

Students' Legal Awareness of Personal Data Protection at AMIK Bukittinggi

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ABSTRACT

The development of digital technology in higher education institutions has increased the use of academic information systems while also raising the risk of misuse of students' personal data; therefore, legal awareness is needed to support the implementation of Law No. 27 of 2022 on Personal Data Protection. This study aims to analyze the level of students' legal awareness regarding personal data protection at AMIK Bukittinggi. The study employed a quantitative approach with a descriptive design involving 76 students selected through total sampling. Data were collected using a Likert-scale questionnaire that measured four dimensions of legal awareness: knowledge, understanding, attitude, and legal behavior. The instrument was found to be valid and highly reliable (Cronbach's Alpha = 0.894), while data analysis was conducted using descriptive statistics. The results indicate that students' level of legal awareness falls into the high category with an average score of 76.76; 75.00% of respondents fell into the high and very high categories. All dimensions of legal awareness also fell into the high category, with the legal behavior dimension achieving the highest average score, while the legal attitude dimension had the lowest average score. These findings suggest that students possess a good level of legal awareness regarding the protection of personal data. This study provides an empirical contribution to the development of research on legal awareness and serves as a foundation for universities to strengthen policies and digital legal literacy programs to support the implementation of personal data protection.

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1. INTRODUCTION

Advances in digital technology have transformed the governance of higher education through the use of academic information systems, online learning, electronic administrative services, and various digital platforms that require the collection and processing of students' personal data. On the other hand,

the increasing intensity of technology use has also been accompanied by a rising risk of misuse and leakage of personal data (Judijanto, Lubis, Sam Karauwan, Bungin, & Mau, 2024). Indonesia has responded to this situation through Law No. 27 of 2022 on Personal Data Protection (PDP Law); however, the implementation of this regulation still faces challenges, particularly regarding the legal awareness of the public as data subjects (Nurrohman & Hilman Nur, 2026). Research shows that the effectiveness of data protection is determined not only by the existence of regulations but also by the level of individuals' understanding of and compliance with their rights and obligations regarding the protection of personal data (Darnela & Rusdiana, 2025).

College students are a group that actively utilizes digital technology in both academic and social activities. The use of Academic Information Systems (SIKAD), social media, learning apps, digital wallets, and cloud-based services leads students to routinely share various types of personal information (Pakpahan, 2024). However, many students still do not understand the legal risks or information security risks arising from granting excessive data access, using apps without reading privacy policies, or oversharing on social media. This situation indicates that digital literacy is not always accompanied by legal awareness regarding the protection of personal data (Yunesia Amelia Renanta, Shabilla, & Wiraguna, 2025).

Various previous studies have examined the protection of personal data from the perspectives of normative law, cybersecurity, and digital literacy. The study by Darnela & Rusdiana (2025), for example, highlights the existence of the "privacy paradox" a situation in which people understand the importance of privacy yet continue to grant excessive access to their personal data. Other studies also show that gamification-based education can improve students' understanding of the Personal Data Protection Act (PDP Act), making digital legal education an important strategy for raising awareness of personal data protection (Juli, Carisa, & Saputra, 2025).

Nevertheless, research on students' legal awareness regarding personal data protection still leaves some gaps. Most studies focus on normative aspects, the development of learning materials, or privacy behavior in general, whereas research that specifically measures students' level of legal awareness based on indicators of legal knowledge, legal understanding, legal attitudes, and legal behavior in a higher education setting remains relatively limited. Furthermore, there are few empirical studies set in the context of private colleges in regional areas, particularly AMIK Bukittinggi, so local characteristics have not been adequately addressed (Nandita Uttami, Lisiani Prihatinah, & Musyahadah Rahmah, 2024).

AMIK Bukittinggi, as a higher education institution that implements various digital-based academic services, needs to ensure that students are not merely users of technology but also understand the legal aspects of managing their personal data. A strong sense of legal awareness will encourage students to be more cautious when giving consent for data processing, to maintain the confidentiality of their digital identities, and to understand their rights as data subjects as stipulated in the Personal Data Protection Act (PDP Act). Thus, strengthening a culture of personal data protection is a crucial component in creating a safe, responsible, and well-governed higher education institution that aligns with the principles of good digital governance (Mulyati, Sihotang, & Desy Iba Ricoida, 2026).

