

The Impact of Digital Legal Counseling on Public Awareness of Personal Data Protection in Cyberspace: A Regression Analysis Approach

Herdianto¹, A. Eka Hermia Fitrianingsy², Ruly Septiandi³, Syuriansyah⁴, Sri Ridma Ramadhani⁵
^{1,3,4} Universitas Lambung Mangkurat
² Institut Teknologi dan Kesehatan Tri Tunas Nasional, Makassar
⁵ Universitas Cahaya Bangsa

Info Artikel

Article history:

Received Apr, 2026
Revised Apr, 2026
Accepted Apr, 2026

Kata Kunci:

Cyberspace; Digital Legal Counseling; Pelindungan Data Pribadi; Public Awareness; Regresi Linear Sederhana

Keywords:

Cyberspace; Digital Legal Counseling; Personal Data Protection; Public Awareness; Simple Linear Regression

ABSTRAK

Penelitian ini menganalisis pengaruh digital legal counseling terhadap tingkat kesadaran masyarakat mengenai pelindungan data pribadi di cyberspace. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden. Instrumen penelitian terdiri atas 10 item pernyataan dengan skala Likert 1–5, yang terbagi menjadi lima item variabel Digital Legal Counseling (X) dan lima item variabel Public Awareness (Y). Analisis data meliputi uji validitas, uji reliabilitas, statistik deskriptif, uji normalitas residual, serta regresi linear sederhana. Hasil pengujian menunjukkan bahwa instrumen memiliki reliabilitas yang baik, dengan Cronbach's Alpha sebesar 0,900 untuk variabel X dan 0,896 untuk variabel Y. Seluruh item dinyatakan valid. Hasil regresi menunjukkan koefisien sebesar 0,514 dengan nilai t sebesar 6,356 dan signifikansi $<0,001$. Model menghasilkan R^2 sebesar 0,292 dan nilai F sebesar 40,40 dengan $p < 0,001$. Temuan tersebut menunjukkan bahwa digital legal counseling berpengaruh positif dan signifikan terhadap public awareness mengenai pelindungan data pribadi di cyberspace. Digital legal counseling menjelaskan 29,2% variasi kesadaran masyarakat, sedangkan 70,8% dipengaruhi faktor lain. Temuan ini menegaskan pentingnya penyampaian informasi hukum melalui media digital yang mudah diakses, praktis, dan relevan dengan risiko pemrosesan data pribadi sehari-hari.

ABSTRACT

This study analyzes the impact of digital legal counseling on public awareness of personal data protection in cyberspace. A quantitative survey was conducted with 100 respondents. The instrument comprised 10 statement items rated on a Likert scale from 1 to 5: five items measured Digital Legal Counseling (X), and five measured Public Awareness (Y). Data analysis included validity and reliability tests, descriptive statistics, residual normality testing, and simple linear regression. The instrument demonstrated good reliability, with Cronbach's alpha values of 0.900 for X and 0.896 for Y. All items met the validity criterion. Regression analysis yielded a coefficient of 0.514, a t-statistic of 6.356, and $p < 0.001$. The model produced $R^2 = 0.292$ and $F = 40.40$, with $p < 0.001$. These findings indicate that digital legal counseling has a positive and significant effect on public awareness of personal data protection in cyberspace. Digital legal counseling explains 29.2% of the variation in awareness, while the remaining 70.8% is attributable to other factors. The findings highlight the importance of delivering legal information through digital media that are accessible, practical, and relevant to everyday personal data processing risks.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Herdianto

Institution: Universitas Lambung Mangkurat

Email: herdilembung@gmail.com

1. INTRODUCTION

Advances in information technology are changing how people communicate, conduct transactions, access services, and share personal information through social media, e-commerce, digital banking, healthcare, education, and electronic systems. Statistics Indonesia reported that 72.78% of Indonesia's population accessed the internet in 2024, up from 69.21% in 2023 (Badan Pusat Statistik (BPS), 2025). APJII reported an internet penetration rate of 79.5% in 2024, equivalent to approximately 221 million users (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024). Extensive internet use increases opportunities for the collection, processing, dissemination, and misuse of personal data.

Personal data protection is an important aspect of safeguarding the right to privacy in digital environments. Law No. 27 of 2022 on Personal Data Protection provides the legal basis for data subject rights, personal data processing, the obligations of data controllers and processors, data transfers, sanctions, and dispute resolution (Undang-Undang Nomor 27 Tahun 2022 Tentang Pelindungan Data Pribadi TT - Law No. 27 of 2022 on Personal Data Protection, 2022). Dedicated regulation strengthens the legal position of individuals as data owners (Fauzy & Shandy, 2023). Its effectiveness nevertheless depends on people's ability to understand their rights, the risks involved, and available protection mechanisms.

Public awareness is a major concern in implementing the Personal Data Protection Law. Budiman identifies institutional readiness, law enforcement capacity, and public awareness as continuing challenges to the implementation of Law No. 27 of 2022 (Budiman, 2023). Syailendra et al. emphasize the obstacles to regulatory implementation and the need to strengthen protection (Syailendra et al., 2024). Putra et al. likewise identify low public awareness, limited human resources, and implementation problems as barriers to ensuring personal data protection (Putra et al., 2024). These conditions suggest that the existence of legal rules does not automatically lead to adequate data protection practices.

