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Implications of Personal Data Protection Law on Digital Platform Business Models in Indonesia

Aswadi Jaya[1], Suca Rusdian[2], Ahmad Gunawan[3], Chua Toh Hua[4*]
[1]Faculty of English Education, PGRI University Palembang, Indonesia
[2]Faculty of Management, STIE Yasa Anggana Garut, Indonesia
[3]Faculty of Economy and Business, Pelita Bangsa University, Indonesia
[4]Department of Information Systems and Digital Governance, Ijiis Incorporation, Singapura
[1]aswadijaya@univpgri-palembang.ac.id, [2]sucarusdian@stieyasaanggana.ac.id, [3]ahmadgunawan@pelitabangsa.ac.id,
[4]toh.huaaa@ijiis.asia
***Corresponding Author**

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ABSTRACT

This study examines the regulatory implications of personal data protection frameworks on digital platform business models in Indonesia. The rapid expansion of digital platforms has intensified concerns regarding data governance, privacy protection, and algorithmic accountability, particularly in emerging digital economies where regulatory frameworks are still evolving. As digital platforms increasingly rely on large scale data collection and processing to generate economic value, questions regarding the protection of personal data and responsible data governance have become increasingly significant. **This research** employs a normative legal approach to evaluate the interaction between digital platform operations and regulatory structures governing personal data protection. The study analyzes relevant legal instruments, including Indonesia's Personal Data Protection Law (PDP Law), and assesses their implications for platform based economic models, particularly those relying on data driven monetization strategies such as targeted advertising, behavioral profiling, and algorithmic recommendation systems. **The novelty** of this research lies in its integration of legal analysis with digital governance perspectives, emphasizing the role of regulatory accountability in shaping algorithmic governance, data governance practices, and broader digital policy frameworks. **The findings** indicate that stronger regulatory mechanisms are essential to ensure transparency, safeguard digital human rights, and maintain accountability within complex platform ecosystems. **The study** highlights how regulatory compliance may encourage digital platforms to redesign their business models by adopting more responsible data management practices and sustainable monetization strategies. Overall, this research contributes to the broader discourse on digital governance by demonstrating how legal frameworks influence the sustainability, accountability, and ethical development of digital platform economies.

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1. INTRODUCTION

The development of the digital economy in Indonesia over the past decade has accelerated significantly alongside increasing internet penetration, the adoption of financial technology, and the expansion of e

commerce platforms and application based services. Digital platform business models rely heavily on data as a primary economic asset used for service personalization, algorithm development, consumer behavior analysis, and monetization through advertising and third party collaboration. In this context, personal data has become a strategic commodity that determines the competitiveness of digital business actors [1, 2]. However, the high intensity of data processing also increases risks related to misuse, data breaches, and non transparent data processing practices within digital platform ecosystems [3, 4].

The enactment of the Personal Data Protection Law in Indonesia represents a crucial milestone in establishing a comprehensive legal framework that protects data subject rights while providing legal certainty for business actors [5, 6]. The regulation introduces core principles such as lawful processing, purpose limitation, data minimization, accountability of data controllers, and mandatory reporting of data breach incidents. As a result, the legal landscape of digital business has transformed significantly, requiring digital platforms to integrate strict legal compliance mechanisms alongside market expansion and technological innovation [7, 8]. Nevertheless, implementing these norms presents structural and operational challenges, including adjustments to consent mechanisms, privacy policy transparency, cross border data transfer management, and stronger information security systems within complex multi sided platform ecosystems [9, 10, 11, 12].

In addition, tensions may arise between commercial interests aimed at maximizing the economic value of data and legal obligations that limit data processing according to the principle of proportionality. This situation raises fundamental questions regarding the extent to which the Personal Data Protection Law influences the design of digital platform business models and how business actors can integrate regulatory compliance without hindering technological innovation [13, 14]. From an academic perspective, previous studies have examined personal data protection from various angles such as human rights, cybersecurity, and corporate compliance, including comparative analyses between Indonesia's regulatory framework and the European Union's General Data Protection Regulation as well as studies on the implications of administrative sanctions for digital corporations [15, 16].

However, a significant research gap remains because many existing studies do not comprehensively connect personal data protection norms with the transformation of digital platform business models as data driven economic entities [17, 18]. Therefore, this study aims to analyze the implications of the Personal Data Protection Law for digital platform business models in Indonesia by positioning regulation as a key determinant shaping data driven business governance. Unlike previous studies that focus mainly on rights protection or regulatory comparison, this research integrates perspectives from digital business law and business model theory to examine how legal norms influence value structures, operational mechanisms, and monetization strategies of digital platforms [19]. The discussion is also situated within the broader framework of digital governance studies, particularly emphasizing digital human rights protection, algorithmic governance, and regulatory accountability [20, 21].

