



JOURNAL OF DIGITAL LEARNING AND DISTANCE EDUCATION (JDLDE)

ISSN: 2964-6685

<https://www.rjupublisher.com/ojs/index.php/JDLDE>



Human Rights in the Digital Era: Online Privacy, Freedom of Speech, and Personal Data Protection

Riduan SIAGIAN^{a*}, Leonard SIAHAAN^b, Muhammad Ichwan Hamzah^c

^a*Economic Faculty, Universitas Efarina, Pematang Siantar, Indonesia*

^b*Management Faculty, Sekolah Tinggi Ilmu Manajemen Saint Mary, Jakarta, Indonesia*

^c*Economic Faculty, Sekolah Tinggi Ilmu Ekonomi Bisnis Indonesia, Jakarta, Indonesia*

*Corresponding author: riduan.siagian@gmail.com

Abstract

This study analyzes the impact of digital technology on human rights in a modern context. Its main focus is on online privacy, freedom of speech, and protection of personal data. The research method is qualitative through literature reviews and involves literature analysis to understand fundamental problems. The aim of analyze the impact of digital technology on human rights. Additionally, personal data protection is also a key focus, with an emphasis on the need for appropriate regulations. The research results explain that although there are challenges, the digital era also provides opportunities for human rights campaigns and increasing awareness. This research provides important guidance for policies that can uphold the integrity of human rights in the ever-evolving digital era.

Keywords: Human rights, digital technology, online privacy, freedom of speech, personal data protection.

Acknowledgments: Thanks to all parties who have supported the implementation of this research. I hope this research can be useful.

For citation:

Siagian, R., Siahaan, L. & Hamzah, M., I. (2023). Human Rights in the Digital Era: Online Privacy, Freedom of Speech, and Personal Data Protection. *Journal of Digital Learning and Distance Education*, 2(1), 548-558. <https://doi.org/10.56778/jdlde.v2i4.149>.

Introduction

In an era characterized by rapid growth in digital technology, fundamental transformations have occurred in nearly every aspect of daily life. As social beings, society requires guidelines for its existence (Dulkiah & Setia, 2020). Law and justice are closely intertwined and form an

inseparable unity; justice is created due to the existence of law (Setia, 2021). Global interconnectedness, instant access to information, and unlimited connectivity are the hallmarks of this era. Digital technology, in the form of the internet, smart devices, and social media platforms, has accelerated social, economic, and cultural changes. However, this growth also brings complex implications for human rights that need to be deeply understood. Hence, a crucial aspect of a lawful state is the presence of protected human rights, with the recognition of human rights outlined in the 1945 Constitution (An-Na'im, 2000).

The objective of this study is to analyze the impact of digital technology on human rights in the context of the increasingly interconnected modern era. Through a deeper understanding of these implications, we can bridge the gap between technological advancements and the protection of individual rights. This is by the Human Rights Act, which addresses policies related to human rights and humanity. In the current phenomenon, a significant number of Indonesian citizens are not yet fully aware of their rights. Implementation-wise, numerous violations persist (Rahman, 2021). Thus, this research holds significant relevance in guiding policies, regulations, and approaches that ensure the sustainability of freedom, privacy, and justice within the ever-changing digital environment. The importance of understanding the implications of human rights in the digital era cannot be overlooked. In an increasingly interconnected context, the concept of privacy becomes more complex as our data can be easily collected, stored, and analyzed by various entities. While we enjoy the conveniences and comforts of technology, it's equally important to consider how our privacy is treated and safeguarded in the transparent and open digital world.

