



## Between Addiction and Privacy: The Phenomenon of Surveillance Capitalism, Internet Addiction, and Privacy Violations among Internet Users in Indonesia

Nada Farah Amrudhia<sup>1\*</sup>, Andre Noevi Rahmanto<sup>2</sup>, Ign. Agung Satyawan<sup>3</sup>  
Sebelas Maret University

**Corresponding Author:** Nada Farah Amrudhia [nadafarah@student.uns.ac.id](mailto:nadafarah@student.uns.ac.id)

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### ABSTRACT

This paper focuses on describing the phenomenon of surveillance capitalism which is closely related to internet addiction and privacy violations in Indonesia. In communication perspective, internet addiction is closely related to the Media Dependency theory, and privacy violations are closely related to the Communication Privacy Management Theory. Using the literature review method, this article finds that the majority of Indonesian people are addicted to the internet, which has an impact on social dysfunction behavior, hyperpersonal tendencies, avoiding responsibilities, can not meet targets and feeling anxious. Then, related to surveillance capitalism and privacy violation, the social consequences are not only loss of privacy, but also discrimination, social sorting and data commodification.

## **INTRODUCTION**

The internet and digital media offer a variety of benefits and conveniences with features that continue to improve from time to time. The internet and digital media have various programs that are so amazing that experts call them "unexpected", because they can make the world enveloped in technology (Daryanto Setiawan, 2017). Among the many benefits offered, it turns out that there are also terrible dangers that accompany it. Digital media can monitor every user activity, and how companies can ultimately profit. From here, it then develops into issues of capitalism, politics, mental health, internet addiction, and other bad sides of social media.

The existence of surveillance capitalism can threaten users, from secretly tracking users, recording activity, to manipulating feeds to prevent anyone from looking away from the screen. Apart from that, feed manipulation occurs which can cause a feeling of addiction for users. Internet addiction occurs when individuals show the urge to use it excessively. (Griffith in Hou et al., 2019). Research conducted by Andreassen & Pallesen in Hou et al., (2019) states that addiction symptoms can be manifested in mood, cognition, physical and emotional reactions, as well as interpersonal and psychological problems.

Privacy violations and surveillance capitalism are one of the main issues currently being experienced by digital society. By implementing the use of Artificial Intelligence, companies and government actors can follow and record every activity carried out by users. Users' personal data is unconsciously used by companies to distract, monitor, control, manipulate and monetize. Surveillance capitalism or what is usually called the concept of surveillance capitalism has become a hot topic of conversation because social media platforms share user data to generate as much profit as possible amidst the euphoria of global society (Rahmatullah, 2021).

Interaction through electronic media with digital systems in Indonesia has penetrated all sectors of life, such as the tourism industry, trade (e-commerce), financial industry (e-payment), transportation, and government (e-government). The scope taken from this interaction includes storage, processing, collection, delivery, and production to and from industry or society effectively and quickly. Access to personal data is required every transaction so that it can run smoothly, such as an address, personal data, and family data, etc. (Hisbulloh, 2021) the increasing amount of data obtained through digital systems, it creates a new ethic in interacting so that addiction and privacy violations seem difficult to avoid.

Previously, there have been many studies discussing surveillance capitalism, internet addiction and privacy violations. There are many different theories about it. Examples are research based on dynamic psychology approaches, social control, behavioral explanations, biomedical explanations, cognitive explanations, information systems, telecommunication science, etc. However, this research was conducted from a communication science perspective with theories related to the main topics discussed, especially in Indonesia.

