



Digital Privacy Crisis: Legal Protection of Social Media Users' Data in Indonesia's 2022 Law

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Abstract: This study analyzes the challenges in implementing Indonesia's Law Number 27 of 2022 on Personal Data Protection (PDP Law) and explores the roles of stakeholders in ensuring its effectiveness. The research identifies obstacles in the law's implementation and highlights how collaboration between electronic system organizers, the government, legal practitioners, and the public can improve personal data protection in the digital era. Using a qualitative approach with descriptive analysis, data is gathered from literature studies, legal documents, reports, articles, and interviews with legal professionals, regulators, and companies operating electronic systems. Content analysis is used to identify key issues related to the PDP Law's implementation, challenges, and stakeholder roles. A comparative approach is also applied to evaluate how the PDP Law compares to other regulations, such as the EU's GDPR. The findings indicate that while the PDP Law provides a solid legal framework, its implementation faces challenges, including limited resources at the Personal Data Protection Agency (BPDP), low public awareness, and inconsistencies between Indonesian policies and international platforms. Additionally, there are differing interpretations of personal data management policies between regulators and electronic system organizers. The study stresses the need for collaboration among stakeholders, increased legal education, and stricter supervision to ensure the law's effective implementation.

Keywords: Digital Privacy; Legal Protection; Personal Data; Social Mediation.

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1. Introduction

The advancement of information and communication technology in Indonesia has been progressing rapidly, particularly with the growing integration of social media into daily life. Social media has become an essential component of social interaction, serving personal, professional, and business purposes alike. Platforms such as Facebook, Instagram, Twitter, and TikTok enable users to communicate, share information, and easily access a wide range of content. Although these platforms provide convenience and various benefits, they also pose considerable risks to the security of users' personal data.¹

Personal data, encompassing information about one's identity, activities, and preferences, has become increasingly valuable in today's digital landscape.² This data is frequently exploited by third parties for commercial gains or even misused for malicious purposes. Such practices raise concerns about the risks to user privacy, as sensitive personal information, which should be safeguarded, can end up in the wrong hands. The misuse of personal data in the realm of social media includes unauthorized usage, the sharing of personal information without consent, and even cybercrimes like identity theft.³

Additionally, the rising number of data breaches and hacking incidents involving social media accounts further intensifies concerns about digital privacy in Indonesia. These events highlight that, despite technological advancements, the systems designed to protect personal data are still insufficient. The response to the misuse of personal data on social media is often delayed or inadequate, primarily due to weaknesses in current regulations.

In response to the growing awareness of the need for personal data protection, the Indonesian government has enacted Law Number 27 of 2022 on Personal Data Protection. This law aims to offer stronger safeguards for users' personal data, including data shared on social media. It represents a significant step in reinforcing

¹ Tasman Tasman and Ulfanora Ulfanora, "Perlindungan Hukum Terhadap Nasabah Bank Digital," *UNES Law Review* 6, no. 1 (2023): 1624–35.

² Rifky Pulubolo, Mutia Cherawaty Thalib, and Ahmad Ahmad, "Legal Process for Banking Negligence in Violations of Customers' Privacy Rights and Personal Data," *Estudiante Law Journal* 1, no. 1 (January 25, 2024): 1–13, <https://doi.org/10.33756/eslaj.v1i1.24195>; Ahmad Ahmad, "Measuring The Application of Corporate Social Responsibility of PT. Gorontalo Minerals," *Estudiante Law Journal* 4, no. 2 (February 15, 2022): 132–45, <https://doi.org/10.33756/eslaj.v4i2.16489>.

³ Muhammad Hatta Satria, "Perlindungan Kerahasiaan Data Investor Untuk Pencegahan Kebocoran Data Investor Pada Perusahaan Inovasi Keuangan Digital Goolive," *Jurisdictie: Jurnal Hukum Dan Syariah* 10, no. 1 (2019): 1–17.

Indonesia's regulatory framework, following several data breach incidents in the past.⁴

However, despite the enactment of Law Number 27 of 2022, numerous questions persist regarding its implementation and effectiveness in addressing the digital privacy crisis. Key elements of the law, such as the responsibility of electronic system organizers to protect personal data, the authority of the Personal Data Protection Agency, and the penalties for data misuse, require further examination to determine how effectively this regulation can offer comprehensive protection for social media users.

