

ABSTRACT

Personal Data Protection (PDP) is one of the important things for Indonesian people in this modern era. In 2024, October 17, Law No. 27 concerning Personal Data Protection has been fully enforced and Indonesia has been undergoing a two-year transition period since the law was passed. As a result, an effective way is needed for companies in Indonesia to have a way to ensure that their companies comply with the PDP Law, therefore PT. Telkom Indonesia created an Application called 'Patuh PDP' which can effectively assess or evaluate the extent to which the company has complied with policies in accordance with the PDP Law. For this reason, there is a need for information media that can easily introduce what "Applications and Services" are offered by PT. Telkom Indonesia. This design uses observation data collection methods, and interviews are then analyzed using matrix analysis methods, and SWOT analysis. This design will produce a Playbook for the 'Patuh PDP' application that has a style that is in accordance with the research results, namely a simple, firm but friendly and corporate illustration style, soft coloring with mute colors, sans serif fonts, with content containing illustrations and visualizations of how to use the application. It is hoped that this Playbook will make it easier to sell applications.

Keywords: Personal Data Protection, Personal Data, Playbook