Digital literacy is closely related to people's ability to recognize privacy risks and make safe decisions when using technology. Indonesia's 2024 digital literacy report records a score of 3.47 for the digital security pillar, compared with a national digital literacy index of 3.78, classified as moderate (Kementerian Komunikasi dan Digital Republik Indonesia, 2025). Sadeli and Irawati found that students' knowledge of and attitudes toward personal data protection were good, while their behavioral scores were lower (Sadeli & Irawati, 2023). This gap between knowledge and practice highlights the need for education that translates legal rules into concrete action.

Data protection risks may arise when people disclose information without understanding the purpose of processing, use weak privacy settings, follow fraudulent links, or reveal their identities in public spaces. Digital literacy is necessary to help users manage personal information safely (Fajarwati et al., 2023)]. Research on Indonesian micro, small, and medium enterprises (MSMEs) indicates that awareness of and compliance with the Personal Data Protection Law still need improvement (Astuti et al., 2024). Studies of personal data, consumer protection, and cybersecurity identify similar issues in digital services and electronic transactions (Mardiana &

Arsanti, 2023; Novri et al., 2023; Parinduri & Lubis, 2023). These conditions highlight the need for practical legal education.

Legal counseling is a means of improving public understanding of the law. Conventional approaches face limitations in reach, time, and access. Digital media offer flexible and accessible counseling. Research on application-based digital legal counseling innovations shows that digital media can provide interactive and accessible legal education (Serah et al., 2026). Digital education also promotes attention to data security (Surbakti, 2025).

Digital legal counseling may address data subject rights, types of personal data, processing principles, breach risks, preventive measures, complaints, and the responsibilities of users and electronic system operators. Research on personal data protection policy implementation emphasizes the importance of digital literacy in applying Law No. 27 of 2022 (Pratiwi et al., 2025). Public education is important for strengthening data protection in public services (Surbakti, 2024). Data breach risks highlight the need for stronger regulation, technology, and education (Aura et al., 2025). Other studies emphasize the urgency of protecting residents' data and the risks of data breaches in the context of cybercrime (Puspitasari et al., 2023; Silalahi & Dameria, 2023).

Empirical research on the relationship between digital legal counseling and public awareness remains limited in the context of personal data protection in cyberspace. Previous studies have largely focused on normative analysis, comparative law, data governance, or literacy measurement. Darnela and Rusdiana show that the effectiveness of the Personal Data Protection Law is linked to public legal awareness and responses to privacy risks (Darnela & Rusdiana, 2025). Research in Kendari City indicates that awareness of the importance of data protection is not always accompanied by adequate knowledge of Law No. 27 of 2022 (Jafar et al., 2025). This gap provides an opportunity for quantitative research examining the impact of digital legal counseling on public awareness.

This study uses simple linear regression to examine the impact of Digital Legal Counseling as the independent variable on Public Awareness of personal data protection as the dependent variable. A quantitative approach is used to measure the relationship between the variables using respondents' Likert-scale data, supported by validity, reliability, residual normality, and regression analyses.

This study aims to analyze the impact of digital legal counseling on public awareness of personal data protection in cyberspace and to measure its contribution to explaining variation in public awareness. The findings are expected to contribute empirical evidence to digital law scholarship and inform the design of accessible legal education.

2. RESEARCH METHODS

2.1. Research Approach and Design

This study adopts a quantitative approach with an explanatory research design. This approach was selected to measure the relationship between Digital Legal Counseling as the independent variable (X) and Public Awareness of personal data protection in cyberspace as the dependent variable (Y). The data consist of numerical scores obtained using a Likert-scale instrument and are analyzed statistically to determine the direction, magnitude, and significance of the effect of X on Y.

2.2. Research Variables and Conceptual Framework

The study includes two main variables. Digital Legal Counseling (X) is the independent variable and represents respondents' exposure to or experience of receiving legal information and education on personal data protection through digital media or environments. Public Awareness (Y) is the dependent variable and represents the level of public awareness of personal data protection in cyberspace.

The relationship between the variables is formulated on the assumption that better legal counseling can improve people's legal knowledge and understanding, thereby

increasing awareness of the risks of personal data misuse. Figure 1 presents the conceptual framework.

Figure 1 positions Digital Legal Counseling as a factor expected to influence Public Awareness. The direction of the relationship is tested using simple linear regression. This model produces a regression coefficient indicating the change in public awareness scores associated with each one-unit increase in digital legal counseling scores. R^2 indicates the proportion of variation in Public Awareness explained by Digital Legal Counseling.

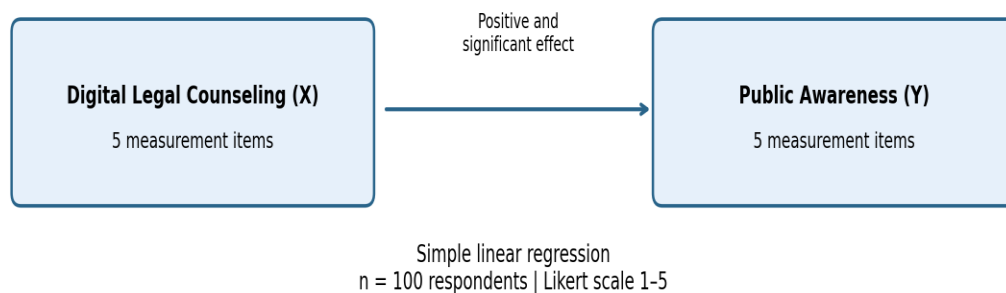


Figure 1. Research conceptual framework

Source: prepared by the authors based on the research design, 2026.

