

STRENGTHENING ACCESS TO JUSTICE: THE STRATEGIC ROLE OF BPSK BANDUNG IN CONSUMER PROTECTION GOVERNANCE

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Abstract

Information inequality and low legal literacy remain significant factors that leave consumers vulnerable, particularly in urban areas like Sukajadi. Interestingly, this situation demonstrates the strategic role of BPSK socialization in opening up access to justice, a practice that has previously been unequally enjoyed. This study aims to examine how this socialization is implemented and the extent to which it increases public understanding, legal awareness, and trust in non-litigation dispute resolution mechanisms. Drawing on theories of participatory communication, institutional trust, and social learning, this study uses a descriptive qualitative approach through interviews, observations, and document analysis. It is noteworthy that dialogic communication, professional forum management, and the presence of symbols of authority appear to strengthen the institution's legitimacy while increasing citizens' readiness to use formal channels. Socialization has also been shown to help citizens understand legal issues more contextually and improve their bargaining power as consumers. These findings underscore the need for ongoing and more inclusive socialization in the future.

Keywords: Access to Justice, BPSK, Legal Literacy.

A. INTRODUCTION

Information inequality between consumers and businesses remains a major cause of consumer vulnerability, particularly in urban areas experiencing rapid and complex market dynamics, as confirmed by research on consumer vulnerability in a digital and urban context (Kinstead & Wilson, 2020). Low legal literacy exacerbates this vulnerability by making it difficult for people to understand their legal rights and available dispute resolution procedures, a finding consistent with Kim & Xiao's (2020) study on the relationship between consumer literacy and legal decision-making skills. Non-litigation dispute resolution, such as Alternative Dispute Resolution (ADR), has been shown to accelerate access to justice when supported by transparent and accessible governance (Cortés, 2018). In the context of legal education, learning programs designed in a hands-on and contextual manner can enhance citizens' capacity to recognize indications of violations and take appropriate formal action (Reich, 2022). Therefore, strengthening the socialization of consumer dispute resolution institutions such as the BPSK (Research and Development Agency for Consumer Protection), is increasingly urgent, particularly given the importance of building legal awareness and public trust in dispute resolution institutions, as also noted by Haseeb et al. (2020) in their study on public trust in consumer dispute resolution institutions.

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The concept of public value emphasizes that public services are truly meaningful only when their impact is felt by everyday citizens, not merely reflected in policy documents or administrative reports (Stoker, 2006). More recent studies show that the level of legitimacy and public trust in public institutions tends to increase when institutions are responsive to citizens' social conditions, adapt services to real needs on the ground, and open up dialogue with the public (Meynhardt, 2009). In the realm of consumer protection, legal literacy built through direct interaction, participatory community engagement, and social learning has proven more effective than one-way approaches such as brochures or digital messages that lack dialogue (Subagyono et al., 2022; Flora et al., 2024). Thus, a socialization strategy that positions consumers as active participants rather than passive objects is key to strengthening the structure of public value and increasing the legitimacy of consumer dispute resolution institutions.

Through this participatory approach, residents not only learn about their rights but also become actors in the collective learning process and social networks that support fairer oversight and dispute resolution. This phenomenon is even more evident in Sukajadi District, an area where many residents are unfamiliar with the existence or role of the BPSK as a non-litigation dispute resolution channel. Interestingly, several participants in the outreach program admitted that they only truly understood their rights and complaint procedures after participating in activities held in their area, indicating that information has not yet reached the community adequately. This lack of understanding has led some residents to often choose informal resolutions or even resign themselves to potential losses due to a lack of knowledge of the appropriate steps. It is worth noting that the need for ongoing outreach is even more pressing given that consumer literacy in this area is uneven and often relies on easily understood face-to-face activities. Therefore, the outreach program in Sukajadi can be seen as a crucial opportunity to expand access to justice and build community confidence in addressing consumer issues.

