

Data Utilization Contracts in the Digital Economy: Towards a Standardized Data Contracts Model in Indonesia

Junaedi Kariadi^{1*}, Aloysius Wisnubroto², Vincentius Patria Setyawan³

¹ Doctoral Student, Doctoral Program in Law, Faculty of Law, Atma Jaya University Yogyakarta.

² Doctoral Program in Law, Faculty of Law, Atma Jaya University Yogyakarta.

³ Doctoral Student, Doctoral Program in Law, Faculty of Law, Universitas Sebelas Maret.

Corresponding Author: Junaedi Kariadi kariadi_junaedi@gmail.com

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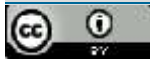
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ABSTRACT

The rapid expansion of the digital economy has intensified the utilization and exchange of data, raising complex legal issues concerning contractual governance and legal certainty. This study aims to analyze the legal framework governing data utilization contracts and to explore the urgency of developing standardized data contracts in Indonesia. Using a normative juridical approach with a statutory and conceptual analysis, this research examines existing regulations, legal doctrines, and comparative practices related to data governance in digital transactions. The study reviews legal developments and contractual practices in the digital sector over recent years. The findings indicate that the absence of standardized contractual frameworks creates legal uncertainty and imbalance among parties. Therefore, the development of standardized data contracts is essential to enhance legal certainty, fairness, and accountability in Indonesia's digital economy.

INTRODUCTION

The rapid development of the digital economy has fundamentally transformed the way data is generated, collected, processed, and utilized across various sectors. In the contemporary digital ecosystem, data has emerged as a strategic economic resource that drives innovation, business competitiveness, and economic growth. Digital platforms, e-commerce systems, financial technology services, and artificial intelligence applications rely heavily on the continuous flow and exchange of data between individuals, corporations, and institutions (Rosadi & Pratama, 2018). Consequently, data utilization has become a central component of economic transactions in the digital era. In this context, contractual arrangements play a crucial role in regulating how data is accessed, shared, processed, and commercially exploited among parties involved in digital activities.

Despite the growing importance of data-driven transactions, the legal framework governing data utilization in many jurisdictions remains fragmented and underdeveloped. In Indonesia, the increasing volume of digital transactions has intensified the demand for clearer legal mechanisms that regulate the use of data between parties. Although regulatory developments such as the Personal Data Protection Law (Undang-Undang Perlindungan Data Pribadi) have provided a significant step toward strengthening data governance, the contractual dimension of data utilization has not yet received sufficient attention in legal scholarship and regulatory design (Mongi & Tulung, 2023). As a result, many agreements governing the use and exchange of data are drafted in a highly diverse and inconsistent manner, creating legal uncertainty and potential imbalances between contracting parties.

Contracts serve as an essential legal instrument in structuring digital economic relations. Through contractual agreements, parties determine the scope of data access, the purposes of data processing, responsibilities for data protection, limitations on data transfer, and mechanisms for dispute resolution. However, the absence of standardized contractual models for data utilization may lead to several problems, including asymmetrical bargaining power, vague allocation of responsibilities, and difficulties in enforcing contractual obligations (Fikrina et al., 2025). These issues are particularly evident in relationships involving large digital platforms and smaller business actors, where contractual terms are often unilaterally determined by dominant parties. Consequently, the lack of standardized data contracts may undermine legal certainty, fairness, and accountability within digital economic transactions.

The concept of standardized contracts has long been recognized in commercial practice as a mechanism to improve efficiency, predictability, and consistency in contractual relationships. Standardized contractual models are widely used in sectors such as international trade, financial services, and intellectual property licensing. By providing a structured framework for defining rights and obligations, standardized contracts help reduce negotiation costs, clarify legal expectations, and minimize the risk of disputes (Arifin & Santoso, 2023). In the context of the digital economy, the development of standardized data contracts may serve as an important tool for ensuring that

data utilization practices comply with legal principles, ethical standards, and regulatory requirements.

In several jurisdictions, efforts have begun to promote the use of standardized data-sharing agreements and contractual frameworks that support responsible data governance. For instance, international initiatives have proposed model clauses and contractual guidelines designed to regulate data access, data portability, and data sharing among digital actors (Sari & Putra, 2024). These developments demonstrate the growing recognition that contractual mechanisms must evolve in order to address the complex legal challenges posed by data-driven economic activities. Nevertheless, in Indonesia, discussions on standardized data contracts remain relatively limited, and the integration of such frameworks into the national legal system has yet to be systematically explored.