The primary challenge lies in ensuring the law's practical enforcement. Many global social media platforms operate in Indonesia, and these platforms often have personal data protection policies that differ from those required by Indonesian standards. Consequently, the government's role in collaborating with these major technology companies is essential to ensure that personal data protection is consistently applied across platforms.⁵

Moreover, the implementation of the Personal Data Protection Law encounters challenges related to public legal awareness. Many social media users lack a full understanding of the significance of personal data protection and the potential consequences of its misuse. As a result, there is a need for intensive efforts in public outreach and legal education to help individuals better comprehend their rights as legal entities in the digital landscape.

Another emerging concern is the role of social media as a platform for various stakeholders, including individuals and businesses, to collect, manage, and utilize personal data. In many instances, this data is leveraged for commercial purposes, such as marketing products or services, often without adequately considering users' privacy rights. The situation becomes even more complicated with the vast amounts of data automatically gathered through users' online activities, frequently without their knowledge or consent.⁶

In this regard, the Personal Data Protection Law of 2022 is expected to provide a clear legal framework concerning who has the right to access and use personal data, as well as how the collection, storage, and utilization of such data should be conducted in accordance with privacy principles that safeguard individuals. The law also

⁴ Febryan Aditya Rifki, "Problematisasi Hukum Terhadap Perlindungan Data Pribadi Dalam Transaksi Elektronik Menggunakan Aplikasi Dompet Digital," 2021, <https://digilib.uns.ac.id/dokumen/detail/83663/>.

⁵ Muhammad Fadly Nasution et al., "Perlindungan Hukum Bagi Konsumen Dalam Transaksi E-Commerce Berdasarkan Undang-Undang Perlindungan Konsumen," *PESHUM: Jurnal Pendidikan, Sosial Dan Humaniora* 4, no. 2 (2025): 1931–38.

⁶ Dararida Fandra Fandra Mahira, Emilda Yofita, and Lisa Nur Azizah, "Consumer Protection System (CPS): Sistem Perlindungan Data Pribadi Konsumen Melalui Collaboration Concept," *Jurnal Legislatif*, 2020, 287–302.

empowers users with greater control over their personal data, including the right to delete data or opt-out of its use for specific purposes.⁷

However, the challenge of ensuring effective legal protection extends beyond the implementation of the law and includes the weak oversight and enforcement of regulations. Monitoring of electronic system organizers and social media platforms must be conducted more rigorously and comprehensively to minimize the potential for misuse. Furthermore, the imposition of strict sanctions for privacy violations is essential to prevent the growing misuse of personal data.⁸

It is essential to recognize that the digital privacy crisis is not only a legal issue but also an ethical and social one. As a society increasingly dependent on technology, we must acknowledge that personal data is a highly valuable asset. Consequently, the protection of personal data should be prioritized, both from a legal regulatory standpoint and through collective societal awareness in safeguarding digital privacy.

In this context, the aim of this research is to examine and analyze the legal protection of social media users' personal data in Indonesia, based on Law Number 27 of 2022 on Personal Data Protection. This study will focus on key aspects of the law, including the application of privacy principles, users' rights, and the challenges and obstacles encountered during its implementation. The research is expected to contribute to understanding the effectiveness and challenges of legal protection for personal data in the digital age.

Another significant challenge is the preparedness of legal and technical infrastructure in Indonesia. Although the regulations are in place, not every institution or entity involved in personal data management may have the necessary resources to implement them effectively. This could create gaps in the data protection system, potentially making it easier for misuse to occur.

Undoubtedly, the misuse of personal data not only causes harm to individuals but also undermines public trust in the use of social media and technology in general. This trust is critical for fostering a healthy and secure digital ecosystem. Therefore, the protection of personal data must be viewed as an essential component of efforts to sustain a reliable and secure digital environment.⁹ From an international standpoint, personal data protection is not a novel issue. Countries across the globe, particularly in Europe with the General Data Protection Regulation (GDPR), have already implemented stringent data protection laws. Indonesia, through Law Number 27 of 2022, is now joining this global

⁷ Pulubolo, Thalib, and Ahmad, "Legal Process for Banking Negligence in Violations of Customers' Privacy Rights and Personal Data."