The similarities between this study and previous findings are quite apparent, particularly given their shared emphasis on the importance of legal literacy, citizen participation, and the effectiveness of direct interaction between dispute resolution institutions and the public in narrowing the information gap (OECD, 2023; Subagyono et al., 2022; Flora et al., 2024). Similarly, various studies emphasize that outreach is not merely a means of delivering material but also a crucial instrument in building public trust in non-litigation dispute resolution mechanisms, particularly when the process is dialogic and responsive to citizens' social contexts (Ge et al., 2022). It is noteworthy that the public values literature also positions responsive public services as a prerequisite for building legitimacy and citizen trust in institutions (Stoker, 2006; Meynhardt, 2009). Therefore, this study reinforces the scientific consensus that improving access to justice is significantly influenced by the quality of structured, contextualized, and accessible legal education provided to the public, both through face-to-face outreach and community-based interactions (OECD, 2023). The alignment of these findings provides a strong basis for positioning the Sukajadi study within the literature on consumer protection and public service governance.

However, this study differs significantly from previous studies, primarily because it is located in Sukajadi District, an area that has received little attention in the literature on the effectiveness of BPSK socialization (Subagyono et al., 2022). Unlike studies that focus on macro-level analysis of legal literacy, this study highlights how symbols of legality, face-to-face communication patterns, and local social dynamics shape everyday legal

understanding (Flora et al., 2024). Furthermore, this study conceptualizes socialization as a space for trust-building that directly influences the legitimacy of public institutions, a perspective also emphasized in the public value literature (Meynhardt, 2009). Furthermore, the empirical experiences of residents participating in socialization, often not discussed in depth in macro-level studies, are the primary focus of this research and provide a unique empirical contribution. These differences emphasize this research's unique position as a contextual study that provides significant added value to understanding consumer protection at the local level.

However, this research has several notable differences compared to previous studies, primarily because it is located in Sukajadi District—an area that has received little attention in research related to the effectiveness of BPSK socialization (Subagyo et al., 2022). Unlike previous studies, which focused primarily on legal literacy at a macro level, this study examines how symbols of legality, face-to-face communication patterns, and local social dynamics play a role in shaping citizens' everyday legal understanding (Flora et al., 2024). Furthermore, this research conceptualizes socialization not simply as a process of information transfer, but as a space for building public trust that directly influences the legitimacy of consumer dispute resolution institutions, as emphasized in the literature on public values and institutional trust (Meynhardt, 2009). Furthermore, the empirical experiences of citizens during socialization sessions, often overlooked in macro-level research, are a key focus of this study, demonstrating how direct learning and social interaction can strengthen citizens' literacy and resilience in dealing with consumer disputes (OECD, 2023). These differences underscore this research's unique position as a contextual study that makes a strong empirical contribution to the study of consumer protection at the local level.

The originality of this research lies in its approach, which combines the perspectives of public value, legal literacy, and dispute resolution mechanisms within a comprehensive analytical framework to assess the effectiveness of BPSK socialization at the sub-district level. Interestingly, this approach allows researchers to view socialization not merely as an informative process, but as an arena for the production of public value through symbolic interaction, dialogic communication, and the formation of institutional legitimacy. Furthermore, this research highlights Sukajadi Sub-district as a rarely studied location, thus generating new empirical data that enriches academic discourse on the affordability of consumer dispute resolution services. It is also noteworthy that the visual-narrative analysis of the dynamics of socialization activities provides a unique methodological perspective, as this approach has been minimally used in the literature. Thus, this research offers an original contribution both in terms of context and analytical approach.

The urgency of this research is further clarified by the fact that most Sukajadi residents lack an adequate understanding of the existence and function of BPSK, leaving them vulnerable to losses without knowledge of the dispute resolution pathways they should pursue. The lack of outreach results in the uneven dissemination of important information regarding consumer rights, even though the need for these services increases with the complexity of economic transactions. Without systematic educational interventions, communities are likely to remain structurally vulnerable due to limited access to formal justice. Interestingly, local governments also require empirical evidence to determine whether the outreach activities conducted so far have had a substantive impact on citizens' legal understanding. Therefore, this research is highly urgent as a basis for improving policy design and strengthening public services in the consumer protection sector.

