

# **SPAM!**

Definisi, Bahaya, Penanggulangannya

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Apa itu **SPAM**?

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SPAM adalah *unsolicited email*  
(email yang tidak diminta) yang  
dikirim ke banyak orang

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Mailbomb:

**banyak email** ke **satu orang**

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- Isi SPAM

- Iklan, advertensi
  - Tawaran untuk bergabung ke MLM
  - Undian
  - Informasi palsu, phishing
  - Scam, penipuan
  - ...
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# Contoh Spam

From: daniel nando <docdan40@hotmail.fr>  
To: docdan40@hotmail.fr  
Subject: Dr.Daniel Nando.  
Date: Mon, 16 Oct 2006 10:44:40 +0200

Dear Friend,

I am Dr.Daniel Nando. I am a medical doctor in a private hoospital in Abijan Town ( Ivory Coast W/Africa). I got your email contact through a chamber of commerce website and will like to explain to you about a Transfer of consignment which I hope you can assist us and which will benefit both of us.

I have a patient, a Sierra Leonian woman who was on admission for some Weeks in my hospital for an ill health. As a matter of fact, one night this woman called my attention and began to tell me her situations, she explained that she had to flee her country with her only son because her late husband a military officer died in a rebel conflict in his country and since then her husbands immediate younger brother had been threatening to eliminate her and the life of her only son because one Certificate of Deposit.

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# Phishing



Dear Citibank user,

Due to database operations some online banking accounts can be lost. We are insisting to our clients to check their account if they are active or if their current balance is right.

Please follow this link and sign on to your online banking account:

[https://web.da-us.citibank.com/signin/citifi/scripts/login2/user\\_setup.jsp](https://web.da-us.citibank.com/signin/citifi/scripts/login2/user_setup.jsp)

Thank you for using Citibank!

Do not reply to this email.

**From:** <USbank-Notification-Urgecq@UsBank.com>

**Subject:** USBank.com Account Update URGEgb

**Date:** Thu, 13 May 2004 17:56:45 -0500

USBank.com

Dear US Bank Customer,

During our regular update and verification of the Internet Banking Accounts, we could not verify your current information. Either your information has been changed or incomplete, as a result your access to use our services has been limited. Please update your information.

To update your account information and start using our services please click on the link below:

**<http://www.usbank.com/internetBanking/RequestRouter?requestCmdId=DisplayLoginPage>**

Note: Requests for information will be initiated by US Bank Business Development; this process cannot be externally requested through Customer Support.

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# Penanganan Phishing

- **ID-CERT** masih aktif dalam menangani phishing
    - Budi@cert.or.id
    - www.cert.or.id
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# Sejarah **SPAM**



- April 1994, *Canter and Siegel* menawarkan jasa mereka untuk “Greencard Lottery” melalui USENET news
    - Usenet news merupakan “bulletin board” atau forum diskusi yang paling populer pada masa itu
    - Jumlah group di Usenet mencapai ribuan dan semua group menerima iklan *Canter and Siegel* itu
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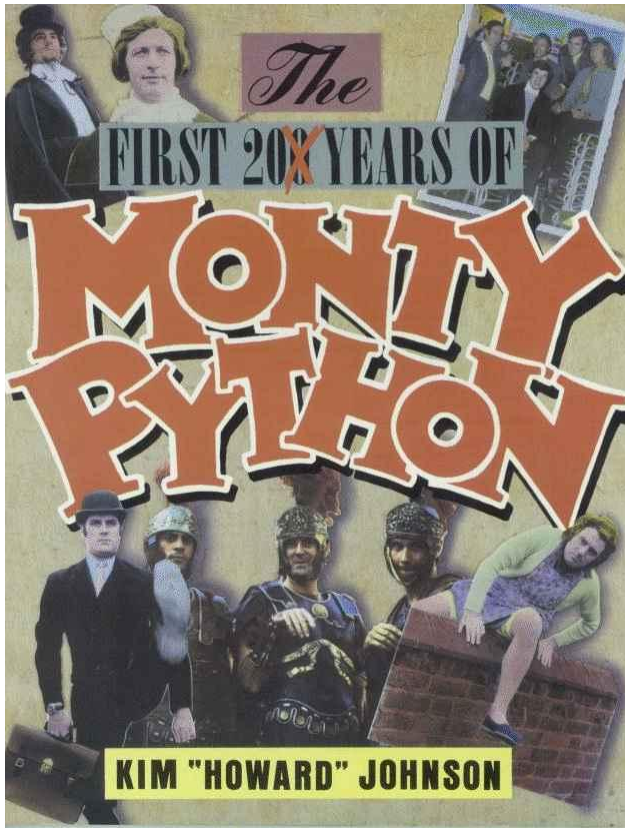
# Cerita di belakangnya ...

- Makanan kaleng (daging campur) dari Hormel

*Aha! Come on you English, zis is your chance to get your 'ands on somezing reeelly special!*



# Lawakan Monty Python



Mengapa Terjadi **SPAM**?

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# Mengapa Terjadi Spam?

- “***Ekonomi Internet***” yang aneh
    - Biaya untuk mengirimkan 1 email sama dengan 1000 email, atau bahkan 1 juta email
    - Sangat murah untuk mengirimkan *unsolicited emails*
    - Berbeda dengan surat biasa, dimana ada biaya untuk mengirimkan *junk mail*
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# Akibat Dari Spam

- Menghabiskan / memboroskan
    - Disk (email storage)
    - Jaringan
    - **Waktu dan produktivitas kerja pengguna**
    - Pengguna tertipu (phising)
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**“I get to the office around 8:45, pour myself a cup of coffee, turn on my computer, delete all the spam, and then it’s time to go home.”**

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# Kesulitan Menangani Spam

- Filter “Subject:” atau isi email dengan kata-kata tertentu tidak berhasil
    - Viagra
    - VIAGRA
    - V1AGRA
    - Vi Agra
    - ... dan seterusnya ... terlalu banyak kombinasinya
    - Memanfaatkan “kelebihan” manusia dalam membaca kata meski ada huruf yang hilang
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# Kesulitan (2)

- Statistik (bayesian?) mulai digunakan
    - Menggunakan email spam untuk training program pemfilter spam
    - Hasilnya digunakan untuk mem-filter email
    - Mula-mula berhasil
    - Berat di mail server
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# Kesulitan (3)

- Spammer menyisipkan kata-kata atau huruf yang tidak teratur guna mengacaukan statistik
  - Spammer menggunakan gambar (image) untuk menyampaikan pesannya
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# Usulan Solusi

- Menerapkan identitas domain dari mail server
    - Biasanya spammer menggunakan server mail milik orang lain (relaying). Melakukan filtering terhadap server mail yang melakukan relaying
    - RBL
    - Sender identification
    - Belum ada standar
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Bagaimana jika ...



# Spammer Memiliki **Server Sendiri**

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# *Head to head*

- Database spammer?
  - Ada beberapa organisasi
- Menyerang spammer?



# Meniru router?

- Dilarang untuk mengirimkan (originating) spam bagi pengguna dari Indonesia?





*Put **Cost** Into Email*

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Intinya: **Belum Berhasil**

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# Penutup

- Spammer vs penangkal spam masih (akan) terus berlangsung
    - Tingkat teknis
    - Tingkat hukum
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