⁸ Mas Rara Tri Retno Herryani and Harsono Njoto, "Perlindungan Hukum Terhadap Kebocoran Data Pribadi Konsumen Online Marketace," *Transparansi Hukum* 5, no. 1 (2022), <https://ojs.unik-kediri.ac.id/index.php/transparansihukum/article/view/3096>.

⁹ Putri Agustin Herdianingtias, Dina Tsalist Wildana, and Samuel Saut Martua Samosir, "Perlindungan Hukum Penyebaran Data Pribadi Anak Oleh Orang Tua," *WICARANA* 3, no. 2 (2024): 75–82.

movement. However, adopting similar policies in Indonesia requires adjustments to the local social and cultural context, as well as the country's existing technological infrastructure.

Given these factors, it is crucial to continuously update and assess the effectiveness of the personal data protection measures in place. This research aims to offer a more comprehensive understanding of the challenges Indonesia faces in safeguarding the personal data of social media users and how the Personal Data Protection Law of 2022 can play a role in addressing these issues.

2. Method

This study aims to examine the legal protection of personal data for social media users in Indonesia under the Personal Data Protection Law of 2022.¹⁰ The normative approach involves reviewing relevant literature and legal documents, such as laws, implementing regulations, and court decisions, to understand the legal framework and key principles. The empirical approach includes conducting detailed interviews with legal professionals, regulators, and academics, alongside observing the practical application of the policy.

The collected data will be analyzed qualitatively using content analysis, comparative methods, and triangulation to assess the strengths, weaknesses, and gaps in the existing legal protections. The results of this study are expected to provide strategic recommendations for improving regulations and raising legal awareness among social media users. These findings will serve as a basis for the development of more effective personal data protection policies in the digital era. Additionally, the research will explore external factors that affect the implementation process and examine legal challenges in achieving optimal data protection for sustainable progress.

3. Analysis of the Personal Data Protection Law 2022

The rapid development of information technology in this digital era has had a significant impact on many aspects of human life, including personal data management. Personal data has now become a highly valuable commodity, not only for individuals but also for companies and government entities. Social media, as one of the primary communication tools in cyberspace, has become a highly vulnerable space for the misuse of personal data. In the midst of this dynamic, Indonesia has responded to privacy challenges by enacting Law Number 27 of 2022 on Personal Data Protection (PDP Law). As a country increasingly connected to the digital world, the implementation of this law is seen as an important step in providing protection for the privacy rights of social media users and their personal data.¹¹

¹⁰ Zainuddin Ali, *Metode Penelitian Hukum* (Sinar Grafika, 2021).

¹¹ Michelle Jefelyn Hardinata et al., "Sosialisasi Kebijakan Bank Digital: Perlindungan Hukum Terhadap Data Nasabah Dari Risiko Serangan Siber," *RENATA: Jurnal Pengabdian Masyarakat Kita Semua* 2, no. 2 (2024): 165–72.

In this digital era, personal data is not just information about who we are, but also includes various crucial details that can identify individuals, such as addresses, phone numbers, online activity histories, and even information about someone's habits and preferences. Through the large-scale collection of data, technology companies and social media platforms can develop more targeted systems for offering products and services. However, there is a dark side to this development – when personal data is misused, either by irresponsible parties or through data breaches. The incidents of data breaches and hacking that have occurred in recent years highlight the importance of stronger protection for personal data.

The Personal Data Protection Law 2022 was introduced to address these issues. The law aims to provide individuals with greater control over their personal data. Moreover, it imposes obligations on electronic system organizers (ESOs), both domestic and foreign, to protect the personal data they manage. The law also gives the Personal Data Protection Agency (BPDP) the authority to monitor and take action against violations related to personal data management. Essentially, the law adopts principles outlined in global regulations, such as the General Data Protection Regulation (GDPR) in the European Union, but with adjustments to suit the legal and cultural context of Indonesia.