This study aims to describe in depth how the outreach activities of the Bandung City BPSK in Sukajadi District were implemented and to what extent these activities were able to increase public legal literacy and awareness. Furthermore, this study seeks to interpret the contribution of outreach activities to the creation of public value, particularly through increasing citizens' understanding of rights and non-litigation dispute resolution mechanisms. This research also aims to understand how citizens interpret their experiences during outreach activities and the factors that influence their involvement in dispute resolution mechanisms.

B. LITERATURE REVIEW

Participatory Communication

Participatory communication theory is based on the idea that information delivery will be far more effective if the public is not positioned as passive objects, but rather engaged as active actors in the message exchange process (Servaes & Malikhao, 2010). Interestingly, this theory emphasizes that two-way dialogue is not simply a communication method, but a crucial mechanism that can build a sense of ownership and strengthen public trust in public institutions (Servaes, 2008). This approach also emphasizes that the social and cultural context of the community, often overlooked, must be a primary reference point in designing inclusive and easily understood communication models (Manyozo, 2012). It is noteworthy that the success of public education is determined not only by the content of the material but also by the quality of the interactions established between the implementing institution and the participating citizens (Servaes & Malikhao, 2010). Therefore, this theory provides a strong framework for assessing how BPSK socialization can create a dialogical space that increases citizen engagement (Servaes, 2008). Indicators:

- Two-way dialogue in socialization.
- Active community involvement in discussions and Q&A sessions.
- Appropriateness of the material to the local social context.
- Increased community ownership of the program.

Institutional Trust

The theory of institutional trust highlights that the legitimacy of a public institution is strongly influenced by the extent to which the public believes in its integrity, competence, and fairness (Tyler & Huo, 2002). However, trust does not arise spontaneously; citizens tend to trust when they perceive that the institution acts transparently, fairly, and responsively to their needs (Levi & Stoker, 2000). Interestingly, various studies have shown that positive direct interaction experiences, no matter how simple, can strengthen perceptions of an institution's reliability and increase citizens' willingness to use public services (Tyler, 2006b). It is also noteworthy that clear communication and verifiable information serve as important foundations for building long-term trust (Grimmelikhuisen & Knies, 2017). Thus, this theory is highly relevant to understanding how the socialization of the BPSK can strengthen the institution's legitimacy and encourage citizens to utilize non-litigation dispute resolution channels (Tyler & Huo, 2002). Indicators:

- Citizen perceptions of the fairness and transparency of the BPSK.
- Perception of the institution's competence in handling disputes.
- Feeling safe and confident in filing complaints.
- Increased use of services after outreach.

Social Learning

Social learning theory explains that humans learn behaviors, norms, and ways of acting not only from direct instruction, but also through observing, imitating, and interacting with others (Bandura, 1977). Interestingly, this theory asserts that a person's understanding of a situation is often shaped by how they see others assess and respond to it (Bandura, 1986). In the context of public services, narratives of experiences, direct examples, and demonstrations are powerful learning tools in shaping citizens' mindsets and actions (Ormrod, 2012). It is noteworthy that when individuals see others successfully resolving disputes through formal channels, their confidence to do the same increases significantly (Bandura, 1997). Therefore, this theory provides a strong foundation for understanding how BPSK socialization can influence citizens' readiness, confidence, and courage to utilize non-litigation channels (Bandura, 1977). Indicators:

- Citizens' understanding increases after seeing examples or demonstrations.
- Changes in attitude after hearing about direct experiences or case studies.
- Citizens' courage to use complaint channels after seeing role models.
- Positive response to explanations or simulations during outreach