2. LITERATURE REVIEW

The development of contemporary literature on law and digital business demonstrates a paradigm shift from a reactive regulatory approach toward a governance model that is proactive and integrated with corporate strategy. Personal data protection is no longer understood merely as an instrument for protecting individual rights, but has evolved into a fundamental element within the architecture of digital platform business models. In this context, regulation functions as an institutional variable that influences how companies create, distribute, and capture economic value from data. This chapter systematically examines relevant theories and recent research findings to construct an analytical framework regarding the implications of the Personal Data Protection Law for digital platform business models in Indonesia, while also linking the discussion to the broader agenda of global sustainable development.

2.1. Personal Data Protection in the Digital Economic Transformation

Recent literature places personal data protection within the broader regime of digital governance that demands accountability, transparency, and risk management. Principles such as purpose limitation, data minimization, and information security obligations are understood as instruments to balance commercial interests with the protection of individual rights. In a data driven digital economy, data protection regulation functions to reshape the relationship between users and service providers, particularly in aspects of consent, control over

personal information, and the right to protection against data misuse [22]. This transformation indicates that law plays a constitutive role in shaping a sustainable and equitable digital ecosystem [23].

2.2. Data Driven Digital Platform Business Model

Digital platform business models rely on network effects and data integration as the primary sources of value creation [24]. Platforms function as intermediaries that connect various groups of users within a single ecosystem, with data serving as the core infrastructure supporting service personalization, operational efficiency, and monetization strategies [25]. Recent literature indicates that data monetization through behavioral analytics and targeted advertising has become a dominant source of revenue for many platforms [26]. However, the high dependence on personal data increases legal and reputational risks when governance mechanisms are inadequate [27].

2.3. Legal Compliance and Integration in Digital System Design

The concept of legal compliance in digital business has evolved toward a more systematic and integrated approach. The paradigm of compliance by design emphasizes that legal obligations must be internalized from the technology design stage, rather than being fulfilled merely through administrative adjustments after the system has already been implemented [28]. This approach includes strengthening documentation, internal auditing, risk management, and the implementation of structured information security standards. In the context of the Personal Data Protection Law, integrating compliance into system design becomes crucial because violations may result in both administrative and criminal sanctions [29].

2.4. Data Protection and the Sustainable Development Goals Agenda

Personal data protection in the context of digital business transformation is closely linked to the Sustainable Development Goals (SDGs), particularly **SDG 9: Industry, Innovation and Infrastructure**, **SDG 16: Peace, Justice and Strong Institutions**, and **SDG 10: Reduced Inequalities**, as it supports secure digital infrastructure, transparent governance, and the prevention of data exploitation and algorithmic discrimination [30]. At the same time, the rapid advancement of artificial intelligence and robotics introduces regulatory challenges related to transparency, explainability, liability allocation, and digital human rights, encouraging the development of governance frameworks that emphasize ethical design, human oversight, and regulatory accountability through collaboration among governments, technology developers, academia, and civil society to ensure responsible and sustainable technological development.



Figure 1. The Relationship between the PDP Law and the SDGs

Figure 1 illustrates the conceptual relationship between the Personal Data Protection Law as a regulatory instrument and three key Sustainable Development Goals relevant to the digital business ecosystem, namely SDG 9: Industry, Innovation and Infrastructure, SDG 16: Peace, Justice and Strong Institutions, and SDG 10: Reduced Inequalities. The diagram demonstrates that data protection regulation functions as a normative foundation that strengthens digital innovation infrastructure, improves the quality of institutional governance, and supports inequality reduction through the protection of individual rights. This relationship is interdependent, as the success of sustainable digital platform business model transformation is largely determined by the integration of legal compliance and a strong commitment to the principles of sustainable development.

2.5. Research Gaps and Conceptual Framework

Although the literature has widely discussed data protection and platform business models, there remain limitations in integrating these two variables within a single comprehensive analytical framework, particularly in the Indonesian context. Most studies focus either on the normative aspects of rights protection or on the analysis of digital business strategies without systematically linking them to the impact of regulation on the structure of business models. This research addresses that gap by developing a conceptual framework that connects the principles of personal data protection with the core elements of platform business models, namely value creation, value delivery, and value capture. This framework is also positioned within the perspective of sustainable development in order to assess the extent to which regulation can encourage the transformation of digital businesses that are not only legally compliant but also oriented toward long term economic and social sustainability.

