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TWO-SIDED DILEMMA OF INDONESIAN COMMUNITY'S PERSONAL INFORMATION USE IN THE DIGITAL ERA

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Article Info	ABSTRACT
	This research is based on the thoughts of Oscar H. Gandy, (2014) regarding The Political Economy of Personal Information which has implications for the phenomena currently occurring in Indonesia. The researcher intends to describe what the political and economic dilemmas of managing personal information problems are like, the extent of the problem of awareness of the value of personal information and future challenges in Indonesian society. The approach used is digital communication and political economy. Meanwhile, the method chosen is a qualitative method of literature study. Data sources use secondary data from literature in the form of books, journals or scientific research, documents and various related news articles. The result of this research is the political-economic dilemma of managing personal information problems using the analogy of two sides of a knife. On the one hand, the positive impact of managing personal information well and according to regulations can provide opportunities to open new businesses with data as a valuable commodity. On the other hand, the negative impact of the digital capitalism business model regarding personal data and information makes society an object that will be filled with various forms of communication programs with the aim of creating a consumer culture. Then, in looking at the main weakness in the development of this personal information problem, it is that people still have low awareness of the importance and value of the information they have.

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1. INTRODUCTION

The problem of personal information being used without awareness of respect for the realm of privacy is a very important issue today. Including in Indonesia, big data from personal information has unwittingly been used to understand people's behavior, which is sometimes used for the benefit of capitalism. What's worse, many people don't realize the importance of maintaining their personal information, so people easily hand over their personal information, especially with various promotions for selling products on e-commerce. Apart from that, people are also very attached to the use of social media. But what you don't realize is that social media works based on a basic model that tracks users in an effort to target advertising for various purposes.

When we think of advertising, we usually think of selling a product or service. However, in some cases, these ads serve to target a specific belief system or goal. So in a political economic context, the real goal of social media is to create a kind of addiction for its users so that they can continue to view targeted content. This is a negative form of social media and its influence on everything, including in relation to the use of personal information.

This is what seems to be the focus in the discussion and development of economic and political values regarding personal information (PI) by Oscar H. Gandy, (2014) in his research entitled The Political Economy of

Personal Information. According to Gandy (2014), this issue of personal information has been problematic and has had many challenges from the start. Many problems arise because personal information has many points of view in providing its value, one of which is that PI is an intangible product, PI can only be realized through a process of abstraction and symbolic representation (Gandy, 2014).

Furthermore, according to Gandy (2014), the problem of conceptualizing PI into something of economic value and controlling it according to needs is very difficult because of the following reasons: first, because information is intangible, it is very difficult to manage, control, or limit other people's access to information. the. Second, PI is unlike other commodities that can be sold, or exchanged on the market, information in its essential form cannot be consumed as the information is used. Third, the total stock of information available for use may actually increase each time the information is used. These characteristics make information a very difficult commodity to control.

These things are the basis or background for the writing of Oscar H. Gandy, (2014) to discuss how PI related to individuals can be used as one part of the object of political economy. Based on this idea, the aim of this research is to analyze how the dilemma of using personal information in Indonesia has two positive and negative sides. This research describes what the political and economic dilemmas of managing personal information problems are like, the extent of the problem of awareness of the value of personal information and future challenges in Indonesian society.

2. LITERATURE RIVIEW
Value Theory The Political Economy of Personal Information

Based on Oscar H. Gandy's research journal, (2014) with the title The Political Economy of Personal Information, the theory of value is very relevant in efforts to identify, classify and evaluate the value of personal information from individuals and see the shortcomings of this theory in the economic context of the current information/digital era. This. According to Gandy, (2014) value theory must be adjusted according to the dynamics of the times. According to him, the dominant theory regarding increases and decreases in value is a response to explaining changes in the fundamental characteristics of the economy. And the production-oriented theory of value (Marx, 1971) remains relevant because it is related to the context of the expanding role of commodity trade.