## LITERATURE REVIEW

### *Surveillance Capitalism*

Zuboff in Rahmatullah (2021), stated that there are parties who are stronger and more sophisticated than state institutions in terms of surveillance and espionage. In the concept of surveillance capitalism, users are both providers of information and targets of online advertising. Social media platforms trade user data for commercial or financial purposes. Surveillance capitalism also indirectly and unconsciously shapes politics and culture in ways that many people do not understand. According to Zuboff, surveillance capitalism trades in the projected value of human populations on a large scale (big data) and then makes trillions of dollars. On the Internet, people's activities are monitored, tracked and measured. Every activity is carefully monitored and recorded, starting from the images we see, the videos we watch, the songs we hear and how long we watch them. This is done to determine the interaction time of users, who then personalize the content according to their wishes. According to Shoshana Zuboff in Aho & Duffield (2020), surveillance capitalism refers to a new form of informational capitalism that seeks to predict and shape human behavior to control markets and income. This new phenomenon creates the possibility of changing the behavior of people and objects for profit.

### *Social Media and Internet Addiction*

According to M. Shaw and D. W. Black in (Gunawan et al., 2021), internet addiction is a form of mental disorder which is characterized by excessively preoccupied, uncontrolled and excessive behavior in accessing the internet which ultimately causes disturbance or distress. According to Orzack in M. G. Duran and M. Garcia (2003), internet addiction is characterized by a condition where individuals feel that the virtual world is more interesting than the real, everyday life they live. According to Young in Gunawan et al., (2021), based on the IAT (Internet Addiction Test), there are six aspects of internet addiction and diagnostic criteria for IAD (Internet Addiction Disorder), namely characteristics, excessive use, neglect of work, anticipation, lack of control, and ignoring social life.

Nursikuwagus (2020), stated that interactions on social networks can influence parts of the brain related to perception and decision making. When a person receives an immediate reward, the dopamine-producing areas of the brain are activated and dopamine production increases. This area of the brain is more active when a person talks about themselves, and social media is often used to talk about their life and achievements. Social media becomes worse when someone uses social media to relieve stress, loneliness, or depression.

### *Privacy Violation*

There is the Communication Privacy Management (CPM) Theory, which was put forward by Sandra Petronio. He explained that everyone has personal data and has the right to control it. Ownership refers to a "privacy threshold" metaphor that determines where an individual has control over the privacy of that information. This communication privacy management theory uses the term

“data owner” to represent those who have the right to control their personal information. In addition, the selected co-owner receives other information owners that legalize access. However, there are often incompatibilities in data protection criteria which ultimately lead to data protection chaos or privacy turbulence. When personal data management does not meet expectations, privacy violations will occur. The most common example is the disclosure of personal or organizational secrets. The current social media phenomenon is causing privacy turmoil because there are no border regulations (Petronio & Child, 2020)

Privacy is a basic individual right. We need privacy to be autonomous individuals. That is, we need privacy to cultivate and exercise our ability to self-reflect, discern our own beliefs, and how we can apply them to our daily lives. Privacy is a means for us to develop a distinctive self-identity. Privacy also serves to protect the freedom to express one's opinions, and the freedom to express one's desires. Violations of privacy can cause serious damage to reputation, and are thus considered personal injury and wrongdoing. (Ess, 2020)

### ***Media Dependency Theory***

Media dependency theory is a theory built and developed by Sandra Ball-Rokeach and Melvin DeFleur in 1975 in their article "A Dependency Model or Mass-Media Effects. They explain the differences between the effects of mass media on individuals and the effects of mass media on society. Media dependency theory, often also called media system dependency theory, is a theory based on the idea that the more people depend on mass media to fulfill their needs, the role of mass media in a person's life is seen to be very important and therefore mass media will have an influence. big for that person. The level of media dependence is influenced by media capacity, social stability, individual needs, individual psychological characteristics. (Musfialdy & Anggraini, 2020)

### ***Communication Privacy Management Theory***

There is the Communication Privacy Management (CPM) Theory, which was put forward by Sandra Petronio. He explained that everyone has personal data and has the right to control it. Ownership refers to a “privacy boundary” metaphor that determines where an individual has control over the privacy of that information. This communication privacy management theory uses the term “data owner” to represent those who have the right to control their personal information. In addition, the selected co-owner receives other information owners that legalize access. However, there are often incompatibilities in data protection criteria which ultimately lead to data protection chaos or privacy turbulence. When personal data management does not meet expectations, privacy violations will occur. The most common example is the disclosure of personal or organizational secrets. The current social media phenomenon is causing privacy turmoil because there are no border regulations (Petronio & Child, 2020)