Table 1. Literature Synthesis and Research Position

Literature Focus	Main Discussion	Limitations	Position of This Study
Data protection regulation	Principles of privacy rights and accountability	Limited analysis of platform business models	Connects data protection regulation with digital platform business structures
Platform business models	Data monetization and network effects	Insufficient attention to legal and regulatory risks	Analyzes the implications of regulation on platform monetization mechanisms
Digital compliance	Integration of legal frameworks into technological systems	Mostly limited to technical aspects	Examines the strategic impact of regulation on p latform governance

Table 1 indicates that existing literature on digital platforms is still fragmented across legal studies, business strategy, and sustainable development, with relatively few studies integrating these perspectives into a single comprehensive analysis. Previous research often focuses separately on legal compliance, technological implementation, or economic aspects such as platform monetization and data driven business models, while others emphasize privacy protection mainly from a regulatory standpoint. However, limited studies connect legal analysis with digital governance frameworks to explain how regulations simultaneously influence monetization strategies, governance mechanisms, algorithmic accountability, and digital human rights. Therefore, this study addresses this gap by positioning the Personal Data Protection Law as a key variable shaping the operational, governance, and economic structures of digital platform business models while also contributing to sustainable development within Indonesia's digital economy.

3. RESEARCH METHODS

This chapter explains the methodological approach used to analyze the implications of the Personal Data Protection Law for digital platform business models in Indonesia. The study employs a normative legal analysis to understand the relationship between legal norms and the transformation of digital platform governance, monetization strategies, and operational structures. The analysis is conducted through three stages: examining relevant regulatory frameworks on personal data protection and digital governance, evaluating how these regulations influence the operational and monetization structures of data driven platforms, and assessing their broader implications for transparency, accountability, and the protection of digital human rights. In addition, this chapter outlines the research type and approach, data sources and collection techniques, data analysis methods, and the analytical framework used to ensure the consistency and validity of the study. Through this structured methodology, the research aims to produce a comprehensive analysis of how legal norms shape the relationship between digital platform economics and regulatory accountability within the broader context of sustainable digital business development.

3.1. Types and Approaches of Research

This study employs a qualitative method with a normative juridical approach enriched by conceptual analysis and document study. The qualitative approach is chosen because this research does not aim to test quantitative hypotheses but rather to gain an in depth understanding of how the Personal Data Protection Law

influences the structure and transformation of digital platform business models in Indonesia. The characteristics of digital business models that are complex, dynamic, and based on multi sided ecosystem relationships require an interpretative and contextual form of analysis [31].

The normative juridical approach is used to examine legal norms contained in legislation, principles of data protection, and doctrines of digital business law. Meanwhile, conceptual analysis is applied to connect legal principles with the core elements of platform business models, particularly in the aspects of value creation, value delivery, and value capture. Through this combination of approaches, the study is able to construct systematic arguments regarding the implications of regulation for the design and governance of digital businesses.

3.2. Data Collection Sources and Techniques

The data used in this study are derived from primary, secondary, and tertiary legal materials. Primary legal materials include legislation related to personal data protection as well as supporting regulations relevant to digital business activities. Secondary legal materials consist of reputable scientific journal articles, policy reports, and academic documents that discuss data protection, digital governance, and platform business models. Tertiary legal materials include legal dictionaries and encyclopedias that help clarify conceptual terminology [32].

The data collection technique was conducted through a systematic literature review using a thematic approach, in which the literature was categorized based on major issues such as legal compliance, data monetization, and the integration of the SDGs in digital governance. This process ensures that the data obtained are relevant, up to date, and supportive of the analytical framework of the research.

Table 2. Sources and Characteristics of Research Data

Type of Data	Source	Focus of Analysis	Contribution to the Study
Primary Legal Materials	Data protection regulations and digital regulatory frameworks	Legal norms, obligations, and sanctions	Normative legal analysis of regulatory implications
Secondary Legal Materials	Academic journals and scientific reports	Digital business concepts and theoretical perspectives	Strengthening the conceptual framework
Tertiary Legal Materials	Legal references and supporting materials	Definitions and legal terminology	Conceptual clarification

Table 2 illustrates the data sources used as the foundation for the analytical process in this study, which are classified into three categories: primary, secondary, and tertiary legal materials. Primary legal materials consist of data protection regulations and digital regulatory frameworks that provide the normative basis for analyzing legal obligations and sanctions within the personal data protection regime. Secondary legal materials include scientific journal articles and research reports that support the conceptual framework and academic analysis of digital business and data governance, while tertiary legal materials consist of legal reference sources used to clarify definitions, concepts, and terminology related to data protection and digital platform business models [33].