This study offers a new contribution by quantitatively examining the level of students' legal awareness regarding personal data protection at AMIK Bukittinggi. Unlike previous studies, which focused more on conceptual aspects or the development of educational media, this study aims to provide an empirical picture of students' legal awareness as a basis for formulating digital legal education policies in higher education institutions. The research findings are expected to enrich the study of the implementation of the Personal Data Protection Act (UU PDP) at in the higher education sector, while also serving as a reference for educational institutions in fostering a culture of personal data protection among students (Fadhil Hisyam, Afdan Rojabi, & Aulya Putri, 2025).

Based on the above discussion, the objective of this study is to analyze the level of legal awareness among students regarding personal data protection at AMIK Bukittinggi. Theoretically, this study is expected to contribute to the development of research on cyber law, personal data protection, and legal awareness in the context of higher education. Practically, the research findings are expected to serve as a

basis for higher education administrators in designing outreach programs, improving digital legal literacy, and formulating more effective personal data protection policies for the academic community.

2. METHODS

This study employs a quantitative approach with a descriptive research design to describe the level of legal awareness among students regarding personal data protection at AMIK Bukittinggi. A descriptive quantitative approach was used because the study aims to provide an objective description of a phenomenon based on numerical data obtained from respondents (Creswell & Creswell, 2023). The study population consisted of 76 active students at AMIK Bukittinggi during the 2025/2026 academic year. Given the relatively small population size, this study employed total sampling, meaning that all members of the population 76 respondents were included as the study sample. Data collection was conducted using a closed-ended questionnaire with a five-point Likert scale, ranging from a score of 1 (strongly disagree) to 5 (strongly agree) (Rensis Likert, 1932). The research instrument consisted of 20 statements organized according to four dimensions of legal awareness: legal knowledge, legal understanding, legal attitude, and legal behavior all within the context of personal data protection as stipulated by Law No. 27 of 2022 on Personal Data Protection. Before being used in the main study, the instrument was first tested on 30 respondents to determine its validity and reliability. Item validity was analyzed using Pearson's Product-Moment correlation, while the instrument's reliability was analyzed using Cronbach's Alpha, which is the most widely used method for measuring the internal consistency of a research instrument (Cronbach, 1951).

Table 1. Results of the Validity and Reliability Tests for the Research Instrument

Testing Aspects	Results
Number of pilot study respondents	30
Number of Items	20
Validity testing technique	Pearson Product-Moment
Table r value ($\alpha = 0.05$; $n = 30$)	0.361
Range of calculated r values	0.395–0.722
Number of valid items	20
Number of invalid items	0
Reliability test technique	Cronbach's Alpha
Legal Knowledge Alpha	0.654
Alpha for Legal Understanding	0.635
Legal Attitudes Alpha	0.727
Legal Behavior Alpha	0.603
Overall Cronbach's Alpha	0.894
Reliability Category	Highly Reliable

Based on the test results, all items had a calculated r value greater than the table r value (0.361), and were therefore deemed valid and suitable for use as a research instrument. In addition, the overall Cronbach's Alpha value of 0.894 indicates that the instrument has a very high level of reliability, enabling it to produce consistent data (Cronbach, 1951). Next, the research data were analyzed using IBM SPSS Statistics through descriptive statistical techniques, including the calculation of the mean, standard deviation, minimum score, maximum score, frequency, and percentage. Descriptive statistical analysis was chosen because this study aims to describe students' level of legal awareness without testing relationships or influences between variables (Kaliyadan & Kulkarni, 2019). Respondents' scores were then classified into five categories very low, low, moderate, high, and very high based on predetermined category intervals to facilitate the interpretation of the research results. The results of the analysis are

presented in tables and narrative descriptions, providing an empirical overview of the level of students' legal awareness regarding personal data protection at AMIK Bukittinggi.

3. FINDINGS AND DISCUSSION

Level of Legal Awareness Among College Students Regarding Personal Data Protection

Students' level of legal awareness regarding personal data protection was analyzed using descriptive statistics based on 76 respondents. The analysis was conducted to determine an overview of students' level of legal awareness based on the minimum, maximum, mean, standard deviation, and the distribution of legal awareness categories. The results of the descriptive statistical analysis are presented in Table 2.

