

Public Awareness and Legal Compliance with Indonesia's Personal Data Protection Law: An Empirical Study in the Digital Era

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Abstract

The existence of a personal data protection law is highly expected by the public given the number of cyberattacks that misuse their personal data. The rapid development of digital technology has increased the urgency of personal data protection in Indonesia. Although the Personal Data Protection Law (PDP Law) was enacted in 2022, little empirical evidence exists regarding public awareness and compliance with the regulation. This study aims to assess public knowledge, legal awareness, and compliance with personal data protection. Using a quantitative approach, survey data were collected from 571 respondents across 24 provinces, representing diverse genders, age groups, and educational backgrounds. The findings reveal that most Indonesians demonstrate a solid conceptual understanding of personal data and recognize the importance of the PDP Law. However, fewer than half of the respondents are fully aware of their rights and obligations as data subjects. Legal awareness is reflected in the willingness to report data misuse, yet inconsistencies between awareness and compliance remain, such as granting application access without reviewing privacy policies. This study highlights that legal knowledge alone is insufficient; effective dissemination and enforcement mechanisms are essential to ensure compliance. The originality of this research lies in its large-scale empirical evidence collected shortly after the law's enactment, offering a new socio-legal perspective on digital privacy in Indonesia.

Keywords: Personal Data Protection Law (PDP Law); Public Awareness; Legal Compliance; Digital Privacy; Empirical Survey Indonesia.

Introduction

This article identifies and classifies public legal awareness regarding personal data protection, including their understanding of personal data protection regulations. This discussion is crucial and relevant, considering the enactment of Law No. 27 of 2022 on Personal Data Protection (hereinafter referred to as the PDP Law), which addresses the societal need to safeguard



personal data in line with the advancements of the digital era. The discussion is necessary to evaluate whether the personal data protection law is genuinely required and implemented by society. This can be assessed by identifying the public's fundamental understanding of personal data, their rights to personal data protection, and their knowledge of relevant regulations. This is essential because public response and compliance with the law are fundamental to its effective implementation.

Personal data protection is an individual's right over their personal self, which in the context of human rights is referred to as the "right to be let alone."¹ This right acknowledges that individuals create boundaries and protect themselves from unwanted intrusions in their lives.² The right to personal data includes the right to privacy, the confidentiality of which must be preserved and protected, with its management known to the data owner.³ President Joko Widodo, in his state address, stated that in this era of *big data*, privacy is both crucial and vulnerable, becoming a new source of wealth.⁴ President Joko Widodo's statement is reinforced by the numerous personal data breach cases in Indonesia.⁵

The urgency of personal data protection cannot be separated from its universal legal foundation. Solove and Schwartz emphasize that privacy law establishes fundamental rights and obligations concerning personal data, highlighting the balance between individual autonomy and state regulation.⁶ This theoretical framework reinforces the necessity of the Indonesian PDP Law as part of a broader commitment to privacy rights. Furthermore, Indonesia's initiative must also be viewed within a global context. As Greenleaf notes, more than 145 countries have enacted data protection laws, with the GDPR emerging as the dominant global model.⁷ Thus, the enactment of Indonesia's PDP Law reflects not only domestic needs but also an effort to align with international standards of digital privacy protection.

¹ Fanny Priscyllia, 'Perlindungan Privasi Data Pribadi Perspektif Perbandingan Hukum', *Jatismara* 34, no. 3 (2019): 239–49, <https://doi.org/10.29303/jtsw.v34i3.218>.

² Sinta Dewi Rosadi, *Cyber Law: Aspek Data Privasi Menurut Hukum Internasional, Regional, Dan Nasional* (Refika Aditama, 2015), 3.

³ Putri Hasian Silalahi and Fiorella Angella Dameria, 'Perlindungan Data Pribadi Mengenai Kebocoran Data Dalam Lingkup Cyber Crime Sebagai Kejahatan Transnasional', *Wajah Hukum* 7, no. 2 (2023): 614–27, <https://doi.org/10.33087/wjh.v7i2.1244>.

⁴ Chandra Gian Asmara, 'Jokowi Dorong Penerbitan Regulasi Perlindungan Data Pribadi', *CNBC Indonesia*, 16 August 2019, <https://www.cnbcindonesia.com/tech/20190816110535-37-92461/jokowi-dorong-penerbitan-regulasi-perlindungan-data-pribadi>.

⁵ Pratiwi Agustini, 'Jokowi Instruksikan RUU Pelindungan Data Pribadi Segera Rampung', *Dijjen Aplikasi Informatika*, 13 December 2021, <https://aptika.kominfo.go.id/2021/12/jokowi-instruksikan-ruu-perlindungan-data-pribadi-segera-rampung/>.

⁶ Solove, D.J. & Schwartz, P.M. (2021). *Privacy Law Fundamentals*. IAPP.

⁷ Graham Greenleaf, 'Global Data Privacy Laws 2021: Despite COVID Delays, 145 Laws Show GDPR Dominance', *Privacy Laws & Business International Report* 1 (2021): 3–5, <https://doi.org/10.2139/ssrn.3836348>.

Data from ID-SIRTII/CC recorded 495,337,202 traffic anomalies in Indonesia in 2020,⁸ placing the country as the top destination for such anomalies.⁹ These cyberattacks create opportunities for personal data leaks among Indonesian citizens.¹⁰ The National Cybersecurity Operations Center (Pusopskamsinas: Pusat Operasi Keamanan Siber Nasional) noted that 79,439 accounts experienced *data breaches* due to the top five *malware stealers* causing breaches in 2020.¹¹ Another example was shared on Twitter by the account @underthebreach, reporting that 2.3 million personal data records of Indonesian citizens, primarily residents of the Special Region of Yogyakarta, were leaked and stolen. These data were allegedly sourced from the official website of the General Elections Commission (KPU: Komisi Pemilihan Umum), with the hacker claiming to possess an additional 200 million data records.¹²

From the private sector, in March 2019, the online shopping platform Bukalapak acknowledged a hacking incident.¹³ *The Hacker News* reported that hackers breached and sold 13 million Bukalapak accounts.¹⁴ Personal data is also targeted in crimes involving illegal online lending platforms.¹⁵ In such cases, the personal data of borrowers/victims of illegal online loans are used to apply for loans on other platforms.¹⁶ This phenomenon has caused public distress and financial losses, necessitating a legal framework to act as the basis for prosecuting perpetrators of such cybercrimes.

The increasing number of personal data breaches, coupled with varying levels of public understanding of digital literacy, has driven the enactment of

⁸ Biro Hukum dan Hubungan Masyarakat, 'Publikasi Hasil Monitoring Keamanan Siber Tahun 2020', *Id-SIRTII/CC* (Jakarta), 1 March 2021.

⁹ Id-SIRTII/CC, *Pusat Operasi Keamanan Siber Nasional Badan Siber Dan Sandi Negara, Laporan Tahunan Hasil Monitoring Keamanan Siber* (2020), 13–33.

¹⁰ Allisa Salsabilla Waskita and Hasan Sidik, 'Diplomasi Siber Indonesia Dalam Penyelenggaraan Capacity Building on National Cybersecurity Strategy Workshop 2019', *Padjadjaran Journal of International Relations* 5, no. 2 (2023): 142–64, <https://doi.org/10.24198/padjir.v5i2.41337>.

¹¹ Id-SIRTII/CC, *Pusat Operasi Keamanan Siber Nasional Badan Siber Dan Sandi Negara, Laporan Tahunan Hasil Monitoring Keamanan Siber*.

¹² Syailendra Persada, '6 Kasus Kebocoran Data Pribadi Di Indonesia', *Tempo.Co*, 3 September 2021, <https://nasional.tempo.co/read/1501790/6-kasus-kebocoran-data-pribadi-di-indonesia>.

¹³ BBC, 'Bukalapak Diserang Peretas, Pengguna Diimbau Ganti Password', *BBC NEWS INDONESIA*, 19 March 2019, <https://www.bbc.com/indonesia/indonesia-47620879>.

¹⁴ Herdaru Purnomo, 'Wah! Hacker Klaim Retas 13 Juta Akun Bukalapak, Benarkah?', *CNBC Indonesia*, 19 March 2019, <https://www.cnbcindonesia.com/tech/20190318120553-37-61267/wah-hacker-klaim-retas-13-juta-akun-bukalapak-benarkah>.