3.3. Data Analysis Techniques

Data analysis in this study is conducted qualitatively through three main stages: data reduction, thematic categorization, and interpretative conclusion drawing. Data reduction is carried out by selecting legal norms, policy documents, and scholarly literature that are directly relevant to the focus of the research. This stage is essential in order to filter a large body of legal and academic materials so that only the most significant and contextually appropriate sources are retained for further analysis. By narrowing the scope of the data, the research ensures that the analytical process remains focused on regulatory aspects that influence the structure and governance of digital platforms. Subsequently, thematic categorization is performed by grouping the findings based on the dimensions of platform business models, such as data collection mechanisms, monetization strategies, and risk management systems [34]. This categorization helps organize the collected information into coherent analytical themes, allowing the researcher to identify relationships between regulatory provisions and the operational characteristics of digital platform ecosystems.

The final stage involves interpretation by linking the normative findings with the theoretical framework of business models and the principles of sustainable digital governance. Through this interpretative process,

the study examines how legal regulations shape the operational behavior of digital platforms, particularly in relation to their use of personal data, algorithmic decision making processes, and governance responsibilities toward users and regulators. The interpretation also emphasizes the broader implications of regulatory developments for digital sustainability, accountability, and ethical data governance. By connecting the empirical observations with established theoretical perspectives, the analysis provides a deeper understanding of how regulatory frameworks influence the transformation of platform governance structures in the digital economy. This approach enables the researcher to systematically and argumentatively identify patterns of regulatory implications for the transformation of platform business structures while maintaining analytical consistency with the legal and governance principles examined throughout the study.

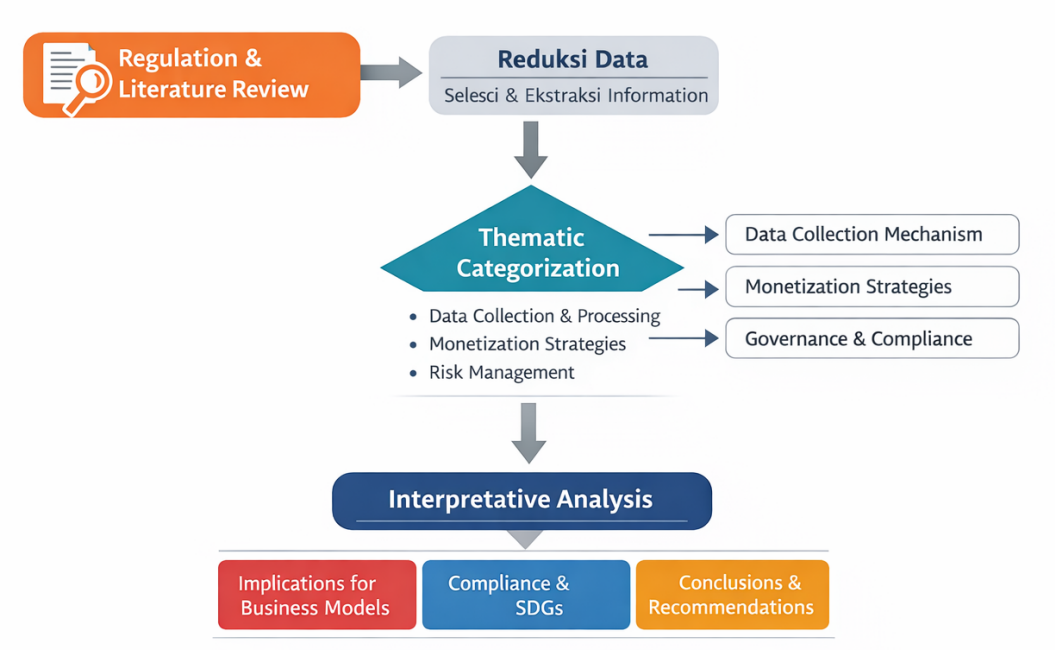


Figure 2. Comparative Regulatory Approaches to AI and Robotics Governance

Figure 2 illustrates the analytical flow used to examine the implications of regulation on digital platform business models. The process begins with a review of regulations and literature as the normative foundation, followed by data reduction to select information relevant to the study. The findings are then categorized thematically into key platform business model dimensions, including data collection and processing mechanisms, monetization strategies, and governance and legal compliance structures. These stages lead to an interpretative analysis assessing how the principles of the Personal Data Protection Law influence value creation, value delivery, and value capture within the digital platform ecosystem [35], thereby mapping the strategic impact of regulation on business design and sustainable digital governance.

3.4. Analytical Framework and Research Validity

The analytical framework of this study is constructed by integrating personal data protection principles into the core elements of digital platform business models. The analysis focuses on how legal norms such as explicit consent, purpose limitation, and data security obligations influence value creation, value delivery, and value capture within digital platforms [36].

To maintain the validity and consistency of the argumentation, this research applies a literature triangulation technique, which involves comparing various academic sources and regulatory frameworks in order to avoid single source interpretation bias. In addition, internal consistency is maintained through the use of clearly defined concepts and logically structured arguments across different sections of the study [37].

