ICEBEF 5th · Online · 18 November 2026

Attention without action?

Search interest and victim discourse around Indonesia’s Anti-Scam Centre (IASC)

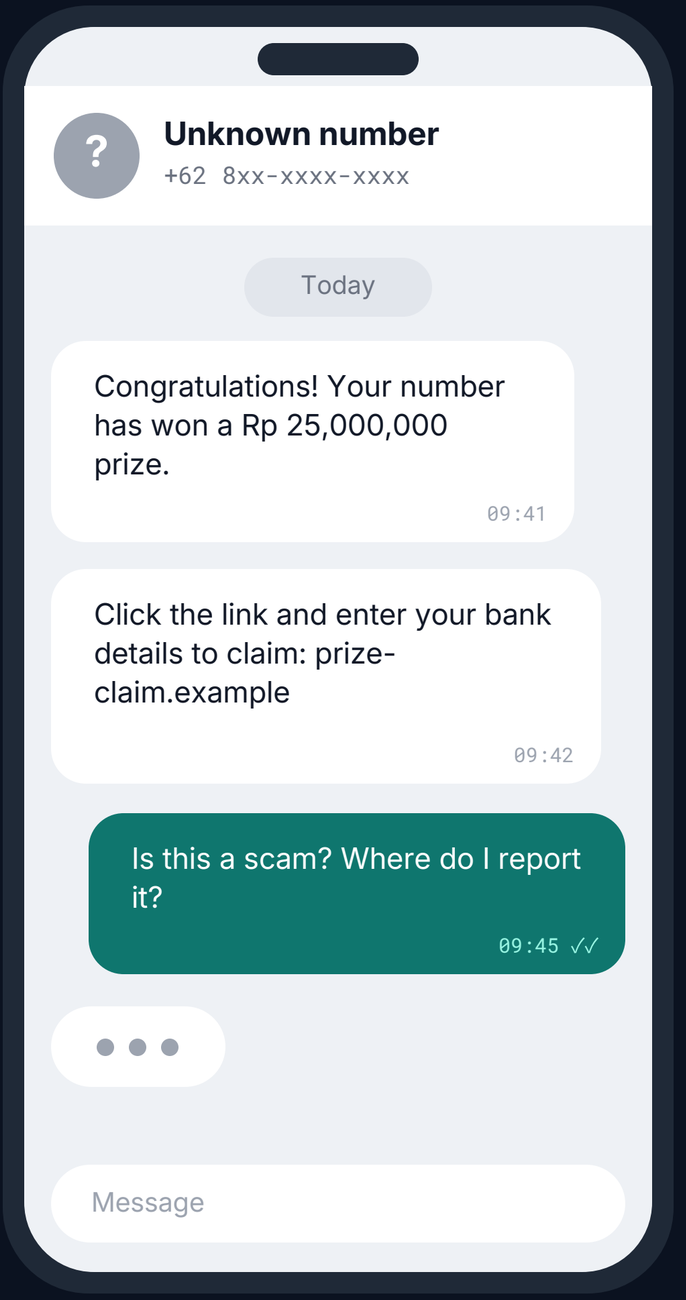
Harits Ikbar[1] & **Hilda Monoarfa**[2]

[1] [2] Faculty of Economics and Business Education, Universitas Pendidikan Indonesia

Google Trends · 60 months

YouTube · 3,788 comments

IASC launch · 22 Nov 2024



Illustrative, fictional message

02

Indonesia opened a single door for scam reports

Background

22 November 2024

OJK launched the **Indonesia Anti-Scam Centre (IASC)**: one channel to report scams, block accounts and recover funds.

22 Nov 2024

Great. But is it changing what people search for and what victims say?

now ✓✓

Research gap: no peer-reviewed evaluation of the IASC yet. Reporting is the weak link: fragmented agencies, shame, intention–action gap.

Source: Kontan (2026). Figures as of 29 April 2026.

IASC IN NUMBERS

548,093

scam reports received by the IASC

Apr 2026

485,758

accounts blocked: 52% of 932,138 reported

Apr 2026

IDR 169.3 bn

returned to victims

Apr 2026

03 Protection Motivation Theory frames two questions

Theory · Research questions

PROTECTION MOTIVATION THEORY

Threat appraisal
severity and vulnerability

Coping appraisal
response efficacy and self-efficacy



Protective action
help-seeking through formal routes, such as reporting to the IASC

Expectation: a well-known official channel should raise response efficacy and formal help-seeking.