¹⁵ Novrianti Novri et al., 'A Analisis Perlindungan Konsumen Dalam Tindakan Penyalahgunaan Data Pribadi Oleh Penyelenggara Pinjaman Online Berdasarkan Perspektif Hukum Indonesia', *AL-MANHAJ: Jurnal Hukum Dan Pranata Sosial Islam* 5, no. 1 (2023): 547–56, <https://doi.org/10.37680/almanhaj.v5i1.2488>.

¹⁶ CNN Indonesia, 'Kapolri Sebut Tangani 14 Kasus Pinjol Ilegal Sejak 2018', *CNN Indonesia*, Agustus 2021, <https://www.cnnindonesia.com/nasional/20210820141251-12-683026/kapolri-sebut-tangani-14-kasus-pinjol-ilegal-sejak-2018>.

the Personal Data Protection Law (PDP Law) on October 17, 2022.¹⁷ This law is expected to address data breaches and other cybercrimes. The drafting of the PDP Bill involved not only stakeholders and policymakers but also required the active participation of the public. Therefore, based on the background outlined above, the researchers are interested in examining the public's perception of this law, as well as the awareness and understanding of Indonesians regarding personal data protection.

Several studies on personal data protection have been conducted by previous researchers. The findings of Siti Yuniarti, conducted before the enactment of this law, indicate that the legal protection of personal data requires exclusive handling through specific sectoral regulations necessitating the implementation of laws.¹⁸ This aligns with the study by Cindy Vania et al., which highlights the importance of explicit legal provisions supported by the presence of competent institutions to enforce personal data protection laws.¹⁹ With the ratification of the PDP Law, Diah Puspitasari et al. expressed the public's hope that this law can prevent individuals from obtaining personal data illegally.²⁰ Furthermore, Cindy et al.'s study found that the PDP Law is also expected to protect personal data amidst the increasing prevalence of digitalization and cybersecurity threats.²¹ Establishing collaboration with third parties is also deemed essential to ensure adequate data protection.²²

Diah Puspitasari's research revealed that the public strongly believes that this law can serve as a reliable safeguard for their personal data.²³ However, the study by Ramadha Yanti Parinduri and Reza Hanafi Lubis highlighted that despite measures taken to protect personal data through legislation, challenges remain in optimizing the system's protection. Their research also underscored the importance of understanding the sensitivity of personal data and the need for further steps to prevent breaches or unauthorized access to individuals'

¹⁷ Database Peraturan, 'Undang-Undang (UU) Nomor 27 Tahun 2022 Tentang Pelindungan Data Pribadi', Database Peraturan, Oktober 2022, <https://peraturan.bpk.go.id/Details/229798/uu-no-27-tahun-2022>.

¹⁸ Siti Yuniarti, 'Perlindungan Hukum Data Pribadi Di Indonesia', *Business Economic, Communication, and Social Sciences Journal (BECOSS)* 1, no. 1 (2019): 147–54, <https://doi.org/10.21512/becossjournal.v1i1.6030>.

¹⁹ Cindy Vania et al., 'Tinjauan Yuridis Terhadap Perlindungan Data Pribadi Dari Aspek Pengamanan Data Dan Keamanan Siber', *Jurnal Multidisiplin Indonesia* 2, no. 3 (2023): 654–66, <https://doi.org/10.58344/jmi.v2i3.157>.

²⁰ Diah Puspitasari et al., 'Urgensi Undang-Undang Perlindungan Data Pribadi Dalam Mengatasi Masalah Keamanan Data Penduduk', *JOURNAL OF ADMINISTRATIVE AND SOCIAL SCIENCE* 4, no. 2 (2023): 195–205, <https://doi.org/10.55606/jass.v4i2.403>.

²¹ Vania et al., 'Tinjauan Yuridis Terhadap Perlindungan Data Pribadi Dari Aspek Pengamanan Data Dan Keamanan Siber'.

²² Vania et al., 'Tinjauan Yuridis Terhadap Perlindungan Data Pribadi Dari Aspek Pengamanan Data Dan Keamanan Siber'.

²³ Puspitasari et al., 'Urgensi Undang-Undang Perlindungan Data Pribadi Dalam Mengatasi Masalah Keamanan Data Penduduk'.

personal information.²⁴ Moreover, Nela Mardiana Parihin's findings explicitly assessed that the implementation of the PDP Law still falls short of ideal in protecting individuals' personal data.²⁵

Several studies have discovered weaknesses in personal data protection policies in several countries. Nguyen Thi Anh Hong and Tran Thanh Thao's research, for example, found that policies related to personal data are fundamental in preventing the use and abuse of personal data in Vietnam. However, law enforcement is less than effective.²⁶ This research is in line with what is happening in Indonesia. Supeno discovered that the personal data protection law is considered to not yet fully provide legal protection for privacy rights in online transactions, especially when involving foreign nationals who are abroad.²⁷ India is experiencing a similar situation. Anubhuti Sood was able to discover that threats to personal data are increasing significantly in line with rapid technological advances. Therefore, the integration of artificial intelligence and the legal norms of personal data protection in India (DPDPA 2023) has become important as a form of protection, especially in the health sector.²⁸

This paper aims to complement previous studies related to personal data protection and its legal provisions. Existing research recommends the necessity of regulations governing personal data protection and evaluates the effectiveness of the enacted PDP Law. This study is based on the argument that the existence of legal norms is sufficient to fulfil the public's rights, in this case, the protection of personal data. This research seeks to measure the alignment between the presence of the law and the public's understanding of personal data and its regulations. Therefore, this paper addresses two questions: first, to what extent does the public understand the legal protection of personal data? Second, does public legal awareness correlate with their legal compliance in protecting their personal data?

Methodology

²⁴ Ramadha Yanti Parinduri and Reza Hanafi Lubis, 'Sinkronisasi Data Pribadi Dan Jaminan Perlindungannya', *All Fields of Science Journal Liaison Academia and Society* 3, no. 2 (2023): 17–24, <https://doi.org/10.58939/afosj-las.v3i2.419>.

²⁵ Nela Mardiana and A. Meilan, 'Urgensi Perlindungan Data Pribadi Dalam Prespektif Hak Asasi Manusia', *Jurnal Rechten: Riset Hukum Dan Hak Asasi Manusia* 5, no. 1 (2023): 16–23, <https://doi.org/10.52005/rechten.v5i1.108>.

²⁶ Nguyen Thi Anh Hong and Tran Thanh Thao, 'Enhancing Vietnamese Criminal Law on Personal Data Protection in Cyberspace to Foster Cooperation with the European Union', *TalTech Journal of European Studies* 15, no. 2 (2025): 140–56, <https://doi.org/10.2478/bjes-2025-0025>.

²⁷ Supeno Supeno et al., 'Personal Data Protection in Review of Legal Theories and Principles', *Journal of Law and Legal Reform* 6, no. 3 (2025): 1349–76, <https://doi.org/10.15294/jllr.v6i3.10252>.

²⁸ Anubhuti Sood et al., 'Challenges and Recommendations for Enhancing Digital Data Protection in Indian Medical Research and Healthcare Sector', *Npj Digital Medicine* 8, no. 1 (2025): 48, <https://doi.org/10.1038/s41746-025-01448-x>.

This research is a field study examining a social phenomenon based on data collected from the field. Specifically, the researcher investigates the phenomenon of personal data protection within society. This study is descriptive-analytical, aiming to describe public perceptions of personal data and then analyze them using the theory of legal compliance. The approach employed in this research is an empirical-sociological approach. The researcher conducts mapping and clustering of public understanding regarding personal data protection.

The method used in this study differs from previous research that primarily utilized secondary data. This study is a field-based investigation relying on primary data obtained directly from public responses. The data collection method is quantitative, with information gathered through questionnaires distributed to Indonesian citizens from various regions, genders, and educational backgrounds. The survey respondents were individuals aged 19 years or older, ensuring their capability to participate in the study.