2.3. Population and Research Data

The research data comprise 100 respondents, all of whom constitute the units of analysis in the statistical analysis. Information on respondents' demographic characteristics, data collection location, sampling technique, and collection period was not included in the supplied research data. These characteristics are not added to the study, to ensure that the interpretation remains consistent with the available empirical evidence.

Data were collected using an instrument comprising 10 statement items. Five items measured Digital Legal Counseling (X), and five measured Public Awareness (Y). Each item was rated on a five-point Likert scale. Higher scores represent stronger agreement with the statements. The total score for each variable formed the basis of the statistical analysis.

2.4. Research Instrument

The instrument was organized into two groups. The first comprised five items measuring Digital Legal Counseling, and the second comprised five items measuring Public Awareness. A Likert scale ranging from 1 to 5 was used. The five categories allow respondents to express different levels of agreement and produce numerical data suitable for statistical analysis.

Instrument quality was examined through item validity and reliability tests. Item validity was assessed using corrected item-total correlations. Items were considered valid when their correlation exceeded 0.30. Correlations ranged from 0.714 to 0.779 for items X1–X5 and from 0.700 to 0.798 for items Y1–Y5. All items exceeded 0.30 and were retained for analysis.

Reliability testing assessed the internal consistency of the items within each variable using Cronbach's alpha. Alpha was 0.900 for Digital Legal Counseling and 0.896 for Public Awareness. Both exceeded the 0.70 threshold, indicating good internal consistency. The five items measuring each variable therefore demonstrated adequate consistency for subsequent analysis.

2.5. Data Collection and Processing

Data were collected using a questionnaire containing 10 statement items. Each response was converted to a Likert score from 1 to 5. The first five items formed the X

score, and the remaining five formed the Y score. Each respondent's total scores were then used in the analysis.

Data processing began with completeness checks, response coding, calculation of variable scores, and assessment of instrument quality. Subsequent stages included descriptive statistical analysis, residual normality testing, and simple linear regression. This sequence ensured that the regression model used data that had undergone basic checks of measurement quality.

2.6. *Validity Testing*

Item validity testing assessed whether each statement contributed appropriately to the measurement of its respective construct. Corrected item-total correlation was used because it measures the correlation between an item and the total variable score after excluding that item's contribution from the total.

The criterion was a correlation greater than 0.30. Values above this threshold indicate an adequate relationship between an item and the overall construct. Correlations ranged from 0.714 to 0.779 for the five Digital Legal Counseling items and from 0.700 to 0.798 for the five Public Awareness items. No item fell below the validity threshold. All 10 items were therefore used to calculate variable scores and conduct regression analysis.

2.7. *Reliability Testing*

Instrument reliability was tested using Cronbach's alpha. Digital Legal Counseling and Public Awareness were analyzed separately. Alpha was used to assess the internal consistency of items within each construct.

Cronbach's alpha was 0.900 for Digital Legal Counseling and 0.896 for Public Awareness. Both values indicate high internal consistency and exceed the acceptance threshold of 0.70. The instrument was therefore considered reliable for analyzing the relationship between the variables.

2.8. *Descriptive Statistical Analysis*

Descriptive analysis examined the basic characteristics of the scores for each variable using the number of respondents (N), mean, and standard deviation. Digital Legal Counseling had N = 100, a mean of 18.65, and a standard deviation of 3.21. Public Awareness had N = 100, a mean of 19.55, and a standard deviation of 3.05.

2.9. *Residual Normality Test*

The Shapiro-Wilk test was applied to the regression residuals. Examining residuals is important because simple linear regression assumes an approximately normal residual distribution to support statistical inference.

The test yielded $W = 0.989$ and $p = 0.581$. Since p exceeded 0.05, there was insufficient evidence that the residuals deviated from a normal distribution. The residual normality assumption was considered satisfied, supporting the use of simple linear regression on the research data.

2.10. *Simple Linear Regression Analysis*

Simple linear regression was used to examine the effect of Digital Legal Counseling on Public Awareness. The model includes one independent variable and one dependent variable. Its general equation is:

$$Y = a + bX + e$$

Y represents Public Awareness, X represents Digital Legal Counseling, a is the intercept, b is the regression coefficient, and e is the residual.

The analysis yielded an intercept of $B = 9.971$ with a standard error of 1.529. The coefficient for Digital Legal Counseling was $B = 0.514$ with a standard error of 0.081. The t-statistic for X was 6.356, with $p < 0.001$. The estimated equation is:

$$Y = 9.971 + 0.514X$$

The positive coefficient indicates a positive relationship. Each one-unit increase in the Digital Legal Counseling score is associated with an estimated 0.514-unit increase in the Public Awareness score. A significance level below 0.05 indicates that the regression coefficient differs significantly from zero.

The model's explanatory power was assessed using R^2 and adjusted R^2 , which were 0.292 and 0.285, respectively. R^2 indicates that Digital Legal Counseling explains 29.2% of the variation in Public Awareness within the model. The remaining 70.8% is not explained by the model and may be related to factors not analyzed in this study.

Overall model significance was assessed using the F-statistic. $F = 40.40$ with $p < 0.001$ indicates that the regression model is statistically significant overall. This finding reinforces the coefficient test result that Digital Legal Counseling contributes significantly to Public Awareness.

2.11. Hypothesis Testing

Two hypotheses were formulated. H_0 states that Digital Legal Counseling has no significant effect on Public Awareness of personal data protection in cyberspace. H_1 states that Digital Legal Counseling has a positive and significant effect on Public Awareness of personal data protection in cyberspace.

