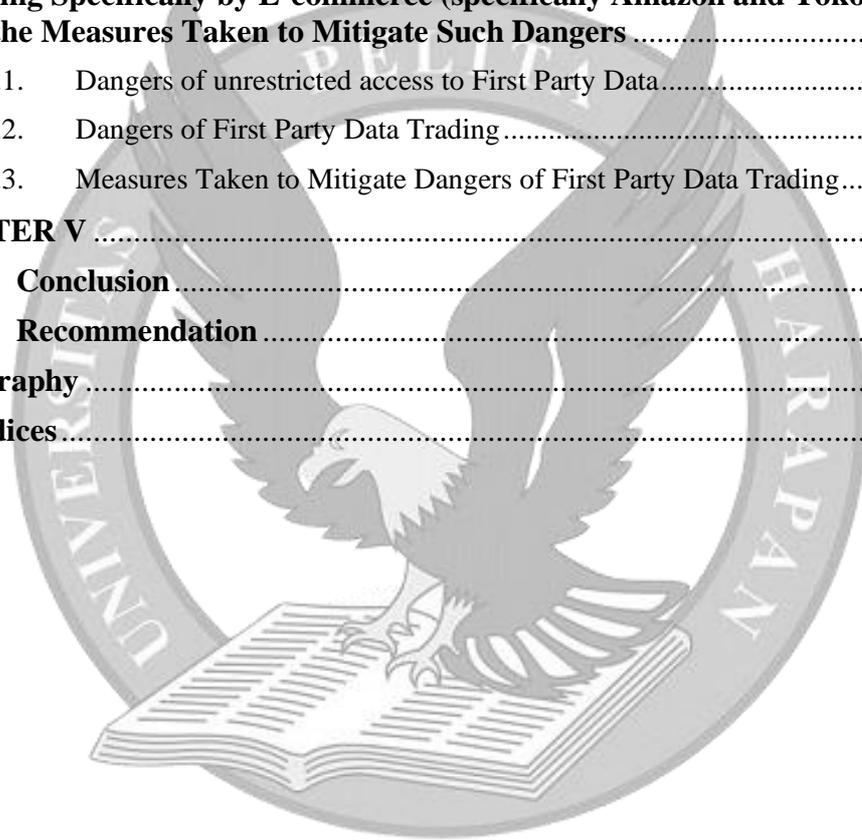


TABLE OF CONTENTS

ABSTRAK	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	viii
LIST OF ANNEXES	x
LISTS OF TABLES	xi
CHAPTER I	1
1.1. Background	1
1.2. Formulation of issue	11
1.3. Purpose of Research	11
1.4. Benefits of Research	11
1.4.1. Theoretical Benefit	11
1.4.2. Practical Benefit	12
1.5. Systematics of Writing	12
CHAPTER II	15
2.1. Theoretical Framework	15
2.1.1. Brief History of Data Collection and Typology of Collected Data	15
2.1.2. Commodification of Data	17
2.1.3. The Limits of Regulatory Supervision and Licensing in Big Data Trading	18
2.1.4. “Online Informed Consent” and the Human Right to Privacy	19
2.2. Conceptual Framework	26
2.2.1. The Electronic System Provider/Operator in First Party Data Collection and Trade	26
2.2.2. US Regime on First Party Data Collection and Trade	27
2.2.2.1. Electronic Systems in United States	27
2.2.2.2. Supervisory Authority & Required Licensing	27
2.2.2.3. United States’ Regulations on Data Protection	29
2.2.3. Indonesian Regime on First Party Data Collection and Trade	33
2.2.3.1. Electronic Systems in Indonesia	33
2.2.3.2. Supervisory Authority & Required Licensing	34
2.2.3.3. Indonesian Data Protection Regulations	37
CHAPTER III	47
3.1. Type of Research	47

3.2. Type of Data	48
3.3. Data Collection/Processing Method	49
3.4. Research Approach	50
3.5. Data Analysis	51
CHAPTER IV	52
4.1. Research Result	52
4.2. Comparison between CCPA and PDP Law on Commodification and First Party Data Trading	65
4.3. Analysis on Dangers of Unrestricted Access and First Party Data Trading Specifically by E-commerce (specifically Amazon and Tokopedia) and the Measures Taken to Mitigate Such Dangers	88
4.3.1. Dangers of unrestricted access to First Party Data	88
4.3.2. Dangers of First Party Data Trading	106
4.3.3. Measures Taken to Mitigate Dangers of First Party Data Trading	108
CHAPTER V	113
5.1. Conclusion	113
5.2. Recommendation	115
Bibliography	117
Appendices	124



LIST OF ANNEXES

Annex 1.1 2016 Starbucks Advertising Program.....	5
Annex 4.1 Amazon and Tokopedia Registration Process.	93
Annex 4.2 Transaction Process from Amazon.....	94
Annex 4.3 Transaction Process from Tokopedia.....	94
Annex 4.4 Amazon’s Customer Service Interaction.....	97



LISTS OF TABLES

Table 4.1 Summary of Comparison of Laws	66
Table 4.2 List of Data Collected	95

