willingness to disseminate information	0	70%

These results indicate that community-based training that uses visual media, participatory approaches, and real case studies can significantly increase financial understanding. This finding is in line with the results of the study [29] [30], which states that the visual and narrative methods help participants with low literacy to understand complex topics. In addition, the CBE approach is effective in increasing the sense of ownership of participants in the material and encouraging collective action [31]. State of et al. (2022) [6] also emphasizes that contextually relevant training is more easily absorbed by housewives than conventional methods.

Overall, this training program shows that community -based approaches with practical and communicative methods can effectively increase the financial literacy of mothers. This training not only provides knowledge, but also builds social and cultural empowerment to be alert to fraud. This success is an important basis for the development of similar programs in other communities as part of the National Family Financial Literacy Movement.

CONCLUSION

Early Investment Fraud Detection Training carried out for the empowerment and family welfare mother community in Banjarejo Village shows a positive impact in increasing financial literacy, risk awareness, and readiness to act on illegal investment offers. Increasing the participants' knowledge scores by more than 70% showed the effectiveness of case -based training approaches and visual media. However, this training has limitations, including the relatively small number of participants and a short duration of training, so that long-term effects have not been measured. For future development, it is recommended that the program will be continued regularly and collaborated with local financial institutions and OJK.

This kind of training needs to be replicated in other communities by adjusting the local context. By empowering mothers as financial literacy agents, it is expected to create a more resilient community to face the threat of digital investment fraud.

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