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## PERSONAL DATA AS A COMMODITY IN THE DIGITAL ECONOMY

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### ABSTRACT

Personal data is a key commodity, which has led digital platforms such as Google, Facebook and TikTok to create business models that rely on the collection, analysis and use of user data to target personalized advertising. Drawing on Vincent Mosco's political economy of media theory and Dallas Smythe's concept of audience commodity, this study explores the process of commoditization of user data as the core of the digital advertising ecosystem. The study uses a qualitative approach with descriptive analysis of the digital media ecosystem, as well as case studies of digital advertising platforms that integrate predictive algorithms to maximize marketing efficiency. The findings show that personal data is not only an economic resource but also reinforces the power imbalance between digital platforms and users. Moreover, the exploitation of this data creates ethical challenges related to privacy, transparency and users' rights to their information. In conclusion, while data-driven marketing strategies offer high efficiency for advertisers, the practice demands stricter regulation to protect user privacy and prevent irresponsible data exploitation. Recommendations include increasing algorithm transparency, strengthening data regulations, and encouraging public awareness about managing their personal data in the digital age.

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## 1. INTRODUCTION

The digital era has created a major transformation in the world of marketing, where personal data has become a major asset in the digital economy ecosystem. Technology platforms such as Google, Facebook, and TikTok play an important role in collecting and utilizing user data to create highly personalized data-driven marketing strategies (Rifqy et al., 2023). This phenomenon is driven by the development of algorithms and machine learning technology, which allows companies to predict consumer behavior and compose individually relevant advertisements (Gunawan, 2021). In the development of technology that gave rise to the digital world, thus directing the digital ecosystem. These conditions are also used to generate profits in the digital economy. One of the main commodities utilized in the digital economy is personal data (Harianja, 2015). In the digital ecosystem, personal data is collected, processed, and traded as the main commodity. Technology companies and social media platforms such as Google, Facebook (Meta), and TikTok rely on user data to increase revenue from advertising (Betty Yel & M Nasution, 2022).

The high number of social media users and the wide open access to this digital world means that this data collection is not even realized and is voluntarily provided by each individual. Data collectors with data-driven business models allow companies to offer free services to users, but only after users provide additional data. Offering free access to certain social media, in exchange for access to personal data owned by the user, without even

realizing it. In Indonesia, this transformation is increasingly relevant with the increasing internet penetration and the use of digital platforms by the public. According to We Are Social (2024), more than 77% of Indonesia's population are active internet users, with an average usage time of almost 8 hours per day. Platforms such as TikTok, Instagram, and YouTube are the main channels for advertisers to reach young consumers.

In the context of the political economy of media, personal user data is not only used to improve user experience but also becomes a traded economic commodity. The concept of audience commodity, first introduced by Dallas Smythe, is relevant in explaining how media users not only consume content but also become products sold to advertisers through their data. In this model, users' digital time and activities are transformed into economic value that is monetized by technology platforms (Fuchs, 2015). The personal data that has been collected will be used by companies, especially advertisers, to customize the adverts that will appear based on user preferences. This can be observed from the data that has been obtained such as search history or online shopping activities, behavior and activities on social media, geographic location of the user.

These data can be combined and analyzed so that the algorithm will recognize the user's profile to find and determine a homogeneous audience that is potential for a particular brand. The need for personal data as the main asset in digital marketing, personalization of advertisements, giving rise to capitalism in the new model economy by utilizing user data collection and analysis (Pertiwi et al., 2021). Companies such as Google, Facebook (Meta) become data monopolists, controlling many global personal data, creating an economic power gap between large platforms and small businesses (Agustin, 2020). There is an imbalance of power in the digital society, where individual social media users unwittingly have access to free services offered by digital platforms, but do not have full control over how their data is used.

Large-scale collection of personal data is often done without users' full knowledge or consent, creating concerns about privacy violations (Rifqy et al., 2023). The rise of surveillance capitalism shows how technology platforms create digital dependency while utilizing user data for commercial purposes. The power imbalance between platforms and users further magnifies the economic dominance of digital platforms in the global economy. Data-driven marketing strategies also have significant implications for advertisers and consumers. On the one hand, advertisers can reach their target audience more efficiently through ad personalization. On the other hand, consumers often face a filter bubble, where they are only exposed to information that matches their digital profile, which indirectly affects their freedom and autonomy as individuals (Aytac, 2024). How is personal data commodified in the digital advertising ecosystem, and what is the impact of data-driven marketing strategies on user privacy and the distribution of power in digital media? This research analyses the process of commodification of personal data in the digital advertising ecosystem and examines the impact of media political economy on user privacy. This study aims to examine the process of commodification of personal data in the digital advertising ecosystem through the framework of media political economy and analyze its impact on user privacy and power inequality in the digital ecosystem. It is hoped that this study will provide

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deeper insights into how personal data is used, traded and monetized, and how data-driven marketing strategies can be conducted ethically and sustainably.

