Analysis Policy Digitalization Law No. 27 of 2022 concerning Innovation Public Administration and Personal Data Protection Policy

Nani Harnaeni (1)
Administrasi Publik, Universitas Diponegoro, Indonesia Email : nanihaerani@student.undip.ac.id
Sri Suwitri(2)
Administrasi Publik, Universitas Diponegoro, Indonesia Email : witkusdali@gmail.com
Tri Yuningsih (3)
Administrasi Publik, Universitas Diponegoro, Indonesia Email : triyuningsih26@gmail.com
Dyah Lituhayu(4)
Administrasi Publik, Universitas Diponegoro, Indonesia Email : lialituhayu@gmail.com

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Abstract

This study examines the implementation of public administration digitalization policy under the framework of Law No. 27 of 2022 concerning Personal Data Protection (PDP) in Indonesia. Using a qualitative approach through literature review and interviews, the findings reveal that while digitalization has improved public service efficiency, the integration of personal data protection principles faces challenges such as weak inter-institutional coordination, resource limitations, and low awareness among government officials. Key findings highlight the misalignment between rapid digitalization and the adoption of privacy by design principles, along with inadequate data management practices. The study recommends institutional capacity building, regulatory harmonization, and enhanced public participation to balance digital innovation and privacy protection. The policy implications underscore the need for a holistic approach to public administration digital transformation that prioritizes citizens' rights.

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I. Introduction

Development digital technology has bring transformation significant in various aspect life. including in organization administration public. In Indonesia, changes This marked with the more many service the government that switched to digital platforms, starting from management document population until service licensing online -based (Nasir et al., 2020) . This digital transformation No only change method government interact with society. but also creates paradigm new in governance more government efficient. transparent. and accountable. However. behind progress said. appears challenge new related with security and protection of personal data society that becomes vital commodities in digital ecosystem (DISEMADI, nd) .

Shift going to administration digital public has speed up the previous bureaucratic process known slow and convoluted. Utilization technology such as cloud computing, artificial intelligence, and big data analytics enable government For provide better service fast. precise targets. and integrated (Abidin, 2021) . However. the practice this also brings risk big to privacy and security of citizen data. The number of case data leaks in agencies government in a number of year final show vulnerability existing system (Putri et al., 2022) . This exacerbated by still low awareness Good from side state administrators and public about importance personal data protection as part from right basic humans in the digital era (Anggen Suari & Sarjana, 2023) .

In context This is Law No. 27 of 2022 concerning Personal Data Protection is here as umbrella the law that tries answer challenge said. Regulation This No only become a landmark in history protection privacy in Indonesia, but also become exam for ability government in balance between demands digital efficiency and

obligations protection right base citizens (Nugrahani & Suryaningrum, 2023) . Implementation policy This in practice administration public daily become crucial For ensure that digital transformation is not sacrifice aspect data protection. but rather precisely strengthen it through principles such as privacy by design and security by de fault (Adrianto. L. B et al, 2021) .

Dynamics This show complexity digital transformation in the sector the public who do not only concerning aspect technical technology. but also requires change fundamental in culture Work bureaucracy. framework regulations and patterns think all over stakeholders interest (Maharsanti, 2023) . Society as users service sued For more digitally literate and critical to rights they. meanwhile government as organizer service must capable create a system that does not only efficient but also safe and upholding tall privacy (Anggen Suari & Sarjana, 2023) . Challenges to front is How create synergy between various element this is for digitalization administration public truly can give optimal benefits without ignore protection to rights base citizens. The Indonesian government responded matter This with publish Law no. 27 of 2022 concerning Personal Data Protection (PDP) as effort For regulate and protect right privacy individuals in the digital era. On the other hand. innovation digitalization administration the public also continues pushed For increase efficiency service and transparency government. However. the implementation policy digitalization administration public must in line with principles protection of personal data so that it is not cause risk violation privacy (Tasyah et al., 2021) .

Study This aim For analyze to what extent the policy digitalization administration public in Law no. 27 of 2022 can walk synergistic with personal data protection. There is potential conflict between demands digital efficiency and rights privacy public need study deep For ensure balance between second

interest through approach analysis policy. research This will study regulation. implementation. and challenges faced in realize administration innovative public However still ensure citizen data security (Sunandi et al., 2023) . Findings from study This expected can give recommendation policies that strengthen framework law digitalization administration public without ignore principle personal data protection.

2. Research Method

Study This use approach qualitative with design studies policy For analyze implementation digitalization administration public in framework of Law No. 27 of 2022 concerning Personal Data Protection (Sugiyono, 2021) . Data collected through studies literature to documents official like laws. regulations derivatives. reports government. as well as article academic related digitalization administration public and personal data protection. In addition. it is carried out semi- structured interviews with a number of source person keys. including officials the government involved in the digitalization process. practitioners data protection. and academics in the field policy public as well as technology information (Amalia et al., 2023) .

Data analysis was performed in a way thematic with identify patterns. challenges. and gaps between policy digitalization administration public and principles personal data protection. Triangulation techniques used For ensure data validity with compare results studies documents. interviews. and findings study previously. Research this also refers to the framework theoretical like *policy implementation* and *privacy by design* For enrich analysis. Research results expected can give understanding deep about dynamics policy digitalization in the sector public as well as recommendation For strengthen data

protection in the government's digital transformation process.

3. Results and Discussion

Research result show that implementation policy digitalization administration public based on Law No. 27 of 2022 concerning Personal Data Protection (PDP) is facing a number of challenge at a time opportunity. In one side. digitalization has increase efficiency service public. speed up administrative processes. and encourage transparency (Putra & Varina, 2021) . However. on the other hand. it was found that integration principle personal data protection in government digital systems Not yet completely optimal. Some agency government Still use inadequate system adequate from aspect data security. such as lack of encryption. no existence data minimization mechanisms. and lack thereof socialization about rights personal data owner (Nasiroh & Afiqoh, 2023) .