Table 3 demonstrates the direct relationship between regulatory principles and the strategic elements of platform business models. The analysis indicates that legal compliance does not only affect administrative aspects but also influences cost structures, monetization strategies, and the operational design of digital platforms. Through a systematic qualitative approach supported by an integrated analytical framework, this

Table 3. Dimensions of Regulatory Implications Analysis

Business Model Dimension	Relevant PDP Law Principles	Form of Implication
Value Creation	Data minimization and purpose limitation	Adjustment of data collection practices
Value Delivery	Transparency and data subject rights	Revision of privacy policies
Value Capture	Accountability and data security	Increased compliance costs
Governance	Reporting and audit obligations	Strengthening risk management

study is able to explain in depth the transformation of digital platform business models as a response to the implementation of the Personal Data Protection Law in Indonesia.

This study employs a comparative policy analysis approach to examine regulatory frameworks governing artificial intelligence and robotics technologies across different jurisdictions. Regulatory documents, policy reports, and legal instruments were purposely selected based on their relevance to AI governance and robotics regulation [38]. The selected jurisdictions include major regulatory actors such as the European Union, the United States, and China, which represent different governance models and regulatory philosophies. Through qualitative document analysis, the study identifies similarities and differences in regulatory strategies, accountability mechanisms, and governance structures adopted by these jurisdictions [39].

4. RESULTS AND DISCUSSION

This chapter presents the research findings along with an analytical discussion on the implications of the Personal Data Protection Law for digital platform business models in Indonesia, based on the qualitative approach outlined in the methodology chapter. The presentation of results does not merely focus on identifying legal norms but also provides an in depth interpretation of how data protection principles reshape value creation structures, monetization mechanisms, and the internal governance of digital platforms [40].

The analysis is organized systematically to address the research objectives, namely assessing the normative and operational impacts of regulation on data driven business architecture and evaluating its contribution to the sustainability of the digital economic ecosystem. Accordingly, this chapter offers a synthesis between conceptual findings and strategic implications, demonstrating that data protection regulation functions as a transformational factor in the development of digital business in Indonesia [41].

4.1. Reconstruction of Business Model Structure Based on the Principles of Legality and Accountability

The analysis results indicate that the Personal Data Protection Law (PDP Law) has direct implications for the reconstruction of the fundamental structure of digital platform business models, particularly in the mechanism of value creation. Provisions concerning explicit consent, purpose limitation, and data minimization compel platforms to redefine their practices of data collection and processing. Business models that previously relied on large scale data accumulation must now adopt a needs based approach that is proportionate and legally legitimate [42].

These changes affect the redesign of user registration systems, the reformulation of privacy policies to ensure greater transparency, and the strengthening of documentation related to data processing activities. In addition, obligations to provide rights of access, correction, and erasure encourage platforms to establish more structured internal response mechanisms. These findings confirm that the Personal Data Protection Law functions not merely as a restrictive regulation but also as a reconstructive instrument that reshapes business model architecture to align with the principles of accountability and legal legitimacy [43].

4.2. Monetization Strategy Transformation and Value Capture Adjustment

In the aspect of value capture, the research finds a shift in monetization strategies as a consequence of restrictions on individual data processing. Digital platforms that previously relied heavily on targeted advertising based on user profiling face significant challenges when regulations tighten the requirements for data processing and cross border data transfers [44]. As an adaptive response, several business models have begun to shift toward revenue diversification strategies, including subscription based models, premium services, and the

optimization of aggregated data that has been anonymized [45]. This transformation indicates that regulation functions as a catalyst for innovation, encouraging companies to explore more sustainable sources of value that involve lower legal risks.

Furthermore, the increased obligations regarding data security and data breach reporting encourage the integration of risk management into corporate strategies. Although compliance costs may increase in the short term, they contribute in the long run to improved reputation and stronger public trust. Therefore, these findings address the research objective by demonstrating that regulation does not merely restrict monetization but also reshapes value capture patterns toward models that are more ethical and sustainability oriented.