Furthermore, freedom of speech also faces new challenges in the era of social media, which allows anyone to express their views on a global scale. However, the question arises whether limitations are necessary to prevent the spread of harmful content or misinformation that can adversely affect society. A proper understanding of how to regulate freedom of speech wisely in the digital environment needs to be maintained to strike a balance between freedom and responsibility. The protection of personal data becomes a crucial issue, especially as data becomes a valuable resource within the digital ecosystem. The question that arises is how our data is collected, stored, and utilized by companies and governments. Strong regulations are necessary to address the risks of data misuse and to ensure that individuals have control over their personal information. The following are several studies related to Human Rights in the Digital Era, one of which is research conducted by (Lawson, 2021) This article aims to reorient thinking about the relationship between the long-standing social model of disability and the rapidly emerging human rights model. Faturoti's (2022), paper evaluates the strategies of African leaders in maintaining access to learning and student experiences during the COVID-19 lockdown. The report argues that most education systems in African countries were unprepared for the sudden shift to online learning. Finally, the report explores future policy strategies for bringing more Africans out of the digital desert. There are also findings about research (Mcgregor, 2019) that focus on assessment algorithms that contribute to society while guarding against risk.

In tackling these challenges, this research aims to analyze the impact of digital technology on human rights. With a deeper understanding of these implications, we can take appropriate steps to maintain a balance between technological advancements and the protection of individual rights. Through this research, it is hoped that we can formulate a comprehensive and sustainable policy framework, allowing the evolving digital era to provide positive benefits for society as a whole.

Method

This research employs a qualitative method with descriptive characteristics (Mustari & Rahman, 2012). Qualitative research comes from the assumption that there is one 'single

identifiable reality' that researchers can objectively access through their methodology (Lincoln et al., 2011). In other words, in re-testing the claims made of qualitative research researchers can collectively work towards establishing a transferable 'truth' that can be (in) directly observed through qualitative methods. Although Makel et al. (2022) do not grapple with epistemological or ontological tensions directly in their paper, their implicit approach can be seen through their use of examples of where replication may be a useful mechanism by which to view transferability and uncover a 'truth' or 'answer'.

The data collection method follows a systematic approach through a literature review (Truna, 2014). Various sources were used for this study, including books, journals, legal dictionaries, legal encyclopedias, and other legal materials. Additionally, legal documents such as legislation, jurisprudence, and others were used as research materials (Rahayu, 2020). These sources were then analyzed to understand human rights in the digital era. The analysis was conducted using a qualitative method, which provides descriptions using words based on the acquired data. In this qualitative analysis method, the emphasis is on the quality of the data (Ali, 2021).

Results

The Growth of Digital Technology Affects Individual Privacy in the Modern Era.

In the modern era dominated by digital technological advancements, fundamental changes have occurred in the way we interact with the world around us. The growth of digital technology, such as the internet, smart devices, and social media platforms, has brought significant changes in how we access information, communicate, and participate in social life. However, beneath the convenience and benefits offered by this technology, some consequences need to be considered, especially regarding individual privacy. According to the book "European Union Agency for Fundamental Rights and Council of Europe" (2014), the protection of personal data has evolved from the right to respect private life. The concept of private life is closely related to humans as living beings. Therefore, individuals are the primary owners of the right to personal data protection. The use of digital technology has created a sea of data that encompasses our personal information and behaviors. Online activities such as internet searches, social media interactions, and online transactions generate digital footprints that can be used to identify, understand, and predict individual behavioral patterns. In this process, individual privacy is often at stake.

Several prominent cases, especially those involving personal data breaches leading to fraudulent activities or criminal actions like pornography, emphasize the importance of creating legal regulations to protect personal data (Komarudin, 2014). Additionally, many technology companies collect and utilize personal data as valuable assets for marketing purposes and business decision-making. This raises ethical questions about how our data is used and who has control over it. The advancements in the Internet of Things (IoT) also strengthen the collection of personal data. In IoT, connected devices can gather data about daily habits, such as sleep patterns, physical activities, and consumer preferences. However, the increasing amount of personal data being collected also raises the risk of privacy violations and data misuse.