The absence of a coherent contractual model for data utilization raises important questions regarding the adequacy of existing legal instruments in governing digital economic relationships. Without clear contractual standards, disputes concerning data ownership, data misuse, liability for data breaches, and cross-border data transfers may become increasingly difficult to resolve (Pratama & Wibowo, 2023). Furthermore, inconsistent contractual practices may hinder the development of a transparent and trustworthy digital ecosystem, which is essential for fostering innovation and investment in the digital economy.

Based on these considerations, this study seeks to analyze the legal characteristics of data utilization contracts in the context of the digital economy and to examine the urgency of developing a standardized data contract model in Indonesia. The research adopts a normative juridical approach that focuses on statutory regulations, legal principles, and conceptual analyses related to data governance and contract law. By examining existing contractual practices and regulatory frameworks, this study aims to contribute to the development of a more coherent legal model for regulating data utilization.

Therefore, the development of standardized data contracts has the potential to strengthen legal certainty, balance the rights and obligations of contracting parties, and support the sustainable growth of Indonesia's digital economy. A well-designed contractual framework may also promote greater accountability in data governance while ensuring that economic actors operate within a clear and predictable legal environment. Therefore, exploring the possibility of standardized data contracts represents an important step toward improving the legal infrastructure that underpins digital economic activities in Indonesia.

THEORETICAL REVIEW

The development of the digital economy has significantly increased the importance of data as a strategic resource in economic activities. In digital ecosystems, data functions not only as information but also as an economic asset that drives innovation, efficiency, and business competitiveness. Digital platforms, e-commerce services, financial technology, and artificial intelligence

systems rely heavily on large volumes of data to operate effectively. Consequently, the utilization and exchange of data between individuals, companies, and institutions have become central aspects of modern economic transactions (Sanjaya & Putra, 2023). Within this environment, legal frameworks that regulate how data is accessed, processed, and shared become essential in maintaining order and protecting the interests of all parties involved.

Contract law plays a crucial role in structuring relationships within the digital economy. Contracts serve as legal instruments that define the rights, obligations, and responsibilities of the parties involved in economic activities. In the context of data utilization, contractual agreements regulate various aspects such as the scope of data access, the purposes of data processing, responsibilities for protecting data, and mechanisms for resolving disputes. The principle of freedom of contract allows parties to determine the terms of their agreements according to their interests (Zwitter & Boisse-Despiaux, 2022). However, in digital transactions, this principle may create imbalances when one party possesses stronger bargaining power, such as large digital platforms compared to smaller business actors or individual users.

Another important theoretical concept is legal certainty, which emphasizes the need for clear and predictable legal rules in contractual relationships. Legal certainty is particularly important in data-related transactions because disputes may arise regarding data ownership, unauthorized data use, and liability for data breaches. Without clear contractual provisions, the enforcement of rights and obligations becomes difficult (Sari & Nugroho, 2023). Therefore, well-structured contractual arrangements are necessary to reduce ambiguity and ensure that data utilization practices comply with legal principles and regulatory requirements.

The rapid development of the digital economy has transformed data into one of the most valuable economic resources of the contemporary era. Digital platforms, financial technology services, e-commerce marketplaces, and social media companies continuously collect, process, and utilize large amounts of personal and non-personal data in order to generate economic value. In this context, data is often referred to as the “new oil” of the digital economy because of its strategic role in driving innovation, targeted marketing, algorithmic decision-making, and digital services. As a consequence, the utilization of data has increasingly been governed through contractual arrangements between various actors, including digital platforms, service providers, business partners, and users. These agreements are commonly referred to as data utilization contracts or data sharing agreements.

METHODOLOGY

This research is structured using a normative legal research method. Normative legal research focuses on examining legal norms, principles, and doctrines that regulate a particular legal issue. In this study, the normative approach is used to analyze the legal framework governing data utilization within the digital economy and to examine the potential development of standardized data contracts in Indonesia. Rather than relying on empirical data,

this research emphasizes the analysis of legal materials, including statutory regulations, legal doctrines, and scholarly literature that are relevant to the topic of data governance and digital contractual relations.

The research employs a conceptual approach to understand and analyze the legal concepts underlying data utilization contracts in the digital economy. Through this approach, the study explores key legal concepts such as freedom of contract, legal certainty, fairness, and accountability in contractual relationships. The conceptual approach is important in identifying theoretical foundations that can support the development of standardized contractual frameworks for data utilization. By examining various legal theories and principles, the research seeks to construct a coherent conceptual framework that can explain the role of contracts in regulating data-driven economic activities.