## METHODOLOGY

This paper was prepared using a qualitative approach with the type of literature review. Literature reviews or literature studies can be used to identify, evaluate and interpret existing documents in a systematic, explicit and reproducible manner (Dewi, 2021). According to Paul & Criado (2020), the main aim of a literature review method article is to critically analyze existing literature in a particular research field, theme or discipline, identify relevant theories, empirical methods, context and research gaps to set a research agenda. in the future. Literature review methods can be classified into several categories, namely domain-based, theory-based, and method-based.

This paper was prepared to analyze the negative impact of social media in the form of addiction, privacy violations, and surveillance capitalism on internet users in Indonesia. Apart from that, this paper will provide solutions for internet users to protect their privacy. The data used as analysis material are articles in various previous studies that have been published. Next, these articles are analyzed using theories and concepts related to social media addiction, privacy violations, and surveillance capitalism. By using the theories and concepts above, the author can explain the impact of social media addiction, privacy violations, and surveillance capitalism on society, as well as find out how to protect yourself from the dangerous negative impacts of the internet.

## RESEARCH RESULT

### *Surveillance Capitalism and Addiction among Internet Users in Indonesia*

The existence of surveillance capitalism can threaten users, from secretly tracking users, recording activity, to manipulating feeds to prevent anyone from looking away from the screen. Apart from that, feed manipulation occurs which can cause a feeling of addiction for users. Internet addiction occurs when individuals show the urge to use it excessively. (Griffith in Hou et al., 2019). Internet addiction is a quite serious phenomenon in Indonesia. How come? Data shows that internet users in Indonesia spend almost half of their conscious time (16 hours a day) accessing the internet. 2020 data shows that, in the internet access category which is related to daily time spent using the internet, Indonesia is in 5th position with an average time of 4 hours 46 minutes to access the internet every day, where this duration is higher than the duration the world average is 3 hours 22 minutes (Rahmatullah, 2021).

Research conducted by Nursikuwagus (2020), stated that among 1601 respondents, 46.16% experienced mild addiction, 10.56% experienced moderate addiction, and 0.31% experienced severe addiction to their electronic devices/gadgets. This research also presents the results of the level of social media addiction experienced by respondents, where 38.37% of them experienced mild addiction, 7.87% experienced moderate addiction, and 0.31% experienced severe addiction. CNN Indonesia reported on several conditions in Indonesian society related to the use of social media. As many as 84% of them cannot leave the house without their cellphone. 72% agree that having the latest technology/gadgets is important. 69% feel left out without social media. 79% are willing to share interesting brand content they find on their mobile phone. 86% want more enjoyable content from brands (Heriyanto in Koli, 2023). Society

willingly gives up half of our existence to digital platforms. Without social media, it seems that people no longer feel complete and complete as humans (Daryono, 2021). Ball-Rokeach and DeFleur further explained that there are at least two factors that determine audience dependence on media: (1) audiences will increasingly depend on media that are able to fulfill a number of audience needs, rather than media that only fulfill some of those audience needs; (2) media dependence is influenced by social stability. In other words, the more stable the social situation, the more the audience's dependence on the media will decrease (Littlejohn & Foss, 2005:287; Sari, 2015; Putri & Romli, 2021).

In dependency theory, the media is aware of its ability to create an interdependent relationship with the audience and then tries to use its power to achieve goals that can be differentiated through 4 (four) stages, namely: (1) media offers with various content regarding understanding, information and entertainment; (2) This interdependence has different levels of intensity, the higher the intensity, the stronger the cognitive and affective stimulation; (3) both are able to make the level of involving more active and higher which results in processing and memorization (4) the magnitude of the level of involving is able to increase the media effect at the cognitive, affective and also individual behavioral levels in the long term. Bhargava & Velasquez (2021), stated that the dangers posed by internet addiction generally affect the seven human abilities. Specifically, this research examines the dangers suffered by social media addicts including the following; 1) Life, 2) Body Health, 3) Senses, imagination, and thoughts, 4) Emotions, 5) Practical Reasons, 6) Affiliation, and 7) Play. A recent meta-analysis of these studies shows that people who have internet addiction not only think about suicide but also have significantly higher rates of planning and attempting suicide.