The impact of digital technology's growth on individual privacy not only relates to data collection but also to security issues. Instances of data breaches and system hacking have highlighted the vulnerability of our data to cyber-attacks. In addressing these challenges, data protection regulations and policies are becoming increasingly necessary. The growing internet penetration and mobile phone usage are expanding the market for digital services in Southeast Asia, attracting both domestic and foreign investments to provide digital solutions for consumers. Sectors like e-commerce, food, and transportation, as well as online media, which have been the

primary drivers of digital economic growth in ASEAN, are predicted to continue playing a significant role in the future (Nasution, 2021). Policies to ensure data protection and transparency in data sharing and processing are necessary to safeguard consumers' digital rights without hindering innovation to support the potential growth of the digital economy in ASEAN. Access to user data is crucial for digital platforms to innovate. For example, to provide services tailored to consumer profiles (Chen, 2020). Data-sharing activities among platforms also aid businesses in developing products and services that can be marketed efficiently.

This fosters the creation of new business opportunities, enhances cross-sector collaboration such as value chain integration, and increases efficiency through data interconnections and integration (OECD, 2019). Regulations need to carefully balance these various benefits with the risk of privacy breaches, ensuring that the interests of both businesses and consumers are adequately protected. Amidst the ongoing advancements in digital technology, it's important for individuals, companies, and governments to actively consider its impact on individual privacy. With awareness of personal rights and efforts to develop robust regulations, we can achieve a healthy balance between technological innovation and privacy protection in an increasingly interconnected modern era. In the literature on privacy and digital technology, there's also discussion about the regulations and policies needed to protect individual privacy. We can observe how the impact of digital technology's growth on individual privacy has become a focal point of attention in various research fields. These implications necessitate collaboration among stakeholders, stricter regulations, and individual awareness to preserve privacy and human rights in the evolving digital era.

In the literature, there's an emphasis on the concept of "data ethics" as an integral part of digital technology growth. Additionally, privacy issues are interconnected with cybersecurity. Privacy challenges have also become more complex with advancements in artificial intelligence. When considering the privacy implications of the digital era, it's important to view them within a broader framework, encompassing ethical aspects, security, and their social impacts. Individual awareness, robust regulations, and an approach focused on the common good and human rights will be crucial factors in addressing these challenges in the ever-evolving digital technology era. Individual awareness will be a cornerstone in addressing the challenges that arise with the advancement of digital technology. In an era where information is easily accessible and widely distributed, each individual must become a smart and responsible user of technology. This awareness involves understanding the impact of technology on daily life, privacy, and the security of personal data. Strong regulations also play a crucial role in maintaining a balance between technological advancements and societal interests. In this regard, governments and regulatory bodies need to develop policies that ethically and fairly govern the use of technology. These regulations should address issues like personal data protection, the spread of misinformation, and cybersecurity. Moreover, appropriate regulations can also drive innovation that supports positive societal development.

An approach focused on the common good and human rights also cannot be overlooked. "Human rights are universally recognized rights by the state and play a crucial role in political policies to protect every individual." (Sudrajat, 2022). Technology should be directed to provide real benefits to everyday life, enhancing access to education, healthcare, employment, and various other essential sectors. In the effort to address the negative impacts of technology, such as digital inequality and the potential misuse of technology for harmful purposes, it's important for policymakers to consistently prioritize human rights principles. In this regard, collaboration among government bodies, technology companies, academia, civil society, and individuals is highly necessary. Civil society can act as watchdogs, advocating for the implementation of appropriate regulations and ensuring the preservation of societal interests. Technology companies

need to adopt a responsible approach, maintaining data integrity and prioritizing ethics in every product and service they offer.