In general, the Personal Data Protection Law 2022 includes several key elements that are highly relevant to personal data protection in the digital age, including fundamental principles regarding the collection, processing, and storage of personal data, as well as individuals' rights concerning their personal data. Among the key aspects of the law are the principle of transparency, which requires ESOs to inform users about the types of data being collected, the purpose of the collection, and how the data will be processed. Additionally, the law enforces the principle of explicit consent, which requires users to give informed and voluntary consent before their data is collected or processed.¹²

The principle of explicit consent is a significant step in protecting user privacy. Previously, in many cases, social media users were often unaware that their personal data was being collected or used by electronic system organizers.¹³ With explicit

¹² Muhammad Fahri Fauzadeli, "Perlindungan Hukum Terhadap Nasabah E-Wallet Atas Kebocoran Data Dan Kehilangan Sejumlah Dana," *QISTIE* 15, no. 2 (2022): 224–38.

¹³ Ahmad Ahmad and Novendri M. Nggilu, "Denyut Nadi Amandemen Kelima UUD 1945 Melalui Pelibatan Mahkamah Konstitusi Sebagai Prinsip the Guardian of the Constitution," *Jurnal Konstitusi* 16, no. 4 (2019): 785–808, <https://doi.org/10.31078/jk1646>; Ahmad, Fence M. Wantu, and Dian Ekawaty Ismail, "Constitutional Dialogue in Judicial Review at the Indonesian Constitutional Court: The Future Prospects," *Journal of Legal, Ethical and Regulatory Issues* 25, no. 1S (November 15, 2021), <https://www.abacademies.org/abstract/constitutional-dialogue-in-judicial-review-at-the-indonesian-constitutional-court-the-future-prospects-13248.html>; Ahmad Ahmad, Fence M. Wantu, and Novendri Mohamad Nggilu, *Hukum Konstitusi: Menyongsong Fajar Perubahan Konstitusi Indonesia Melalui Pelibatan Mahkamah Konstitusi* (Yogyakarta: UII Press, 2020); Ahmad Ahmad, Fence M. Wantu, and Dian Ekawaty Ismail, "Convergence of Constitutional Interpretation to the Test of Laws Through

consent, users gain more control over their personal information and have a better understanding of their rights. On the other hand, this principle also obliges ESOs to be more transparent about the purposes of data collection and how the data will be used.

Another important principle in the PDP Law is the right of individuals to access and control their personal data. Users have the right to request access to the personal data collected, as well as the right to correct, delete, or limit the use of their data. This provides users with more active means of safeguarding their privacy and minimizing the potential for data misuse. Furthermore, the PDP Law requires ESOs to implement adequate measures to protect personal data from breaches or unauthorized access.¹⁴

However, despite the many positive aspects of the Personal Data Protection Law 2022, several challenges remain in its implementation. One of the primary issues is the inadequate oversight of electronic system organizers. Although BPDP is tasked with overseeing the enforcement of this law, the main challenge lies in ensuring that the agency has sufficient resources, authority, and access to effectively monitor and address personal data misuse across sectors, both domestically and internationally. Indonesia faces the reality that many large social media platforms and technology companies operating in Indonesia are foreign entities, often with data protection policies that differ from Indonesia's legal provisions. Therefore, international cooperation is needed to ensure the uniform application of data protection standards.¹⁵

a Constitutional Dialogue Approach: Konvergensi Penafsiran Konstitusional Terhadap Pengujian Undang-Undang Melalui Pendekatan Constitutional Dialogue," *Jurnal Konstitusi* 20, no. 3 (September 1, 2023): 514–35, <https://doi.org/10.31078/jk2038>; Bintang Muhamad Hendri and Ahmad Ahmad, "Studying the Steps of the General Election Commission in Responding to the Recommendations of the Election Supervisory Body," *Estudiante Law Journal* 5, no. 2 (June 18, 2023): 393–406, <https://doi.org/10.33756/eslaj.v5i2.18726>; Dian Ekawaty Ismail et al., "Cyber Harassment of Public Figures: Causes and Importance of Legal Education," *E3S Web of Conferences* 594 (2024): 03005, <https://doi.org/10.1051/e3sconf/202459403005>; Yovita Arie Mangesti et al., "Term Limitation of Indonesian Parliamentarians Seen from Constitutionalism," *Revista de Investigações Constitucionais* 11 (November 15, 2024): e263, <https://doi.org/10.5380/rinc.v11i2.91104>; Kurnia Ningsih Kolopita Kolopita, Erman I. Rahim, and Ahmad Ahmad, "A Comparative Study Of The Implementation Of A Closed Proportional System In The Perspective Of A Country With A Presidential System," *Estudiante Law Journal* 1, no. 1 (February 25, 2024): 36–45, <https://doi.org/10.33756/eslaj.v1i1.24858>; Usman Rasyid et al., "Reformulation of the Authority of Judicial Commission: Safeguarding the Future of Indonesian Judicial Power," *Jambura Law Review* 5, no. 2 (July 31, 2023): 386–413, <https://doi.org/10.33756/jlr.v5i2.24239>.