However, according to Gandy, (2014) when the world economy is increasingly shaped by the activities of service providers, these two theories are unable to explain more comprehensively. This happens because economists see the following obstacles: 1) The need to develop an approach to assessing service functions, including those related to the production and distribution of information and knowledge which cannot be explained well by previous theories of economic value. 2) It makes no sense for political economists to maintain a distinction between productive and non-productive labor in the information age. In the information era, major complications arise along with the transformation of the capitalist economy into an information or service economy which causes the ratio of unproductive workers to productive workers to actually exceed 1:1. Therefore, the problems of capitalism in the information era are increasingly complex because of labor problems.

3. RESEARCH METHOD

This research is post-positivism research, based on the thoughts of Oscar H. Gandy, (2014) in the theory of the political economy of personal information. The approach used is digital communication and political economy. Meanwhile, the method chosen is a qualitative method of literature study. Data sources use secondary data from literature in the form of books, journals or scientific research, documents and various related news articles. The subject of this research is the dynamics of personal information in Indonesia, while the object of this research is the concept of political economy related to the use of personal information in Indonesian society. The data analysis technique uses Miles & Huberman with a reduction process, data presentation and drawing conclusions.

4. RESULTS AND ANALYSIS
The political-economic dilemma of managing personal information issues in Indonesia

Digital identity, whether in the form of data or personal information, is an important asset that must be managed well by a person or company. The reason is simple, digital identity is not only related to important secrets, but is also useful for protecting a person's self and in a company context, namely company operational information so that it is not easily misused by irresponsible parties. Information and personal data are actually assets that must be managed and safeguarded properly. However, interestingly, the use of big data from a collection of personal information from individuals in society can be said to be a double-edged sword which results in a dilemma in its use.

From one side, the use of big data from collections of data and personal information has positive benefits or impacts in various contexts. In 2011, McKinsey released its groundbreaking report on big data, revealing that the big data revolution was finally reaching all sectors in industry (McKinsey, 2011; Custers & Urs'ic, 2016). Several years later until now, discussions about big data are mostly oriented towards the economy with the various challenges it

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faces. More than just collection, storage, and ownership, the most pressing questions are how big data can create value, what its economic benefits are, and how big data can help leading parties benefit their environment (Custers & Urs'ic, 2016).

Then, related to big data, which contains information from individual members of society, it has even given birth to new business models or services based on value creation (OECD, 2013), which based on Mayer-Schonberger & Cukier in Custers & Urs'ic, (2016) distinguish three type of big data business model. The first model is for an organization or company that owns data to then change its business model to become an independent company that sells licenses to use its data to other parties for use. This model can be exemplified by what Twitter does (Custers & Urs'ic, 2016). Twitter, which collects huge amounts of data flows, makes this data available for use by other parties through its management. 18 The second group is organizations that extract the value of big data by involving the analytical skills of their employees.

Then there are data business models in the form of agencies offering strategic digital consulting that have developed rapidly (Custers & Urs'ic, 2016). This business model was born because of the perceived low ability of many large companies from conventional industries to enable them to carry out valuable analysis of the wealth of data or personal information that currently exists. This data business model is basically an effort to guide a client to adapt data from trends in society by making appropriate and appropriate decisions or actions so as to improve performance.

The third is a business model run by a group of companies that not only have sufficient data and analytical skills, but also have a mindset that has ideas about original ways to utilize data to unlock new forms of value. For example, by analyzing billions of users' failed search attempts and the typos they make, Google managed to develop the world's most comprehensive spell checker in every existing language. What is new in Google's approach is that it shows that 'bad', 'wrong' or 'flawed' data can still be very useful (Custers & Urs'ic, 2016). Therefore, even the smallest data regarding a person's personal information in the digital realm can be utilized by businesses to produce various kinds of output.

This paradigm is very different from what the industry did in several previous eras. In the past, manufacturers created products and then "forced" consumers to consume them by creating trends, advertising and providing promotions. But in the information era, understanding consumers' desires and anxieties to then create appropriate products (consumer based products, based on data and information) is one of the main things that producers do to be successful in market competition. Currently, services and products have become more personalized to target more specific consumers. So it could be said that the success of competition in the market is determined by who controls the data.