The hypothesis decision was based on the significance of the regression coefficient. Since $p < 0.001$ is below 0.05, H_0 was rejected and H_1 was accepted. The coefficient of 0.514 indicates a positive effect. This result provides empirical evidence that higher Digital Legal Counseling scores are accompanied by higher Public Awareness scores among the respondents.

2.12. Analysis and Interpretation Procedure

The analysis followed a sequence designed to maintain consistency between the research objectives, instrument quality, and hypothesis testing. The first stage defined the variables and grouped the items. The second assessed validity and reliability. The third calculated total variable scores and descriptive statistics. The fourth tested residual normality. The fifth estimated the simple linear regression model and examined the t-test, F-test, and coefficient of determination.

2.13. Data Processing Ethics and Data Limitations

Data processing preserved respondents' scores as measured by the instrument. Respondents' personal identities were not used in the statistical analyses presented in this study. Results are reported as aggregate validity, reliability, descriptive, normality, and regression statistics.

The study is limited by the available sample information. The supplied data include only the number of respondents, number of items, measurement scale, and statistical test results. Respondent profiles, sampling technique, study area, data collection period, and individual item characteristics were unavailable. Consequently, the study does not generalize to specific demographic groups. Interpretation focuses on the statistical relationship between Digital Legal Counseling and Public Awareness among the 100 respondents analyzed.

Another limitation is the use of a single independent variable. $R^2 = 0.292$ indicates that some variation in Public Awareness remains unexplained. Future research may consider other relevant variables to develop a more comprehensive explanatory model.

Nevertheless, the findings provide an empirical basis for examining the role of digital legal counseling in strengthening public awareness of personal data protection.

3. RESULTS AND DISCUSSION

3.1. Reliability Testing

Reliability testing assessed the internal consistency of the items for each research variable. Digital Legal Counseling (X) comprised five items and had a Cronbach's alpha of 0.900. Public Awareness (Y) also comprised five items and had an alpha of 0.896. Both values exceeded 0.70, indicating that the instrument was reliable. This internal consistency provides an adequate basis for using the variable scores in subsequent analyses.

Table 1. Reliability test results

Variable	Number of Items	Cronbach's Alpha	Interpretation
Digital Legal Counseling (X)	5	0.900	Reliable
Public Awareness (Y)	5	0.896	Reliable

Source: research data, 2026.

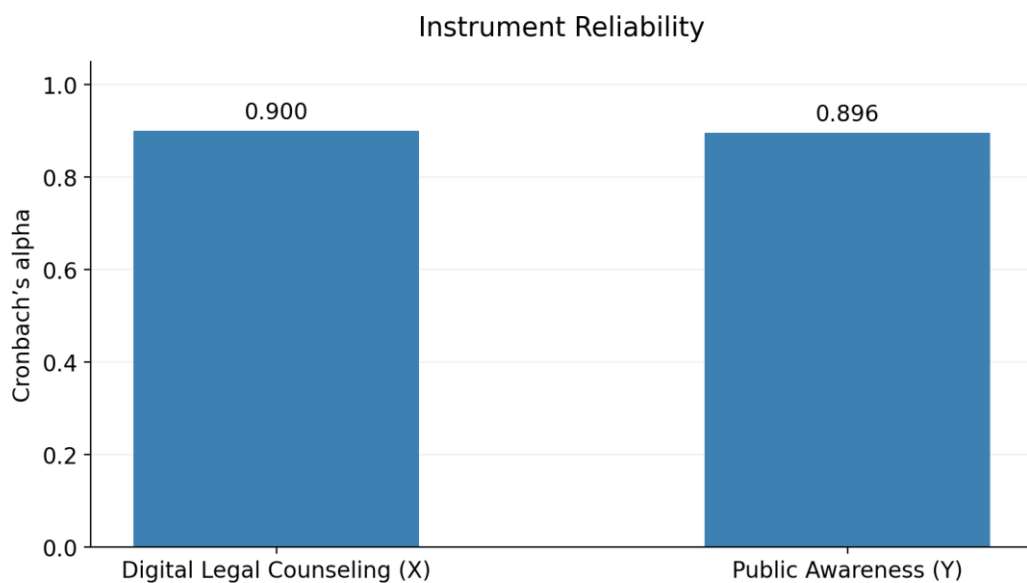


Figure 2. Comparison of Cronbach's alpha values

Source: research data, 2026.

An alpha of 0.900 indicates very good item consistency for Digital Legal Counseling, while 0.896 indicates similarly strong consistency for Public Awareness. This is important because each construct comprises five statements. Consistent items make total variable scores more suitable for examining relationships between variables. The results also support the use of the instrument in personal data protection research: measurement relies on multiple internally related indicators rather than a single item. Studies of personal data protection awareness and literacy regard measurement quality as important for understanding public attitudes and knowledge (Fajarwati et al., 2023; Sadeli & Irawati, 2023).

3.2. Item Validity Testing

Item validity was assessed using corrected item-total correlations, with a threshold above 0.30. Correlations ranged from 0.714 to 0.779 for all Digital Legal Counseling items and from 0.700 to 0.798 for all Public Awareness items. No item fell below the threshold. All 10 items were considered valid and retained in calculating the variable scores.

Table 2. Item validity test results

Variable	Item	Corrected Item–Total Correlation Range	Interpretation
Digital Legal Counseling	X1–X5	0.714–0.779	Valid
Public Awareness	Y1–Y5	0.700–0.798	Valid

Source: research data, 2026.