The survey was conducted in October 2022, involving 571 respondents from 24 provinces. Questionnaires were distributed randomly to respondents who met the minimum age criterion of 19 years. The following is the distribution of respondents in this study:

Tabel 1. Research Respondents

No	Province	Total
1	Aceh	1
2	Bali	1
3	Banten	13
4	Yogyakarta	143
5	Jakarta	32
6	West Java	87
7	Central Java	114
8	East Java	47
9	West Kalimantan	14
10	South Kalimantan	17
11	Central Kalimantan	6
12	East Kalimantan	1
13	Riau Islands	1
14	Lampung	56
15	North Maluku Utara	1
16	West Nusa Tenggara	5
17	East Nusa Tenggara	6
18	Riau	3
19	South Sulawesi	9

20	Southeast Sulawesi	1
21	North Sulawesi	1
22	West Sumatra	6
23	South Sumatra	2
24	North Sumatra	4

The respondents in this study also represented diverse age groups. The age range of respondents participating in the survey was between 17 and 59 years old. The majority of respondents fell within the 15–24 age group. Regarding gender, the number of female respondents exceeded that of male respondents. In terms of educational attainment, respondents had a minimum education level of junior high school (SMP) and a maximum of doctoral degree (S3). Most respondents had completed their education at the high school (SMA) or undergraduate (S1) level and were currently pursuing studies as undergraduate (S1) or master's (S2) students.

The discussion in this article begins by outlining the presence of the Personal Data Protection Law (PDP Law) as a response to public expectations for the protection of personal data amidst technological advancements. This is essential to provide an overview of the primary issue addressed in this study, namely the personal data protection law. The article then describes public knowledge regarding personal data protection, such as the types of personal data and their uses. Finally, it explores public legal awareness in responding to the Personal Data Protection Law while also assessing legal compliance as the most effective strategy to address technological developments.

Discussion

The Personal Data Protection Act as a Response to Technological Developments

Law is highly dependent on the spirit of the people, and its substance is determined by the dynamics of human interactions over time.²⁹ In the context of today's world, the rapid development of society and technology necessitates that the law continues to evolve to serve as both a tool for social control and a means of protecting the community from criminal acts. This is evident in the increasing number of cases involving the misuse of personal data, which continues to rise annually, and the irresponsible behavior of individuals in managing their personal data. Such circumstances have driven the creation of regulations aimed at protecting the personal data of the public. The enactment of the Personal Data Protection Act (PDP Act) is a response to the growing

²⁹ H. Mustaghfirin, 'Sistem Hukum Barat, Sistem Hukum Adat, Dan Sistem Hukum Islam, Menuju Sebagai Sistem Hukum Nasional Sebuah Ide Yang Harmoni', *Jurnal Dinamika Hukum* 11 (2011): 89–95, <https://doi.org/10.20884/1.jdh.2011.11.Edsus.265>.

urgency of personal data protection in the digital era, where data breaches are increasingly prevalent. Although, in the decades before the digital era became prominent, personal data was not regarded as highly significant by some segments of society, particularly those in the lower-middle class.

The new legislation is expected to serve as a strong legal framework for the governance and protection of personal data belonging to citizens and government institutions. Although the PDP Act is a regional regulation applicable only within the jurisdiction of the Republic of Indonesia, the protection of personal data is broadly recognized as a universal and transnational concern, acknowledged by various countries. Indonesia is one of the nations that has enacted the PDP Act, which was officially passed on September 20, 2022. It is known that 28 member states of the European Union (EU) have implemented the General Data Protection Regulation (GDPR) since May 2018.³⁰ This number continues to grow, reflecting the increasing need for personal data protection.

The long deliberation of the PDP Bill, which began in 2019, has resulted in a legal instrument that is expected to address major issues in personal data protection. These include the need for comprehensive regulations to safeguard personal data as a part of human rights, the balance between data processing and the guarantee of individual rights and awareness, the prevention and resolution of personal data violations, and the alignment of the PDP Act with international standards to support the growth of the digital economy through cross-border data flow regulations.³¹

With the enactment of the PDP Act as a response to public concerns over numerous data breaches, the Act is anticipated to resolve such issues effectively. As public knowledge increases and access to information becomes easier with advanced technology, society's perception of personal data protection has improved. The increasing reliance on electronic and digital media in daily life has rendered the use of internet technologies susceptible to data breaches involving users or accessors. Personal data and privacy protection have become crucial factors in determining the level of public trust in online networks (online trust). Personal data breaches not only expose privacy to irresponsible parties but may also result in financial losses. This becomes even more evident as personal data is targeted for crimes such as illegal online lending operations. In such cases, the personal data of borrowers or victims of illegal online lending is used to apply for loans on other

³⁰ Wildan Akbar Hashemi Rafsanjani, 'STRATEGI KEMENTERIAN KOMUNIKASI DAN INFORMATIKA DALAM MEMBANTU MENCEGAH KONFLIK TERKAIT ALGORITMA PADA MESIN PENCARI', *Jurnal Damai Dan Resolusi Konflik* 6, no. 2 (2020): 233–50, <https://core.ac.uk/download/pdf/525012407.pdf>.

³¹ Erlina Maria Christin Sinaga and Mery Christian Putri, 'Formulasi Legislasi Perlindungan Data Pribadi Dalam Revolusi Industri 4.0', *Jurnal Rechts Vinding: Media Pembinaan Hukum Nasional* 9, no. 2 (2020): 237, <https://doi.org/10.33331/rechtsvinding.v9i2.428>.

platforms.³² Furthermore, the lack of personal data protection can lead to more severe consequences, including threats to the safety of data owners.³³

Public Perception of Personal Data Protection

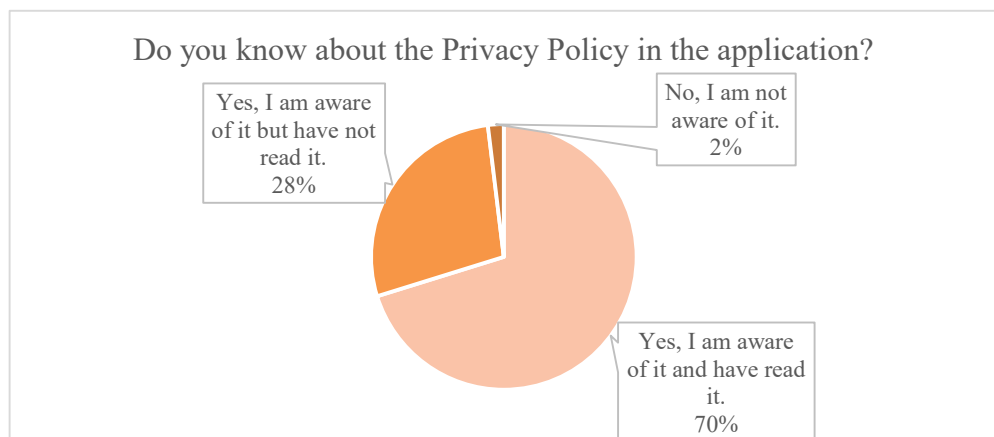
1. A Good Understanding of Personal Data

Personal data refers to any information that enables an individual to be identified or identifiable. Such information can be utilized for various purposes by the owner of the personal data. Understanding personal data provides insight into the public's perspective on personal data protection. Generally, nearly 90% of respondents in this study were able to clearly define personal data. The definitions provided by the respondents described personal data as any information that can identify or make someone identifiable.

In their definitions, some respondents elaborated in detail on the types of personal data, the security and confidentiality characteristics of personal data, the usage of personal data, the importance of personal data protection, and the regulations governing personal data.

Additionally, the majority of respondents were also aware of privacy policies in applications. The survey revealed that 401 respondents had read the privacy policies of applications. Among these, 159 individuals were aware of the privacy policies but chose not to read them, while the remaining 11 respondents were unaware of the existence of such privacy policies, as shown in Table 2.