One of findings key is existence misalignment between acceleration digitalization and implementation the principle of privacy by design as mandated in the PDP Law. For example. several application service public Not yet fully fulfil standard data protection. such as excessive data storage (data hoarding) without a clear legal basis (H. Bambang Soesatyo, SE, 2019) . In addition. understanding apparatus government regarding the PDP Law still limited. so that often happen inconsistency in implementation policy. This is exacerbated by not yet evenly distributed infrastructure technology information in the area. which causes gap capacity in adopt secure digital system (Yuniningsih, 2013) .

In context policy implementation theory. research This find that success implementation policy digitalization administration public in line with personal data protection is highly dependent on three factor main : coordination inter-stakeholder interests. availability source power and commitment strong politics

(Prawiranegara, 2021) . Research results disclose that third factor This Not yet fully fulfilled in practice. Coordination between ministry / institution implementer digitalization with authority personal data protection Still often experience overlapping overlap authority and lack of mechanism effective collaboration. This is cause inconsistency in implementation standard data security and fragmentation policies that actually can weaken personal data protection (Tasyah et al., 2021) .

In addition. the availability source power. good in form budget. infrastructure technology. as well as human resource capacity. to become constraint significant. Many agencies government. especially in the regions. which have not yet own access adequate to technology latest or power expert in the field security cyber (Tasyah et al., 2021) . As a result. the implementation of principles Data protection principles such as privacy by design and data minimization are often overlooked. On the other hand. the commitment fluctuating politics also affect consistency implementation policy. Changes priority government or absence strong leadership in promoting a digitalization agenda that is oriented towards protection privacy can slow down progress that has been made achieved (Dewi et al., 2023) .

Findings This in line with perspective theoretically stating that even the ideal policy will fail implemented without support adequate structural and cultural. In the case of digitalization administration public in Indonesia, even though Law No. 27 of 2022 has give runway comprehensive law. challenges implementation precisely located on the aspect operational and technical. For example. the lack of guide detailed technical about How integrate principle data protection to in government digital systems make Lots agency difficulty translate mandate law to in practice real (Sari & Pratiwi, 2021) .

More far. research this also highlights importance role non-state actors. such as sector private and public civil. in push accountability implementation policy (Muqoffa & Mawar, 2024) . Participation public through mechanism complaint or supervision collective to data breaches can become counterweight for weakness supervision institutional. However. this This need improvement digital literacy of the community so that they can active involved in the process (Yaw, 2008) . With Thus. the discussion This emphasize that success integration between digitalization administration public and personal data protection No only depends on the aspect law. but also on development ecosystem that involves all over stakeholders interest in a way inclusive and sustainable (Muqoffa & Mawar, 2024) .

Implications from findings This is the need approach holistic that is not only focus on manufacturing regulation. but also strengthen capacity implementation. including through education. allocation source adequate power. and development awareness collective about importance balance between digital innovation and protection right privacy (Muqoffa & Mawar, 2024) . No steps said. the policy digitalization risky only become discourse without impact real for improvement quality service public and personal data protection public. Weakness synergy between the Ministries/Institutions responsible answer on digitalization administration public with institution personal data supervisors (such as PDP Authorities) are one of the factor inhibitors. In addition. participation public in escort right privacy Still low Because lack of education about importance personal data protection (Prajatama et al., nd) .

Study this also sees opportunity repairs. for example with adopt practice best from other countries that have success integrate digitalization service public

with data protection. such as implementation of the Privacy Impact Assessment (PIA) before launch digital system (Putrawangsa & Hasanah, 2018) . The recommendations proposed including strengthening government human resource capacity. harmonization regulations technical. as well as improvement collaboration between government. sector private and public civil For create innovative digital ecosystem at a time protect privacy citizen (Muhammad Fikri, 2023). With Thus. research This conclude that even though Law No. 27 of 2022 has give runway strong law. its effectiveness depends very much on the seriousness implementation. monitoring. and improvement awareness all stakeholders interests. Digitalization administration public must walk side by side with guarantee personal data protection so that digital transformation does not sacrifice right base public on privacy (Dan et al., 2019)

4. Conclusion

Based on analysis that has been conducted. research This conclude that implementation policy digitalization administration public in framework of Law No. 27 of 2022 concerning Personal Data Protection faces challenge complex nature technical. institutional. and cultural. In one side. digitalization has bring progress significant in efficiency and transparency service public. but on the other hand. integration principles personal data protection Not yet fully optimal. Findings key study show existence gap between framework progressive law with capacity implementation in the field. which is reflected from weakness coordination inter-institutional. limitations source power. as well as lack of understanding evenly about importance data protection among organizer service public. Research this also identifies that success policy it really depends on three factor main : strengthening capacity institutional. harmonization regulations technical. and improvement participation public. Without any effort

Serious in build inclusive and sustainable digital ecosystem. policies This risky only become symbol without substance. Therefore that. recommendation proposed policies covers acceleration compilation instruction technical implementation. improvement allocation source Power For development infrastructure data security. as well as educational programs massive for apparatus government and society. Ultimately. research This confirm that digital transformation of administration public must walk side by side with guarantee protection right privacy citizens. Achievements balance This No only will strengthen trust public to government. but also ensure that progress technology truly impact on increasing quality service public without sacrifice right base public on personal data protection. In the future. it is necessary study advanced For monitor development implementation policy This as well as evaluate effectiveness various solutions that have been proposed.

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