¹⁴ Narisa Putri Apriliani and Rasji Rasji, "Perlindungan Hukum Terhadap Korban Penyalahgunaan Data Pribadi (Studi Kasus Penyalahgunaan NIK Dalam Proses Pendaftaran Bacaleg Di Lampung)," *UNES Law Review* 6, no. 2 (2023): 6127–38.

¹⁵ Noval Usman and Satria Unggul Wicaksana Prakasa, "Perlindungan Hukum Data Pribadi Dan Pertanggungjawaban Otoritas Terhadap Keamanan Siber Menurut Tinjauan UU PDP," *DOKTRINA: JOURNAL OF LAW* 7, no. 2 (2024): 178–201.

In addition, there is still concern regarding the public's lack of understanding about their rights related to personal data. Social media users in Indonesia, particularly those who are not well-informed about data protection issues, may not fully understand what "personal data" means or how they can control their data. The general public may feel powerless or unaware of how to assert their rights if their data is misused. In this regard, public education and outreach on personal data protection are crucial. The government and relevant organizations need to ramp up campaigns to provide better understanding to the public about the importance of safeguarding their privacy and rights over their personal data.¹⁶

Another important aspect of the PDP Law is the imposition of strict sanctions for violations committed by electronic system organizers. These sanctions are intended to act as a deterrent and ensure that those involved in personal data management are held accountable for any breaches or misuse. However, to ensure that these sanctions are fairly and effectively applied, a stronger oversight system and a transparent legal process are needed. A fair and efficient law enforcement process will give the public greater confidence that their privacy will be properly protected.

The biggest challenge in implementing the PDP Law lies in the effectiveness of oversight and law enforcement. With the rapid advancement of technology and the vast amount of personal data circulating in cyberspace, BPDP's role as an oversight body becomes vital. However, enforcement challenges are often hindered by bureaucratic complexities and limited resources. Therefore, to ensure that this law functions optimally, there needs to be a more systematic and integrated oversight system, along with increased capacity for BPDP to carry out its duties more effectively.¹⁷

In addition to oversight issues, the implementation of the Personal Data Protection Law also faces challenges in adapting to technological changes. In an increasingly digital age, personal data is not only collected through social media but also through various other applications and platforms, such as e-commerce, financial apps, and other online services. Each platform has its own methods for collecting and managing data, which necessitates more specific regulations within the law. Therefore, the law must be regularly updated to accommodate the fast-paced changes in technology and data management practices.¹⁸

¹⁶ Izati Nur Rizka, Ahmad Zaini, and Siti Fatimatuz Zuhra, "Penggunaan Media Sosial Dalam Pembuatan Konten Seksual: Tinjauan Normatif Terhadap Foto Wanita Dan Hak Privasi," *Interdisciplinary Explorations in Research Journal* 3, no. 1 (2025): 150–61.

¹⁷ Sungguh Ponten, "Perlindungan Hukum Terhadap Konsumen Dalam Transaksi Jual Beli Online Melalui Sosial Media," *Realism: Law Review* 1, no. 3 (2023): 79–90.

¹⁸ Kadek Dio Ramadi Natha, Nyoman Putu Budiarta, and Ni Gusti Ketut Sri Astiti, "Perlindungan Hukum Atas Kebocoran Data Pribadi Konsumen Pada Perdagangan Elektronik Lokapasar (Marketplace)," *Jurnal Preferensi Hukum* 3, no. 1 (2022): 143–48.