PINNED MESSAGES

RQ1 · ATTENTION

Did search interest in formal reporting channels rise beyond a counterfactual after the launch?

Data: Google Trends · Method: state-space counterfactual

RQ2 · TALK

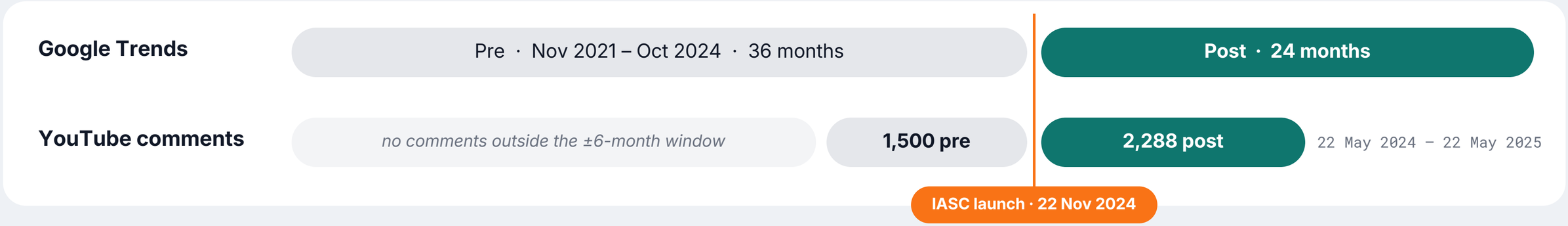
Did victims' comments change in help-seeking, reporting, efficacy doubts and formal channels?

Data: YouTube comments · Method: PMT coding, fixed-effects logit

04

Two digital traces around one launch date

Data & method



S Search attention · RQ1

Google Trends · monthly index

- 60 monthly points, 6 queries
- Outcomes: “lapor OJK”, “lapor penipuan”; 3 controls; “anti scam center” as check
- State-space model, segmented regression, 3 placebos

60

monthly points, Nov 2021 – Oct 2026

C Victim discourse · RQ2

YouTube comments · official API

- 3,788 comments, 17 videos (10 balanced)
- 7 PMT constructs; kappa .55 to .84 vs. 300 manual codes
- Video fixed-effects logit, clustered SE

3,788

comments from 17 videos

T Triangulation

Attention vs. talk

- Searches as attention, comments as talk
- Associative claims, not causal
- Hashed IDs, no usernames stored