The relatively high correlations indicate an adequate relationship between each item and the construct being measured. The validity of all items reinforces the reliability findings, as instrument consistency reflects both consistency across item responses and the relationship of each item to the total construct score. This provides a strong methodological basis for proceeding with descriptive and regression analyses. The importance of legal awareness and digital literacy is also reflected in the studies by Fajarwati et al. (2023), Puspitasari et al., (2023), Sadeli & Irawati, (2023), which identify public understanding as an important element of personal data protection.

3.3. Descriptive Statistics

Descriptive statistics were used to characterize the scores of both variables. Digital Legal Counseling had N = 100, a mean of 18.65, and a standard deviation of 3.21. Public Awareness had N = 100, a mean of 19.55, and a standard deviation of 3.05. The theoretical score range for each variable was 5–25, since each comprised five items rated on a Likert scale from 1 to 5.

Table 3. Descriptive statistics of the research variables

Variable	N	Mean	Std. Deviation
Digital Legal Counseling (X)	100	18.65	3.21
Public Awareness (Y)	100	19.55	3.05

Source: research data, 2026.

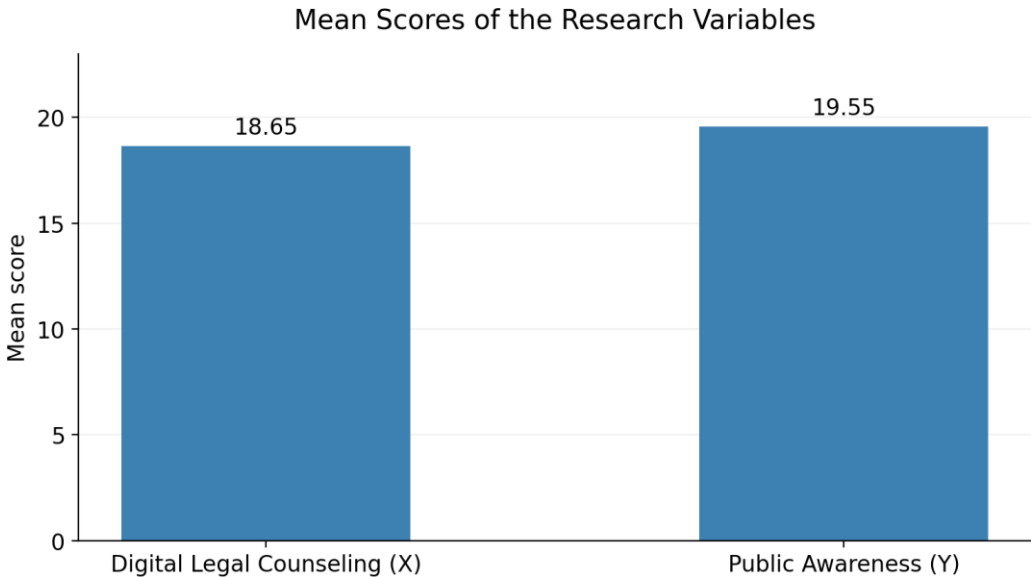


Figure 3. Comparison of mean scores of the research variables

Source: research data, 2026.

The mean Digital Legal Counseling score of 18.65 exceeded the theoretical midpoint of 15. The mean Public Awareness score of 19.55 also exceeded this midpoint. Respondents therefore tended to score relatively highly on both constructs. The mean for Public Awareness was 0.90 points higher than that for Digital Legal Counseling. Its

standard deviation of 3.05 was slightly lower than 3.21 for Digital Legal Counseling, indicating a somewhat more concentrated distribution of awareness scores. These descriptive findings suggest relatively high awareness among the respondents, but cannot establish an effect before inferential testing is conducted.

These descriptive findings are relevant to the growth of digital service use and the increasing need to understand data processing risks. Putra et al. (2024) discuss personal data protection challenges in the Society 5.0 era. Syailendra et al. (2024) describe the implementation of personal data protection law as an area presenting both challenges and opportunities. Surbakti (2024) examines personal data protection in public services. The descriptive results indicate relatively high awareness scores among respondents, while the relationship with digital legal counseling requires testing through regression.

3.4. Residual Normality Test

Residual normality was tested using the Shapiro–Wilk test, yielding $W = 0.989$ and $p = 0.581$. Since p exceeded 0.05, the residuals did not show a significant deviation from normality. The residual normality assumption was considered satisfied, allowing simple linear regression to be used to test the research hypotheses.

Table 4. Residual normality test results

Test	W	p-value	Decision
Shapiro-Wilk	0.989	0.581	Normally distributed residuals

Source: research data, 2026.

Satisfaction of the normality assumption supports the appropriateness of the inferential procedure. Residuals without a significant deviation from normality support interpretation of the model's significance values. This does not mean that all respondents' data must be identical or have the same distribution. The assessment concerns model residuals: the pattern of prediction errors after modeling the relationship between X and Y.

3.5. Simple Linear Regression Analysis

Simple linear regression examined the effect of Digital Legal Counseling on Public Awareness. The model yielded an intercept of 9.971 and a Digital Legal Counseling coefficient of 0.514. The coefficient's standard error was 0.081, its t-statistic was 6.356, and $p < 0.001$. The estimated regression equation was $Y = 9.971 + 0.514X$.

Table 5. Simple linear regression results

Variable	B	Std. Error	t	Sig.
Constant	9.971	1.529	6.521	<0.001
Digital Legal Counseling (X)	0.514	0.081	6.356	<0.001

Source: research data, 2026.