The Personal Data Protection Law 2022 holds great potential to raise awareness and understanding among the public about the importance of protecting personal data, especially on social media. As technology continues to evolve, social media has become not only a place for social interaction but also a tool for companies and organizations to collect vast amounts of user data. Therefore, stricter regulations are necessary to protect individual privacy.

However, despite the obligation for electronic system organizers to notify users about data collection, the ongoing challenge is ensuring that users truly understand the information they receive. Many digital platforms and applications have long, complicated terms and conditions that are difficult for most users to comprehend. This is where education plays a crucial role in enhancing public awareness and knowledge about personal data protection.¹⁹

Overall, the Personal Data Protection Law 2022 is a positive step towards protecting the personal data of social media users in Indonesia. However, for the law to be effective, cooperation between the government, electronic system organizers, and the public is essential to ensure that the regulation is properly enforced. The success of personal data protection depends not only on strong regulations but also on the awareness and active participation of all parties involved in the digital world. In the long term, improved personal data protection will enhance public trust in the use of technology and help create a safer and more responsible digital ecosystem.

4. Implementation Challenges and Stakeholder Roles

The rapid development of information technology in the digital world has had an extraordinary impact on various aspects of human life, including social, economic, and cultural dimensions. Social media, which has become an inseparable part of daily life, is now one of the most widely used platforms for interacting, sharing information, and even conducting transactions. However, behind its convenience and benefits, social media also has a dark side that is very dangerous: the misuse of personal data. Irresponsible actions such as identity theft, the misuse of personal information, and data breaches that harm users have become real threats that must be faced. For this reason, personal data protection has become very important. In response to these challenges, Indonesia has responded by enacting Law Number 27 of 2022 on Personal Data Protection (PDP Law), which is expected to provide a solution for protecting the personal data of Indonesian citizens, particularly those interacting through social media.²⁰

¹⁹ Ghina Nabilah et al., "Perlindungan Hukum Bagi Korban Kekerasan Seksual: Upaya Pemulihan Dan Hak Privasi Korban Kekerasan Seksual Di Era Disrupsi Digital," *Padjadjaran Law Review* 10, no. 1 (2022): 79–96.

²⁰ Melinda Putri Lutfi, Ela Kurniasari, and Fadilla Elza Aida Putri, "Urgensi Perlindungan Hukum Terhadap Data Privasi Nasabah Bank Di Era Perkembangan Digital," *Jurnal Multidisiplin Ilmu Akademik* 1, no. 5 (2024): 210–18.

However, despite the regulation being designed and implemented, the application of the PDP Law in practice is not easy. Various challenges arise, most of which are related to suboptimal implementation and technical, social, and administrative obstacles. The biggest challenge faced is how to ensure that the regulation is applied consistently and comprehensively, considering the complexity of the rapidly evolving digital world. This paper will discuss several key challenges in implementing the PDP Law, as well as the vital roles played by various stakeholders in ensuring that personal data protection is effectively implemented.²¹

One of the biggest challenges in implementing the PDP Law is the limitation of human resources and infrastructure. Although the Personal Data Protection Agency (BPDP) has been established with the authority to oversee and act against violations related to personal data, the agency often faces challenges regarding budget, expert personnel, and inadequate infrastructure. BPDP needs to have significant capacity to oversee more than one hundred million social media users and digital platforms in Indonesia. This challenge becomes even more complex when it comes to overseeing international platforms operating in Indonesia, such as Facebook, Instagram, Twitter, and others, which often have data protection policies that differ from Indonesia's regulations. As a result, oversight and law enforcement against personal data misuse by these large platforms are often difficult to carry out effectively.²²

Additionally, many companies and electronic system organizers in Indonesia also face limitations in implementing personal data protection policies that comply with the standards set by the PDP Law. Many of them do not have sufficient resources to ensure adequate protection, such as strong data security systems or clear procedures for managing users' personal data. Although the law requires them to protect the personal data they collect, the reality on the ground shows that many electronic system organizers struggle to meet these obligations. This further exacerbates the potential vulnerability to data breaches, often involving large-scale personal data leaks.