### ***Surveillance Capitalism and Privacy Violations of Internet Users in Indonesia***

Surveillance capitalism has become a hot topic of conversation because digital platform companies share user data to make as much profit as possible. On the other hand, internet users are often encouraged to reveal their personal information to present a unique identity that stands out and accumulate social capital on social media. On the other hand, digital platform companies store large amounts of personal data collected from their users, which can easily be misused (Boyd in Okditazeini & Irwansyah, 2018). In Indonesia itself, an internet connection allows users to share information with other users, including details of their own personal data. Meanwhile, state and corporate actors have the potential to monitor and intervene in all activities that occur online. In Indonesia, the social consequences are not only loss of privacy, but also discrimination, social sorting and commodification of data. (Suciati, 2019).

Indonesia was shocked by the news that the personal data of 279 million people had been leaked and sold on the Raidforums site for 0.15 Bitcoin (70-80 million rupiah). Then it is the same as another case that happened to Tokopedia, one of the e-commerce sites in Indonesia which basically harmed consumers. It is estimated that the number reached 91 million user accounts and 7 million merchant accounts experienced data leaks. These accounts were sold for 5000 US

dollars or around 74 million rupiah on the Raidforums site (Assifa, 2021). These cases are only a small number of examples of data leaks uploaded on the Raidforums site. The action taken by the Indonesian Ministry of Communication and Information was to close access to download data and block this site. Personal information of Indonesian residents may be sold to a number of entities, including companies, law enforcement agencies, and foreign governments. Leaked KTP information can be used to commit crimes, such as identity theft, or even direct terror. (H. B. Setiawan & Najicha, 2022)

Research conducted by Philip Masur & Trepte (2021), states that when an individual's privacy is violated, an extraordinary burden is placed on them. Such experiences not only destroy subjective conceptions of privacy by violating individually constructed boundaries, but the individual must also consider these experiences in all subsequent privacy judgments and actions. Research conducted by Redmiles et al., (2019), shows that there are experiences that make people feel their safety is threatened related to content targeting and privacy violations, especially related to inappropriate expectations for privacy settings. Experiences of privacy-related threats are more varied; for example, some people feel insecure because they don't know they've given an app permission to post something or because they don't realize that their privacy settings allow other people to see them.

Several factors can cause privacy violations for internet users, namely; (1) There is a lack of law enforcement who understand privacy protection in . (2) people who are not yet aware of their role in respecting other people's privacy and their role in protecting their own privacy; (3) loss of territorial boundaries due to developments in communication technology, in this case social media (Nurjanah, 2021). Regarding the context of social networks, at least three types of privacy problems have emerged in Indonesia. First, it starts with individuals posting information about themselves; The second type of privacy problem arising from social networks is raised by the practice of posting content about other people on one's social media accounts. The third privacy problem arises as suspicions rise about the user being investigated and there is no information regarding the use of his or her personal data.

## DISCUSSION

### *Surveillance Capitalism and Addiction among Internet Users in Indonesia from a Communication Science Perspective*

Feed manipulation, which is one of the effects that occurs from surveillance capitalism, can cause a feeling of addiction for users. Internet addiction occurs when individuals show the urge to use it excessively. (Griffith in Hou et al., 2019). A study on digital media addiction involving 32 countries covering seven world regions was conducted by (Cheng et al., 2021). This research shows that prevalence estimates vary widely across studies and countries, from as low as 0% to as high as 82%. Prevalence rates vary by cultural region. The prevalence of social media addiction is twice as high for members of collectivist regions than individualist regions.