With high individual awareness, effective regulations, and an approach grounded in the common good and human rights, we can confront the challenges arising from the evolution of digital technology. This era will provide a platform for innovations that advance the quality of human life, as long as it's accompanied by collective responsibility in managing its impacts. It's important to recognize that addressing challenges in the ever-evolving digital technology era is not an easy task. It requires collective efforts from various parties to create a balanced and sustainable technological ecosystem. Some additional steps that can be taken to address these challenges are as follows:

- a. **Technology Education and Digital Literacy:** Enhancing digital literacy among the public is essential. Education about using technology safely, wisely, and productively should be integrated into formal education curricula. With a better understanding of the risks and benefits of technology, individuals will be better equipped to make informed decisions about its use.
- b. **Transparency and Accountability:** Technology companies need to be transparent about how user data is used and processed. They should prioritize user privacy and provide greater control over personal data. Additionally, companies should be ready to take responsibility for the impact of their products and services on society.
- c. **International Collaboration:** Challenges in the digital technology era often transcend national borders. Therefore, international cooperation and collaborative frameworks need to be prioritized. This includes exchanging information about cyber threats, harmonizing global regulations, and developing digital security standards.
- d. **Ethical Technology Development:** Research and technology development should integrate strong ethical principles. This involves designing artificial intelligence (AI) systems and other technologies that consider social impacts, creating non-discriminatory algorithms, and maintaining transparency in decision-making processes.
- e. **Innovation in Community Empowerment:** Technology can be used to empower community participation in decision-making and local problem-solving. Initiatives such as participatory platforms and community-engaging applications can help improve the quality of democracy and reduce disparities among citizens in utilizing technology.

By taking these steps, we can transform the challenges that arise in the digital technology era into opportunities to create a world that is more just, secure, and progressive. Prioritizing the common good and balancing innovation with ethical considerations will ensure that technology remains a beneficial tool for both individuals and society as a whole.

Changes in global social media have impacted freedom of speech in the digital environment

Global shifts in social media have brought significant impacts on freedom of speech in the digital realm. As platforms that enable massive communication and information exchange, social media has become a stage for various voices, perspectives, and aspirations of individuals around the world. While providing incredible opportunities to participate in public discourse, the changing trends in social media have also presented serious challenges related to freedom of speech.

The freedom of expression and opinion relies on policies set by governing authorities. Particularly concerning the allowance for individuals to express themselves, governments guarantee the freedom to express themselves without intervention (Nurlatifah, 2012). Even democracy offers the chance for each person to enjoy their freedom proportionally, as one person's freedom is limited by the freedom of others (Selian & Melina, 2018).

On the positive side, social media has facilitated the democratization of information. With easy and rapid access to these platforms, individuals from diverse backgrounds have the

opportunity to access and share information, reducing dependence on conventional news sources. This results in greater inclusivity in public discourse, allowing previously underrepresented groups or individuals to have a stronger voice.

Moreover, social media has empowered communities to play an active role in social movements and campaigns. By providing a means to coordinate and disseminate messages, social media has become a powerful tool in mobilizing people to support specific issues, ranging from human rights to climate change. This underscores the crucial role of social media in garnering public support and raising awareness about global issues.

However, negative impacts cannot be ignored either. Social media has become fertile ground for the spread of misinformation, fake news, and hoaxes. The speed of information dissemination on these platforms often surpasses our ability to verify it, leading to inaccurate information quickly going viral and confusing the public. This phenomenon undermines the general understanding of reality and creates barriers to discussing issues objectively.

Furthermore, social media can also serve as a platform for expressions of violence and harassment. The anonymity provided by these platforms often increases in cases of online violence and harassment against individuals or groups. This creates an unsafe environment for free expression and contributes to an atmosphere of intimidation that stifles freedom of expression.

Additionally, social media algorithms often present content based on existing preferences and views, forming "filter bubbles" where we are only exposed to the same perspective. This can lead to polarization and narrow the opportunity to hear diverse viewpoints.

A negative trend that has emerged is the tendency for social media discourse to be colored by negative content. The phenomenon of culture lag, where the existence of social media is inversely proportional to literacy, can transform social media from a public space into a container for negative content. Social media is an effective and innovative tool for mobilizing communities. Therefore, the development of information technology through social media generates dynamic information dissemination through various electronics (Smartphones, Notebooks, Tablets, etc.) (Sari, 2019).