Table 2. Descriptive Statistics of Students' Level of Legal Awareness

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Students' Legal Awareness	76	52	93	76.76	11.31

Based on Table 2, the mean score was 76.76 with a standard deviation of 11.31; the lowest score was 52 and the highest was 93. This mean score indicates that, in general, the level of legal awareness among AMIK Bukittinggi students regarding personal data protection falls into the high category. The standard deviation, which is relatively smaller than the mean, shows that the variation in respondents' answers is not too widespread, so the students' level of legal awareness tends to be relatively homogeneous. This finding indicates that most students already have a fairly good understanding of the importance of personal data protection when using various digital services in a college setting.

To provide a more detailed picture of the distribution of students' levels of legal awareness, respondents' total scores were then classified into five categories: very low, low, moderate, high, and very high. The distribution of these categories is presented in Table 3.

Table 3. Distribution of Students' Levels of Legal Awareness

Category	Frequency	Percentage (%)
Very High	26	34.21
High	31	40.79
Medium	19	25.00
Low	0	0.00
Very Low	0	0.00
Total	76	100.00

Based on Table 3, 31 students (40.79%) fell into the high category, while 26 students (34.21%) fell into the very high category. Meanwhile, 19 students (25.00%) fell into the moderate category, and no respondents fell into the low or very low categories. Thus, 75.00% of respondents had a level of legal awareness in the high to very high categories. These results indicate that the majority of students at the State University of Health Sciences already possess a good understanding of the importance of safeguarding and protecting personal data as part of privacy rights in the digital age.

The high level of legal awareness among students indicates that they are not only aware of the existence of regulations regarding personal data protection but also possess an adequate understanding of the importance of protecting personal information in both academic activities and the use of digital services. According to the concept of legal awareness proposed by Soekanto,(1977), the effectiveness of a law is greatly influenced by the public's level of legal knowledge, legal understanding, legal attitudes, and behavioral patterns toward that law. The higher an individual's level of legal awareness, the greater their tendency to comply with applicable legal norms. Therefore, the high level of legal awareness

among students in this study can be viewed as social capital that supports the implementation of Law No. 27 of 2022 on Personal Data Protection within the higher education sector.

The results of this study are consistent with the research by Sadeli & Irawati,(2023), which found that increased literacy regarding personal data protection contributes to greater public awareness of digital data security. That study showed that understanding one's rights and obligations as a data subject is a key factor in fostering compliance with personal data protection policies. These findings support the results of this study, which indicate that the majority of students fall into the category of high legal awareness and are therefore better prepared to apply the principles of personal data protection in their daily digital activities.

The findings of this study are also consistent with the results of a study by Darnela and Rusdiana (2025), which concluded that the successful implementation of Law No. 27 of 2022 is determined not only by the existence of regulations but also by the level of legal awareness among the public as owners of personal data. Regulations will be effective if the public understands their rights, obligations, and the legal consequences related to the management of personal data. Thus, the high level of legal awareness among students at AMIK Bukittinggi is a positive indicator that can support the creation of a culture of personal data protection in higher education settings through compliance with regulations and the improvement of digital legal literacy.

Analysis of the Dimensions of Legal Awareness (Legal Knowledge, Understanding, Attitudes, and Behavior)

To obtain a more comprehensive picture of students' level of legal awareness regarding personal data protection, the analysis was conducted not only on the total scores but also on each dimension that constitutes legal awareness, namely legal knowledge, legal understanding, legal attitude, and legal behavior. This analysis aims to identify which dimensions have developed well and which still require strengthening in the implementation of personal data protection within the higher education environment. The descriptive statistics for each dimension are presented in Table 4.

Table 4. Descriptive Statistics of Dimensions of Students' Legal Awareness

Dimension	Minimum	Maximum	Mean	Standard Deviation
Legal Knowledge	12	25	19.29	3.14
Understanding of the Law	11	25	19.22	3.40
Legal Attitude	12	24	18.95	2.83
Legal Behavior	12	25	19.30	3.09

Table 4 shows that all dimensions of legal awareness have relatively similar mean scores. The dimension of legal behavior received the highest mean score (Mean = 19.30; SD = 3.09), followed by legal knowledge (Mean = 19.29; SD = 3.14), legal understanding (Mean = 19.22; SD = 3.40), and legal attitudes (Mean = 18.95; SD = 2.83). The relatively small differences in means across dimensions indicate that the development of students' legal awareness is proceeding in a balanced manner across the cognitive, affective, and behavioral aspects. Furthermore, the relatively low standard deviation values suggest that respondents' perceptions across each dimension are fairly homogeneous, reflecting a consistent level of legal awareness among the student respondents in this study.