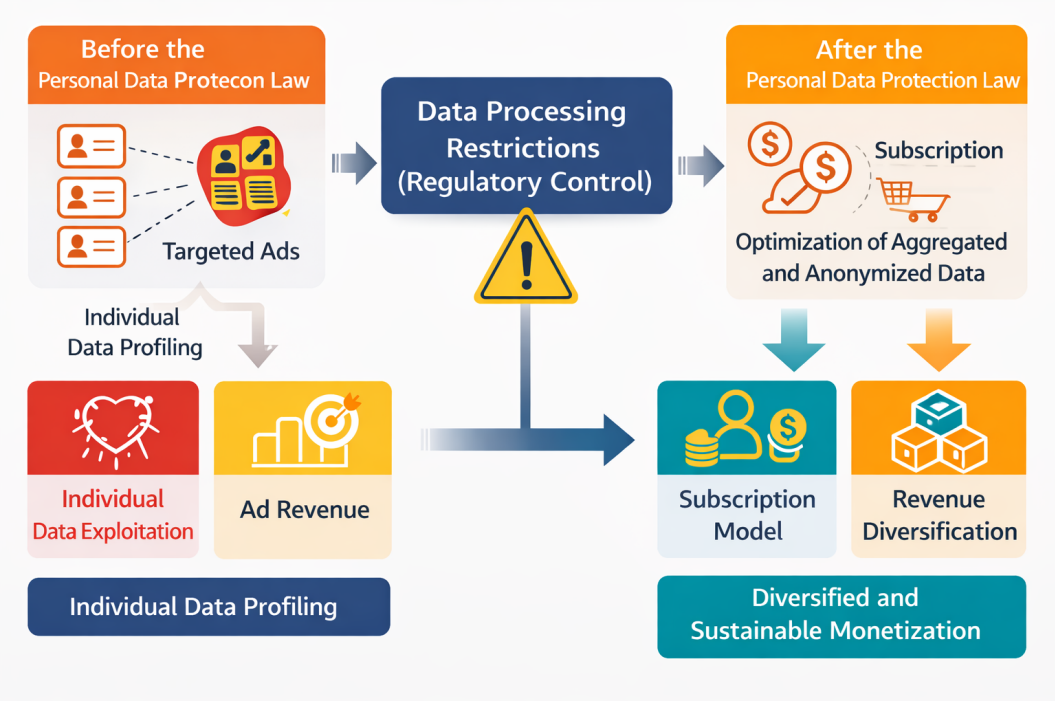


Figure 3. Governance Framework for AI Accountability and Regulatory Responsibility

Figure 3 illustrates the relationship between digital platform monetization strategies and regulatory compliance requirements under personal data protection laws, showing how the growing reliance on data driven business models creates a direct intersection between revenue generation mechanisms and personal data governance obligations. Traditional monetization practices such as targeted advertising, behavioral profiling, and extensive user data analytics must increasingly adapt to stricter regulatory frameworks that emphasize user consent, transparency, and accountability in data processing. These principles require platforms to implement clearer consent mechanisms, provide transparent information on how personal data is collected and used, and ensure responsible data management across the platform ecosystem. Consequently, platform operators are encouraged to redesign monetization strategies by integrating privacy by design principles, strengthening internal governance structures, and adopting more ethical data management practices in order to balance economic objectives with legal compliance and user trust, thereby supporting a more sustainable and accountable digital economy.

4.3. Compliance by Design Integration into Platform Governance

The research findings indicate that the implementation of the Personal Data Protection Law encourages the integration of the **compliance by design** principle within the business architecture of digital platforms, where compliance is embedded directly within technological systems and organizational structures rather than positioned merely as an administrative function at the end of operational processes. Digital platforms increasingly implement automated consent management systems, end to end encryption mechanisms, periodic internal audits, and dedicated data protection units [46], reflecting a shift from reactive compliance toward proactive governance that strengthens coordination among organizational units, clarifies responsibility distribution, and

fosters a more ethical data culture within organizations [47]. At the same time, legal complexities also arise in the governance of artificial intelligence and robotics technologies, particularly regarding the allocation of liability when autonomous systems cause harm, as traditional legal frameworks are designed primarily for human decision making. Consequently, policymakers increasingly explore hybrid liability models that distribute responsibility among developers, operators, and technology providers [48], while also emphasizing the need for transparency requirements, algorithmic auditing procedures, and effective regulatory oversight institutions to ensure responsible technological development and prevent governance gaps that could undermine public trust and legal certainty.