2

independent digital traces

05

Raw data: a new search object appears, controls drift

Results · Raw series

Shared a figure

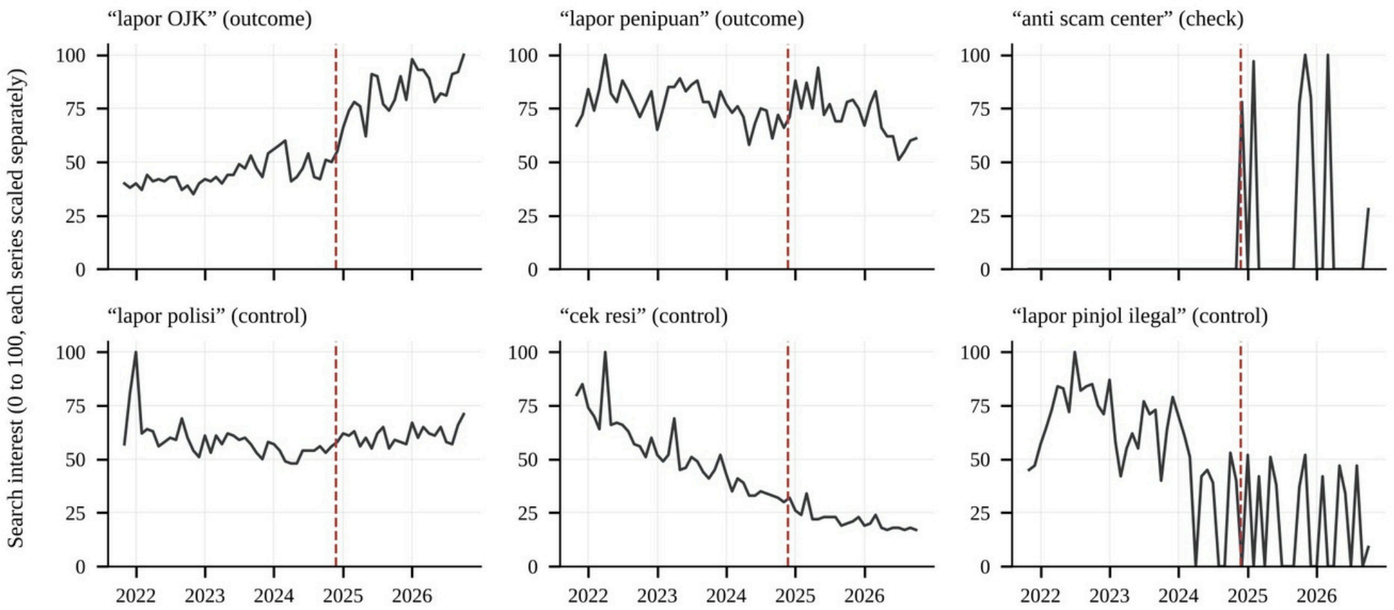


Figure 1. Raw Google Trends series (dashed line = IASC launch, 22 Nov 2024; each series scaled 0–100 separately).

6 queries · 60 months

launch = dashed line

10:02

"lapor OJK" · mean index

44.5 → 80.8

before → after launch

"anti scam center": zero in all 36 pre-launch months, so the launch created a new search object.

Controls drift on their own: "cek resi" 53.1 → 22.0, "lapor pinjol ilegal" 59.6 → 20.5, "lapor polisi" stable (58.7 → 60.8).

So a naive pre/post comparison is not enough: we need a counterfactual.