C. RESEARCH METHODOLOGY

A descriptive qualitative approach was chosen for this study because it was deemed most capable of capturing the dynamics of BPSK socialization in Sukajadi District more fully and in-depth. Interestingly, this approach enabled researchers to understand how socialization practices unfolded over time and how residents interpreted their experiences during the educational forum, something that is difficult to capture through quantitative approaches (Creswell & Poth, 2018). Furthermore, this design allowed researchers to explore the social context, communication patterns, and factors underlying the low legal literacy that has long been a problem in the region (Denzin & Lincoln, 2018). It is noteworthy that this method not only highlights the process of information delivery but also considers how interactions between participants and informants shape collective understandings of dispute resolution mechanisms. Therefore, the use of a descriptive qualitative approach was deemed most relevant to address the research objectives, which sought to explore residents' experiences, perceptions, and changes in knowledge regarding the BPSK.

To obtain a comprehensive picture, this study employed three complementary data collection techniques. First, in-depth interviews were conducted with residents, sub-district officials, socialization participants, and BPSK members to capture subjective narratives regarding the effectiveness of the activities and how they understand the consumer dispute resolution process. This interview approach, as emphasized by Kvale & Brinkmann (2015), provides a flexible dialogue space, allowing researchers to explore information that does not emerge in formal conversations. Second, direct observation was conducted during the activities to observe how face-to-face interactions actually occur, including participants' nonverbal expressions, the atmosphere of the forum, and the dynamics of material delivery. This type of observation is important because certain social aspects cannot be captured solely from informants' stories or statements (Spradley, 1980). Third, document analysis was conducted on presentation materials, activity reports, photographic documentation, and other administrative archives to strengthen data triangulation and enrich research interpretation (Bowen, 2009).

This study used purposive sampling, a technique for deliberately selecting informants based on the relevance of their experiences to the research topic. This technique was chosen

because qualitative research emphasizes depth of understanding over the number of respondents, requiring informants to truly understand the phenomenon being studied (Palinkas et al., 2015). In the context of this study, informants consisted of Sukajadi residents who participated in the socialization program, sub-district officials involved in the program's implementation, and members of the Social and Community Empowerment Agency (BPSK) who served as resource persons. Interestingly, they were the ones who directly interacted with the socialization program, enabling them to provide a concrete picture of the program's effectiveness and the challenges still experienced by the community. Therefore, purposive sampling was deemed appropriate for generating rich, in-depth, and contextual data.

The data were analyzed using thematic analysis, a method that allows researchers to identify patterns, group information, and interpret the meaning of the data collected (Braun & Clarke, 2006). The process was carried out in stages, starting with a thorough rereading of the data, coding meaningful sections, grouping codes into themes, and interpreting the relationships between themes to gain a more comprehensive understanding of residents' experiences. It is noteworthy that this technique is particularly well-suited to the issue of socialization, as it can capture the diversity of citizen perceptions, the quality of communication that occurs, and the symbolic and social roles in shaping legal understanding. Interestingly, thematic analysis also allows researchers to integrate empirical findings with theories of participatory communication, institutional trust, and social learning, resulting in a richer and more reflective final analysis (Clarke & Braun, 2017). Through this approach, the study is able to present a holistic picture of how BPSK socialization shapes citizens' knowledge, attitudes, and courage in resolving consumer disputes.

D. RESULT AND DISCUSSION

Participatory Communication Practices in BPSK Socialization



Figure 1. Presentation Session from a Resource Person
Source: Processed by Researchers, 2025

This image captures a significant moment in the BPSK (Researchers' Forum for Consumer Rights and Obligations) socialization activity, when the resource person stands before the participants, explaining material on Consumer Rights and Obligations in a manner that feels clear and easy to follow. Interestingly, the presentation of the material does not rely solely on verbal explanations, but is reinforced by large, informative slides. The three BPSK members sitting side by side behind him demonstrate a harmonious form of institutional collaboration. The resource person's position close to the participants rather than being tied to

a panel table creates a more fluid, intimate, and dialogic communication atmosphere, a commendable approach considering that many government forums still tend to be formal and rigid. Furthermore, the neat room layout, bright lighting, and professional-looking stage signal that the organizers are not only focused on the content, but also on comfort and seriousness in providing a quality learning experience. Overall, this visual excerpt not only demonstrates the process of delivering information but also emphasizes BPSK's efforts to build an inclusive and more accessible interaction space for the public.