## **2. LITERATURE REVIEW**

Personal data is information owned by individuals that describes the characteristics of each individual, which is then collected on a digital platform through activities and interactions carried out by individuals in the digital world, one of which is using social media (Wardhana, 2025). The personal data can be in the form of search history, clicks, location, and even shopping preferences. This personal data is turned into an economic commodity because social media platforms collect this personal data without any fees or payments to everyone. So that indirectly, individuals will not realize that their personal data has been given and utilized at no cost at all. Digital platforms such as social media will sell the data to advertisers to generate profits. Media algorithms process user data to automatically customize adverts and content according to individual needs. But on the one hand, there is a violation of privacy, exploitation of user data because it is ideally the right of individuals to control their personal data and its use by other parties. These technological platforms have become centers of economic power because of their ability to control user data for the sake of ad distribution that generates huge profits.

In the context of power and interests, it is in line with the thinking of Vincent Mosco who developed the concept of media political economy as an approach to understanding how technology and communication media are influenced by economic and political structures (Mosco & Vincent, 2009). There are 3 main concepts in Mosco's thinking, namely Commodification, spatialization, and Structuration (Golding & Murdock, 1991). In the concept of media commodification, a process in which media and information and data are transformed into goods for sale. In the development of the digital era, commodification develops not just the use of information, but personal data becomes one of the main assets traded by media platform owners. Spatialization refers to the efforts made by communication media in overcoming the barriers of space and time to develop global businesses as some media companies do, one of which is Google by expanding influence and power globally through digital infrastructure. And Mosco's next thought is Structuralizing, as a reciprocal relationship between individuals and companies with existing structures such as economics, regulation and culture. Communication media is not only shaped by economic forces but also has an influence on the culture and policies that apply in community interaction.

In line with Mosco's thought, there is the thought of a media political economy thinker, Dallas Smythe, known as the concept of audience commodity, which focuses on how in the media capitalism system, the audience is not only the recipient of information but also the main commodity sold by the media industry to advertisers (Smythe, 2006). Smythe's thinking highlights the context of traditional mass media (TV, Radio, Newspapers) providing content in the form of information or entertainment (Fuchs, 2014). However, the traditional mass media in running its industry requires advertising as the main source of operationalization of media companies. By collecting ratings or circulation, the media can attract advertisers to invest. So that the more individuals who are interested and enjoy

information from a mass media, the more advertisements will come in, thus benefiting the media industry. The time spent by the audience watching TV, listening to the radio, or reading newspapers is considered a potential consumer. The activity of enjoying mass media is referred to as production time, which is referred to as working time in the context of capitalism (Winseck, 2016). So, for example, the more people watch television programs, the more advertising costs can be charged to advertisers during the media's 'prime time' (Golding & Murdock, 1991). In the concept of audience commodification, the focus is on how media and communication are linked to structures of power and control in capitalist society (Smythe, 2006). Media such as television, radio, and digital platforms provide free content that can attract audiences. Every individual who interacts with these media is produced for sale to advertisers. These advertisers pay to reach the audience that the goods or services are produced for. So, audiences are actually doing work when they consume media, without even realising it. When audiences watch adverts or engage with content, they are indirectly providing advertisers with valuable data and attention. The economic value created by the audience's media consumption activities is capitalised on by media companies through advertising (Fuchs, 2015).

Media is not just a means of entertainment or information, but also a tool to promote the values and ideologies of capitalism (Louw, 2001). The media has become an ideological tool that supports the structure of capitalism, carrying messages related to consumerism, individualism, and the subordination of workers to market logic. In addition, the media is controlled by economic elites who use the media to maintain the status quo and control the public narrative (Aytac, 2024). There is a power imbalance where audiences have little or no control over the media content they consume. The impact of new technologies has led to the commodification of data. With the increasing use of digital technology, data from audiences is becoming an increasingly important commodity. Information on audience habits, behavior and consumption patterns is collected and sold for profit. However, there is potential exploitation of audience privacy by technology companies that collect user data without clear consent. Dallas Smythe's 'audience commodity' suggests that audiences are positioned as products in an economic system (Fuchs, 2015). In the digital era, platform capitalism existed where social media, search engines, and other digital applications operate based on the concept of audience commodity. User data becomes a commodity that can be highly valued.