✓✓

06

RQ1: “lapor OJK” ran 34 points above the counterfactual

Results · RQ1 attention

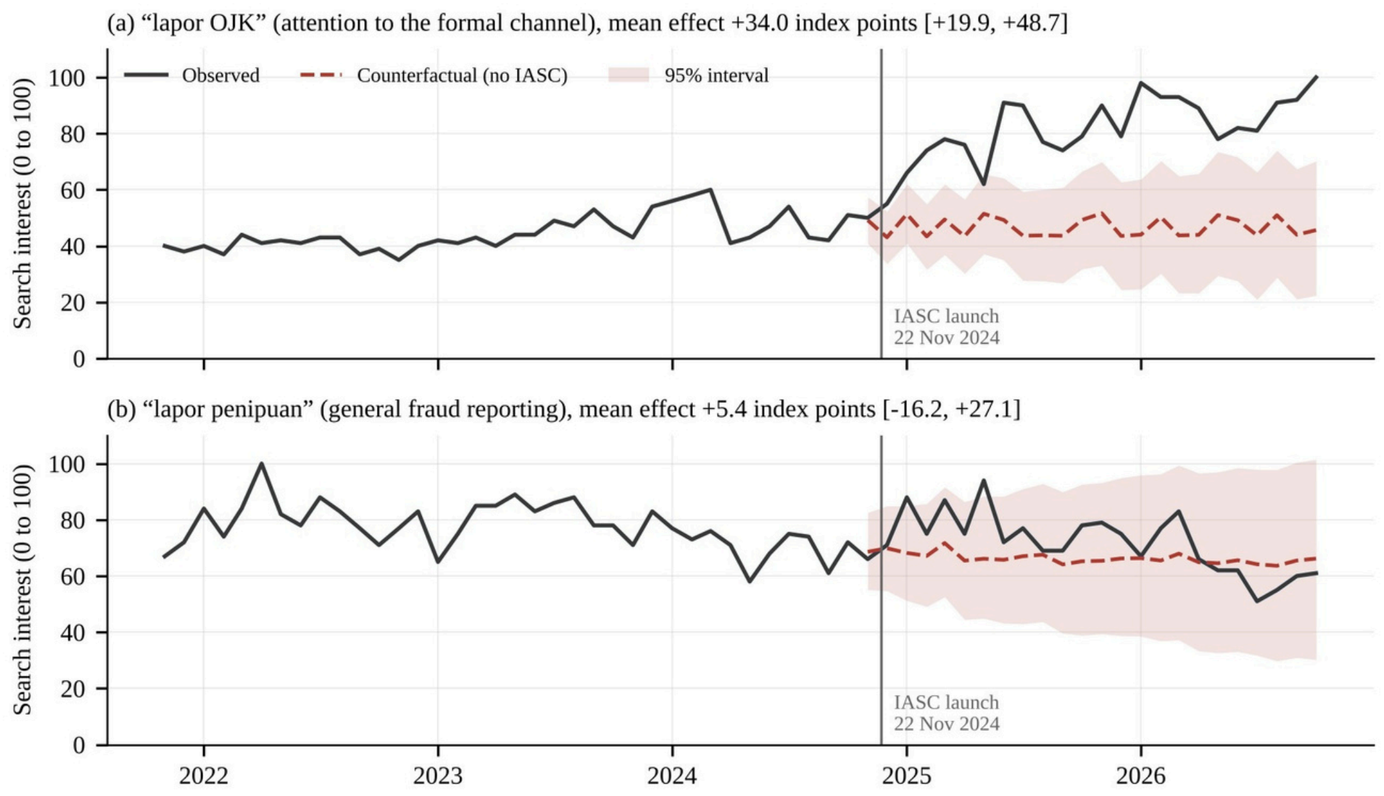


Figure 2. Observed vs. counterfactual search interest after the IASC launch (a: “lapor OJK”; b: “lapor penipuan”).

“lapor OJK”

+34.0