Viewed from a more analytical perspective, the conditions depicted in this photograph indicate that the BPSK socialization process has moved far beyond the traditional lecture pattern to a more dialogic, responsive, and relevant learning approach to the needs of citizens. The face-to-face interaction that allows participants to ask questions and clarify matters perceived as confusing demonstrates that this forum functions as a lively learning space, while simultaneously boosting citizens' confidence in understanding their rights as consumers. It is noteworthy that the presence of a full BPSK panel not only adds legitimacy to the information presented but also reinforces the perception that this institution is truly present to provide legal education seriously. From a critical perspective, this visual finding indicates that the BPSK's communication strategy is indeed aimed at breaking the chain of information gaps that have been a major obstacle to efforts to strengthen consumer protection. Thus, this image serves not only as documentation of the activity but also as empirical evidence that the BPSK socialization process can create a more participatory, contextual, and effective legal learning process in improving the bargaining position of communities at the local level.

The image captures a key moment in the BPSK socialization process, when the resource person stands before the participants while presenting the Consumer Rights and Obligations material in a communicative and easy-to-follow manner. Interestingly, the presentation of the material does not rely solely on verbal explanations, but is reinforced by informative visual slides, while the presence of several BPSK members at the panel table demonstrates solid institutional collaboration. This communication pattern, which combines verbal explanations with visual support, aligns with the findings of Roberts (2004), who showed that face-to-face forums are much more effective when information is presented in a focused, clear manner, and allows participants to gradually understand the material. It is noteworthy that the resource person's choice to stand close to the participants, rather than remaining at the panel table, creates a more egalitarian atmosphere—an approach also emphasized by Fung (2006) as a characteristic of public participation forums capable of fostering two-way dialogue. Furthermore, the neat layout and good lighting demonstrate the organizers' commitment to creating a comfortable learning experience, in line with the OECD recommendation that consumer education should be delivered clearly, easily accessible, and relevant to the community's needs. Overall, this visual portrait is not merely documentation, but concrete evidence that the BPSK socialization was designed as an inclusive and welcoming interaction space for citizens.

From a reflective perspective, the conditions in the photo indicate that the BPSK socialization has successfully moved beyond the conventional lecture pattern and moved toward a more dialogic, responsive, and adaptive approach to the needs of participants. This pattern aligns with Roberts (2004), who asserted that public forums are more effective when they open up spaces for meaningful discussion and clarification. Face-to-face interactions that allow participants to ask questions directly not only strengthen their understanding but also increase trust in the institution, as explained by Grimmelikhuijsen et al. (2013) in their study on the influence of government communication quality on levels of public trust. Furthermore, the dynamics of this forum are also consistent with Tyler's (2006) view that the legitimacy of

public institutions is formed when citizens perceive fair, transparent, and responsive treatment. Therefore, this visual provides a strong indication that the BPSK communication strategy has been directed at narrowing the information gap and strengthening citizens' bargaining position in resolving consumer disputes.

Strengthening Institutional Trust through BPSK Socialization



Figure 2. Strengthening Institutional Trust through BPSK Socialization
Source: Processed by Researchers, 2025

This image captures the closing moment of the BPSK socialization when all participants and speakers stood together for a photo. A practice that at first glance appears ceremonial, but upon closer examination, it actually holds profound social significance. Interestingly, the participants' enthusiastic expressions, broad smiles, and relaxed body gestures indicate that this activity was perceived not as a rigid formal forum, but rather as a space that enabled emotional interaction between citizens and the institution. The presence of participants with diverse backgrounds, ranging from local officials to ordinary citizens, also indicates the creation of inclusive public participation, an achievement that, admittedly, is not always easy to achieve in various government programs, as criticized by Irvin & Stansbury (2004). In this context, the warm atmosphere depicted in the photo appears to reflect the success of socialization in fostering an atmosphere of closeness and social connectedness that is difficult to achieve when activities are conducted in a highly technocratic manner.

