

ABSTRAK

Kebocoran data pribadi konsumen *e-commerce* menjadi masalah serius ditengah banyaknya konsumen yang data pribadinya telah bocor dan tentunya aktif menggunakan *e-commerce*. Dalam hal ini, tidak hanya menjadi tanggung jawab salah satu pihak saja melainkan terjadinya kebocoran data pribadi tersebut menjadikan pihak-pihak yang terkait didalamnya memiliki tanggung jawab, baik atas dasar *liability principle* seperti pelaku, penyelenggara sistem elektronik (*e-commerce*), dan pemerintah, maupun atas dasar *responsibility principle* seperti konsumen *e-commerce*. Belum adanya ketegasan aturan terhadap pembebanan tanggung jawab hukum para pihak terhadap kebocoran data pribadi tersebut masih menjadi problematika tersendiri di Indonesia. Untuk itu, perlu dilakukan studi komparatif dengan negara Singapura yang telah memiliki regulasi khusus terkait tanggung jawab hukum para pihak terhadap kebocoran data pribadi. Metode penelitian yang digunakan adalah penelitian hukum normatif dengan menelaah peraturan perundang-undangan Indonesia dan Singapura terkait tanggung jawab hukum para pihak terhadap kebocoran data pribadi konsumen *e-commerce*. Hasil kajian memperlihatkan bahwa atas dasar kebutuhan dan studi komparatif, diperlukan pengaturan secara khusus atas undang-undang perlindungan data pribadi dengan memperhatikan berbagai aspek yang berkaitan dengan tanggung jawab hukum para pihak untuk memberikan kepastian hukum terhadap kebocoran data pribadi konsumen *e-commerce* di Indonesia.

Kata Kunci: Tanggung Jawab, Hukum, Para Pihak, Kebocoran, Data Pribadi, Konsumen, *E-Commerce*.

ABSTRACT

Leakage of personal data of consumers e-commerce is a serious problem in the midst of many consumers whose personal data has been leaked and of course actively uses e-commerce. In this case, it is not only the responsibility of one party, but the leakage of personal data makes the parties involved in it have responsibility, both on the basis of the liability principle. such as actors, organizers of electronic systems (e-commerce), and the government, as well as on the basis of the responsibility principle such as consumers e-commerce. The absence of firm rules regarding the imposition of legal responsibility on the parties for the leakage of personal data is still a problem in Indonesia. For this reason, it is necessary to conduct a comparative study with Singapore, which already has special regulations regarding the legal responsibilities of the parties for the leakage of personal data. The research method used is normative legal research by examining the laws and regulations of Indonesia and Singapore regarding the legal responsibilities of the parties to the leakage of personal data of consumers e-commerce. The results of the study show that on the basis of need and comparative studies, it is necessary to specifically regulate the personal data protection law by taking into account various aspects related to the legal responsibilities of the parties to provide legal certainty against the leakage of personal data of consumers e-commerce in Indonesia.

Keywords: *Liability/Responsibility, Law, Parties, Leakage, Personal Data, Consumer, E-Commerce.*