index points · +73% · 95% interval 19.9 to 48.7

“lapor penipuan”

+5.4

interval −16.2 to 27.1 · no reliable change

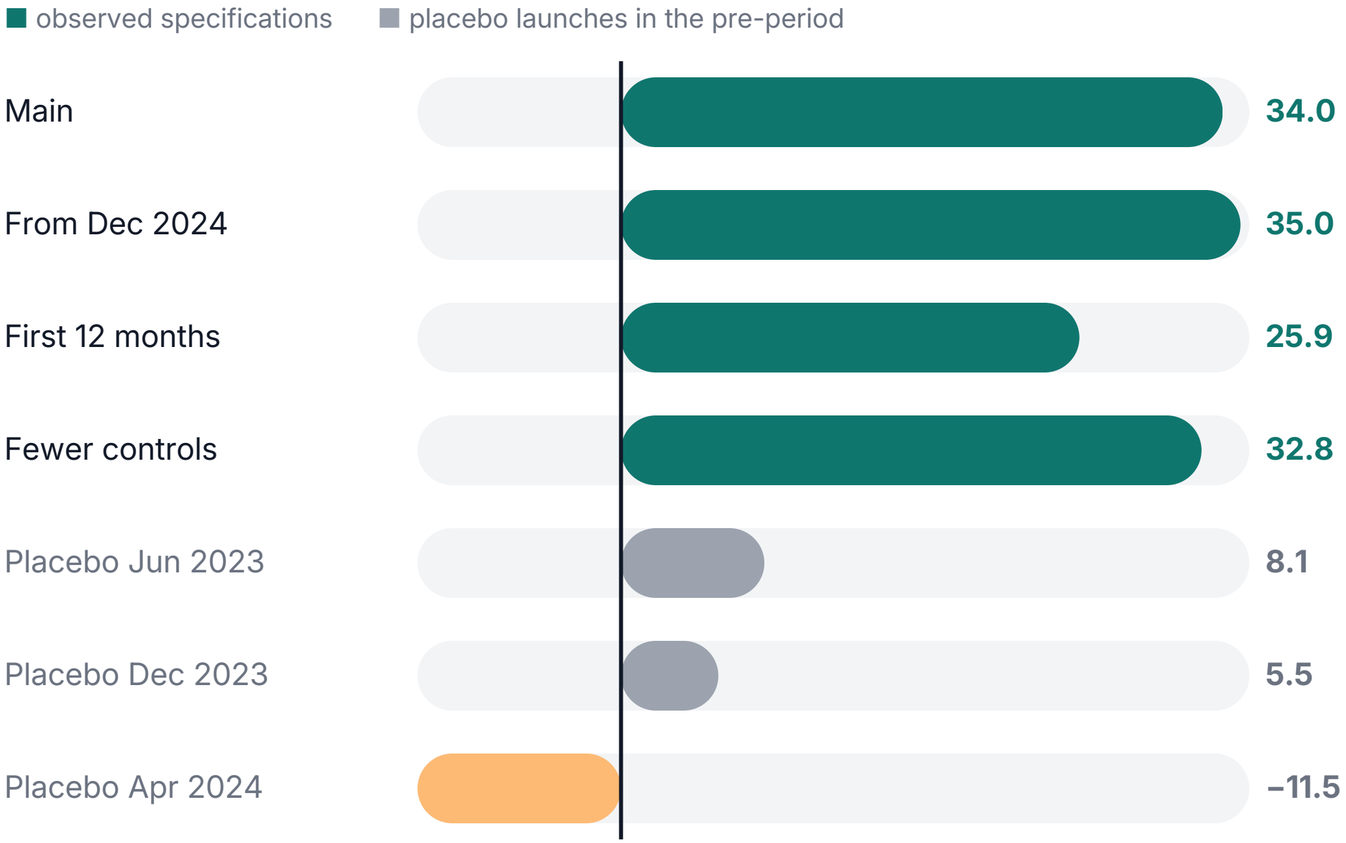
Read as attention. Part of the rise is mechanical: fast-rising related queries contained “IASC” itself.