Table 2. Knowledge Related to Application Privacy Policies

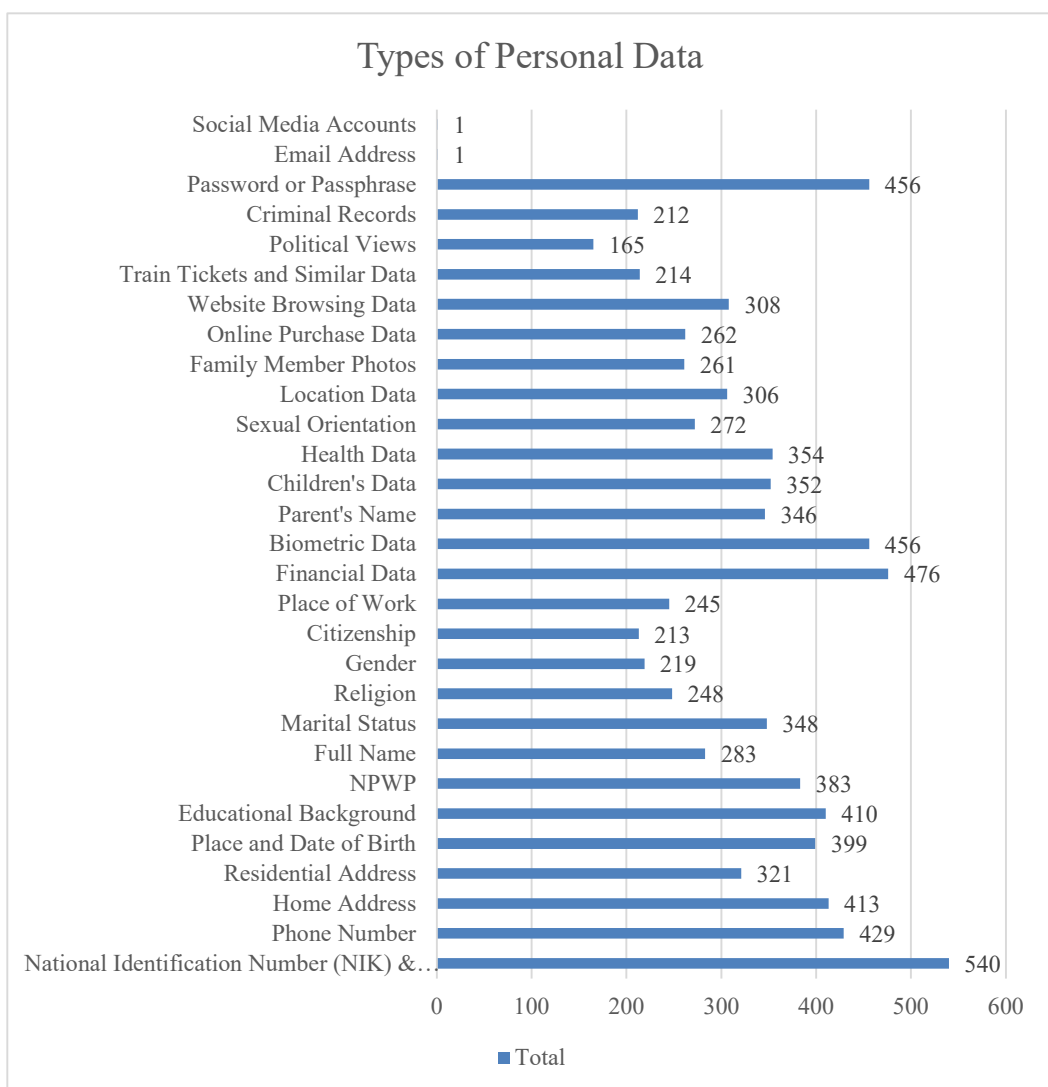


³² Saída Dita Hanifawati, 'Urgensi Penegakan Hukum Pidana Pada Penerima Pinjaman Kegiatan Peer To Peer Lending Fintech Ilegal Dan Perlindungan Data Pribadi', *Jurnal Pengakuan Hukum Dan Keadilan* 2, no. 2 (2021): 162–72.

³³ Abigail Natalia Bukit and Rahmi Ayunda, 'Urgensi Pengesahan RUU Perlindungan Data Pribadi Terhadap Perlindungan Kebocoran Data Penerimaan SMS Dana Cepat: The Urgency Ratification RUU PDP to the Protection Data Leakage Receive SMS Dana Cepat', *Reformasi Hukum* 26, no. 1 (2022): 1–20, <https://doi.org/10.46257/jrh.v26i1.376>.

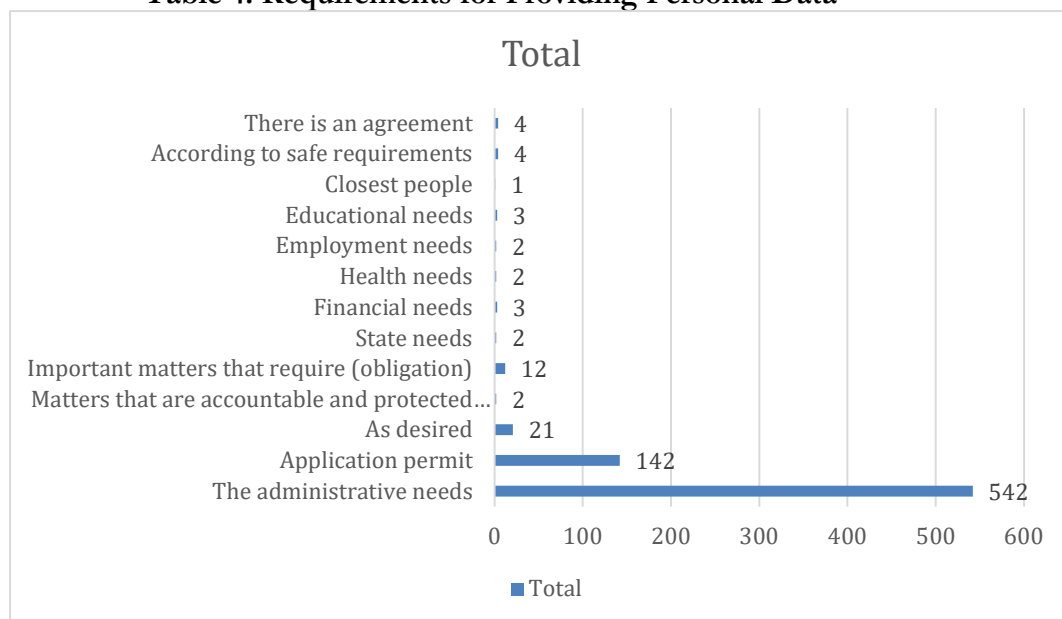
Respondents were also able to identify various types of personal data. On average, respondents could name 20 types of personal data. Among the types of personal data mentioned, the National Identification Number (NIK) was the most commonly recognized (540 responses), followed by financial data (476 responses). Additionally, passwords and biometric data received an equal number of responses, with 456 respondents each. On the other hand, social media accounts and email addresses were largely not considered personal data by the majority of respondents. Only one respondent identified each of these two types of data as personal data, as shown in Table 3.

Table 3. Types of Personal Data Identified



In understanding the conditions under which they might share their personal data, the majority of respondents (542 individuals) recognized that personal data could be provided for administrative purposes. Additionally, application permissions were considered a factor that allowed them to share personal data, as indicated by the responses of 142 individuals, as illustrated in Table 4 below.

