

Table of Contents

THESIS	i
STATEMENT OF REPORT AUTHENTICITY	ii
APPROVAL OF SUPERVISOR	iii
APPROVAL OF BOARD EXAMINERS	iv
ABSTRAK	v
FOREWORD	vi
CHAPTER I	1
INTRODUCTION	1
1.1 Background.....	1
1.2 Formulation of Issues.....	14
1.3 Research Purposes	14
1.4 Research Benefits	14
1.4.1 Theoretical Benefits	14
1.4.2 Practical Benefits	15
1.5 Framework of Writing.....	15
CHAPTER II	18
LITERATURE REVIEW	18
2.1 Theoretical Framework of Legal Data Protection in Accordance with Privacy Rights and Consent	18
2.1.1 Theory of Legal Protection	18
2.1.2 Privacy Rights.....	19
2.1.3 Data Protection in Context of Privacy Rights	25
2.2 Conceptual Framework	26
2.2.1 Development of Legal Data Protection as to Privacy Rights.....	26
2.2.2 Data Protection Under the Personal Data Protection Law and GDPR	32
2.2.2.1 Protection of Personal Data According to Both Laws	32
2.2.3 Concept of Microtargeting	36
2.2.4 Misuse of Data	40
CHAPTER III	44
RESEARCH METHOD	44
3.1 Type of Research.....	44
3.2 Type of Data	45

3.3 Data Analysis Method.....	46
3.4 Research Approach	47
3.5 Data Analysis	47
CHAPTER IV	48
ANALYSIS.....	48
4.1 Research Result	48
4.1.1 Data Protection and Its Correlation with Privacy Rights	48
4.1.2 Microtargeting on Social Media	51
4.2 Analysis on Personal Data Protection Law Regarding Microtargeting.....	58
4.2.1 Correlation Between Data Protection and Microtargeting	58
4.2.2 Regulation of Microtargeting in Personal Data Protection Law	61
4.3 Comparison Between the GDPR and Personal Data Protection Law Regarding Data Protection on Microtargeting.....	67
4.3.2 Regulation of GDPR in the EU	67
4.3.3 Analysis on the Comparison of Data Protection Between the Personal Data Protection Law and GDPR on Microtargeting	74
CHAPTER V.....	77
CONCLUSION	77
5.1 Conclusion	77
5.2 Recommendation	78
BIBLIOGRAPHY	80