Furthermore, the symbolic solidarity seen through the gesture of greeting or a collective handshake can be interpreted as fostering a sense of ownership of the BPSK program, an element that, from the perspective of institutional trust, is often an early indicator of growing public legitimacy. However, it's worth noting that such emotional engagement would not have been fostered if the forum had been merely an administrative activity; therefore, the photo strongly suggests that BPSK's communication strategy is capable of fostering a more humanistic, responsive, and respectful relationship between the institution and the community. Interestingly, this dynamic is often the difference between effective outreach activities and those that are merely formalities, as intimate interactions can help bridge the psychological distance between the service provider and the citizens they serve. Thus, this image serves not only as a final document of the event but also as empirical evidence that BPSK has successfully strengthened institutional trust and encouraged meaningful public participation, two crucial elements in expanding access to justice for consumers at the local level.

The findings of this study indicate that the closing atmosphere of the BPSK outreach actually fostered quite strong emotional engagement and public participation, as evident in the enthusiastic expressions of participants and the various symbolic gestures reflecting closeness to the institution. Interestingly, this contrasts with the findings of Irvin Stansbury (2004), who noted that many government public participation programs tend to result in low

citizen engagement because the forums are overly bureaucratic or do not provide meaningful space for public voice. This stark contrast indicates that the BPSK socialization model, which combines personal communication, a warm atmosphere, and humanistic face-to-face interactions, is able to overcome the barriers to participation commonly found in classical literature. It is also noteworthy that the diversity of participants in this forum contrasts with the report by Irvin & Stansbury (2004), which indicates that government socialization forums are often dominated by certain groups, resulting in less inclusive participation. Thus, the field findings in this study can be read as a form of "positive deviation" that offers a more equitable and open public participation practice than is generally portrayed in previous studies.

Furthermore, the symbolic gestures and sense of togetherness in the closing photo of the event strongly signal that participants were not merely physically present but also demonstrated a sense of ownership and trust in the BPSK. Interestingly, this phenomenon contrasts with the findings of Grimmelikhuijsen (2012), who showed that public trust in government institutions tends to decline when the information provided is deemed irrelevant, unclear, or unresponsive to citizens' needs. This contrast demonstrates that the BPSK's outreach approach is able to provide information perceived as relevant and directly addressing the public's needs, thus eliciting a more positive emotional response. In fact, when compared with research by Porumbescu (2017), which found that citizens are more skeptical of public institutions when government communication is rigid and technocratic, this study's findings actually demonstrate the opposite dynamic, with a warmer, more responsive, and more understandable approach. Thus, these findings not only confirm the effectiveness of the BPSK's communication strategy but also demonstrate that the legitimacy of public institutions can be strengthened through human interactions rooted in citizens' social contexts, rather than solely through administrative approaches.

Internalization of Consumer Knowledge through Social Learning in BPSK Outreach.



Figure 3. Formal Representation of the Opening of the Consumer Protection Education Forum

Source: Processed by Researchers, 2025

This image captures the opening of the socialization attended by representatives of the BPSK (Regional Consumer Protection Agency) and sub-district officials. An initial phase that at first glance appears simple, but upon closer examination plays a strategic role in shaping the atmosphere of the forum and the psychological readiness of participants. Interestingly, the position of the two speakers, seated side by side at the main table, with a screen displaying the official event title, not only creates a formal and orderly impression but

also emphasizes that the socialization is taking place within a legitimate and trustworthy institutional framework. The presence of institutional symbols on the screen, combined with the neat and professional stage layout, strongly signals the activity's legitimacy and reinforces the public's perception that this agenda is not merely an administrative routine. It is noteworthy that the impression of professionalism at this opening stage has the potential to increase public engagement in the activity, allowing the public to view socialization as a manifestation of the government's commitment to strengthening public legal literacy.