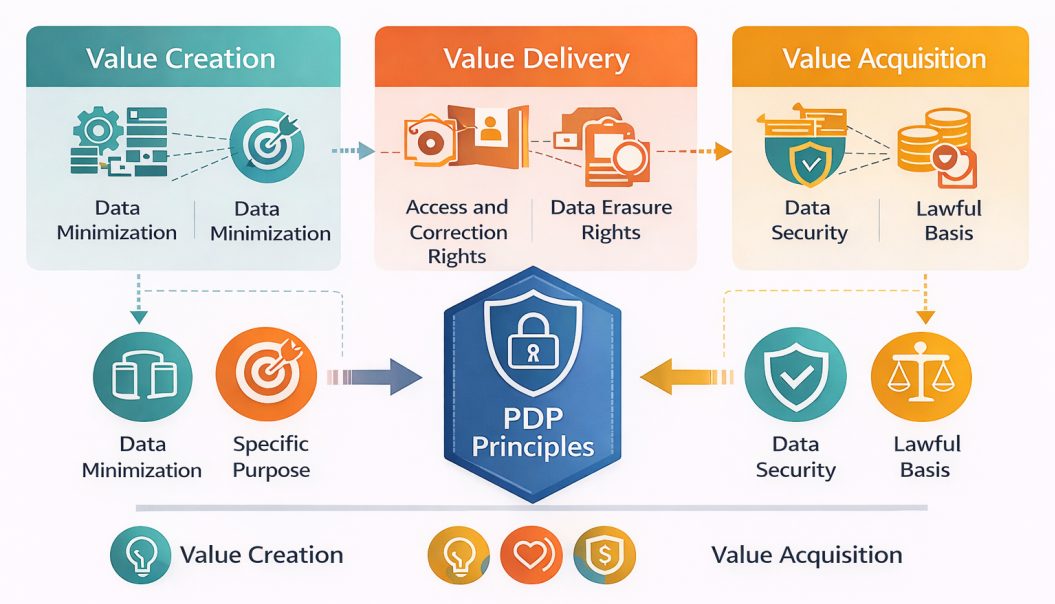


Figure 4. Integration of PDP Law Principles into Digital Platform Business Model Elements

Figure 4 illustrates the regulatory impact on platform governance structures within the context of personal data protection and digital platform accountability. It shows how data protection regulations reshape internal governance mechanisms by emphasizing algorithmic accountability, where automated decision making systems must operate within transparent and responsible frameworks. Regulatory oversight ensures that data processing complies with principles such as fairness, transparency, and responsible data management while encouraging platforms to strengthen internal compliance mechanisms, data protection policies, and monitoring systems. Through these governance improvements, digital platforms can better align technological innovation with regulatory expectations, protect digital rights, and support a more transparent and sustainable digital ecosystem.

4.4. Systemic Impacts on Digital Trust and Ecosystem Sustainability

The study finds that the implications of the Personal Data Protection Law extend beyond the internal dimensions of companies and produce systemic impacts on the national digital ecosystem. The strengthening of data protection standards enhances consumer trust, which is a fundamental prerequisite for the growth of the digital economy. In the context of sustainable development, accountable data governance contributes to strengthening digital institutions and reducing the risks of algorithm based discrimination [49].

Regulation encourages the creation of a balance between technological innovation and the protection of individual rights, enabling digital transformation to proceed in a more inclusive manner. These findings indicate that the successful implementation of the Personal Data Protection Law has the potential to reinforce the long term stability of Indonesia's digital business ecosystem.

Table 4 presents the analytical dimensions used to examine the strategic implications of personal data protection regulation on digital platform business models based on four dimensions: value creation, value delivery, value capture, and governance. The findings show that the implementation of the Personal Data Protection Law significantly affects platform governance, requiring companies to redesign data management systems

Table 4. Synthesis of Research Results on Business Model Elements

Analytical Dimension	Key Findings	Strategic Implications
Value Creation	Limitations and legality of data processing	Redesign of data collection systems
Value Delivery	Transparency and fulfillment of data subject rights	Strengthening user service mechanisms
Value Capture	Diversification of monetization strategies	More sustainable revenue models
Governance	Integration of compliance by design principles	Long term stability and reputational strength

through improved consent mechanisms, clearer privacy policies, and stronger internal governance frameworks [50]. At the same time, regulatory compliance encourages greater transparency in data use, strengthens user service mechanisms, and pushes platforms to diversify monetization strategies while integrating **compliance by design** principles into technological systems and organizational processes to promote more sustainable, transparent, and accountable digital governance practices.

4.5. General Discussion

The findings of this study contribute to broader global debates on digital governance and regulatory accountability in platform based economies. Across many jurisdictions, policymakers are increasingly concerned with the power of digital platforms to collect, process, and monetize personal data through algorithmic systems. Regulatory frameworks such as data protection laws aim to address these concerns by strengthening transparency requirements, enhancing user rights, and ensuring accountability in digital ecosystems. In this context, Indonesia's regulatory approach reflects a growing global trend toward stronger digital governance mechanisms. By examining the interaction between legal frameworks and platform business models, this study highlights the importance of balancing technological innovation with legal safeguards that protect digital human rights and promote responsible platform governance.

The findings of this study also contribute to the broader discussion on sustainable technological development, particularly in relation to the SDGs. Effective governance of artificial intelligence and robotics technologies can support SDG 9 (Industry, Innovation and Infrastructure) by encouraging responsible technological innovation. Additionally, regulatory frameworks that promote ethical AI deployment may contribute to SDG 11 (Sustainable Cities and Communities) by ensuring that smart technologies used in urban environments operate in a transparent, accountable, and socially responsible manner.