Facing these challenges, important steps must be taken. Increasing social media literacy, transparency and accountability from platforms, careful regulation, and collaboration between various parties are some of the things that need to be advocated to maintain a balance between freedom of speech and the negative impacts of changes in social media. Thus, the digital world can remain a place where every voice holds value, and public dialogue can continue in a safe and civilized environment.

In the effort to maintain a balance between freedom of speech and the negative impacts of changes in social media, several further steps can be taken:

- a. **Digital Literacy Education:** Enhancing public understanding of how to identify fake news, verify information, and comprehend the consequences of their actions in the digital world. Digital literacy education programs should be widely conducted, involving schools, educational institutions, and community groups.
- b. **Algorithm Transparency:** Social media platforms should be more transparent about how their algorithms curate content. Users should be provided with information about why certain content appears in their feeds to reduce the "filter bubble" effect.
- c. **Strong Fact-Checking:** Technology companies can collaborate with independent fact-checking organizations to verify and label inaccurate content. This action helps limit the spread of false information.
- d. **Government Role:** Governments need to play a role in regulating harmful social media practices, such as the spread of hoaxes and online harassment. Smart and balanced regulations should be implemented to protect freedom of speech without endangering society.

- e. Platform Ethics Policies: Social media companies should have strong policies regarding behavior and permissible content on their platforms. Firm actions against harmful, threatening, and violent content need to be taken.
- f. Independent Media Development: Support for independent media and quality journalism is crucial. This helps prevent the dominance of fake information and provides space for delivering accurate and balanced news.
- g. Enhanced International Oversight: International cooperation in addressing social media challenges can lead to a more consistent and effective framework for tackling issues such as hoaxes, disinformation, and data misuse.
- h. Public Awareness Campaigns: Campaigns that educate the public about ethical behavior on social media and its implications for freedom of speech can shape a more positive online culture.
- i. Increasing Positive Impact: Focus on developing technology and initiatives that encourage positive impacts in society. Technology can be used to facilitate healthy discussions, constructive exchange of opinions, and participation in collaborative projects.

By taking these steps, we can ensure that freedom of speech in the digital world remains preserved while also addressing potential negative impacts. This is a challenge that requires cross-sector collaboration and collective efforts to create an inclusive, secure, and empowering online environment for every individual.

Through this holistic approach, we can harness the potential of social media as a tool that enables freedom of speech and expression, while mitigating potential negative effects. This will help maintain a healthy, inclusive, and empowered digital environment for communities worldwide.

The changes in global social media have significant implications for freedom of speech in the digital environment, which in turn also affects human rights overall. Here are some impacts of changes in social media on human rights:

- a. Freedom of Speech and Expression: social media is a platform where individuals can openly express their opinions, views, and thoughts. However, some platforms may impose restrictions on certain content, either at the request of governments or based on platform policies. This can hinder individuals' freedom of speech and expression and violate fundamental human rights.
- b. Privacy and Data Protection: social media also brings issues related to privacy and data protection. Personal information uploaded to these platforms can be used by technology companies or third parties without clear consent. This violates human rights to privacy and control over personal information.
- c. Spread of Disinformation and Hoaxes: social media allows for the rapid spread of inaccurate information or hoaxes. This can hurt human rights, as false information can harm individuals' reputations, trigger conflicts, or lead to inappropriate actions.
- d. Online Violence and Harassment: The anonymity present in social media can encourage harmful behavior, including harassment and threats. This threatens human rights to security and protection from insults and violence.
- e. Control of Narratives and Opinion Manipulation: social media can also be used by certain parties to control narratives or manipulate public opinion. This can harm human rights to honest information, free from manipulation, and the right to form one's own opinions.
- f. Dependency and Digital Inequality: Communities with limited access or technological skills may feel marginalized and not have equal opportunities in the digital environment. This can impact human rights to education, information, and participation.

g. Responses to Security Threats: In efforts to maintain national security, some governments may tend to monitor social media activities and restrict online expression. This can pose a threat to human rights related to privacy and freedom of speech.