In addition to resource and infrastructure limitations, another important challenge is the low level of legal awareness among the public regarding personal data protection. Although the public is increasingly aware of the importance of cybersecurity, many social media users still do not fully understand their rights related to personal data. Many are unaware that their personal data is highly valuable and can be misused. Furthermore, most users do not know how to protect their personal information or

²¹ Masitoh Indriani, "Perlindungan Privasi Dan Data Pribadi Konsumen Daring Pada Online Marketplace System," *Justitia Jurnal Hukum* 1, no. 2 (2017), <https://journal.um-surabaya.ac.id/Justitia/article/view/1152>.

²² Pipin Tri Hastuti, Bagas Fitriandra, and Sri Lestari, "Kesadaran Dan Perlindungan Privasi Dalam Penggunaan Media Sosial," 2024, <https://ojs.udb.ac.id/index.php/Senatib/article/view/4641>.

how they can control and access data that has been collected by social media companies or other electronic system organizers.²³

One major obstacle is the language used in the terms and conditions that users agree to on digital platforms, which is often too technical or difficult for most people to understand. This leads many users to not fully comprehend what they are agreeing to when using certain services. In fact, many users are unaware of privacy policies or how to manage their personal data, such as deleting data or restricting access to certain information. In other words, while the PDP Law grants individuals substantial rights to control their data, public awareness and understanding of these rights remain very limited.

Therefore, the role of stakeholders involved in personal data management, including the government and educational institutions, is crucial in increasing public awareness. More intensive socialization regarding privacy rights, ways to protect personal data, and a better understanding of privacy policies across various social media platforms need to be carried out so that the public can be more informed and proactive in safeguarding their data security.²⁴

Another major obstacle in implementing the Personal Data Protection Law is the differing interpretations between regulators and electronic system organizers regarding the application of policies. This often arises due to discrepancies between the standards outlined in the law and the policies implemented by digital platforms, especially those operating abroad. Many international platforms have different policies regarding the collection and processing of personal data, which sometimes do not align with the provisions of the PDP Law.

For example, many international social media platforms do not comply with the transparency requirements outlined in the PDP Law, such as providing clear information to users about the purpose of data collection or requesting explicit consent for data collection. These discrepancies occur because these platforms follow the regulations of their home countries, which may differ from the standards applied in Indonesia. For instance, privacy policies in European or American countries may differ from those in Indonesia, which adds complexity to regulating and enforcing personal data protection.²⁵

²³ Ibid.

²⁴ Rohmatullah Assidiqi, "Perlindungan Hukum Dan Kebebasan Berserikat Dalam Konteks Organisasi Kemasyarakatan Di Era Digital," *Journal Scientific of Mandalika (JSM)* e-ISSN 2745-5955 | p-ISSN 2809-0543 6, no. 5 (2025): 1193–1208.

²⁵ Muhamad Habib Akhbar, "Perlindungan Hukum Atas Data Pribadi Oleh Otoritas Jasa Keuangan Dalam Transaksi Pinjam Meminjam Uang Berbasis Teknologi Informasi Ditinjau Dari Peraturan Otoritas Jasa Keuangan Nomor 1 Tahun 2013 Tentang Perlindungan Konsumen Sektor Jasa Keuangan" (PhD Thesis, FAKULTAS HUKUM UNIVERSITAS PASUNDAN, 2020), <http://repository.unpas.ac.id/51973/>.

This also highlights the need for Indonesia's regulations to continue evolving to keep pace with the dynamics and changes in the global digital world. International cooperation is also essential to ensure consistency in personal data protection policies. Therefore, the role of the Indonesian government in establishing good communication with electronic system organizers, both domestic and foreign, is critical in addressing these interpretational differences.²⁶

Stakeholders, including electronic system organizers, supervisory agencies, legal practitioners, and the public, all play an essential role in implementing the Personal Data Protection Law 2022. Without strong collaboration between stakeholders, it will be difficult to create an ecosystem that effectively supports personal data protection.