Table 4. Requirements for Providing Personal Data



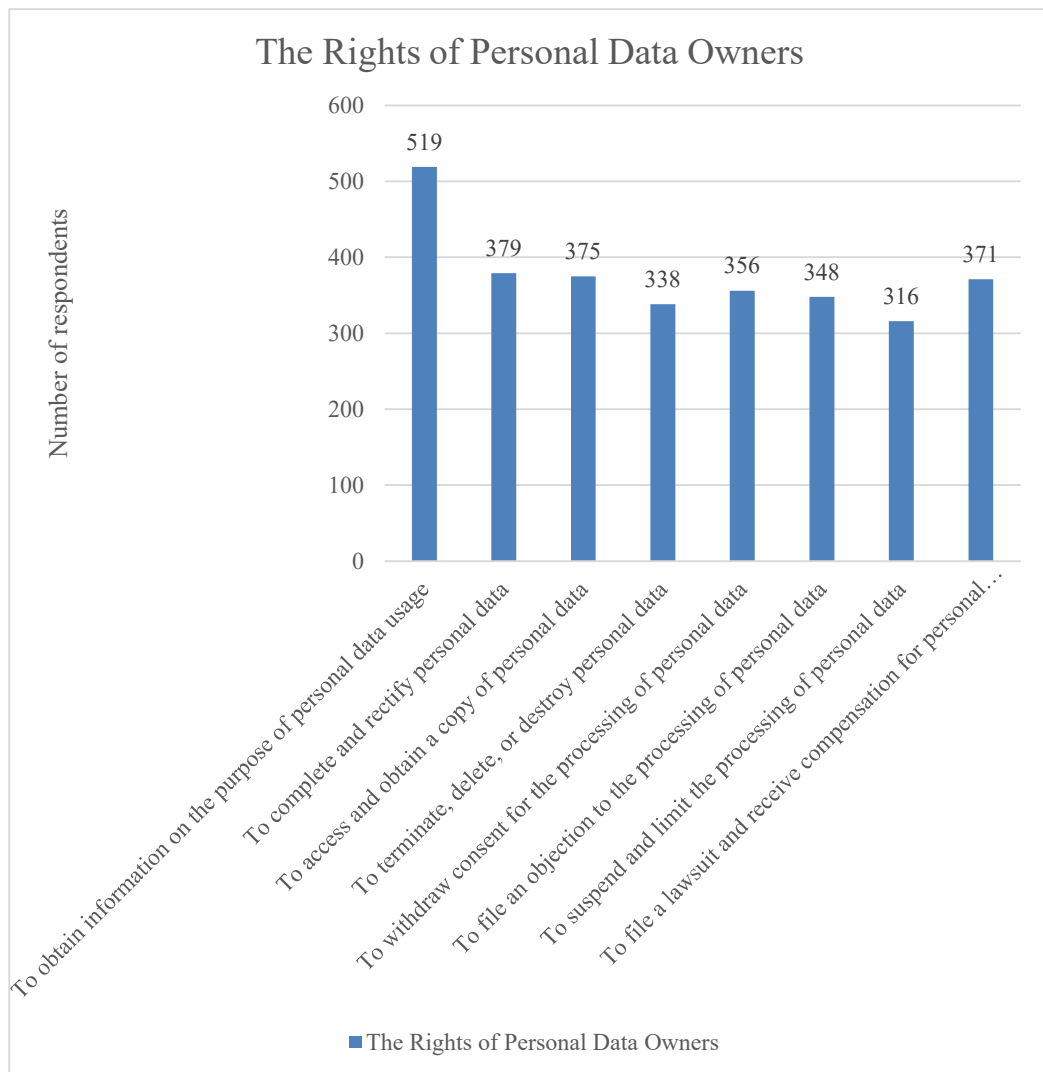
2. Behavior and Understanding of the Public on Personal Data Protection

Personal data is crucial to protect as it constitutes a part of fulfilling human rights. The protection of personal data is carried out by the government, private sector, and the public as the owners of their respective personal data. The public's efforts to protect personal data can be observed through their understanding and behavior in safeguarding their data, both in daily use and in responding to the increasing number of personal data breaches.

Regarding the rights of personal data owners, this survey shows that only 38%, or 217 respondents, were fully aware of all the rights of personal data owners as stipulated in the Personal Data Protection Law (UU PDP). Most respondents were aware of certain rights, such as the right to obtain information on the purposes of personal data usage, the right to complete and rectify personal data, and the right to access and obtain copies of personal data.

These rights were the most frequently chosen by the respondents, as illustrated in Table 5.

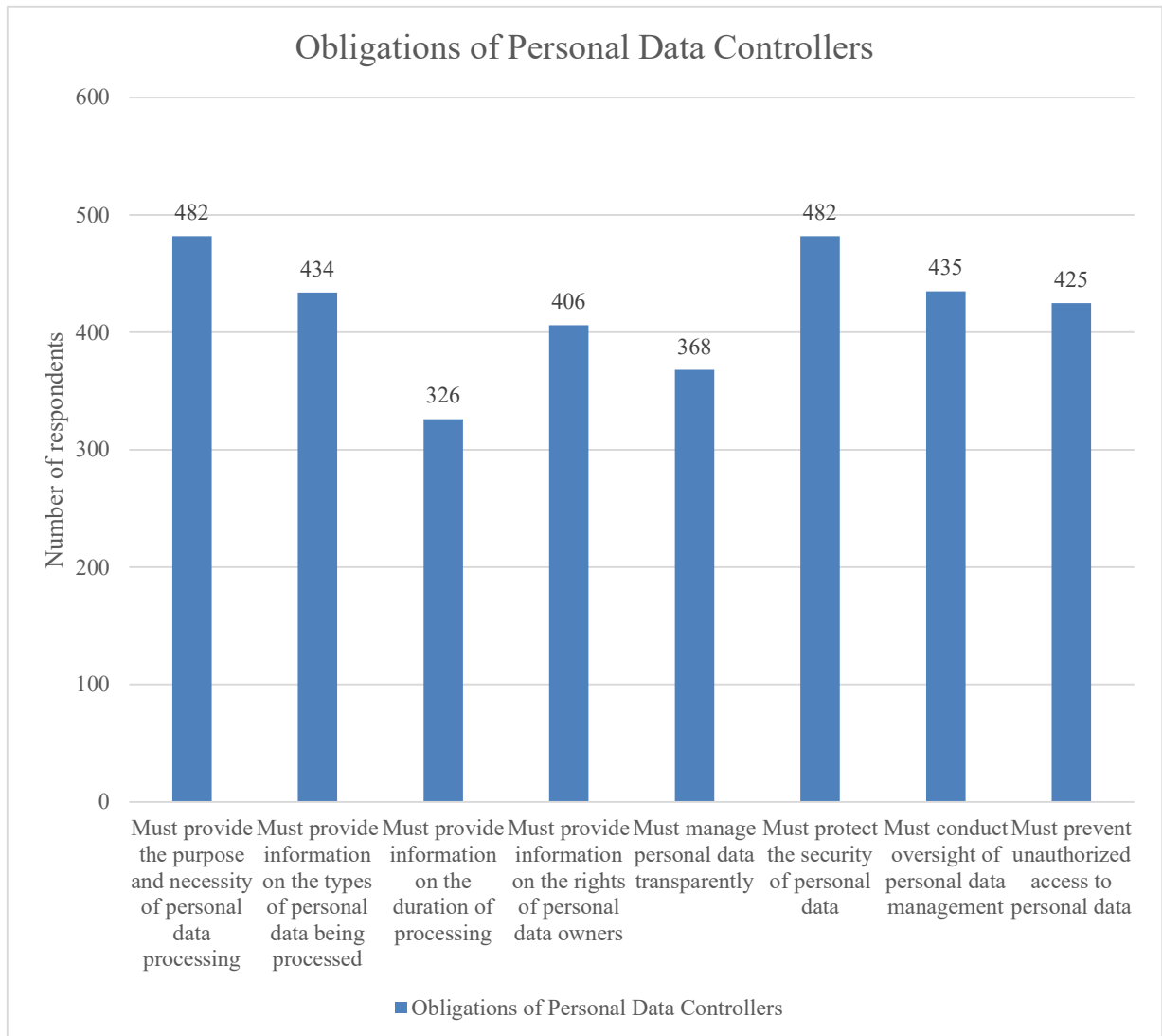
Table 5. Rights of Personal Data Owners



Regarding respondents' knowledge of the obligations of users and managers of personal data, on average, respondents were able to identify 6 out of 8 obligations presented. Two obligations received the same number of responses: the obligation to protect the security of personal data and the obligation of users to provide information about the purpose and necessity of personal data management (482 respondents). Meanwhile, the obligation to provide information on the processing time was the least selected option,

although it was still chosen by the majority of respondents (326 individuals). This is illustrated in Table 6.

Table 6. Obligations of Personal Data Controllers



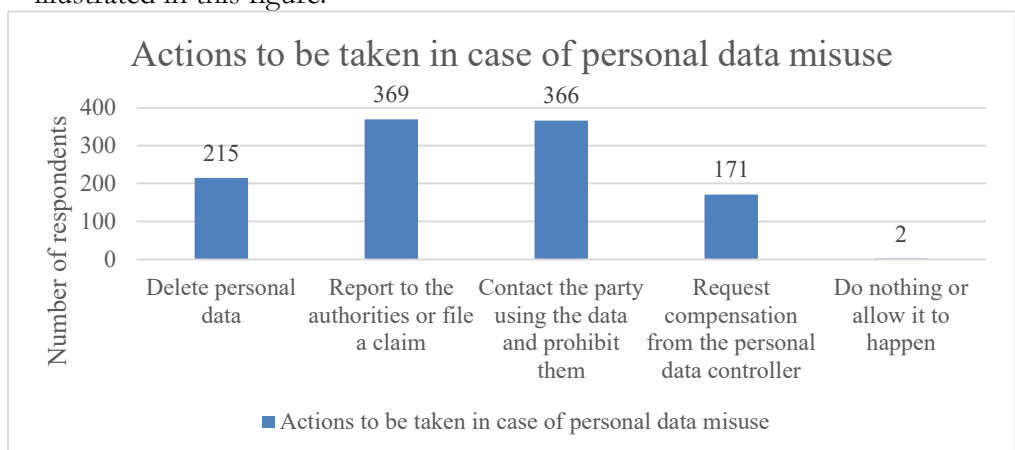
In this survey, 452 respondents reported having shared both electronic and non-electronic personal data. Among the total population of respondents, 557 individuals, or all respondents, considered the purpose of using their personal data. Of these, 321 respondents who considered the purpose of using personal data stated that they did not

regret sharing their personal data. Meanwhile, the remaining 236 respondents who had also considered the purpose of using their personal data expressed regret about sharing it.