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Then the positive impact in another context of good management of personal information on the environment is how trends, patterns and information about people's daily mobility are monitored and used as a basis for making public transportation policies. With personal information data about human traffic that can be pulled from various map and online transportation applications, transportation policies can be made more effective and targeted. Therefore, personal data and information on individual movement behavior every day can provide predictions of people and goods traffic systems for improving mass transportation systems.

For the government, a positive thing in using personal information is improving the effectiveness of the mass transportation system. The government and related parties should be able to create an effective public transportation system based on personal data and information from online platforms. The movement of goods and people from online transportation application systems is very vital in understanding people's movement behavior. The density of traffic at a certain time, the flow of people moving can be understood with data from online transportation providers, and this can of course be used in policy making. This is supported by research results from Effendy, Lukman, & Sulistyaning, (2023) who stated that based on research results and comparisons with previous research and theory, it was concluded that the use of Big Data for urban transportation can increase the efficiency of the transportation system in reducing congestion, increasing transportation security, and improving user comfort.

However, Effendy, Lukman, & Sulistyaning, (2023) also concluded that the main challenges in using data and information are threats to privacy, data security and gaps in technological access. Apart from that, from a business perspective, the use of data related to human transportation will of course be obtained by transportation service

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providers and digital map applications. Such as Gojek, Grab and similar platforms as well as Google because they play an important role in providing information about people's movement behavior and are a vital source of income. So there is a business side that plays a role in gaining profits from data and information that should be absolutely owned by society.

From the second side, of course there are indirect losses that an individual will experience when the exploitation of their data and information is exploited by certain parties, especially in the context of digital capitalism. This is what is highlighted in the research of Custers & Urs'ic, (2016) which uses the terms primary data use and data reuse or secondary use as the main challenges in the problem of personal data and information. According to them, data usage is something like using available data for a specific purpose. However, European Union regulations regarding personal data protection complicate this perception. EU Directive 95/46/EC on the protection of personal data does not address the concepts of data use and data reuse, but uses the concept of processing of personal data ("processing"), defined in Article 2 as: any operation or set of operations performed on data personal information, whether by automated means or not, such as collection, recording, organisation, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, blocking, erasure or destruction (Custers & Urs' ic, 2016).

This is the dilemma in the use of personal data and information, such as in Indonesia, which is the topic of discussion in this research. Although data use and data reuse can be understood as actions that occur after the well-aware collection and storage of personal data by individuals who provide their data voluntarily. For example, Gojek uses user personal data to increase the convenience of services from its use. Then how can this data be used again for the benefit of third parties and so on. Such as data on the position and daily movements of users, which makes various brands "attack" these users in various promotional programs with consumer goals. Therefore, it can be recommended that data processing always starts with data collection (the first form of processing) and subsequent actions such as data storage, preparation and analysis. The next steps in data processing must be considered and communicated to the owner of the data, especially such as reprocessing or reuse for purposes beyond the awareness of the user.

Because data is always collected (and often stored) before it can be used for any purpose, according to Custers & Urs'ic, (2016) data collection and storage, although the first step in most data processing, should not count as a legal use of data . We can feel this with the presence of a new concept in the advertising sector, especially related to digital advertising, which is called targeting ads on products from various brands. Of course, this targeting can only be done with a person's personal data and information in the form of demographics and psychographics. In this era of information technology, we as consumers are stuffed with many products based on our lifestyle and needs. We may or may not be aware of it, or at least have felt that the searches we carry out on search engines (such as Google) have an impact on us becoming digital advertising targets shortly afterward.

This is what is meant by the development of Search Engine Marketing (SEM) and Search Engine Optimizer (SEO), so that consumers are always monitored by marketers according to the data and information they convey on the internet. PI of individual characteristics and lifestyle information has become a form of marketing in the digital information era. This can be said to be one of the negative impacts of using personal data and information for us as individuals or consumers. Then, examples of this negative impact are also felt in the political context, where, like product marketing, in the political arena there is also targeting of campaign messages.

Politics and Personal Information such as Product Marketing may already be public knowledge. In many cases in several countries, the use of PI data has become an important strategy in winning contests. Personal information such as contact data and individual characteristics become tools for targeting constituents in elections. Apart from that, personal information about tendencies that people like and hate becomes the basis for making political campaign strategies. So, victory can be determined by who understands behavioral trends in society.