The nature of the analysis in this research is prescriptive. Prescriptive legal analysis aims not only to describe existing legal conditions but also to provide recommendations or normative arguments regarding how the law should address a particular issue. In this context, the research analyzes the limitations of existing contractual practices related to data utilization and proposes the development of standardized data contracts as a potential legal solution to improve legal certainty, fairness, and accountability in digital economic transactions.

Furthermore, this research applies deductive legal reasoning as the primary technique of legal analysis. Deductive reasoning involves drawing conclusions from general legal principles and applying them to specific legal problems. In this study, general principles of contract law and data governance are examined and subsequently applied to the issue of data utilization contracts within the digital economy. Through this deductive analytical process, the research seeks to identify legal gaps and provide normative recommendations for the development of a more coherent and structured contractual framework for data utilization in Indonesia.

RESULT AND DISCUSSION

Legal Challenges in Data Utilization Contracts in Indonesia's Digital Economy

The rapid development of the digital economy has transformed data into one of the most valuable economic resources of the contemporary era. Digital platforms, financial technology services, e-commerce marketplaces, and social media companies continuously collect, process, and utilize large amounts of personal and non-personal data in order to generate economic value. In this context, data is often referred to as the "new oil" of the digital economy because of its strategic role in driving innovation, targeted marketing, algorithmic decision-making, and digital services (Sadowski, 2019). As a consequence, the utilization of data has increasingly been governed through contractual arrangements between various actors, including digital platforms, service providers, business partners, and users. These agreements are commonly referred to as data utilization contracts or data sharing agreements.

In Indonesia, the growing reliance on data utilization contracts reflects the expansion of digital economic activities and the increasing importance of data governance. However, the legal framework governing such contracts remains fragmented and relatively underdeveloped. While several regulations indirectly address issues related to data usage—such as the Electronic Information and Transactions Law (Law No. 11 of 2008 as amended by Law No. 19 of 2016), the Personal Data Protection Law (Law No. 27 of 2022), and various sectoral regulations—Indonesia still lacks a comprehensive contractual framework that clearly regulates the rights and obligations of parties involved in data utilization (Nasution, 2020). As a result, a number of legal challenges arise in the formation, interpretation, and enforcement of data utilization contracts in Indonesia's digital economy.

One of the most significant legal challenges concerns the imbalance of bargaining power between digital platform providers and users. In practice, most data utilization arrangements are embedded within standard form contracts or terms of service drafted unilaterally by digital platforms. These contracts typically take the form of click-wrap or browse-wrap agreements, in which users are required to accept predetermined terms in order to access digital services. Because users rarely have the opportunity to negotiate contractual provisions, such arrangements often create an asymmetrical relationship between the platform operator and the user. The platform provider possesses substantial control over the collection, processing, storage, and commercialization of data, while users often lack sufficient knowledge or capacity to understand the implications of the contractual clauses they accept.

This imbalance raises concerns regarding the fairness and transparency of data utilization contracts. Many contractual provisions grant broad rights to digital platforms to process and monetize user data without clearly specifying the scope, duration, or purpose of such use. In some cases, contractual clauses allow companies to share user data with third parties for commercial purposes, including targeted advertising and analytics, without providing meaningful options for user consent or control. From a legal perspective, such clauses may conflict with the principles of fairness and proportionality recognized in modern data protection regimes. In Indonesia, although the Personal Data Protection Law emphasizes the importance of consent and accountability in data processing, the practical implementation of these principles within contractual arrangements remains uncertain.

Another challenge relates to the ambiguity surrounding the legal status and ownership of data. Unlike traditional forms of property, data does not easily fit into conventional legal categories. Data may be generated by individuals, collected by platforms, processed by service providers, and analyzed by multiple stakeholders simultaneously (Budhijanto, 2018). Consequently, determining who holds the legal rights to control or utilize data becomes a complex issue. Indonesian law does not explicitly recognize data as a proprietary asset in the same way as tangible property or intellectual property. As a result, contractual provisions often become the primary mechanism for defining rights and responsibilities related to data usage.