07

Stable across specifications; placebos smaller but not zero

Results · Robustness

“lapor OJK” mean effect (index points)



Zero line = no effect; the Apr 2024 placebo is negative. Intervals ignore parameter uncertainty (too narrow).

All four specifications give a clear positive effect of 25.9 to 35.0 index points.

Placebo effects are 16–34% of the observed effect in absolute size: smaller, but not zero, given the rising pre-trend after mid-2023.

Segmented regression agrees. “lapor OJK”: level +17.5, slope +0.60 per month, a jump followed by continued growth.

“lapor penipuan”: every state-space interval includes zero. Segmented regression shows +11.0, then −1.22 per month: a transient surge that faded by 2026.

Direction holds; size needs care. ✓✓

08

RQ2: victims describe high threat, but rarely a formal channel

Results · RQ2 talk

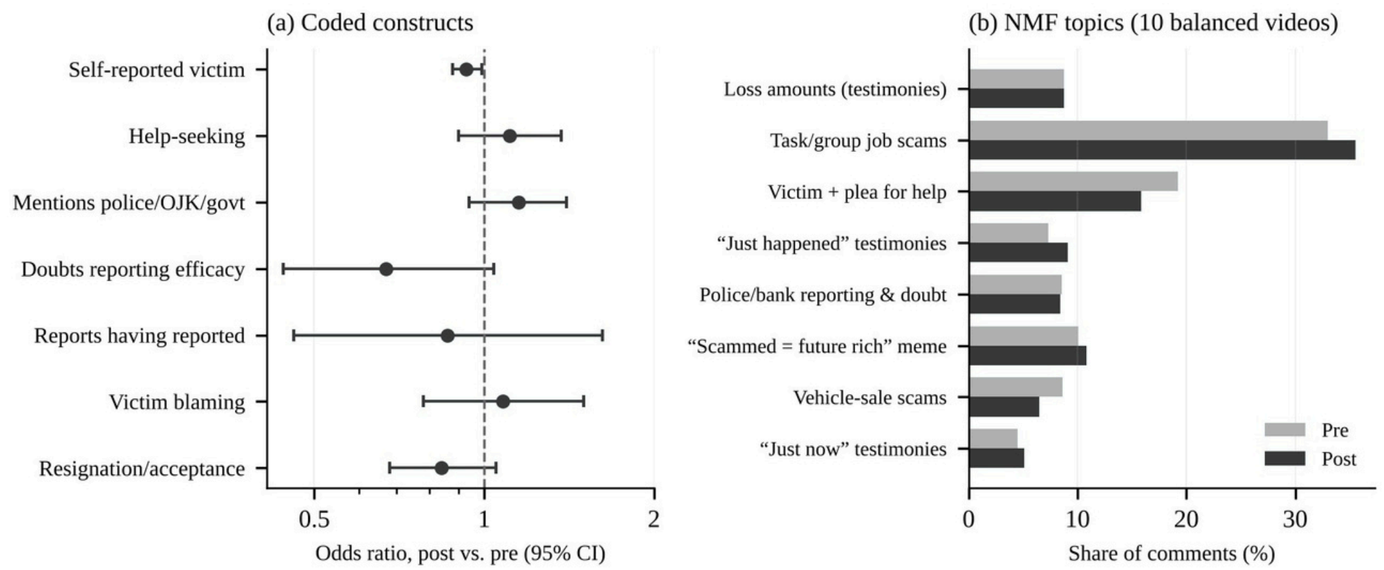


Figure 3. Pre/post odds ratios of coded constructs (a) and topic shares among 10 balanced videos (b).

51%

first-person victim accounts (manual sample, n = 300)

12%

of sampled comments seek help (35 of 300); a third address the creator, not an institution

14 & 2

comments naming “OJK”, and IASC or “anti scam”

No construct changed meaningfully. Self-reported victim (OR 0.93, p = .021) is fragile with 10 clusters.

Composition artifact. The all-video topic shift (p < .001) vanishes among balanced videos (p = .054).

3–6%

of self-identified victims mention a formal channel

09

An awareness-to-action gap

Discussion

Putting both traces together

Attention rose. “lapor OJK” searches ran +73% above the counterfactual; general fraud-reporting searches showed no reliable change.

RQ1

Action is not visible. About half of comments (51% in the manual sample, n = 300) describe personal losses, yet coping is aimed at peers and creators, not agencies.

RQ2

Visibility of the channel is not the same as use.

PINNED · IMPLICATIONS

1. Place reporting pathways where victims already seek advice: scam-awareness videos, marketplace and e-wallet apps, creator partnerships.
2. Track search-to-report conversion with administrative data.
3. In PMT terms, threat appraisal is high, but coping appraisal is directed away from formal agencies.

Consistent with research on victims’ reporting: confusion about where to report, perceived unresponsiveness, stigma.

An association, not a causal effect

Limitations · Conclusion

Limitations

- Search indices are relative, sampled and rounded; the counterfactual is model-based; concurrent events cannot be excluded
- Videos were purposively sampled; comments do not represent all victims
- Dictionary coding has measurement error (kappa .55 to .84); validation is optimistic
- Manual coding was AI-assisted; comment-level inference is approximate with 10 balanced videos
- Keyword and outcome choices followed exploration, not preregistration

Conclusion

Search interest in reporting to OJK rose about **34 index points (+73%)** above its counterfactual after the IASC launch. General fraud-reporting searches and victims' comments showed no reliable change; the IASC was almost absent from victims' talk.

Next: link search and comment data with administrative report counts, using stronger designs.

Bottom line

Attention to the channel grew. Victims' use of it is not yet visible.

QUESTIONS & DISCUSSION

Thank you!

Happy to discuss the counterfactual model, the placebo tests and the comment coding.

HI

Harits Ikbar
haritsikbar25@upi.edu

HM

Hilda Monoarfa
hildaborman@gmail.com

Faculty of Economics and Business Education, Universitas Pendidikan Indonesia

ICEBEF 5th · 18 November 2026

SELECTED REFERENCES

Bernal, J. L., Cummins, S., & Gasparrini, A. (2017). Interrupted time series regression for the evaluation of public health interventions. Int. J. Epidemiol., 46(1).

Brodersen, K. H., et al. (2015). Inferring causal impact using Bayesian structural time-series models. Ann. Appl. Stat., 9(1).

Cross, C. (2015). No laughing matter: Blaming the victim of online fraud. Int. Rev. Victimol., 21(2).

Cross, C., Richards, K., & Smith, R. G. (2016). The reporting experiences and support needs of victims of online fraud. AIC.

Floyd, D. L., Prentice-Dunn, S., & Rogers, R. W. (2000). A meta-analysis of research on protection motivation theory. J. Appl. Soc. Psychol., 30(2).

van de Weijer, S. G. A., Leukfeldt, R., & van der Zee, S. (2020). Reporting cybercrime victimization. Policing, 43(1).

Kontan. (2026). OJK: IASC terima 548.093 laporan kasus penipuan hingga April 2026.