It's worth noting that the calm, orderly, and well-organized opening atmosphere indirectly created an initial space for participants to observe, adjust, and understand the context of the activity before engaging further. From a social learning perspective, this phase is crucial because through these initial observations, participants begin to build a framework of understanding that will later be strengthened through modeling and direct interaction. Interestingly, this visual not only depicts an opening ritual but also demonstrates the initial foundation that strengthens institutional trust in the BPSK, demonstrating that the institution appears authoritative and ready to carry out its consumer protection mandate. Furthermore, this carefully designed opening creates a more dialogic and receptive forum atmosphere in subsequent sessions, thus increasing the opportunity for a socialization process that is not only informative but also participatory, humanistic, and relevant to real needs.

The findings of this study, particularly regarding the strong impression of formality and institutional legitimacy in the opening session of the BPSK socialization, reveal a very interesting pattern when compared to the literature on public trust. Tyler (2006) has long emphasized that public perceptions of an institution's legitimacy are often shaped by how the institution presents itself visually, from the layout of the room, the completeness of institutional symbols, to the consistency of the program's procedures. Interestingly, all of these elements were truly apparent in the opening of the socialization, when the speakers sat side by side in a neatly and professionally arranged room. Jackson and Bradford (2010) also found that symbols of authority such as stages, institutional logos, or even the seating patterns of officials can strengthen citizens' procedural trust; a phenomenon that also appears to be emerging in the context of the BPSK. It is noteworthy that Roberts (2004) showed how public forums that begin with a structured and well-organized setting tend to create perceptions of credibility from the outset. Meanwhile, Fung (2006) reminded us that the design of a warm, clear, and responsive face-to-face meeting is often able to undermine public skepticism toward an institution. Thus, the opening session of the BPSK socialization can be read not merely as a protocol ritual, but as a strategic part of the initial trust-building process that underpins institutional legitimacy.

However, the opening of the event not only serves a symbolic function but also creates initial conditions conducive to the social learning process. Bandura (1977) argues that observing authority figures in an orderly environment can increase an individual's psychological readiness to learn, and this phenomenon is evident when participants attend the opening of the socialization in an orderly and attentive manner. Interestingly, this finding aligns with Roberts' (2004) view, who emphasized that a professionally opened forum can encourage participant engagement because participants feel they are in a credible and worthy space. The OECD (2019) even adds that consumer education is far more effective when the delivery process takes place in an atmosphere that builds trust from the outset. Thus, the opening moment of the BPSK socialization can be understood not only as a complement to

the event, but as a crucial foundation that influences the quality of interactions, readiness to learn, and the formation of public trust in subsequent sessions.

E. CONCLUSION

The findings of this study indicate that the BPSK socialization program in Sukajadi District successfully increased public understanding, participation, and trust in consumer dispute resolution mechanisms through dialogic, symbolic communication that is relevant to the local context. This also addresses the research question regarding the effectiveness of socialization in strengthening access to justice. The significance of these results lies in how face-to-face interaction, formal spatial planning, and institutional involvement can foster legal awareness and institutional trust, which have historically been major obstacles for residents. By achieving the research objective of understanding the dynamics of socialization and its contribution to legal literacy, this study provides a novel contribution in the form of empirical mapping of how communication strategies, institutional symbols, and social learning can function simultaneously in strengthening consumer protection at the sub-district level. However, these findings also have practical implications for the BPSK and local governments to expand the dialogue-based socialization model, increase the frequency of activities, and ensure that information dissemination reaches vulnerable groups who have not yet been optimally involved.

Future research is recommended to use mixed methods or expand the focus to other sub-districts to produce more comprehensive comparisons, given the limitations of this study, which relies on visual data and interviews within a single area. Furthermore, policymakers at the city level need to use these findings as a basis for developing more adaptive, inclusive, and needs-based public education strategies so that access to justice can be strengthened sustainably.

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