The coefficient of 0.514 indicates a positive relationship. Each one-unit increase in the Digital Legal Counseling score is associated with an estimated 0.514-unit increase in Public Awareness. The t-statistic of 6.356 and $p < 0.001$ indicate statistical significance. These results provide empirical evidence of a positive and significant effect of Digital Legal Counseling on Public Awareness of personal data protection in cyberspace among the respondents.

This finding is consistent with research positioning digital legal counseling and education as means of expanding public access to legal information. Serah et al. (2026) developed an initial web-based application model as an innovation in digital legal counseling to promote legal awareness. Surbakti (2025) discusses education on the role of digital media in personal data protection. Darnela & Rusdiana (2025) examine public legal awareness and the effectiveness of the Personal Data Protection Law. Jafar et al. (2025)

specifically address public awareness of personal data protection policy in the digital era. The regression findings strengthen the argument that delivering legal information through digital media has practical potential to support greater awareness.

The positive effect should not be interpreted as the sole mechanism through which awareness develops. People may learn about personal data through experience with digital platforms, news of data breaches, formal education, social networks, service provider policies, or security incidents. Novri et al. (2023) examine personal data misuse in online lending services. Silalahi & Dameria (2023) link data breaches to cybercrime. Aura et al. (2025) discuss protection for victims of data hacking. These contexts indicate that awareness may arise from diverse experiences, with digital legal counseling serving as one factor that can strengthen understanding.

3.6. Coefficient of Determination and Model Significance

The regression model yielded $R^2 = 0.292$ and adjusted $R^2 = 0.285$. Thus, Digital Legal Counseling explained 29.2% of the variation in Public Awareness, while 70.8% remained outside the model. $F = 40.40$ with $p < 0.001$ indicates that the model was statistically significant overall.

Table 6. Coefficient of determination and model significance

Indicator	Value	Interpretation
R	—	Positive relationship in the model
R^2	0.292	29.2% of Y variation explained by X
Adjusted R^2	0.285	Adjusted explanatory power
F	40.40	Significant model
Sig. F	<0.001	Significant

Source: research data, 2026.

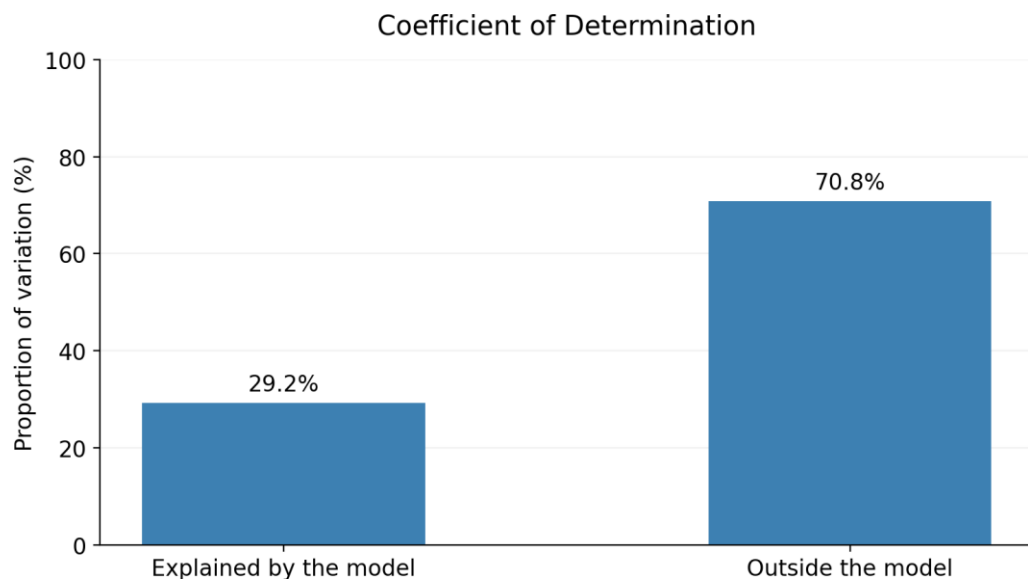


Figure 4. Proportion of Public Awareness variation explained by the regression model

Source: research data, 2026.

$R^2 = 0.292$ indicates a measurable but not dominant contribution. Digital legal counseling explains nearly one-third of the variation in public awareness within the model, while most variation remains attributable to other factors. This interpretation keeps the conclusions proportionate. The study does not show that increased digital legal counseling automatically explains all changes in public awareness. It identifies a significant contribution within the limits of the analyzed data.

$F = 40.40$ with $p < 0.001$ indicates significant predictive ability for the model overall. The F-test and t-test results are consistent: the coefficient for X is individually significant, and the model containing X is also significant overall. This consistency supports the statistical decision that Digital Legal Counseling is a relevant predictor of Public Awareness in this study.

The unexplained 70.8% provides scope for developing the research model. Future studies could consider digital literacy, legal knowledge, experience of data breaches, frequency of internet use, trust in digital service providers, and respondent characteristics. Fajarwati et al. (2023) identify digital literacy and communication privacy as important issues. Astuti et al. (2024) examine awareness of personal data protection among MSMEs. Future research could test these factors simultaneously to provide a more comprehensive explanation of Public Awareness.

3.7. Hypothesis Testing

The null hypothesis (H_0) states that Digital Legal Counseling has no significant effect on Public Awareness of personal data protection in cyberspace. The alternative hypothesis (H_1) states that Digital Legal Counseling has a positive and significant effect on Public Awareness. Since the coefficient's significance level, $p < 0.001$, is below 0.05, H_0 was rejected and H_1 was accepted.