### 3. METHODOLOGY

This research uses a critical paradigm that focuses on power relations, economic control, and exploitation in digital media systems. The critical paradigm refers to the political economic theory of media that highlights how media is not only a means of communication but also a means of production of capitalism. In the context of personal data, this paradigm helps analyse how digital media users are commodified by technology companies through algorithms and massive data collection. It also highlights the power imbalance between big tech companies and individuals, who often have no control over their own personal data (Couldry & Mejias, 2019).

This research uses a qualitative method with a literature study approach to identify theories, concepts and models that explain how personal data part of the media political economy is. This research focuses on how personal data is commodified in digital marketing strategies and how the media political economy plays a role in shaping power structures in the digital ecosystem. Large tech companies, such as Google, Meta (Facebook & Instagram), TikTok, which utilize user data for digital advertising. Government regulations and policies, including Indonesia's 2022 Personal Data Protection Law (PDP Law) and a comparison with the GDPR in the European Union. This research examines how these companies' collect data, Literature review in the form of academic sources such as books, scientific journals, and research reports that discuss the concepts of media political economy, commodification of personal data, and digital capitalism (Fuchs, 2021).

#### **4. RESULTS AND DISCUSSION**

Personal data owned by individuals is very beneficial for companies, especially for digital marketing. One of the social media platforms that collect and utilise personal data is Meta (Facebook). One way Facebook collects personal data is by using tracking tools and Facebook pixels to track user activity even outside the Facebook platform so that user data is collected from various sources, including third party websites (Wardhana, 2025). In addition, Facebook uses demographic, preference, and user activity data to create homogeneous audiences (lookalike audiences) so that advertising companies can obtain data easily and can target these ads to audiences that are similar or like the customers they already have. In addition, Facebook set up a Retargeting system so that for example, if a user of the platform sees a product on an e-commerce site, but does not buy it, Facebook will show related ads to encourage someone to purchase the product. From this strategy, the use of data-driven advertising succeeded in providing Facebook with \$117 billion in advertising revenue by 2023. The effectiveness of data-driven advertising is many times higher than traditional advertising (Wardhana, 2025).

Personal data is individual information that can be used to identify a person, either directly or indirectly (Harianja, 2015). Personal data in general is data on name, age, gender, address and occupation. In digital interactions, personal data is also related to online behavioral data such as search history, ad clicks, or social media interactions. If individuals use online shopping platforms (Shopee, Tokopedia), personal data obtained can be in the form of purchase history, payment methods, or what products are most frequently searched for and purchased (Betty Yel & M Nasution, 2022). Other data such as location, as well as psychographic data such as interests, lifestyles, opinions, become one of the criteria for personal data owned by individuals. The use of personal data digitally often takes place without the individuals interacting in the digital world realizing it. When individuals interact and show interest in certain items through the Google search engine, then usually advertisements for these items will appear on their social media such as Instagram, Facebook, or TikTok. AI and Machine Learning algorithms have carried out the process of predicting products that are likely to be suitable and will be purchased by users based on this personal data information (Agustin, 2020).



In Indonesia, the use of personal data in digital marketing strategies has helped many companies increase profits in a more efficient way by targeting specific consumers. User data can be used to target advertisements based on user behavior, for example, when individuals search for certain products but do not buy them, online shop platforms such as Shopee and Tokopedia will display the advertisements personally on various social media platforms such as Facebook, Instagram, TikTok in an effort to attract attention so that individuals who previously did not intend to buy finally decided to make a purchase (Rifqy et al., 2023). In addition, individuals who make repeated purchase transactions, their personal data can be used to get personalized promos, get special discounts when purchasing products. The utilization of personal data can reach the determination of product prices, which can change depending on the search history and shopping habits of individuals who are active in the digital world.

Individual activities in the digital world consciously or not provide personal data in these activities to become one of the main assets for digital marketing. This is because personal data can increase the efficiency of advertisements and promotions run by companies, the more accurate a recommendation can make the higher the user engagement (Betty Yel & M Nasution, 2022). The digital world offers speed, so personal data can also increase the efficiency of time use in seconds, affecting advertising optimization and marketing strategies. Personal data can be an asset to be reckoned with, as it can increase customer loyalty. Companies can observe and understand user habits from activities in the digital world, so they can create more personalized and engaging experiences.