Table 7. Considerations for the Purpose of Personal Data Usage

Respondents consider the purpose of personal data usage	Respondents who regret sharing their personal data		Total
	No	Yes	
No	8 57.14 2.43	6 42.86 2.48	14 100.00 2.45
Yes	321 57.63 97.57	236 42.37 97.53	557 100.00 97.55
Total	329 57.62 100.00	242 42.38 100.00	571 100.00 100.00

Regarding the issue of personal data misuse, nearly 95% of respondents were aware of this issue. The survey results indicate that 73% of the respondents had never experienced personal data misuse or breaches. However, when faced with cases of personal data misuse or breaches, the majority of respondents chose to take action by reporting to the authorities and contacting the personal data manager. This is illustrated in this figure.



Public Knowledge about the Personal Data Protection Law

The existence of legal regulations represents one form of protection for society, the private sector, and the government against the misuse of personal data. Legal regulations also serve as a form of legal certainty and guarantee the rights and obligations of both personal data owners and managers. A survey revealed that out of a total of 571 respondents, 90%, or 512 respondents, stated that regulations concerning personal data protection are crucial for Indonesia.

These regulations on personal data protection are regarded as a governmental obligation. Based on the survey results, 99% of respondents indicated that personal data protection is a governmental duty. According to 95% of respondents, this obligation should take the form of strengthening personal data protection security systems. Additionally, 75% of respondents stated that the government's responsibility includes enforcing laws against perpetrators of personal data misuse. Meanwhile, 74% of respondents asserted that the government must establish personal data protection regulations.

Regarding the Personal Data Protection Law, the data indicates that 266 respondents were unaware of the regulation. Of this number, 209 respondents, or 79%, had never read or accessed personal data protection regulations. Conversely, among those unaware, 57 respondents, or 21%, had read or accessed personal data protection regulations. Furthermore, 305 respondents were aware of the personal data regulation. However, 41 respondents, or 13% of those aware, did not read the regulation, while 87% of the respondents aware of the regulation, or 264 individuals, had read and accessed the personal data protection regulation.

From the table, it is evident that the number of respondents who have read or accessed the regulations is higher than those who have not. A total of 321 respondents, or 56% of the total population, have read the regulations, while 250 respondents have not.

Respondents who are aware of personal data protection regulations	Respondents who have read or accessed personal data regulations.		Total
	No	Yes	
No	209 78.57	57 21.43	266 100.00
Yes	41 13.44	264 86.56	305 100.00
Total	250 43.78	321 56.22	571 100.00

Next, regarding public participation in the formulation of personal data protection regulations, the percentage of public participation is based on the

total number of respondents who have or have not read or accessed the personal data regulations. Out of a total of 571 respondents, 82% had never provided input, criticism, or suggestions related to the content of the Personal Data Protection Law (PDP Law). Among the respondents who had read or accessed the personal data regulations, in total 321 individuals, 70%, or 226 respondents, did not provide input, criticism, or suggestions regarding the PDP Law. Meanwhile, the remaining 95 respondents, or 30% of the 321 respondents who had read or accessed the personal data regulations, had provided input, criticism, or suggestions on the content of the PDP Law.

Respondents who have read or accessed personal data regulations	Respondents who provide feedback, criticism, or suggestions regarding the content of the Personal Data Protection Law		Total
	No	Yes	
No	243 97.20	7 2.80	250 100.00
Yes	226 70.40	95 29.60	321 100.00
Total	469 82.14	102 17.86	571 100.00

Legal Culture Related to Personal Data Protection in Society

Based on the aforementioned findings, it can be concluded that the Indonesian public possesses a good understanding of personal data protection. This is evidenced by their awareness of the meaning of personal data protection, despite fewer than 50% of respondents being fully informed about the rights of data owners and the obligations of data managers. Furthermore, although 73% of respondents in this study have never experienced personal data misuse, the majority indicated that they would take legal action in response to such cases. These actions include reporting the issue to the authorities and contacting the personal data managers. On the other hand, the level of respondent participation in the formulation of the Personal Data Protection Law (PDP Law) is fairly significant, as evidenced by 95 respondents who not only read the law but also provided input, criticism, and suggestions regarding its content.

The growing public awareness of the importance of privacy and personal data protection aligns with the perspective of F.K. Von Savigny, who explained that law is a manifestation of the legal consciousness of society. The importance of law is related to the structure of its supporting society and the

system of cultural values within it,³⁴ where societal values can be adopted into positive law. The PDP Law brings law into society as an embodiment of current conditions and the rapid development of technology. It also serves to address anomalies and social changes within the community, making it clear that personal data protection aligns with the public's perception of the need for new regulations. These regulations are essential to keep pace with massive technological advancements and to tackle the increasingly troubling issue of data breaches effectively.

Public Legal Awareness in Responding to the Personal Data Protection Law

The legal culture that determines the effectiveness of a legal system can be influenced by the value of legal awareness.³⁵ Legal awareness refers to an individual's ability to recognize and understand the values inherent in the law, including its functions and the ideal laws that should exist.³⁶ Field data indicates that 99% of the public considers personal data protection to be important and believes that regulations addressing such protection are necessary. This condition demonstrates that the public has recognized the urgency of personal data protection. This aligns with Paul Scholten's perspective, which explains that legal awareness reflects an individual's understanding of the law and their perception of what the law should achieve.³⁷ Thus, when society acknowledges the importance of personal data protection, this reflects the manifestation of the community's legal awareness. Furthermore, the public's perception of the need for legislation also forms the basis for the development of legal awareness regarding personal data protection.

Legal awareness in society can be observed through individuals' knowledge of legal regulations.³⁸ One cannot be said to possess legal awareness

³⁴ Rohani Rohani et al., 'Analisis Upaya Melestarikan Nilai-Nilai Budaya Pada Masyarakat Adat Melayu Di Kecamatan Sungai Kakap Kabupaten Kubu Raya', *Vox Edukasi* 9, no. 2 (2018): 271442, <https://doi.org/10.31932/ve.v9i2.174>.

³⁵ Ria Fahriza, 'Kesadaran Masyarakat Dalam Menaati Hukum Di Daerah Muara Badak Kalimantan Timur', *Nomos: Jurnal Penelitian Ilmu Hukum* 3, no. 4 (2023): 136–42, <https://doi.org/10.56393/nomos.v3i4.1618>.

³⁶ Adistira Meidita Amanda, 'Implementasi Kesadaran Hukum Ditinjau Dari Perspektif Masyarakat', *Nomos: Jurnal Penelitian Ilmu Hukum* 3, no. 3 (2023): 92–99, <https://doi.org/10.56393/nomos.v3i3.1613>.

³⁷ Paul Scholten, *Algemeen Deel* (W.E.J. Tjeenk Willink, 1954), 1–264, <https://lib.ui.ac.id/detail.jsp?id=20373991>.

³⁸ Reza Mahlevi et al., 'STUDI ANALISIS KESADARAN HUKUM MASYARAKAT TENTANG KEPEMILIKAN AKTA PERKAWINAN DI DESA SUKASABA KECAMATAN MUNJUL', *Pro Patria: Jurnal Pendidikan, Kewarganegaraan, Hukum, Sosial, Dan Politik* 6, no. 1 (2023): 144–56, <https://doi.org/10.47080/propatria.v6i1.1996>.

without first understanding the meaning of the law.³⁹ According to field data, a portion of the public is aware of the existence of the Personal Data Protection Law (PDP Law) as a legal regulation. However, the number of people aware of this law is only slightly higher than those who are unaware of its existence. Public knowledge of personal data protection represents a component of legal awareness, which, according to Soekanto and Taneko, is the primary indicator of societal legal consciousness.⁴⁰

Legal awareness during a transitional period encompasses knowledge of the law, appreciation of the law, and compliance with the law.⁴¹ Currently, societal legal awareness predominantly exists at the level of legal knowledge.⁴² Those who are informed about a law are more likely to understand, appreciate, and comply with it than those who are unaware.⁴³ The survey results indicate that many respondents are already familiar with the PDP Law, despite it having been enacted only a month before this study was conducted. This fact illustrates that the Indonesian public demonstrates good legal awareness. It also serves as evidence that a significant portion of the population understands the importance of protecting personal data, as well as recognizing the significance of safeguarding others' personal data.