However, the reliance on contracts to determine data ownership and control can lead to legal uncertainty. Because each platform or company may draft its own contractual terms, the resulting agreements often vary widely in terms of scope, obligations, and legal protections. This lack of uniformity may create difficulties for businesses that engage in cross-platform data collaborations or digital partnerships. Moreover, the absence of standardized contractual models may expose users and smaller businesses to unfavorable terms, particularly when negotiating with large digital platforms that possess significant market power.

A further legal challenge concerns the protection of personal data within data utilization contracts. With the enactment of the Personal Data Protection Law in 2022, Indonesia has taken an important step toward establishing a comprehensive legal framework for data protection. The law introduces key principles such as lawful processing, purpose limitation, data minimization, accuracy, and accountability. It also requires data controllers to obtain valid consent from data subjects before processing personal data. Nevertheless, the practical integration of these principles into contractual arrangements remains a complex task.

In many cases, data utilization contracts fail to clearly articulate the responsibilities of parties regarding data protection compliance. For example, when data is shared between multiple entities such as between a digital platform and a third-party analytics provider it may be unclear which party bears responsibility for ensuring compliance with data protection obligations. This ambiguity may lead to regulatory risks, particularly if personal data is misused, leaked, or processed beyond its intended purpose (Kuner et.al, 2020). Furthermore, cross-border data transfers present additional challenges, as Indonesian companies often rely on global cloud service providers and international digital platforms. Ensuring that contractual arrangements comply with domestic data protection requirements while facilitating cross-border digital transactions remains a complex legal issue.

Transparency is another significant concern in the context of data utilization contracts. Many digital platforms rely on lengthy and complex contractual documents that are difficult for ordinary users to understand. As a result, users often provide consent without fully comprehending how their data will be used. From a legal perspective, this practice raises questions about the validity of consent and the effectiveness of contractual disclosure mechanisms. In modern data governance frameworks, transparency is considered a fundamental principle that enables individuals to exercise meaningful control over their personal information (Cate & Mayer-Schönberger, 2013). However, when contractual terms are overly technical or ambiguous, transparency becomes merely formal rather than substantive.

The enforcement of data utilization contracts also presents considerable challenges. Digital transactions often involve multiple parties operating across different jurisdictions, making it difficult to determine the applicable law and dispute resolution mechanisms. In Indonesia, disputes arising from digital contracts may be resolved through civil litigation, arbitration, or alternative

dispute resolution mechanisms. Nevertheless, users rarely pursue legal action against digital platforms due to the complexity, cost, and time required to initiate legal proceedings. Moreover, many digital service agreements contain jurisdiction clauses that designate foreign courts or arbitration institutions as the forum for dispute resolution. Such clauses may place Indonesian users at a disadvantage, as pursuing legal remedies in foreign jurisdictions may be impractical.

In addition, the rapid evolution of digital technologies poses regulatory challenges for lawmakers and policymakers. Artificial intelligence, big data analytics, and algorithmic decision-making have significantly expanded the ways in which data can be processed and utilized. Data collected for one purpose may later be used for entirely different purposes through advanced analytical techniques. Consequently, contractual provisions drafted at the time of data collection may not adequately anticipate future technological developments. This dynamic nature of data utilization complicates the task of designing legal frameworks that remain relevant and effective over time.

Another emerging issue concerns the commercialization of data as an economic asset. Companies increasingly treat data as a strategic resource that can be monetized through advertising, data analytics, and digital services. In this context, data utilization contracts often function not only as legal instruments governing data access but also as mechanisms for allocating economic value derived from data (Svantesson, 2019). However, the absence of clear legal standards regarding data valuation and benefit sharing may lead to disputes between parties involved in data collaborations. Small businesses, content creators, and individual users may contribute valuable data to digital ecosystems without receiving proportional economic benefits.

Finally, the lack of standardized contractual frameworks represents a structural challenge in Indonesia's digital economy. Unlike certain sectors where model contracts or regulatory guidelines exist, the governance of data utilization agreements largely depends on private contractual arrangements. While contractual freedom allows businesses to develop innovative digital services, excessive reliance on individualized agreements may undermine legal certainty and consumer protection. A more structured approach—such as the development of standardized contractual clauses or model data utilization agreements could help promote greater transparency, fairness, and legal consistency in digital transactions.

The development of data utilization contracts in Indonesia's digital economy presents a range of complex legal challenges. These challenges include the imbalance of bargaining power between platforms and users, ambiguity regarding data ownership and control, difficulties in integrating data protection principles into contractual arrangements, limited transparency in contractual disclosure, and obstacles in enforcing digital contracts across jurisdictions. Addressing these issues requires not only stronger regulatory frameworks but also the development of standardized contractual models that balance the interests of digital platforms, businesses, and data subjects. Such reforms would

contribute to greater legal certainty and support the sustainable growth of Indonesia's digital economy.