The importance of personal data as a major asset for companies for promotional needs in the digital world, targeting advertisements to potential consumers so as to reduce costs and can generate large profits. Personal data is also valuable to an individual, who clearly has full ownership of the data (Kharista Saragih & Budhijanto, 2020). The use of personal data by third parties is an invasion of privacy. However, individuals do not realize that there is a use of this data and to what extent this personal data is used. In relation to the political economy of the media, personal data is not only considered personal information, but also an economic commodity that has high value. The existence of personal data is not only owned by individuals, but when the data is used for the benefit of certain parties, it can be referred to as information management and a data-based economy involving technology companies, the government, and society, in this case the individuals who own the data (Prabowo et al., 2020). In the digital economy, personal data is not fully controlled by individuals, but by technology companies and there is also government involvement.

Personal data is used as a commodity in the digital economy. Personal data is used by technology companies to increase the effectiveness of digital marketing. Large companies (Google, Facebook, TikTok) control the digital economy by relying on personal data owned by their users. Google uses personal data to track user searches to display targeted advertisements to certain consumers (Agustin, 2020). With this mechanism, the impact on digital economic interactions, Google can generate profits from digital advertising. Another platform is Meta (Facebook, Instagram, and WhatsApp), which uses user behavior data to personalize content and ads specifically for individual users who are different from one another and has successfully increased revenue from data-driven advertising businesses.

Other platforms, such as TikTok, use AI algorithms to recommend videos that match their users' habits, and sell the data to advertisers, thereby increasing sales based on AI recommendations (Pertiwi et al., 2021). There is an imbalance of power in the ownership of personal data. People or users of digital platforms as individuals are the full owners of personal data but often do not realize how personal data is used (Tania, 2023a). Even individuals do not know that personal data is an asset, which can be traded and used for advertising. Technology companies have more control over the access and use of personal data than the owners of that data. However, problems arise related to data privacy and security, because there are many cases of data leaks that make consumers worried about the data collected and used by third parties (Prabowo et al., 2020). One of the most alarming data leaks occurred in 2014, as a Facebook data scandal called the Cambridge Analytica scandal (Yuniarti, 2019). The company, a UK-based political consulting firm, utilized individuals' personal data from Facebook to reveal the types of political messages certain individuals could receive. This leak of personal data is a violation of user privacy. Data is exploited for the benefit of certain parties. The existence of individual privacy violations requires regulations to regulate and protect individuals so that their personal data is not commodified and monopolized by large companies.

### **Personal Data in The Framework Of Media Political Economy Theory**

Personal data uploaded by individuals when interacting using social media and digital platforms is information that has valuable value, the economic value of this personal data as valuable information often does not reflect the true value given to individuals for the information provided (Gandy, 2011). In fact, individuals often lack information about the risks of losing control of their personal data. Individuals are often uninformed about the use of the data, while the companies that collect and process the information can use the information freely, even unregulated (Wasko et al., 2014). There is an unequal use of personal data by individuals and companies. The unclear value of personal data demonstrates the complexity of the modern information economy. The intangible nature of personal data, as well as the inability of individuals to understand the potential impact of third-party use of personal data, adds to the challenge of determining its value. The power imbalance in the use of personal data, from the perspective of Vincent Mosco's political economy of media, reveals an economic and political structure that influences the utilization of technology and media communication of personal data. There are three stages of thought that can be applied to deconstruct the use of personal data in relation to individuals and corporations within the political economy of media framework. These three stages are Commodification, Spatialization, and Structuration (Mosco & Vincent, 2009). The first stage, commodification, refers to the process by which corporations transform personal data owned by individuals into a tool for generating profit. Commodification is a process where something—whether a good or service—that was not previously a tradeable commodity is converted into an economic product that can be bought and sold. In the context of media, this means that information, culture, and even media users themselves are turned into economic products. This commodification process is carried out by social media and digital platforms such as Google, Facebook, and TikTok, which process personal data and transform

it into a commodity that can be traded. One example of this is how Facebook and TikTok algorithms collect user data and sell it to companies, allowing them to create targeted advertisements for specific consumers. This personal data commodity benefits social media and other digital platforms by generating revenue from advertising placements purchased by businesses that require this data. At the same time, companies can minimize advertising costs and more effectively target consumers who are most likely to purchase the products or services being offered.