The high average score in the legal knowledge dimension indicates that students already possess adequate knowledge of the basic concepts of personal data protection, including the importance of maintaining the confidentiality of personal information in academic activities and when using digital services. Legal knowledge is the initial stage in the development of legal awareness, as an individual cannot comply with a provision if they are unaware of the existence or substance of that rule. According to the theory of legal awareness proposed by Soekanto,(1977), legal knowledge is the first indicator that determines the development of compliance with a regulation, before it evolves into legal

understanding, attitudes, and behavior. Thus, the high scores in the knowledge dimension indicate that students have a solid foundation for understanding the urgency of personal data protection.

The legal understanding dimension also received a high mean score (Mean = 19.22). This finding indicates that students are not only aware of the existence of regulations regarding personal data protection but also understand the meaning and purpose of data protection in everyday life. A good understanding of the law enables individuals to interpret their rights and obligations as data subjects and to understand the consequences of the misuse of personal information. These research results are consistent with the study by Sadeli & Irawati, (2023) which states that increased literacy regarding personal data protection contributes to greater public understanding of privacy rights and digital data security. This study emphasizes that a solid understanding is an essential prerequisite for fostering legal awareness in a digital society.

Meanwhile, the legal attitude dimension received the lowest average score compared to the other dimensions (Mean = 18.95; SD = 2.83), although it still fell within the high category. This finding indicates that fostering a positive attitude toward personal data protection still requires reinforcement through ongoing education and habit formation. From a legal awareness perspective, legal attitudes reflect an individual's acceptance of prevailing legal values. Therefore, increasing knowledge and understanding alone does not necessarily lead directly to a strong attitude toward the importance of personal data protection. These results indicate the need for educational strategies that are not only oriented toward conveying information but also toward internalizing data protection values as part of academic culture.

The legal behavior dimension received the highest mean score (Mean = 19.30; SD = 3.09). This finding indicates that, in general, students have demonstrated behavior consistent with the personal data protection indicators measured in the research instrument. The high scores on the behavioral dimension indicate that students' legal awareness extends beyond mere knowledge and understanding; rather, it is reflected in concrete actions aligned with the indicators used in the study. These results demonstrate that students tend to apply the principles of personal data protection in their digital activities, thereby fostering a culture of compliance with data protection regulations.

The findings of this study are supported by the research Shahverdi, Nabati, Fard Moshiri, Asvadi, & Ghorashi, (2023) which explains that increased digital privacy literacy contributes to the development of protective behaviors among users in managing their personal information on various digital platforms. The study shows that individuals with better privacy literacy tend to exhibit more responsible behavior in safeguarding their personal data. Thus, the high scores for legal behavior in this study reinforce that improving legal literacy and digital literacy are important factors in building a culture of personal data protection in higher education settings.

Overall, the results of the analysis of the four dimensions indicate that the legal awareness of AMIK Bukittinggi students has developed in a relatively balanced manner. Although all dimensions fall into the "high" category, the dimension of legal attitudes still has the lowest average score compared to the other dimensions. Therefore, strengthening legal awareness in higher education settings requires more than just increasing knowledge of regulations; it must also focus on fostering positive attitudes and a culture of compliance regarding personal data protection through digital legal literacy programs, policy outreach, and the integration of personal data protection materials into academic activities.

Implications of the Research Findings for the Implementation of Law No. 27 of 2022 in Higher Education Institutions

The results of the study show that the level of legal awareness among AMIK Bukittinggi students regarding personal data protection falls into the high category, with an average score of 76.76, supported by the fact that the majority of respondents fell into the high and very high categories (75.00%). This finding indicates that the majority of students are sufficiently prepared to understand the importance of personal data protection in both academic activities and the use of various digital

services within the university environment. This high level of legal awareness serves as a crucial asset in supporting the implementation of Law No. 27 of 2022 on Personal Data Protection (PDP Law), as the success of a regulation depends not only on the existence of legal norms but also on the level of public awareness—as legal subjects—in understanding, accepting, and applying the provisions set forth in the regulation (Republic of Indonesia, 2022).

From the perspective of Soekanto's theory of legal consciousness Soekanto, (1977), the effectiveness of the law is influenced by four main indicators: legal knowledge, legal understanding, legal attitudes, and legal behavior. These four indicators are prerequisites for the development of legal compliance within society. The results of this study indicate that all of these dimensions fall into the "high" category, suggesting that students are relatively well-prepared to support the implementation of personal data protection policies within the higher education environment. Thus, the implementation of Law No. 27 of 2022 not only requires support in regulatory and technological aspects but must also be underpinned by an improvement in the quality of legal awareness among the entire academic community so that compliance with personal data protection can be achieved sustainably.

