

ABSTRAK

Perkembangan teknologi informasi meningkatkan risiko kebocoran dan penyalahgunaan data pribadi yang dapat mengancam hak privasi masyarakat. Setelah berlakunya Undang-Undang Nomor 27 Tahun 2022 tentang Perlindungan Data Pribadi, pemerintah daerah memiliki peran penting dalam melakukan perlindungan data melalui kebijakan non-penal yang bersifat preventif. Penelitian ini bertujuan untuk menganalisis implementasi kebijakan non-penal Pemerintah Kabupaten Pamekasan dalam perlindungan data pribadi masyarakat serta mengidentifikasi hambatan yang dihadapi dalam pelaksanaannya.

Penelitian ini menggunakan metode hukum empiris dengan pendekatan eksplanatoris. Data diperoleh melalui wawancara, observasi, dan studi kepustakaan, kemudian dianalisis secara deskriptif kualitatif.

Hasil penelitian menunjukkan bahwa Pemerintah Kabupaten Pamekasan telah menerapkan kebijakan non-penal melalui aspek administratif, teknis, kolaboratif, edukatif, dan kelembagaan. Namun, kebijakan tersebut masih bersifat parsial dan belum terintegrasi secara optimal. Hambatan yang ditemukan meliputi belum adanya regulasi daerah khusus perlindungan data pribadi, keterbatasan infrastruktur dan kapasitas teknis, belum tersedianya unit forensik digital, koordinasi antarinstansi yang masih informal, serta rendahnya kesadaran masyarakat terhadap pentingnya perlindungan data pribadi. Oleh karena itu, diperlukan penguatan regulasi daerah, kapasitas keamanan siber, koordinasi lintas lembaga, dan literasi digital masyarakat guna mewujudkan perlindungan data pribadi yang efektif dan berkelanjutan di Kabupaten Pamekasan.

Kata Kunci: Kebijakan Non-Penal, Perlindungan Data Pribadi, Keamanan Siber.

ABSTRACT

The rapid development of information technology has increased the risk of personal data breaches and misuse, which may threaten individuals' privacy rights. Following the enactment of Law Number 27 of 2022 concerning Personal Data Protection, local governments play an important role in establishing personal data protection mechanisms through preventive non-penal policies. This study aims to analyze the implementation of non-penal policies by the Government of Pamekasan Regency in protecting citizens' personal data and to identify the obstacles encountered in their implementation.

This research employed an empirical legal research method with an explanatory approach. Data were collected through interviews, observations, and literature studies, and were subsequently analyzed using a qualitative descriptive method.

The findings indicate that the Government of Pamekasan Regency has implemented non-penal policies through administrative, technical, collaborative, educational, and institutional measures. These policies are reflected in the management of government information systems, the implementation of information security management based on the Electronic-Based Government System (SPBE), cooperation with the Pamekasan Resort Police, public awareness programs, and the establishment of cybersecurity-supporting institutions. However, the implementation of these policies remains partial and has not been optimally integrated. The identified obstacles include the absence of specific regional regulations on personal data protection, limited infrastructure and technical capacity, the lack of a digital forensic unit, informal inter-agency coordination without a memorandum of understanding or specific standard operating procedures, and low public awareness regarding the importance of personal data protection. Therefore, strengthening regional regulations, enhancing cybersecurity capacity, improving inter-agency coordination, and promoting digital literacy are necessary to ensure effective and sustainable personal data protection in Pamekasan Regency.

Keywords: *Non-Penal Policy, Personal Data Protection, Cybersecurity.*