The extent of the problem of awareness of the value of personal information and future challenges in Indonesian society
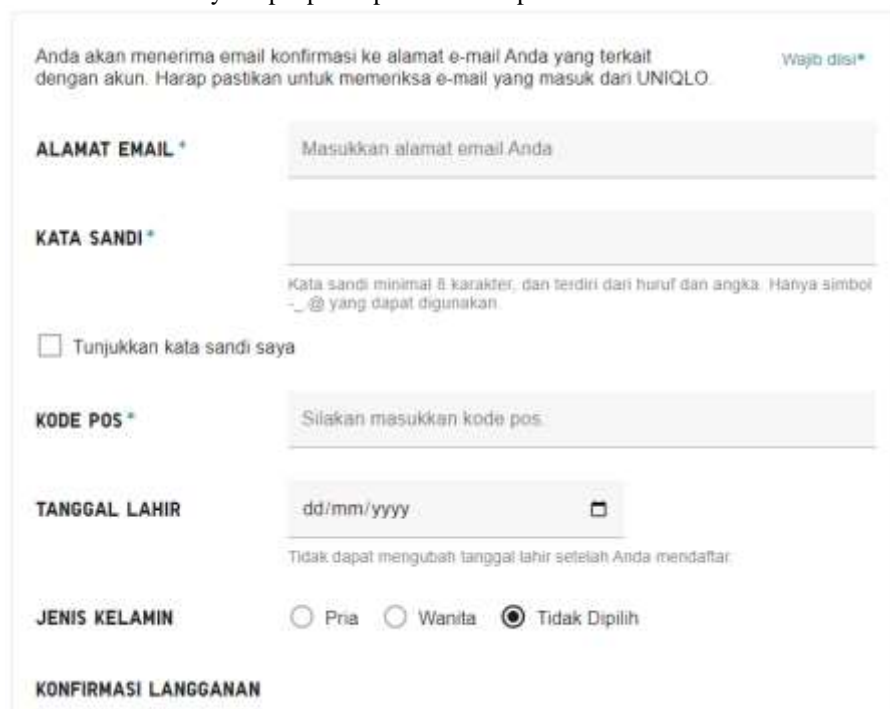
The personal data and information used as a business model by the company must of course be understood as something valuable by the public. The goal is only one, so that society is protected from various types of cyber crime and is not dominated by digital capitalism which can make itself the target of various advertisements with the aim of creating a consumer culture. For this reason, at least the public knows at least what kind of data and information is very valuable and must be protected properly.

Based on the Draft Personal Data Protection Law (RUU PDP), personal data is any data about a person, whether identified and/or identifiable individually or combined with other information, either directly or indirectly, through electronic and/or non-electronic systems. Based on the PDP Bill, personal data is divided into two types. First, general personal data which includes full name, gender, nationality, religion, and/or personal data combined to identify a person. Second, personal data that is specific to health data and information, biometric data, genetic data, sexual

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life/orientation. Then political views, criminal records, child data, personal financial data, and/or other data in accordance with statutory provisions (Sahara, 2021).

So the public may not realize that various types of data are valuable. The irony is that people often provide this information voluntarily to various accounts on social media with the feedback of getting loyalty programs from marketing or getting certain discounts or promotions.

An example that most people may not be aware of is a loyalty program or promotional program that "requires" potential consumers to become members first by including a number of personal information such as name, place of residence, telephone number and email and even information related to lifestyle and habits. what is done every day. Programs like this often make it easy for people to provide their personal information.

Figure 1. Example of a Membership Program with Inclusion of Personal Information

Another case example related to the weak awareness of the majority of Indonesian people regarding the importance of personal information is the ease with which people share personal information on social media. This lack of awareness has been further exacerbated by the increasingly sophisticated way social media targets its users over the last few years. Organizations not only target users based on location or age, but also a variety of criteria. In some cases, this information is personal data that users explicitly provide and share with their friends. A small example in the past is users sharing their relationship status regarding dating, married, or single.