The findings of this study reinforce the results of the research by Darnela & Rusdiana, (2025) which state that the effectiveness of the implementation of the Personal Data Protection Law is greatly influenced by the synergy between the existence of regulations, legal literacy, and public awareness among individuals as owners of personal data. The study explains that regulations will not function optimally if the public does not yet understand their rights, obligations, and responsibilities regarding the management of personal data. Therefore, the high level of legal awareness among college students found in this study is a positive indicator that can support the implementation of the Personal Data Protection Act in higher education settings by increasing compliance with the principles of personal data protection.

The findings of this study are also consistent with the research by Shahverdi et al., (2023) which confirms that improved digital privacy literacy contributes to the development of more responsible behavior in managing and protecting personal data across various digital platforms. The study indicates that educational institutions play a strategic role in fostering a culture of data protection through education, outreach, and the continuous improvement of digital literacy. Thus, universities serve not only as users of information systems but also as institutions responsible for shaping a culture of compliance with personal data protection regulations through the educational process and the development of students' digital character.

The practical implications of these research findings indicate that AMIK Bukittinggi needs to strengthen the implementation of Law No. 27 of 2022 through preventive and educational policies. These efforts can be carried out by developing internal policies regarding the governance of personal data protection, strengthening standard operating procedures (SOPs) for student data management, enhancing the security of the Academic Information System (SIKAD), and conducting regular outreach and digital legal literacy programs for students, faculty, and educational staff. These steps are crucial given that digital transformation in higher education continues to evolve, leading to an increasing risk of misuse or leakage of personal data.

Furthermore, the findings of this study have academic implications suggesting that efforts to strengthen students' legal awareness should not only focus on enhancing their knowledge of regulations but also be directed toward fostering sustainable attitudes and a culture of digital law. Integrating material on personal data protection into coursework, student activities, and digital literacy programs can serve as an effective strategy for fostering compliance with Law No. 27 of 2022. Thus, the implementation of personal data protection regulations in higher education institutions is realized not only through administrative and information technology measures but also through the internalization of legal awareness values as part of an academic culture that supports the creation of a safe, responsible, and sustainable digital ecosystem.

4. CONCLUSION

This study aims to analyze the level of students' legal awareness regarding personal data protection at AMIK Bukittinggi. The results of the descriptive statistical analysis show that the students' level of legal awareness falls into the high category, with an average score of 76.76, where 75.00% of respondents fall into the high and very high categories. An analysis of the four dimensions of legal awareness also shows that legal knowledge, legal understanding, legal attitudes, and legal behavior are all in the high category, with the legal behavior dimension having the highest average score and the legal attitudes dimension having the lowest average score. Since this study employs a descriptive quantitative approach, it does not test hypotheses but rather addresses the research question by presenting an empirical overview of the level of students' legal awareness regarding personal data protection. The findings of this study reinforce Soerjono Soekanto's theory of legal awareness, which states that the effectiveness of the law is influenced by the public's knowledge, understanding, attitudes, and behavior toward the law. They are also consistent with the research by Sadeli and Irawati (2023) and Darnela and Rusdiana (2025), which show that improving legal literacy and public awareness are important factors in supporting the implementation of No. 27 of 2022 on Personal Data Protection. Thus, this study provides an empirical contribution to the development of legal awareness research in the context of personal data protection within the higher education sector, particularly at private universities.

The practical implications of this study indicate that higher education institutions need to strengthen the implementation of Law No. 27 of 2022 by developing personal data protection policies, enhancing the security of academic information systems, and organizing ongoing legal and digital literacy programs for the academic community. From an academic perspective, the results of this study can serve as a reference for further research on legal awareness, personal data governance, and digital transformation in higher education institutions. Given that this study is limited to a single higher education institution using a descriptive approach, future research is recommended to involve a broader sample across various types of higher education institutions and to employ inferential approaches such as correlation analysis, regression, or Structural Equation Modeling (SEM) to identify the factors influencing legal awareness regarding personal data protection. In addition, future research could combine quantitative and qualitative approaches (mixed methods) to gain a more comprehensive understanding of the implementation of personal data protection in higher education settings.

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