This behavioral inconsistency resonates with the “privacy paradox” described by Taddicken, where individuals express strong concerns about personal data protection yet voluntarily disclose information in online settings. The survey findings in this study reveal a similar paradox among Indonesians: while respondents acknowledge the risks of data misuse, many still grant access to applications without reviewing privacy policies. This suggests that public legal awareness has not fully translated into consistent legal compliance, a phenomenon also observed in other socio-digital contexts worldwide.⁴⁴

³⁹ Arif Sugitanata et al., ‘Hukum Positif Dan Hukum Islam: Analisis Tata Cara Menemukan Hukum Dalam Kacamata Hukum Positif Dan Hukum Islam’, *Juris: Jurnal Ilmiah Syariah* 3, no. 1 (2023): 1–22, <https://doi.org/10.37348/juris.c3i1.242>.

⁴⁰ Liska Tandi Rerung, ‘Kesadaran Hukum Masyarakat Mengenai Situasi Dan Keadilan Hukum’, *Nomos: Jurnal Penelitian Ilmu Hukum* 3, no. 2 (2023): 76–83, <https://doi.org/10.56393/nomos.v3i2.1490>.

⁴¹ Rizal Al Hamid et al., ‘Sinkronisasi Pendekatan Sosiologis Dengan Penemuan Hukum Islam Sui Generis Kum Empiris’, *Bertuah Jurnal Syariah Dan Ekonomi Islam* 4, no. 1 (2023): 48–60, <https://doi.org/10.56633/jsie.v4i1.553>.

⁴² Puji Wulandari Kuncorowati and Hukum FISE UNy, ‘Menurunnya Tingkat Kesadaran Hukum Masyarakat Di Indonesia’, *Jurnal Civics* 6, no. 1 (2009): 60–75, <https://doi.org/10.21831/civics.v6i1.5678>.

⁴³ Fuadi Isnawan, ‘Pandangan Yuridis Sosiologis Fenomena Street Justice Di Dalam Kehidupan Bermasyarakat’, *Jurnal Hukum Novelty* 9, no. 1 (2018): 17–35, <https://doi.org/10.26555/novelty.v9i1.a8032>.

⁴⁴ Monika Taddicken, ‘The ‘Privacy Paradox’ in the Social Web: The Impact of Privacy Concerns, Individual Characteristics, and the Perceived Social Relevance on Different Forms of Self-Disclosure’, *Journal of Computer-Mediated Communication* 19, no. 2 (2014): 248–73, <https://doi.org/10.1111/jcc4.12052>.

Knowledge of legal regulations extends beyond merely knowing of a law's existence,⁴⁵ it also includes familiarity with the content of the law. This concept is referred to by Soekanto and Taneko as “*law acquaintance*.”⁴⁶ Field data shows that this law acquaintance is reflected in the public's literacy regarding legislation on personal data protection. The reality indicates that the gap between those who have read the legislation and those who have not is relatively small. This condition highlights the need to enhance legal awareness regarding the Personal Data Protection Law.

The enhancement of legal awareness can be achieved through activities such as the dissemination of legislation.⁴⁷ According to Law No. 12 of 2011 on the Formation of Legislation, it is stipulated that for everyone to be aware of a law's existence, it must be promulgated.⁴⁸ Furthermore, there is also a stage of disseminating legislation aimed at providing information and gathering feedback from the public.⁴⁹ Therefore, the dissemination of legislation serves as one alternative to fostering public legal awareness regarding personal data protection.

Another indicator of legal awareness is the appreciation of and compliance with the law.⁵⁰ Legal awareness is not only measured by the public's knowledge of existing laws but also by how they interact with the law.⁵¹ This interaction is reflected in their appreciation of and adherence to the law. Such appreciation and adherence are demonstrated through concrete actions taken by individuals to obey and implement the law.⁵² According to Soekanto and Taneko, this is referred to as legal attitude and legal behavior. Legal attitude

⁴⁵ Amanda Puspita Ningtias, ‘Pengaruh Pengetahuan Hukum Dan Kesadaran Hukum Terhadap Kepatuhan Hukum Warga Kota Jambi Dalam Menerapkan Protokol Kesehatan Covid-19’ (UNIVERSITAS JAMBI, 2021).

⁴⁶ Chatryen Dju Bire, ‘Kesadaran Hukum Orang Tua Tentang Hak-Hak Anak: Faktor Penyebab Anak Bekerja Pada Sektor Informal’, *Jurnal Konstruksi Hukum* 4, no. 2 (2023): 131–37, <https://doi.org/10.22225/jkh.4.2.6629.131-137>.

⁴⁷ Rian Mangapul Sirait et al., ‘Penyuluhan Peningkatan Kesadaran Hukum Masyarakat Terhadap Perilaku Peduli Hukum Dan Lingkungan Melalui Program Kemitraan Masyarakat’, *Jurnal Abdimas Mutiara* 4, no. 1 (2023): 222–27, <https://e-journal.sari-mutiara.ac.id/index.php/JAM/article/view/3872>.

⁴⁸ “Pasal 81 Uu no 12 Tahun 2011 tentang Pembentukan Peraturan Perundang-undangan,” t.t.

⁴⁹ ‘Pasal 88 UU No 12 Tahun 2011 Tentang Pembentukan Peraturan Perundang-Undangan’, n.d.

⁵⁰ Riyadus Sholihin, ‘Membangun Kesadaran Hukum Siswa Dalam Berkendara’, *JAMPARING: Jurnal Akuntansi Manajemen Pariwisata Dan Pembelajaran Konseling* 1, no. 1 (2023): 12–18, <https://doi.org/10.57235/jamparing.v1i1.953>.

⁵¹ Arista Candra Irrawati et al., ‘Sosialisasi Hukum Peningkatan Kesadaran Hukum Pada Warga Binaan Lembaga Perumahan Masyarakat Kelas IIA Ambarawa’, *Borobudur Journal on Legal Services* 4, no. 1 (2023): 19–27, <https://doi.org/10.31603/bjls.v4i1.8668>.

⁵² Roland Hutabarat, ‘Pentingnya Masyarakat Memiliki Kesadaran Hukum Dalam Masa Pandemi Agar Angka Penyebaran Virus Covid-19 Dapat Ditekan’, *Binamulia Hukum* 10, no. 2 (2021): 151–60, <https://doi.org/10.37893/jbh.v10i2.384>.

reflects a person's stance toward legal regulations, while legal behavior represents patterns of legal behavior.⁵³

The legal attitude regarding personal data protection is evident from the public's participation in the legislation on personal data protection. Field data indicates that approximately 95 respondents read and provided input on the Personal Data Protection Law. This figure is significant, given the challenges the public faces in directly engaging in the legislative process. This condition demonstrates that the urgency of personal data protection is not limited to certain groups but extends to all Indonesians.

Subsequently, legal behavior is a critical aspect of legal awareness, as it reveals whether a regulation is effectively implemented within society.⁵⁴ Thus, the extent of legal awareness in society can be assessed through patterns of legal behavior.⁵⁵ The legal behavior surrounding personal data protection is not yet fully apparent, considering that the Personal Data Protection Law was newly enacted at the time. Nevertheless, patterns of legal behavior can be observed through the actions people take when confronted with legal phenomena, such as cases of personal data misuse.

Data reveals that the public typically undertakes two actions when faced with personal data misuse cases, demonstrating that Indonesians possess a good level of legal awareness. These actions include reporting the issue to law enforcement by filing complaints and reporting it to data managers. These two actions indicate that personal data protection requires the involvement of legal enforcement institutions. The presence of such institutions is expected to offer solutions for resolving cases of personal data misuse. These two entities play a vital role in enforcing laws related to personal data protection. Furthermore, these actions reflect the public's awareness of resolving issues in compliance with and adherence to legal regulations.