Designing a Standardized Framework for Data Utilization Contracts in Indonesia

The rapid growth of the digital economy has significantly increased the importance of data as a strategic economic resource. In digital ecosystems, data flows continuously among various actors, including digital platforms, service providers, third-party partners, and end users. This complex interaction requires clear legal frameworks to ensure that data utilization is conducted in a transparent, fair, and accountable manner. However, as previously discussed, the current regulatory and contractual practices governing data utilization in Indonesia remain fragmented and inconsistent. These conditions highlight the urgent need to develop a standardized framework for data utilization contracts that can provide legal certainty while balancing the interests of different stakeholders in the digital economy.

A standardized framework for data utilization contracts would serve as a guideline for structuring agreements between parties involved in the collection, processing, and commercialization of data. Such a framework does not necessarily eliminate contractual freedom but rather provides a set of minimum standards and model clauses that ensure transparency, accountability, and legal compliance (De Hert & Papakonstantinou, 2016). In the context of Indonesia's digital economy, the development of standardized contractual models could help address several legal issues, including uncertainty regarding data ownership, unequal bargaining power between digital platforms and users, and the lack of clarity regarding data protection responsibilities.

One of the most important elements in designing a standardized data utilization contract is the clear definition of the parties involved and their respective roles. In modern data governance frameworks, the distinction between data controllers, data processors, and data subjects is essential in determining legal responsibility for data processing activities. A standardized contract model should therefore explicitly identify these roles and specify the scope of each party's authority and obligations (Tene & Polonetsky, 2012). For instance, digital platforms that collect and determine the purposes of data processing should be classified as data controllers, while third-party service providers that process data on behalf of the platform should be recognized as data processors. Clearly defining these roles would help prevent disputes related to accountability in the event of data misuse or security breaches.

Another critical component of a standardized data utilization contract is the specification of the purpose and scope of data processing. The principle of purpose limitation requires that data be collected and used only for specific, explicit, and legitimate purposes. In many existing digital contracts, however, the purposes of data processing are often described in vague or overly broad terms, allowing companies to expand the use of data beyond the expectations of users. A standardized contractual framework should therefore require precise descriptions of the purposes for which data may be processed, as well as

limitations on secondary uses that fall outside the original scope of consent. Such provisions would strengthen legal certainty and enhance the protection of individual data rights.

Transparency is also a fundamental principle that should be incorporated into standardized data utilization contracts. Contracts should provide clear and accessible information regarding how data will be collected, processed, stored, and shared with third parties (Floridi, 2016). In practice, this could be achieved through simplified contractual language, layered privacy notices, or standardized disclosure formats that allow users to easily understand the implications of data processing activities. By improving transparency, standardized contracts would help ensure that consent is truly informed rather than merely formalistic.

In addition to transparency, the principle of accountability should form a central pillar of the standardized contractual framework. Accountability requires that parties involved in data processing demonstrate compliance with applicable legal standards and take responsibility for protecting the data they manage. Within a standardized contract model, accountability could be operationalized through provisions requiring data security measures, internal compliance programs, data protection impact assessments, and clear procedures for responding to data breaches. These obligations would not only strengthen regulatory compliance but also build trust between digital platforms and users.

Another important element concerns the regulation of data sharing with third parties. In digital ecosystems, data is frequently transferred between multiple entities for purposes such as analytics, advertising, or service integration. Without clear contractual safeguards, such data sharing arrangements may expose personal information to misuse or unauthorized access. A standardized data utilization contract should therefore establish strict requirements for third-party data transfers, including obligations to ensure that recipients provide equivalent levels of data protection (Bradford, 2020). In addition, contractual clauses should specify the conditions under which data may be transferred across national borders, particularly when data is processed by global cloud service providers or international technology companies.

The development of standardized contractual clauses may also help address the issue of bargaining power imbalance between digital platforms and users. As previously discussed, most digital contracts are presented as non-negotiable terms of service, leaving users with little opportunity to influence contractual provisions. By introducing standardized clauses that guarantee minimum rights for data subjects such as the right to access, correct, and delete personal data the law could promote a more balanced contractual relationship between platforms and users. These clauses could function similarly to consumer protection standards, ensuring that fundamental rights are protected regardless of the contractual terms imposed by service providers.