5. MANAGERIAL IMPLICATIONS

5.1. Integrating Data Protection Compliance into Corporate Strategy

The findings indicate that compliance with Personal Data Protection regulations must be positioned as a strategic element of corporate governance rather than merely an administrative obligation. Digital platform managers need to align regulatory requirements with organizational strategies, risk management policies, and technological development plans in order to ensure long term sustainability in the digital economy. By integrating data governance frameworks into corporate strategy and promoting a culture of data ethics through internal training and privacy by design practices, organizations can reduce legal risks while simultaneously strengthening consumer trust and institutional credibility.

5.2. Redesigning Business Models Based on Responsible Data Practices

Another important implication of this research is the need for digital companies to redesign their business models by incorporating responsible data management principles into their value creation processes. Practices such as transparency, accountability, and data minimization should guide the collection and processing of personal information. Managers must also improve consent mechanisms, strengthen cybersecurity infrastructure, and ensure that users maintain meaningful control over their personal data, thereby enabling organizations to operate ethically while adapting to evolving regulatory expectations.

5.3. Strengthening Organizational Governance and Risk Management

Effective implementation of data protection regulations requires robust organizational governance structures and integrated risk management mechanisms. Companies should establish dedicated data protection units or compliance teams responsible for supervising regulatory implementation across departments. In addition, organizations must conduct regular internal audits, continuous monitoring, and structured risk assessments to identify vulnerabilities in data management practices and ensure that corrective measures are implemented promptly.

5.4. Diversifying Revenue Models and Strengthening Competitive Advantage

The study also suggests that digital companies should diversify their revenue models to reduce reliance on high risk personal data monetization strategies. Alternative approaches such as subscription services, premium digital features, and the use of aggregated or anonymized data can provide sustainable revenue while maintaining regulatory compliance. Organizations that demonstrate responsible data governance are more likely to build consumer trust and gain competitive advantage, allowing them to sustain long term growth within increasingly regulated digital markets.

6. CONCLUSION

The findings of this study demonstrate that personal data protection regulations play a crucial role in shaping the development and governance of digital platform business models in Indonesia. From a digital governance perspective, regulatory frameworks serve as an essential mechanism for ensuring transparency, accountability, and the protection of digital human rights within platform based ecosystems. As digital platforms increasingly depend on large scale data collection and algorithmic processing to support monetization strategies and service delivery, the presence of comprehensive regulatory structures becomes increasingly important. These regulations help establish clear standards for responsible data governance, ensuring that personal data is processed in a lawful, transparent, and accountable manner while protecting users from potential misuse of their information.

Furthermore, the analysis indicates that compliance with personal data protection regulations has significant implications for the operational and economic structures of digital platforms. Regulatory requirements related to consent mechanisms, transparency, and accountability may encourage platforms to redesign their business models by integrating privacy oriented principles into their technological and organizational frameworks. In this context, the implementation of data protection laws can stimulate the adoption of ethical data management practices, strengthen internal governance systems, and promote greater trust between platforms and their users. As a result, regulatory compliance does not merely function as a legal obligation but also as a strategic factor that may influence long term sustainability and legitimacy in digital platform economies.

Finally, this study contributes to the broader discourse on digital governance by highlighting the dynamic relationship between legal frameworks, technological development, and platform based economic models. The findings suggest that effective regulatory oversight is necessary to balance innovation and economic growth with the protection of individual rights and responsible data governance practices. Policymakers therefore face the ongoing challenge of designing regulatory approaches that are sufficiently robust to safeguard personal data while remaining flexible enough to support technological innovation and digital transformation. Future research may further explore the evolving interaction between regulatory institutions, platform governance mechanisms, and emerging digital technologies in order to better understand the long term implications of data protection frameworks in the global digital economy.

7. DECLARATIONS

7.1. About Authors

Aswadi Jaya (AS) https://orcid.org/0000-0001-5706-0977
Suca Rusdian (SR) https://orcid.org/0009-0008-4805-1524
Ahmad Gunawan (AG) https://orcid.org/0000-0003-2379-2576
Chua Toh Hua (CTH) https://orcid.org/0009-0000-4158-4602

7.2. Author Contributions

Conceptualization: A.J.; Methodology: S.R.; Software: A.G.; Validation: C.T.H. and A.J.; Formal Analysis: S.R. and A.G.; Investigation: C.T.H.; Resources: A.J.; Data Curation: S.R.; Writing Original Draft Preparation: A.G. and C.T.H.; Writing Review and Editing: A.J. and S.R.; Visualization: A.G.; All authors, C.T.H., A.J., S.R., and A.G., have read and agreed to the published version of the manuscript.

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The data presented in this study are available on request from the corresponding author.

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Not applicable.

7.7. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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