1. The Role of Electronic System Organizers

Social media companies and other electronic system organizers play a crucial role in the implementation of personal data protection policies. They must ensure that their privacy policies are transparent and easily understood by users, while prioritizing principles such as transparency, explicit consent, and secure data management. In addition, they must regularly evaluate and update their policies to remain aligned with evolving laws and technology.

2. The Role of the Government and Regulatory Agencies

The government, specifically BPDP, must ensure that electronic system organizers comply with existing regulations and impose strict sanctions on violators. Furthermore, the government should continuously enhance the capacity of BPDP to carry out more effective oversight. It is also crucial for the government to consider the need for more dynamic regulations that can adapt to the fast-paced developments in technology.

3. The Role of the Public

The public also has a responsibility in safeguarding their personal data. Awareness and education about the importance of personal data privacy should become part of daily life. Social media users need to better understand how to protect their data, such as by managing their account privacy settings, choosing applications wisely, and being aware of the potential threats that may arise from data breaches.

4. The Role of Legal Practitioners

Legal practitioners also play an important role in providing a deeper understanding of privacy rights to the public and assisting in resolving disputes related to personal data. They can serve as a bridge between regulations and practical implementation, offering legal advice to relevant parties to better understand the provisions outlined in the Personal Data Protection Law (UU PDP).²⁷

²⁶ Alifah Rahma Yunita et al., "Hukum Perdata Nasional Di Era Digital: Tantangan Dan Peluang Dalam Perlindungan Data Pribadi," in *Proceeding of Conference on Law and Social Studies*, vol. 4, 2023, <https://prosiding.unipma.ac.id/index.php/COLaS/article/view/5179>.

²⁷ Vicky Katiandagho, Diana Darmayanti Putong, And Isye Junita Melo, "UNDANG-UNDANG PERLINDUNGAN DATA PRIBADI MEMPERKUAT UNDANG-UNDANG PERBANKAN DALAM MENJAGA RAHASIA DATA NASABAH DAN UNTUK MELINDUNGI DATA PRIBADI MASYARAKAT INDONESIA," *Jurnal Hukum To-Ra: Hukum Untuk Mengatur Dan Melindungi Masyarakat* 9, no. 1 (2023): 106-14.

For personal data protection to be effectively implemented, collaboration among stakeholders is essential. Companies, the government, educational institutions, legal practitioners, and the public must work together to create a safe environment for users in the digital world. In addition, legal education on personal data protection plays a crucial role. The government, in this regard, must continue to strive to enhance public understanding of their rights in terms of personal data protection, so they become more proactive in managing and safeguarding their data.²⁸

On the other hand, electronic system organizers must be committed to implementing policies that not only comply with the law but also maintain the integrity and trust of users. Personal data protection is a shared responsibility, and to achieve this, all parties must be actively involved in safeguarding users' privacy in the digital space.

5. Conclusion

The conclusion of the discussion on the Personal Data Protection Law 2022 indicates that, although this law provides a strong legal foundation for protecting users' personal data in Indonesia, its implementation on the ground still faces significant challenges. Limited resources and infrastructure at the Personal Data Protection Agency (BPDP), along with the lack of legal awareness among the public, are the main barriers to the regulation's enforcement. Additionally, the differences in interpretation between regulators and electronic system organizers, especially international platforms, exacerbate the inconsistency in implementation. Therefore, the active involvement of stakeholders is crucial to ensuring the success of the PDP Law. The stakeholders include electronic system organizers, regulatory bodies, legal practitioners, and the public itself. Collaboration among these parties is essential to close the implementation gaps and improve oversight effectiveness. Strategic collaboration, along with enhanced legal education and public awareness, are vital steps in ensuring that personal data protection is effectively carried out. Furthermore, updates to regulations that are more responsive to technological dynamics and global developments need to be made to align policies with existing challenges. With these measures, personal data protection in Indonesia can be more effectively realized, creating a safer digital ecosystem and building public trust in the use of technology in cyberspace.

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²⁸ Alvian Dwiangga Wijaya and Teddy Prima Anggriawan, "Perlindungan Hukum Terhadap Data Pribadi Dalam Penggunaan Aplikasi Di Smartphone," *Inicio Legis* 3, no. 1 (2022): 63-72.

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