In facing these impacts, it is important to strike a balance between technology use and the protection of human rights. Governments, technology companies, civil society, and individuals need to work together to develop policies and practices that ensure freedom of speech and human rights in the digital era are protected while also addressing its negative impacts. This is a challenge that requires a holistic approach and cross-sector collaboration to create a safe, inclusive digital environment in line with human rights principles.

The collection and protection of personal data in digital technology affect individual human rights

The collection and protection of personal data in digital technology have brought significant impacts on individual human rights. In an era where we are increasingly connected to the digital world, the personal data we provide in various online activities becomes more crucial. However, the implications of these practices on human rights need to be carefully analyzed. A common occurrence in Indonesia is the trading of consumer data. Consumer data obtained in this manner is used as a target for marketing products by companies or individuals. Additionally, many internet users offer services for buying and selling accounts or followers. Despite this, such practices open the door to potential misuse of someone's data for criminal activities (Niffari, 2020). On one hand, the collection of personal data in digital technology has provided tremendous benefits. With the accumulated data, companies can create more personalized and efficient services. Targeted advertising can offer users more relevant experiences, and data analysis can uncover trends and behavioral patterns that could potentially benefit society. However, these positive impacts must also be balanced with the protection of individual human rights.

The importance of privacy rights within human rights cannot be ignored. Personal data such as location, browsing history, preferences, and more reflect an individual's identity and private life. Collecting data without proper permission or transparency can infringe upon an individual's privacy rights. Uncertainty about how the data will be used, stored, and potentially shared with third parties can threaten an individual's right to control their personal information. Furthermore, data manipulation and data security threats also have significant impacts. Hacking or data breaches can lead to identity theft, the dissemination of damaging personal information, or even fraud. This violates an individual's rights to security and protection of personal information. Unfortunately, the protection of personal data to ensure the security of such data as a fulfillment of privacy rights in Indonesian society is currently not optimally executed. This is evident from the numerous violations of personal data misuse due to the increasing use of digital devices and platforms that are not adequately protected by the law (Mardiana, 2023).

Another impact is the potential influence on freedom of speech and expression. When personal data is used to create user profiles, algorithms and social media platforms can create filter bubbles, limiting users' exposure to only pre-existing views. This can impede individuals' rights to access a variety of perspectives that are crucial for a balanced understanding. However, the solution does not entail rejecting data collection altogether. Instead, the protection of personal data must take precedence. Strong regulations, better transparency, greater user control over their data, and ethical data usage are some of the steps that need to be taken. This will help maintain a balance between technological innovation and individual rights, ensuring that digital technology continues to provide benefits without compromising fundamental rights. The collection of personal data in digital technology has indeed significantly contributed to the development of more personalized and efficient services.

However, it's important to acknowledge that these practices also have complex impacts on individual human rights.