In 2024, Indonesia will be the country most "addicted" to using mobile devices. This report from Data.ai notes that the average Indonesian citizen uses

these devices 6.05 hours per day in 2023, the longest compared to other countries. According to data, Indonesia is the only country with cellphone usage that exceeds an average of 6 hours per day. Meanwhile, there are four countries where the duration of use is around 5 hours per day, namely Thailand, Argentina, Saudi Arabia and Brazil (Databoks, 2024)

There are many different theories about internet and social networking addiction. The most important theories include dynamic psychological theory, social control theory, behavioral explanations, biomedical explanations, and cognitive explanations. According to dynamic psychology theory, the roots of social networking addiction are psychological shocks or emotional deficiencies in childhood, personality traits, and psychosocial status. According to social control theory, because addiction varies in terms of age, gender, economic status, and nationality, certain types of addiction are more likely to be found in certain groups of society than others (Masthi et al., 2018; Putri & Romli, 2021).

So what about the communication science perspective? From a communication science perspective, previous research states that studies related to internet addiction are very closely related to new media theory and interpersonal communication theory (Putri & Romli, 2021). In new media theory, there is a media dependency theory which is defined as the relationship between audience and media. Society is seen as a structure in which there are individuals, groups, organizations and other social systems that are interrelated, and the reality obtained by the audience is limited so they use the media to get more information to meet their needs. Sandra Ball-Rokeach and Melvin DeFleur (Littlejohn et al, 2017).

There is a study regarding a person's dependence on smartphones on their environment seen from the perspective of new media dependence. It was found that there are three indicators of how individuals are dependent on new media, namely: (1) intensity of smartphone use per day; (2) respondents' anxiety when not using their smartphone for several hours; (3) intensity of use of social media and searching for information via smartphone. From this research, he concluded that this media dependence ultimately makes humans alienated and within the framework of their own lives (Putri & Romli, 2021)

The theory of media dependency is related to the existence of surveillance capitalism in the form of feed manipulation carried out by digital platform companies which makes users unable to take their eyes off the gadget screen, which in fact has a negative impact that must be watched out for. Previous studies stated that in Indonesia, the impact of internet addiction is most often found in adolescents. (Sari et al., 2017; Muliani & Widjaja, 2022; Ayuningtyas & Wiyono, 2020; Hayat, Kojuri, and Amini, 2020; Hayani et al., 2022) )Research conducted by (Sari et al., 2017) shows that the symptoms of internet addiction in Indonesian society are mostly in the high category, consisting of indicators of compulsive symptoms, withdrawal symptoms, and tolerance symptoms. Results that were not much different were found in research conducted by (Muliani & Widjaja, 2022) where there were far more users who experienced internet addiction than those who used the internet normally. The percentage is

considered very high, namely 80.2%. This shows that the majority of individuals cannot control themselves when playing on the internet.

So what is the impact? According to previous studies, the main impacts experienced by Indonesian people who suffer from addiction are social dysfunctional behavior, hyperpersonal tendencies, avoiding responsibility, not being able to meet targets, feeling anxious, and tending to blame others if something happens that is not predicted (Sari et al. ., 2017; Amin, 2019; Hayani et al., 2022; Muliani & Wiyono, 2022; what occurs from internet addiction is the phenomenon of FOMO and financial problems (Ayuningtyas & Wiyono, 2020). Cyberbullying, depression, loneliness, and phubbing behavior are also unavoidable impacts of internet addiction (Fatmawati, 2019; Krisnadi & Adhandayani, 2022)

The results of this study are supported by researchers who have found a relationship between internet addiction and a decrease in the ability to reason accurately, think clearly, and engage in activities that require concentrated thinking (Judd, 2014; Junco, 2012; Karpinski, Kirschner, Ozer, Mellott, & Ochwo, 2013; Kirschner & Karpinski, 2010 in Bhargava & Velasquez, 2021). Those addicted to social media, and the internet in general, suffer from a number of emotional deficits, including depression, low self-esteem, social anxiety, alienation from family and peers, hostility towards others, and poor interpersonal relationships (Andreassen, 2015; Ko, Yen, Yen, Chen, 2012; Twenge, Martin, & Campbell, 2018; 2017 in Bhargava & Velasquez 2021) Users have manipulated social networks and they know that the methods are psychological and then restore dopamine. According to Robi & Xavier (2021), social media addiction is a topic that has had great relevance since its emergence. Clinical psychologists are of the opinion that social media affects the brain at a biological level, where overdependence can lead to addiction and hence digital detoxification is really important.

