

ABSTRACT

Data protection and privacy security have become critical concerns in the digital era, particularly with the growing reliance on technology, internet penetration in Indonesia, and the need to comply with the Personal Data Protection Act. This research aims to identify parameters capable of measuring organizational readiness to comply with the Personal Data Protection Act using the Best-Worst Method (BWM) as an evaluation approach. The methodology aggregates various frameworks, such as COBIT 2019, DAMA-DMBOKv2, the ASEAN Data Management Framework (DMF), the NIST Privacy Framework, and the CIPM Body of Knowledge to create a comprehensive framework. The designed framework focuses on five aspects including the following: data privacy governance, legal basis and consent management, data security, audit trails, and incident management. Through validation using the Best-Worst Method, this framework is designed to guide for improving compliance with the Personal Data Protection Act. The research findings indicate that the proposed framework is relevant and can assist organizations in enhancing compliance. This framework offers a strategic approach to addressing operational challenges related to data protection. It is expected to serve as a valuable tool for organizations in Indonesia to safeguard personal data while supporting the implementation of the Personal Data Protection Act.

Keywords — Personal Data Protection, Data Security, Framework, Best-Worst Method