- a. **Transparency and Consent:** One crucial point in personal data protection is transparency in data collection and usage. Users should have a clear understanding of the types of data being collected, the purpose of collection, and how the data will be used. Informed consent and clear information are an individual's right to have control over their personal information.
- b. **Data Breach Risks:** Data breaches or hacking pose serious threats to individual privacy and security. Leaked personal data can be used for harmful purposes like identity theft, financial fraud, or illegal targeting. Data protection efforts, strong encryption, and other security measures are essential to safeguard individuals' rights against these risks.
- c. **Right to Be Forgotten and Data Portability:** Some regulations, such as the General Data Protection Regulation (GDPR) in the European Union, grant individuals the right to request the deletion of their data from systems or to transfer their data from one service to another. This involves individual control over their data and is part of the protection of individual rights.
- d. **Automated Decision-Making and Profiling:** Digital technology also enables automated decision-making based on data analysis, which can impact individual rights. The use of algorithms to make decisions about creditworthiness, employment, or product offers can harm individuals if not transparent and fair.
- e. **Digital Inequality and Access:** Individuals' rights to universal access to technology should also be considered. Not everyone has equal access to digital technology. This can result in inequalities in access to services, information, and opportunities.
- f. **Data Use for Commercial Purposes and Ad Targeting:** Using personal data for ad targeting can provide more relevant experiences for users. However, this use should also consider ethical and privacy boundaries, as well as compliance with existing regulations.
- g. **Children's Data Protection:** Protecting children's data is crucial in digital technology. The collection and use of children's data should adhere to specific regulations that ensure the protection of children's rights.
- h. **Data Use for Research and Analysis:** While data use for research can provide valuable insights, it should also consider ethical principles and personal data protection.
- i. **Company Control and Responsibility:** Technology companies have a responsibility to ensure that users' data is processed safely and by the law. They should provide adequate control to users over their data.

Balancing technological advancement and the protection of individual rights in the context of personal data collection and protection is crucial. Effective regulations, transparency, public education, and collaboration between governments, companies, and civil society are key to achieving this goal. In this way, digital technology can provide positive benefits to society while respecting and safeguarding individual rights.

Conclusion

In the evolving era of digital technology, the collection and protection of personal data have opened doors to impressive innovations and ease of interaction in the virtual world. However, these changes have also brought forth a series of complexities that affect individual rights. As a conclusion, it is paramount that individuals' rights to maintain privacy and have control over their data be prioritized. Transparency in data collection and clear consent are crucial steps in safeguarding these rights. It is important to keep personal data secure from the risks of breaches and hacking. Implementing strong security measures and encryption is a shared responsibility to

protect individuals' rights against these threats. The use of algorithms and technology for automated decision-making must be tightly regulated to ensure that individuals' rights to fair and transparent decisions are protected. Equal access to technology should be advocated for so that all individuals have an equal right to participate in the digital world. These efforts will minimize inequalities in rights to access information and opportunities. Awareness of individual rights in the digital environment and education about data protection practices should be prioritized. People need to understand the implications of data collection and the actions they can take to protect their rights. Strong and ongoing regulations, as well as cooperation between governments, companies, and civil society, are necessary to achieve the right balance between technological innovation and individual rights. Building an ethical digital ecosystem that respects individual rights is a global challenge that needs to be overcome. We need to strike the right balance between harnessing the potential of digital technology and safeguarding human rights. By adopting appropriate regulations, good ethics, and increasing awareness, we can create an environment that positively impacts societies worldwide while still protecting the fundamental rights of each individual.