Table 7. Hypothesis testing decisions

Hypothesis	Decision criterion	Result
H_0 : X has no significant effect on Y	$p < 0.05$	Rejected
H_1 : X has a positive and significant effect on Y	$B = 0.514$; $p < 0.001$	Accepted

Source: research data, 2026.

Acceptance of H_1 indicates a positive and significant effect of Digital Legal Counseling on Public Awareness within the respondent group studied. This finding supports digital legal counseling as one strategy for improving legal awareness of personal data protection. Program implementation should consider material quality, appropriate targeting, accessibility, and people's ability to apply the information in everyday digital activities.

3.8. Implications of the Findings

The findings have implications for developing digital legal education programs. Counseling materials may address data subject rights, types of personal data, processing purposes, account security, misuse risks, responses to breaches, and complaint mechanisms. Materials can be delivered through infographics, short videos, online consultations, case simulations, and step-by-step guides. These formats can help connect legal rules with practical actions by digital service users.

Educational institutions, government agencies, community organizations, and digital service providers can use digital channels to educate the public about personal data protection. Darnela & Rusdiana (2025) and Jafar et al. (2025) demonstrate the importance of public legal awareness in this context. Serah et al. (2026) provide an example of innovation in web-based digital legal counseling. The regression findings offer empirical support for considering stronger digital counseling channels as part of an awareness-raising strategy.

Program implementation requires more than increasing the volume of information delivered. Service design should incorporate information quality, understandable language, relevant examples, and opportunities for consultation. Greater legal awareness is expected to encourage more careful behavior when sharing personal data, using passwords, providing consent, and responding to suspected data misuse.

3.9. Limitations of the Discussion

Interpretation is limited by the available research information. The supplied data comprise 100 respondents, 10 items, a Likert scale from 1 to 5, and validity, reliability, descriptive, residual normality, and regression results. Information on sampling technique, data collection location, study period, respondent demographics, and individual item wording was unavailable. Generalization should therefore be cautious and confined to the respondent group analyzed.

The simple linear regression design also limits the number of explanatory factors. $R^2 = 0.292$ indicates that most variation in Public Awareness remains outside the model. Future research could develop a multivariate model incorporating digital literacy, legal knowledge, experience of security incidents, and other contextual factors. Mediation or moderation analysis could further explore the mechanisms underlying the effect of Digital Legal Counseling.

4. CONCLUSION

This study shows that Digital Legal Counseling has a positive and significant effect on Public Awareness of personal data protection in cyberspace. The instrument was considered valid and reliable based on corrected item–total correlations and Cronbach’s alpha. Regression analysis yielded a coefficient of 0.514, $t = 6.356$, and $p < 0.001$, while the overall model test yielded $F = 40.40$ with $p < 0.001$. $R^2 = 0.292$ indicates that Digital Legal Counseling explains 29.2% of the variation in Public Awareness, while 70.8% is attributable to factors outside the model. These findings support acceptance of H1 and rejection of H0. Legal counseling through digital media can serve as a strategy for strengthening public awareness of personal data rights, risks, and protective actions. Future research should include digital literacy, legal knowledge, security experiences, and respondent characteristics to explain the factors shaping awareness more comprehensively.

REFERENCES

- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). *APJII: Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang TT - APJII: Indonesia's Internet Users Exceed 221 Million*. <https://web.apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Astuti, E. F., Hidayanto, A. N., Nurwardani, S., & Salsabila, A. Z. (2024). Assessing Indonesian MSMEs' Awareness of Personal Data Protection by PDP Law and ISO/IEC 27001: 2013. *International Journal of Safety & Security Engineering*, 14(5).
- Aura, A., Priowirjanto, E. S., & Dewi, C. T. I. (2025). Privacy Protection Guarantee For Data Hacking Victims According To Indonesian Law. *Padjadjaran Journal of International Law*, 9(1), 1–15. <https://doi.org/10.23920/pjil.v8i2.1823>
- Badan Pusat Statistik (BPS). (2025). *Statistik Telekomunikasi Indonesia 2024 TT - Telecommunication Statistics in Indonesia 2024*. BPS-Statistics Indonesia. <https://www.bps.go.id/id/publication/2025/08/29/beaa2be400eda6ce6c636ef8/telecommunication-statistics-in-indonesia-2024.html>
- Budiman, R. (2023). The Development of Personal Data Protection Law in Indonesia: Challenges and Prospects for the Implementation of Law No. 27 of 2022. *Jurnal Smart Hukum (JSH)*, 2(1), 24–36. <https://doi.org/10.55299/jsh.v2i1.1352>
- Darnela, L., & Rusdiana, E. (2025). Public Legal Awareness and the Effectiveness of Indonesia's Personal Data Protection Law: Bridging Normative Framework and Privacy Paradox. *Supremasi Hukum: Jurnal Kajian Ilmu Hukum*, 14(1), 1–28. <https://doi.org/10.14421/2gg2rp29>
- Fajarwati, N. K., Susilawati, E., Fitrianti, R., Handayani, P., & Zulfikar, M. (2023). Digital literacy and communication privacy in cybermedia era. *International Journal of Politics and Sociology Research*, 11(2), 274–279. <https://www.ijobsor.pelnu.ac.id/index.php/ijopsor/article/view/153>