In the context of the political economy of media, the second stage is Spatialization, which relates to the process of transforming the limitations of space and time into social interactions. Spatialization refers to capitalism's ability to use communication technology to overcome spatial and temporal constraints (Mosco & Vincent, 2009). This is evident in companies' efforts to expand markets globally, as seen with social media and digital platforms like Google, Facebook, and TikTok, which operate on a global scale, offering digital services without geographical boundaries. Similarly, e-commerce platforms such as Amazon, Shopee, and Tokopedia facilitate cross-border transactions. The convenience and speed of the digital world have led to the dominance of global culture over local culture within digital media. This enables businesses to overcome spatial and temporal barriers by leveraging technology, thereby maximizing work efficiency and increasing profitability. As individuals engage with digital media and social media, they become potential targets for businesses looking to advertise their products. The personal data collected by digital platforms and social media is sold to advertisers, allowing them to target consumers with product advertisements tailored to their preferences and needs based on social media algorithms. In this scenario, personal data is easily distributed on a global scale.

The third stage in Vincent Mosco's theory of the political economy of media is Structuration (Gandy, 2011). This concept refers to how power within the media industry is shaped by the relationships between governments, corporations, and society, forming structures that determine who control media and information. The link between structuration and the use of personal data in digital marketing strategies is evident in how social media and digital platforms like Google, Facebook, and TikTok wield significant control over individuals' personal data. These platforms dictate the algorithms that determine what information users are exposed to.

Individuals lack full control over their own data, unknowingly becoming producers of valuable data that is sold to third parties for profit. Governments have begun tightening regulations to protect personal data and safeguard user privacy, but this remains a challenging task due to conflicts of interest with the business objectives of large technological companies. Social media and digital platforms have evolved alongside technological advancements, and the commodification of personal data has become a highly profitable resource for both digital platform owners and corporations. Globalization, which has created a free market system, further accelerates the exploitation of personal data on a massive scale.



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### **Audience Commodity and Personal Data in Digital Marketing Strategies**

In the political economy of media, the concept of audience commodity highlights how audiences are not just consumers of content but also products that are sold to advertisers (Fuchs, 2014). In the context of digital marketing, personal data has become a primary commodity obtained through users' interactions with various social media platforms, websites, and digital applications. Through advanced algorithms and analytical systems, this personal data is used to specifically target advertisements, create personalized marketing experiences, and enhance efficiency in digital advertising strategies (Gandy, 2011). Thus, internet users unknowingly "pay" for the free services they use by surrendering their personal data to the technology companies that operate the digital ecosystem (Couldry & Mejias, 2019). From the perspective of digital capitalism, the utilization of personal data as an economic commodity reflects a fundamental shift in how capital controls the production and distribution of information (Mosco & Vincent, 2009). By collecting and processing billions of data points, these companies can develop predictive models that enable digital marketing to become more precise and effective in shaping consumer preferences (Subagio et al., 2020). The dominance of technology companies in controlling the flow of personal data creates a new power structure, where they not only possess economic control but also influence public discourse, information consumption, and even political preferences (Fuchs, 2015).

From the perspective of power and the political economy of media, the use of personal data in digital marketing highlights the disparity between technology corporations that control digital infrastructure and users who operate within a system they do not fully understand. Although data-driven marketing promises more relevant experiences for consumers, it also poses risks to privacy, information monopolies, and inequality in profit distribution (Prabowo et al., 2020). Countries with strong data regulations, such as the European Union with the General Data Protection Regulation (GDPR), have sought to limit the exploitation of personal data by technology corporations. However, in developing countries like Indonesia, data protection regulations still face challenges in effective implementation (Kharista Saragih & Budhijanto, 2020). Thus, data-driven digital marketing strategies are not merely technological innovations but also arenas of economic, political, and social power struggles that must be understood within the broader framework of the political economy of media.