### *Surveillance Capitalism and Privacy Violations of Internet Users in Indonesia from a Communication Science Perspective*

Much of the data trading is also an exchange of influence and power. In today's digital era, all data has the potential to be useful. According to Zuboff in Aho & Duffield (2020), surveillance capitalism describes a process, where the commodity being sold is the user's personal data. In an article reported by the Institute for Community Studies and Advocacy (ELSAM) in Indonesia, linguistic privacy terminology is not widely known in eastern culture. However, in its development, several Asian countries such as Korea and Singapore have quite strict and innovative regulations in order to protect the right to privacy. (Suciati, 2019). Accidental leaks of personal data can have a number of negative consequences, such as account misuse, unwanted emails or phone calls, and even financial losses. (Okditazeini & Irwansyah, 2018). Additionally, it is possible that despite assessing the violation as a threat, the individual feels unable to do anything about it. (Hoffmann, Lutz, & Ranzini, in Masur & Trepte, 2021).

In Communication Science studies, there is the Communication Privacy Management (CPM) Theory, which was put forward by Sandra Petronio. He explained that everyone has personal data and has the right to control it.

Ownership refers to a “privacy boundary” metaphor that determines where an individual has control over the privacy of that information. This communication privacy management theory uses the term “data owner” to represent those who have the right to control their personal information. In addition, the selected co-owner receives other information owners that legalize access. However, there are often incompatibilities in data protection criteria which ultimately lead to data protection chaos or privacy turbulence. When personal data management does not meet expectations, privacy violations will occur. The most common example is the disclosure of personal or organizational secrets. The current social media phenomenon is causing privacy turmoil because there are no border regulations (Petronio & Child, 2020)

According to Petronio and Child, privacy turbulence is closely related to the disclosure of confidential personal and organizational data. One example is the case of leaking personal data which is traded without the knowledge of the data owner. In this case, the data owner can no longer control his personal information when it has been handed over to another party. Data from the Indonesian Consumers Foundation (YLKI) regarding personal data theft shows that data theft is mostly carried out in the banking sector, followed by online loans, housing, online shopping and leasing. Case complaints also increased drastically during the pandemic because the use of electronic commerce or e-commerce as a shopping platform increased (Hidayah, A. A., & Ezerli, S., in H. B. Setiawan & Najicha, 2022).

There are three elements (keywords) that form the basis of the assumptions of the Communication Privacy Management Theory, namely ownership, control and turbulence. According to Petronio, when you are in a relationship, the boundaries of what is private and public will be regulated. This theory is called a macro theory because it limits research on various relationships, including groups, organizations and social media. This Communication Privacy Management theory is to understand how someone makes decisions about disclosing and hiding personal information. (Rahma, 2021)

According to CPM theory, people believe that their information belongs to them. However, a survey conducted by Pew Research recently reported that Americans feel less in control of their data than previously reported (Auxier et al., in (Barnes, 2020)). The report also found that the majority of people think that the potential the risks outweigh the potential benefits is also interesting because literature from the field of communication states that calculated risks do not stop people from taking those risks (Kehr et al., 2015; Sun et al. 2015; Min, & Kim, 2013 in Barnes, 2020). Incompatibility of privacy criteria causes privacy turbulence. When personal information management is not as expected, privacy turbulence arises. The most frequent example is the leaking of personal or organizational secrets. This chaos often becomes a conflict which ultimately makes individuals more careful in determining the rules. In the current context of the social media phenomenon, privacy turbulence occurs because there are no boundary rules that have been set. (Kanter & Robbins, 2012)