- Fauzy, E., & Shandy, N. A. R. (2023). Hak Atas Privasi dan Politik Hukum Undang-Undang Nomor 27 Tahun 2022 Tentang Pelindungan Data Pribadi TT - The Right to Privacy and the Legal Policy of Law No. 27 of 2022 on Personal Data Protection. *Jurnal Lex Renaissance*, 7(3), 445–461. <https://doi.org/10.20885/jlr.vol7.iss3.art1>
- Jafar, A. M., Lanontji, M., & Fahmi, A. (2025). Kendari City Community Awareness of Legal Policy Personal Data Protection in the Digital Era. *Parabela: Jurnal Ilmu Pemerintahan & Politik Lokal*, 5(1), 14–26. <https://doi.org/10.51454/mv0v1a82>
- Kementerian Komunikasi dan Digital Republik Indonesia. (2025). *Laporan Kinerja Kementerian Komdigi 2024 TT - Ministry of Communication and Digital Affairs Performance Report 2024*. Kementerian Komunikasi dan Digital Republik Indonesia. <https://eppid.komdigi.go.id/informasi-publik/detail/371>
- Mardiana, N., & Arsanti, M. (2023). Urgensi Perlindungan Data Pribadi Dalam Prespektif Hak Asasi Manusia TT - The Urgency of Personal Data Protection from a Human Rights Perspective. *Jurnal Rechten: Riset Hukum Dan Hak Asasi Manusia*, 5(1), 16–23. <https://doi.org/10.52005/rechten.v5i1.108>
- Novri, N., Amboro, F. Y. P., & Hutaeruk, R. H. (2023). Analisis Perlindungan Konsumen dalam Tindakan Penyalahgunaan Data Pribadi oleh Penyelenggara Pinjaman Online Berdasarkan Perspektif Hukum Indonesia TT - An Analysis of Consumer Protection against Personal Data Misuse by Online Lending Providers from an Indonesian Legal Perspective. *AL-MANHAJ: Jurnal Hukum Dan Pranata Sosial Islam*, 5(1), 547–556. <https://doi.org/10.37680/almanhaj.v5i1.2488>
- Parinduri, R. Y., & Lubis, R. H. (2023). Sinkronisasi Data Pribadi dan Jaminan Perlindungannya TT - Personal Data Synchronization and Guarantees of Protection. *All Fields of Science Journal Liaison Academia and Society*, 3(2), 17–24. <https://doi.org/10.58939/afosj-las.v3i2.573>
- Pratiwi, B., Fadilla, N. N., Syawal, I. N., & Zholanda. (2025). The Implementation of Personal Data Protection Policy within Indonesia's Digital Legal System. *Perkara: Jurnal Ilmu Hukum Dan Politik*, 3(2), 844–859. <https://doi.org/10.51903/2r46zv36>
- Puspitasari, D., Izzatusholekha, Haniandaresta, S. K., & Afif, D. (2023). Urgensi Undang-Undang Perlindungan Data Pribadi Dalam Mengatasi Masalah Keamanan Data Penduduk TT - The Urgency of the Personal Data Protection Law in Addressing Residents' Data Security Issues. *Journal Of Administrative And Social Science*, 4(2), 195–205. <https://doi.org/10.55606/jass.v4i2.403>
- Putra, T. I., Waspiyah, Firdaus, I., Damayanti, F., & Ananta, B. R. (2024). Challenges in Ensuring Personal Data Protection For Society in The Era of Society 5.0: Indonesia's Case Study. *Unnes Law Journal*, 10(2). <https://journal.unnes.ac.id/journals/ulj/article/view/8928>
- Undang-Undang Nomor 27 Tahun 2022 tentang Pelindungan Data Pribadi TT - Law No. 27 of 2022 on Personal Data Protection, (2022). <https://peraturan.go.id/id/uu-no-27-tahun-2022>
- Sadeli, A. F., & Irawati, I. (2023). Awareness of Personal Data Protection Law in concern to literacy. *Jurnal Kajian Informasi & Perpustakaan*, 11(2), 241–256. <https://doi.org/10.24198/jkip.v11i2.47526>
- Serah, Y. A., Purwanto, Febrianawati, Sirait, R. A. M., & Astono, A. (2026). Initial Model of the SAHABAT Web-Based Application as an Innovation in Digital Legal Counselling for Promoting Legal Awareness. *Indonesian Journal of Criminal Law Studies*, 11(1), 555–582. <https://journal.unnes.ac.id/journals/ijcls/article/view/34374>
- Silalahi, P. H., & Dameria, F. A. (2023). Perlindungan Data Pribadi Mengenai Kebocoran Data Dalam Lingkup Cyber Crime Sebagai Kejahatan Transnasional TT - Personal Data Protection against Data Breaches in Cybercrime as a Transnational Crime. *Wajah Hukum*, 7(2), 614–627. <https://doi.org/10.33087/wjh.v7i2.1244>
- Surbakti, F. P. S. (2024). Personal data protection in public services. *Community Empowerment*, 9(12), 1864–1870. <https://doi.org/10.31603/ce.12536>
- Surbakti, F. P. S. (2025). Education on the role of digital media in personal data protection. *Community Empowerment*, 10(5), 1234–1241. <https://doi.org/10.31603/ce.13430>

Syailendra, M. R., Lie, G., & Sudiro, A. (2024). Personal Data Protection Law In Indonesia: Challenges And Opportunities. *Indonesia Law Review*, 14(2).
<https://doi.org/10.15742/ilrev.v14n2.4>