In addition to protecting users, standardized data utilization contracts can also provide benefits for businesses operating in the digital economy. Clear contractual standards reduce legal uncertainty and facilitate cooperation

between companies that share or process data. When businesses operate under consistent contractual frameworks, they can more easily establish partnerships, integrate digital services, and engage in cross-border data exchanges. This legal certainty is particularly important for startups and small enterprises that may lack the resources to negotiate complex data-sharing agreements with larger technology companies.

From a regulatory perspective, the development of standardized contractual frameworks may also support the effective implementation of Indonesia's Personal Data Protection Law. While the law establishes general principles and obligations for data processing, many of these principles require further operationalization at the contractual level. Standardized contracts could serve as practical instruments for translating legal principles such as consent, purpose limitation, and accountability into concrete obligations that guide everyday business practices. In this way, contractual standardization can complement statutory regulation and strengthen the overall governance of data in Indonesia.

The process of developing standardized data utilization contracts should ideally involve collaboration between multiple stakeholders, including government authorities, industry actors, legal scholars, and civil society organizations. Such a participatory approach would help ensure that the resulting framework reflects the diverse interests present within the digital ecosystem. Government agencies could provide regulatory guidance, while industry stakeholders could contribute practical insights regarding technological and commercial realities. At the same time, civil society organizations could advocate for the protection of individual rights and the promotion of ethical data practices.

Comparative legal experiences from other jurisdictions may also provide valuable guidance for Indonesia. For example, the European Union has developed standardized contractual clauses for international data transfers under the General Data Protection Regulation (GDPR). These clauses provide a model for allocating responsibilities between data controllers and processors while ensuring compliance with data protection standards. Although Indonesia's legal context differs from that of the European Union, similar approaches could be adapted to the Indonesian regulatory environment in order to strengthen contractual governance of data utilization.

The creation of a standardized framework for data utilization contracts represents an important step toward building a more transparent and accountable digital economy in Indonesia. By establishing clear contractual standards, the law can reduce legal uncertainty, protect individual rights, and promote responsible data governance. As digital technologies continue to evolve, such frameworks will play a crucial role in ensuring that the economic value of data can be harnessed without compromising fundamental legal principles.

The development of standardized data utilization contracts in Indonesia is essential for addressing the legal challenges associated with data governance in the digital economy. A well-designed contractual framework should clearly

define the roles of parties involved in data processing, specify the purposes and scope of data usage, ensure transparency and accountability, regulate third-party data sharing, and protect the rights of data subjects. Through collaborative regulatory efforts and the adoption of best practices from international frameworks, Indonesia can establish a balanced contractual model that supports innovation while safeguarding legal certainty and data protection in the digital era.

CONCLUSIONS AND RECOMMENDATIONS

The rapid expansion of Indonesia's digital economy has significantly increased the importance of data as a valuable economic asset, making data utilization contracts a crucial instrument in governing digital transactions. However, the current legal framework regulating these contracts remains fragmented, leading to various challenges such as bargaining power imbalances, uncertainty regarding data ownership, and difficulties in ensuring compliance with data protection principles. These challenges demonstrate the need for clearer legal standards that can provide greater certainty and fairness for all parties involved in data processing activities. Developing a standardized framework for data utilization contracts can serve as an effective mechanism to clarify the roles, rights, and obligations of stakeholders within the digital ecosystem. Such a framework would also strengthen transparency, accountability, and legal compliance while supporting the implementation of Indonesia's Personal Data Protection Law. Ultimately, the establishment of standardized contractual models can contribute to a more secure, fair, and sustainable digital economy in Indonesia.

Recommendation

The Indonesian government should develop regulatory guidelines or standardized model clauses for data utilization contracts to provide clearer legal standards regarding the rights and obligations of parties involved in data processing. Such guidelines would help strengthen transparency, accountability, and compliance with the principles established in the Personal Data Protection Law. In addition, digital platform providers and businesses operating in the digital economy should adopt clearer and more transparent contractual practices, particularly in explaining how data is collected, processed, and shared with third parties. Improving transparency and clarity in contractual provisions will not only enhance user trust but also contribute to a more balanced, accountable, and legally certain framework for data governance within Indonesia's rapidly evolving digital economy.

FURTHER STUDY

Future research is suggested to examine the practical implementation and legal challenges of standardized data contracts within Indonesia's digital economy across various industry sectors.

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