### **The Use of Personal Data in Digital Marketing Strategies in Indonesia**

In Indonesia, the use of personal data in digital marketing strategies has been increasing alongside the growth of the digital economy and the rapidly expanding e-commerce ecosystem. With over 212 million internet users and social media penetration reaching 60% of the total population, Indonesia has become a major market for technology companies to collect and utilize users' personal data for commercial purposes (We Are Social & Hootsuite, 2023). Platforms such as Shopee, Tokopedia, Gojek, and Grab leverage user data to develop more precise product recommendation systems, while global technology companies like Google and Meta (Facebook, Instagram) rely on user behavior data to target advertisements more specifically (Wardhana, 2025). In this scheme, personal data is not only an asset for

users but also a key commodity in the digital ecosystem, monetized by technology companies and marketing agencies. From the perspective of the political economy of media, this situation reflects an imbalance of power between technology corporations and users in Indonesia. Although personal data is collected under the pretext of enhancing user experience, in reality, this data is used for commercial purposes without adequate transparency (McChesney, 2013).

The dominance of technology companies in controlling data flows in Indonesia raises concerns about information monopolies and data exploitation without clear user consent (Couldry & Mejias, 2019). For instance, in 2022, data breaches from major platforms such as BPJS Kesehatan and e-commerce sites like Tokopedia raised concerns about the weak personal data protection systems in Indonesia (Kominfo, 2022). Without strong regulations and clear oversight mechanisms, Indonesia's digital ecosystem risks becoming a field for data exploitation by global and local technology companies seeking to maximize profits through ad personalization and data-driven marketing strategies (Prabowo et al., 2020). In response to these challenges, the Indonesian government enacted the Personal Data Protection Law (UU PDP) in 2022 as an effort to impose stricter regulations on personal data management. The UU PDP is similar to the General Data Protection Regulation (GDPR) in the European Union, aiming to ensure that personal data is collected, processed, and stored with transparency and explicit user consent (Rifqy et al., 2023). Some key points in this regulation include: Individuals' rights over their personal data, including the right to access, correct, and delete their data. The obligation for companies to obtain explicit consent before collecting or processing user data. Strict penalties for companies that violate data protection provisions, including fines and administrative sanctions. However, challenges remain in implementing the UU PDP, particularly in law enforcement and monitoring technology companies (Yusnika & Krisnadi, n.d.). Most users in Indonesia still have low awareness of the importance of personal data protection, while companies tend to lack transparency in disclosing how user data is utilized (Subagio et al., 2020). Therefore, a more proactive approach from the government, academics, and civil society organizations is needed to enhance digital literacy and ensure compliance with regulations among technology companies. Overall, data-driven digital marketing strategies in Indonesia reflect the dynamics of the political economy of media in the era of digital capitalism. While they offer efficiency and more personalized user experiences, the dominance of technology companies in exploiting user data without strict regulations can exacerbate information inequality and personal data exploitation (Fuchs, 2015). With the implementation of the UU PDP, it is hoped that Indonesia can build a more transparent and equitable digital economy, where personal data protection becomes a top priority in digital marketing strategies.

#### 4. CONCLUSION

The digital era has brought significant changes in how personal data is collected, analyzed, and utilized as an economic commodity. In digital marketing strategies, personal data has become a key asset that enables companies and technology platforms to target advertisements more precisely, create personalized experiences, and enhance the effectiveness of marketing campaigns. However, behind the efficiency and profitability it

offers, the commodification of personal data also presents serious challenges related to privacy, regulation, and power imbalances between technology companies and users. From the perspective of the political economy of media, the use of personal data in digital marketing reflects the dynamics of digital capitalism, where users are not only consumers but also "products" that are sold to advertisers (Smythe, 2006). Major technology companies such as Google, Meta (Facebook, Instagram), and Amazon dominate the digital ecosystem by collecting billions of data points from users and utilizing them to build monetizable behavioral profiles (Turow, 2011). The reliance on algorithms and artificial intelligence in processing data has also created the phenomenon of "surveillance capitalism," where personal information is used without sufficient transparency and often without the fully informed consent of users.

In the Indonesian context, although the Personal Data Protection Law (UU PDP) was enacted in 2022 to provide protection for users, its implementation still faces various challenges, including law enforcement and public awareness of their rights over personal data (Harianja, 2015). Overall, the commodification of personal data in digital marketing strategies is a phenomenon that not only impacts the economy but also has broad social and political implications. On one hand, data-driven technology enables better content personalization and marketing efficiency, but on the other hand, it also exacerbates the power imbalance between technology companies and society. Therefore, a more comprehensive approach is needed in managing the use of personal data, including stricter regulations, greater transparency in data processing, and increased digital literacy among the public to ensure they have greater control over their own data. In this way, the digital ecosystem can develop in a fairer and more sustainable manner for all stakeholders involved.

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