References

- Ali, Z. (2021). *Metode Penelitian Hukum*. Sinar Grafika.
- An-Na'im, A.A (2000). *Islam And Human Rights: Beyond the Universality Debate*. Proceedings Of the Asil Annual Meeting, 94, 95-101.
- Chen. Y. 2020. *Improving Market Performance in The Digital Economy*. China Economic Review, 62. 1-8.
- Dulkiah, M., & Setia, P. (2020). *Pola Penyebaran Hoaks Pada Kalangan Mahasiswa Perguruan Tinggi Islam Di Bandung Jawa Barat*. Jurnal Smart (Studi Masyarakat, Religi, Dan Tradisi), 6(2), 245-259.
- European Union Agency for Fundamental Rights and Council of Europe. 2014. Handbook on European Data Protection Law, Belgium.
- Faturoti, Bukola. (2022). *Online Learning During COVID-19 and Beyond: a human right based approach to internet access in Africa*. International Review of Law, Computers & Technology. 36(1), 68-90.
- Komarudin, W. D., Djafar & Asep. 2014. *Perlindungan Hak Asasi Privasi Di Internet-Beberapa Penjelasan Kunci*. Elsam. Jakarta.
- Lawson, A. et al. (2021). *The social and human rights models of disability: towards a complementarity thesis*. The International Journal of Human Rights. 25(2), 348-379.
- Lincoln YS, Lynham SA, Guba EG. (2011). *Paradigmatic controversies, contradictions, and emerging confluences revisited*. In: Denizen NK, Lincoln Y, eds. The Sage Handbook of Qualitative Research, 4th ed. Thousand Oaks, CA: Sage Publications. 191–216.
- Makel, M. C., Meyer, M. S., Simonsen, M. A., Roberts, A. M., & Plucker, J. A. (2022). *Replication is relevant to qualitative research*. Educational Research and Evaluation, 27(1-2), 215-219
- Mardiana, N.&Meilan, A. (2023). *Urgensi Perlindungan Data Pribadi Dalam Prespektif Hak Asasi Manusia*. Jurnal Rechten: Riset Hukum Dan Hak Asasi Manusia. 5(1), 16-23. <https://doi.org/10.52005/Rechten.V5i1.108>
- Mcgregor, L. et al. (2019). *International Human Rights Law as a framework for algorithmic accountability*. British Institute of International and Comparative Law. f Cambridge University Press

- Nasution, Sri Handayani. (2021). *Meningkatkan Tata Kelola Data Dan Perlindungan Data Pribadi Melalui Asean Digital Masterplan 2025*. Center For Indonesia Policy Studies. Jakarta.
- Niffari, Hanifan. (2020). *Perlindungan Data Pribadi Sebagai Bagian Dari Hak Asasi Manusia Atas Perlindungan Diri Pribadi (Suatu Tinjauan Komparatif Dengan Peraturan Perundang-Undangan Di Negara Lain*. Jurnal Yuridis, 7(1), 105-119
- Nurlatifah, Mufti. *Ancaman Kebebasan Berekspresi Di Media Sosial*. Departemen Ilmu Komunikasi Fispol Ugm.
- Oecd. (2019). *Enhancing Access to and Sharing Of Data, Reconciling Risks And Benefits For Data R-Use Across Societies*. <https://doi.org/10.1787/276aaca8-en>.
- Rahayu, D. P. (2020) *Metode Penelitian Hukum*. Yogyakarta: Thafa Media.
- Rahman, M. Taufiq. (2021) *Sosiologi Islam*. Prodi S2 Studi Agama. Uin Sunan Gunung Djati Bandung.
- Sari, Frayunita, Ratih. (2019). *Menyoal Kebiasaan Berpendapat Malfungsi Media Sosial Sebagai Panggung Produsage Konten Negatif*. Ilmu Komunikasi Fisipol, Universitas Gajah Mada. Mei.
- Selian, D.L., & Melina, C. (2018). *Kebebasan Berekspresi Di Era Demokrasi: Catatan Penegak Hak Asasi Manusia*. Lex Scientia Law Review. 2(2). November.
- Setia, P. (2021). *Atas Nama Islam: Kajian Penolakan Hizbut Tahir Indonesia (HTI) Terhadap Pluralisme*. Aplikasi: Jurnal Aplikasi Ilmu-Ilmu Agama, 21(2), 115-136.
- Sudrajat. (2022). *Hak Asasi Manusia (Ham) Sebagai Bentuk Kebijakan Politik Dalam Pelaksanaan Perlindungan*. Jurnal Agama Dan Sosial-Humaniora, 1(1), 17–28.
- Sudrajat. (2022). *Hak Asasi Manusia (Ham) Sebagai Bentuk Kebijakan Politik Dalam Pelaksanaan Perlindungan*. Jurnal Agama Dan Sosial-Humaniora, 1(1), 17-28.
- Truna. (2014). *Pengaturan Metode Riset: Buku Daris Untuk Mahasiswa Bandung*. Lembaga Penelitian UIN Sunan Gunung Djati.