

## ABSTRAK

Kurangnya perhatian terhadap isu privasi pada situs jejaring sosial merupakan hal yang ironis. Mengingat pemberitaan mengenai pelanggaran privasi pengguna situs jejaring sosial sudah banyak tersebar di berbagai media. Sehingga penelitian tesis ini merumuskan dua permasalahan utama, yaitu Bagaimana perlindungan hukum terhadap pelanggaran data pribadi di media sosial dan Bagaimana penerapan perlindungan hukum terhadap pelanggaran data pribadi di media sosial. Metode penelitian hukum yang digunakan yuridis normative dengan teknik pengumpulan data melalui studi kepustakaan, sehingga data penelitian adalah data sekunder. Hasil penelitian menunjukkan Indonesia sampai saat ini belum memiliki kebijakan atau regulasi mengenai perlindungan data pribadi dalam satu peraturan khusus sehingga masih banyak terjadi kasus pelanggaran hak privasi terkait dengan data pribadi. Perlindungan data pribadi yang khusus mengatur mengenai perlindungan data pribadi di dunia internet khususnya media sosial juga belum diatur. Sementara saat ini Rancangan Undang-Undang Perlindungan Data Pribadi belum disahkan menjadi undang-undang. Pengaturan mengenai data pribadi masih termuat terpisah di beberapa peraturan perundang-undangan dan hanya mencerminkan aspek perlindungan data pribadi secara umum. Hal-hal yang *detail* dan teknis serta secara spesifik mengatur ketentuan perlindungan data pribadi, utamanya di bidang media sosial belum di atur secara jelas. Di Indonesia untuk kasus pelanggaran data pribadi di media sosial masih sangat sedikit sekali yang masuk ke ranah hukum atau ditindak tegas oleh aparat penegak hukum. Padahal pemerintah sudah menyiapkan sanksi pidana bagi pihak-pihak yang melakukan pelanggaran data atau penyalahgunaan terhadap data pribadi milik orang lain.

Kata Kunci: Perlindungan Hukum, Kerugian, Pelanggaran Data Pribadi, Media Sosial

## ABSTRACT

*The lack of attention to privacy issues on social networking sites is ironic. Considering the news about the violation of the privacy of social networking site users has been widely spread in various media. So that this thesis research formulates two main problems, namely how is legal protection against personal data violations on social media and how is legal protection applied to personal data violations on social media. The legal research method used is normative juridical with data collection techniques through library research, so that the research data is secondary data. The results of the study show that Indonesia does not yet have a policy or regulation regarding the protection of personal data in a special regulation so that there are still many cases of violation of privacy rights related to personal data. Personal data protection which specifically regulates the protection of personal data in the internet world, especially social media, has not yet been regulated. Meanwhile, currently the Personal Data Protection Bill has not been ratified into law. Regulations regarding personal data are still contained separately in several laws and regulations and only reflect aspects of personal data protection in general. Details and technical matters as well as specifically regulating the provisions of personal data protection, especially in the field of social media have not been regulated clearly. In Indonesia, cases of personal data breaches on social media are still very few that go into the realm of law or are dealt with firmly by law enforcement officials. Even though the government has prepared criminal sanctions for parties who violate data or misuse personal data belonging to others.*

*Keywords: Legal Protection, Loss, Personal Data Breach, Social Media*