Then recently various trends on social media have become increasingly worrying regarding the behavior of sharing personal information by many people. Some of them are the KTP challenge which went viral in 2021 and was carried out voluntarily by many people in Indonesia. This challenge is very popular on TikTok social media, where users display photos of their Resident Identity Cards (KTP) in their uploads. The upload includes the hashtag #KTPchallenge and comes from various time periods (CNNIndonesia, 2021).

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Figure 2. Example of #KTPchallenge post

Apart from this KTP Challenge, on Instagram there are also four trends that have become polemic regarding the sharing of personal data in the form of Add Yours uploads which are also often used as challenges or challenges by users. This challenge often asks users to provide their personal data, starting from the user's year of birth, variations of nicknames to the user's date of birth, and their daily behavior or habits including product consumption patterns or sexual matters. In fact, leaks and spread of personal data through the Add Yours feature on Instagram often lead to crimes that cause losses.

1. Often the price consumers pay is for the packaging, not the product. So personal information often does not become a production cost.
2. Information is different from real goods in the context of other digital memories, data storage or even digital databases for storing and transmitting data of real value.
3. Personal information is an intangible item, allowing information to be copied, reproduced and shared with others, making its market value unstable. Copyright and other legal forms of "intellectual property" are still unable to control the commodity features of information.

Therefore, according to Gandy (2014), determining the value or price of PI is often based on:

1. Most PI is sold based on information that facilitates characterization of individuals (the extent to which personal information may be available) as members of valuable and targeted segments. As with smartphone products or brands, the PI character needed is a consumer who is indicated to have the potential to have a need and make a purchase. Likewise in the political realm, the individuals targeted are people who fit the criteria for a candidate figure.
2. Companies or PI service providers acquire and develop analytical techniques to help them determine the relative value of existing customers in their database. Analytical resources are routinely applied to segment consumers into more specific value groups based on the extent to which brand loyalty and future propensity to consume the product enable PI users to incur the minimum marketing costs.

So, because there is no definite value for personal information, and even if the value has been found, profits will only be obtained by those who collect, process and store this personal data without any feedback, the benefits will be felt by the public as the people who produce it. For this reason, people must see more of their personal information as something that must be paid more for and stored very well.

Then, apart from the problem of public awareness and the Indonesian government, of course they will also be faced with several things related to the development of digital technology in the future which is increasingly developing rapidly. Here are some of these challenges:

1. PI's concerns in the era of Artificial Intelligence (AI).
   Information is intangible, so it is very difficult to manage, control, or limit other people's access to information, plus artificial intelligence can eliminate human control over information access.
2. Limitations on legal access and illegal use of PI have not been fully conceptualized.

Information in its essentially intangible form means that the use of PI cannot be fully described. The basis for using PI, especially in economic contexts (advertising, marketing, etc.), politics and law, has not yet been conceptualized so there are still many points of view.

3. To what extent do Privacy values still apply in the digital era?
   When all information is available in digital computing, the most important social criticism of society is the extent to which further research can describe whether there is still value in privacy in modern society.

5. CONCLUSION

This research concludes the political economic dilemma of managing personal information problems with the analogy of two sides of a knife. On the one hand, the positive impact of managing personal information well and according to regulations can provide opportunities to open new businesses with data as a valuable commodity. Data can become a new business model and the basis for creating more effective and targeted marketing strategies. Apart from that, data also has a big influence on making better and more effective public policies, such as data-based public transportation policies and personal information on people's daily movements. On the second hand, the negative impact of the digital capitalism business model regarding personal data and information makes society an object that will be filled with various forms of communication programs with the aim of creating a consumer culture. Likewise in the political realm, control of data will greatly determine the victory of political contestation which will certainly harm democratic values.

Then, in looking at the main weakness in the development of this personal information problem, it is that people still have low awareness of the importance and value of the information they have. This low awareness can be seen from several simple indicators, such as the ease with which someone provides personal information for promotion or membership purposes for a product, and the ease with which social media users create upload trends containing their personal information, such as the KTP Challenge on Tiktok and Add Yours on Instagram.

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