In the context of social media, there have been several cases of violations of Internet user privacy that have occurred in Indonesia, which have had fatal

consequences. An example is a murder case involving the murder and robbery of a Civil Servant. The victim was killed because he shared too much information on social media, as a result the suspect could easily find out about the victim's activities. Sadly, the murder suspect was an acquaintance on the social media Facebook (Islamy, Imam Teguh, 2018). Lankton, McKnight, and Tripp (2017) found that those who disclose information more frequently may have less restrictive privacy settings and broader networks (Barnes, 2020)

In another case, the Indonesian people were also shocked by the disclosure of Official Loly Candy's Groups 18+ on Facebook which promoted pedophilia. Various content containing child abuse and molestation circulates in a group of 7,497 members (Suciati, 2019). From the case examples above, it can be concluded that violating someone's privacy is very important for managing privacy and implementing privacy appropriately. Park (2011) conducted research measuring privacy literacy, and the authors found that individuals with higher education and money were more likely to have technical skills and were more aware of surveillance practices (surveillance capitalism). Lankton, McKnight, and Tripp (2017) found that those who disclose information at a higher frequency may have less restrictive privacy settings and broader networks. On the other hand, internet users who disclose information with less frequency have smaller networks and typically higher privacy settings.

## CONCLUSIONS AND RECOMMENDATIONS

With all its charms, the internet and digital media offer various benefits and conveniences. However, among the many benefits offered, there are terrible dangers that accompany it. In this paper, the negative impacts that are focused on are internet addiction and privacy violations caused by surveillance capitalism, especially in Indonesia. Surveillance capitalism indirectly shapes politics and culture in ways that many people do not understand. The existence of surveillance capitalism can threaten users, from secretly tracking users, recording activities, to manipulating feeds to prevent anyone from looking away from the screen, thereby causing addiction. Internet addiction is a quite serious phenomenon in Indonesia. Symptoms of internet addiction in Indonesian society are mostly in the high category, consisting of indicators of compulsive symptoms, withdrawal symptoms, and tolerance symptoms. From a communication science perspective, internet addiction is closely related to media system dependency theory, where this theory is built based on individual dependence on mass media to fulfill their needs. Various sources state that in Indonesia, the impact of internet addiction is most often found in teenagers. Other research states that there are far more users who are addicted to the internet than those who use the internet normally with a percentage of 80.2%. The main impacts experienced by Indonesian people who suffer from addiction are social dysfunctional behavior, hyperpersonal tendencies, avoiding responsibility, being unable to meet targets, feeling anxious, and tending to blame others if something happens that is unexpected.

The existence of surveillance capitalism is also closely related to violations of privacy. In Indonesia, the social consequences are not only loss of privacy, but

also discrimination, social sorting and commodification of data. From a communication science perspective, privacy violations are related to the Communication Privacy Management (CPM) theory, which was put forward by Sandra Petronio. This theory explains that everyone has personal data and has the right to control it. However, there are often incompatibilities in data protection criteria which ultimately lead to data protection chaos or privacy turbulence. Regarding the context of social networks, at least three types of privacy problems have emerged in Indonesia. First, it starts with individuals posting information about themselves; The second type of privacy issue that arises is the practice of posting content about other people on one's social media accounts. The third privacy issue arises as suspicions rise about the user being investigated and there is no information regarding the use of their personal data. According to research conducted in Indonesia, privacy violations can have fatal consequences, even causing death. Therefore, it is very important to have privacy management capabilities and implement privacy appropriately.

### ADVANCED RESEARCH

This research has limitations, in that this research only discusses surveillance capitalism related to internet addiction and privacy violations from a communication science perspective. It is hoped that similar future research can be carried out using more in-depth analytical methods, accompanied by the development of theories related to surveillance capitalism, internet addiction, and privacy violations. This is because topics related to surveillance capitalism will continue to be an interesting topic and can continue to be developed along with the development of digital media.

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