Paul Scholten posits that legal awareness is a human understanding of what the law is or what it ought to be, distinguishing between law and non-law (*onrecht*), and between what should and should not be done. Law must align with the will of society.⁵⁶ When contemporary society decides to adopt a firm stance on protecting their personal data and recognizes the necessity of regulations governing such protection, it can be affirmed that public legal

⁵³ Muhammad Syamsudin, 'Budaya Hukum Llmuan Tentang Hak Cipta: Suatu Penelitian Hukum Empiris', *Jurnal Hukum IUS QULA IUSTUM* 9, no. 19 (2002): 145–63, <https://doi.org/10.20885/iustum.vol9.iss19.art12>.

⁵⁴ Ridha Andraini, 'Upaya Menumbuhkan Jiwa Kesadaran Masyarakat Untuk Mentaati Hukum', *Nomos: Jurnal Penelitian Ilmu Hukum* 3, no. 3 (2023): 100–106, <https://doi.org/10.56393/nomos.v3i3.1614>.

⁵⁵ Made Widhiyana, 'Implementasi Moderasi Beragama Dalam Meningkatkan Kesadaran Hukum Masyarakat Terhadap Pencegahan Paham Radikalisme', *Belom Bahadat* 12, no. 2 (2022): 38–53, <https://ejournal.iahntp.ac.id/index.php/belom-bahadat/article/view/904>.

⁵⁶ Paul Scholten, *Algemeen Deel*.

awareness of personal data protection becomes essential. The enactment of the Personal Data Protection Law (PDP Law) demonstrates that Indonesian society is concerned about safeguarding their personal data.

This survey was conducted shortly after the PDP Law was promulgated, so most respondents might have obtained information about personal data protection not from the enacted law itself but from the draft law being deliberated at the time. However, respondents displayed an awareness of the vulnerability of personal data to breaches. Thus, even when the PDP Law was still in its draft stage, society understood the necessity and importance of such regulations. This indicates that legal awareness extends not only to existing laws but also to laws that are anticipated or deemed necessary.

Considering the relationship between the data and the concept of legal awareness, it can be concluded that legal awareness in Indonesia regarding personal data protection is relatively good. This is because legal awareness among Indonesians is currently at the stage of legal knowledge. However, this stage is not yet perfect, as there are still areas requiring improvement, such as knowledge of regulations or legislation on personal data protection and understanding of the rights and obligations associated with personal data protection.

Legal Compliance with the Personal Data Protection Law as the Best Option in Facing Technological Advancements

The era of globalization, marked by technological advancements, has brought about drastic and fundamental changes in various sectors of life.⁵⁷ Technology has transformed nearly every aspect of society, as reflected in the behavior and lifestyles of people worldwide.⁵⁸ The rapid development of technology has resulted in a borderless world, leading to significant social, cultural, economic, and legal transformations, including in the realm of personal data protection.⁵⁹

Aligned with this borderless phenomenon, technological advancements have also eroded privacy boundaries, as data can now be disseminated easily

⁵⁷ Kelechi Johnmary Ani and Chinonso Ihuoma, 'Technical and Vocational Education (Tve), Transformation and Modernisation in a Globalized China: Model for Educational Development in Nigeria', *Resmilitaris* 13, no. 3 (2023): 2078–89, <https://resmilitaris.net/issue-content/technical-and-vocational-education-tve-transformation-and-modernisation-in-a-globalized-china-model-for-educational-development-in-nigeria-2276>.

⁵⁸ Siti Azahra Sihab et al., 'Adanya Online Shop Terhadap Perilaku Konsumtif Di Kalangan Mahasiswa Sosiologi Untirta Angkatan 2020', *Jurnal Ilmiah Wabana Pendidikan* 9, no. 12 (2023): 490–504, <https://doi.org/10.5281/zenodo.8079936>.

⁵⁹ ELFIAN FAUZY, 'Rekonseptualisasi Perlindungan Hukum Atas Hak Cipta Terhadap Artificial Intelligence Di Indonesia' (Tesis, Universitas Islam Indonesia, 2023), <https://dspace.uii.ac.id/handle/123456789/44491>.

and widely.⁶⁰ Consequently, personal data protection has become a critical issue, considering how easily personal data can be spread through advanced technology.⁶¹ One of the key drivers of the need for personal data protection is the widespread use of social media platforms, online marketplaces, and government services, all of which require the use of personal data in their processes.⁶²

The Personal Data Protection Law (PDP Law) is believed to play a crucial role in supporting Indonesia's transformation into Industry 5.0, where data is no longer a trivial matter but has evolved into the “new oil” in this era of massive digital transformation.⁶³ The PDP Law stands as a legislative product that codifies, comprehensively integrates, and systematically governs personal data protection under a single legal framework. Although regulations related to personal data protection existed prior to the enactment of the PDP Law, they were limited in scope and scattered across various regulations. This fragmented framework made the personal data of citizens vulnerable to breaches, with similar risks extending to business and investment sectors.

Amid intense global competition, rapid digital transformation, and the strategic significance of big data, the PDP Law becomes a cornerstone in addressing personal data protection issues. Furthermore, it is projected to address the absence of clear standards and criteria for personal data protection. The content of the PDP Law goes beyond mere directives and prohibitions. It elaborates on various aspects, including types of personal data, the rights of data subjects, the obligations of data controllers, data processing, data processors, data transfers, sanctions, international cooperation, and the establishment of personal data protection institutions.

The PDP Law also offers solutions to arising issues by providing avenues for dispute resolution through mechanisms such as arbitration and alternative dispute resolution (ADR). This leaves no excuse for non-compliance, as the public itself stands to benefit from the utility of these regulations. The PDP Law not only protects the government as a manager of personal data but also ensures the protection of individuals' personal data, reinforcing the importance of personal data security for the entire society.

⁶⁰ Jagad Aditya Dewantara, 'Kesadaran Masyarakat Dalam Efektivitas Penggunaan Media Sosial Untuk Pengenalan Culture Di Indonesia', *Jurnal Kewarganegaraan* 7, no. 1 (2023): 520–29, <https://doi.org/10.31316/jk.v7i1.4834>.

⁶¹ Sukawarsini Djelantik et al., 'Komunikasi Internasional Dalam Era Informasi Dan Perubahan Sosial Di Indonesia', *Research Report-Humanities and Social Science* 2 (2015): 12–31, <https://journal.unpar.ac.id/index.php/Sosial/article/view/1654>.

⁶² Riska Natagina Putri and Siti Nurul Intan Sari Dalimunthe, 'Perlindungan Hukum Bagi Kurir Dalam Sistem Cash on Delivery Belanja Online', *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi* 4, no. 2 (2021): 193–203, <https://doi.org/10.24090/volksgeist.v4i2.5643>.

⁶³ Ahmad M Ramli, 'Tafsir UU Perlindungan Data Pribadi Yang Perlu Diketahui', *Kompas.Com*, 25 September 2022, <https://nasional.kompas.com/read/2022/09/25/13335721/tafsir-uu-perlindungan-data-pribadi-yang-perlu-diketahui>.

Conclusion

This study demonstrates that Indonesians possess relatively high awareness of personal data protection, yet a gap persists between legal knowledge and compliance. While respondents recognize the importance of safeguarding personal data, many still share information without carefully reviewing privacy terms. This indicates that the effectiveness of the PDP Law depends not only on its legal provisions but also on the government's ability to promote digital literacy, disseminate regulations, and enforce compliance. These findings demonstrate that Indonesia's experience reflects broader global dynamics of digital privacy. As highlighted by Solove and Schwartz, privacy law is not merely about legal norms but about ensuring effective protection of individual autonomy in the digital sphere. The main contribution of this study lies in providing large-scale empirical evidence collected shortly after the enactment of the PDP Law, offering fresh insights into the socio-legal dynamics of digital privacy in Indonesia. The Indonesian case also aligns with Greenleaf's observation that national privacy laws are increasingly converging toward global standards under the influence of the GDPR. Finally, the inconsistency between awareness and compliance confirms Taddicken's concept of the privacy paradox, showing that even with high levels of legal awareness, behavioral compliance remains a critical challenge. Therefore, future efforts must focus on bridging this gap through legal education, policy enforcement, and digital literacy campaigns. Future research should further explore the role of law enforcement institutions and cross-border data protection challenges to strengthen Indonesia's position in the global digital ecosystem.

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