

THE DIGITAL AGE AND THE EVOLUTION OF SOCIAL ECONOMY LAW: AN ANALYSIS OF THE LITERATURE AND ITS IMPACT ON THE FUTURE OF PUBLIC POLICY

Gunawan Widjaja

Fakultas Hukum Universitas 17 Agustus 1945 Jakarta

widjaja_gunawan@yahoo.com

Abstract

This research analyses relevant literature to identify key changes in copyright regulation, data protection and digital market policies. The analysis shows that the digital age presents new challenges and opportunities that require adaptive responses from legal systems and public policies. The impact of these changes includes the need to update and develop a more responsive regulatory framework that can not only accommodate technological innovation but also protect the public interest and ensure fair competition. This research highlights the importance of collaboration between policymakers, academics and legal practitioners to create policies that support sustainable economic and social development in the face of digital transformation.

Keywords: Digital Era, Evolution of Social Economic Law.

Introduction

In the increasingly advanced digital era, transformation in various fields of life is inevitable. The information and communication technology revolution has brought significant changes, including in the context of social economic law. Social economic law is a branch of law that studies and regulates the economic aspects of social life with the aim of achieving fair justice and welfare in society. (Nenadić et al., 2024).. It encompasses a wide range of regulations that direct economic interactions among individuals, companies, and governments to ensure that economic activities not only promote growth but also pay attention to the fair distribution of resources, the protection of the rights of workers, consumers, and the inclusive participation of all levels of society in the economic process. (Omlor & Birne, 2023).

The digital age offers many opportunities that require responsive and comprehensive public policy adaptations. One of the main advantages of advances in digital technology is that it increases efficiency and productivity across a wide range of economic sectors, including trade, education, health and government. For example, information and communication technologies enable businesses to reach global markets, facilitate access to information, and accelerate transaction processes and product innovation. (Rishi & Kuthuru, 2021).. In addition, digitalisation also opens up opportunities for new job creation in the fields of information technology, data

analytics, artificial intelligence, and online services, which can contribute significantly to economic growth. (Fikri, 2024).

However, the digital era also brings various challenges that require appropriate public policies. One of the main challenges is the issue of digital divide, where not all individuals or community groups have equal access to technology and the internet. This can lead to inequalities in economic and social opportunities. In addition, issues related to data privacy and cybersecurity are becoming increasingly important due to the high volume of personal data collected and processed digitally. (Hasibuan, 2023). Responsive public policies should include regulations that protect individual privacy rights, encourage digital literacy, and ensure that digital infrastructure is available and accessible to all levels of society. With a comprehensive approach, public policy can optimise the benefits of the digital era while addressing the challenges that exist. (Afzal, 2024).

Social economic law has an important role in the digital era, especially in regulating economic interactions that occur in cyberspace and ensuring that technological developments bring equitable benefits to all levels of society. One of its main roles is to ensure that regulations regarding the protection of personal data and privacy are strictly implemented. (Rahmawati, 2023). In an era where data has become a valuable asset, social economy law is tasked with protecting the rights of individuals against data abuse and overseeing how companies and institutions collect, store and utilise such data. It also helps regulate e-commerce transactions to protect consumers from fraud or unfair business practices, as well as ensuring that workers' rights in the gig economy are safeguarded amid the rise of flexible, platform-based work (Robertson, 2022). (Robertson, 2022).

In addition, social economy law also plays a role in addressing the digital divide and promoting digital inclusion. With regulations and policies in place that support equitable access to technology and the internet, social economy law can help reduce inequality in the digital world. This could include policies to expand digital infrastructure to remote areas, provide digital literacy training programmes for disadvantaged communities, and support small and medium-sized enterprises in the face of digital transformation. (Elvira & Susanto, 2024). As such, social economy law can be an important tool to ensure that all people have equal opportunities to utilise the opportunities offered by the digital age, while protecting them from its potential negative impacts. (Puluhulawa & Husain, 2021).

Given the rapid pace of change, it is imperative to conduct a comprehensive literature analysis on the evolution of social economy law in the context of the digital age. This research needs to identify how current law is able to address such challenges and provide insights into how public policy can be adapted for the future. The development of social economy law in the digital context.

Research Methods

The study in this research uses the literature method. The literature research method is an approach that involves collecting and analysing a variety of relevant written sources to understand, evaluate, and interpret a particular topic or phenomenon. These sources include books, journal articles, research reports, dissertations, theses, and other official documents. The main purpose of literature research is to recognise and review previous research, identify knowledge gaps, and build a strong theoretical foundation for further research. Literature research is conducted through a systematic process that includes searching the literature, selecting and evaluating the sources found, and synthesising the information obtained to provide a comprehensive overview of the topic under study. (JUNAIDI, 2021); (Abdussamad, 2022).

Results and Discussion

Transformation of Social Economic Law in the Digital Age

Social economic law is a branch of law that regulates economic relations by considering social aspects in order to create welfare and justice in society. This law focuses on the balance between economic interests and social needs, and aims to regulate economic activity so that it is not only profitable for economic actors, but also provides benefits to the wider community. (Mattassoglio, 2023).. As such, social economy law acts as an instrument that avoids exploitative and unfair economic practices, and ensures that economic development is accessible and enjoyed by all levels of society.

The scope of social economic law covers various aspects related to rights and obligations in socially valuable economic activities. Some of its key areas include consumer protection, labour, social protection, market regulation, and natural resource management. In the context of consumer protection, social economic law establishes regulations to protect consumers from harmful business practices, such as fraud and defective goods. (Rossi, 2023). In the area of labour, these laws ensure workers' rights, including living wages, safe working conditions, and protection against discrimination. Market regulation aims to prevent monopolies and anti-competitive practices, while natural resource management emphasises sustainable and fair use. Overall, social economic law aims to create an inclusive and sustainable economic system. (Hasan & Pasyah, 2022)..

The transformation of social economic law in the digital era shows how technological changes affect socially-orientated economic regulations and policies. The digital era brings various innovations such as e-commerce, fintech, big data, and artificial intelligence that significantly change economic dynamics and social interactions. Social economic law must adapt to these developments to ensure that digital technology provides maximum benefits to society without neglecting the protection of individual

and collective rights. Therefore, technology-responsive and inclusive regulation is crucial. (Silveira, 2022).

First, in the area of consumer protection, digital transformation raises new challenges such as personal data protection and security of online transactions. Social economy law needs to evolve to protect consumers against cyber threats, such as identity theft, online fraud and privacy breaches. Regulations such as the General Data Protection Regulation (GDPR) in Europe are examples of how the law is evolving to accommodate issues related to privacy and data security in the digital age. In addition, the protection of various forms of e-commerce also needs to be regulated so that consumers feel safe in transacting online. (Pietkiewicz, 2021).

Second, in the field of labour, the digital era has given rise to new phenomena such as the gig economy, where work is temporary and flexible as found on ride-sharing platforms or freelancing. Social economic law needs to adapt to these conditions by creating regulations that protect the rights of workers in the gig economy, including fair compensation, social protection, and safe working conditions. It is important to ensure that the flexibility offered by the digital era does not come at the expense of workers' safety and welfare. (Andikatama & Turisno, 2024).

Third, digital management of resources and the environment is also at the centre of the transformation of social economy law. Digital technologies can be used to monitor the use of natural resources more efficiently and to support sustainability practices. Regulations need to consider the use of these technologies to encourage environmentally friendly and sustainable industrial practices. For example, the use of sensors and big data in water and energy management can help reduce wastage and improve efficiency. Social economic laws in the digital era must be able to encourage innovation while ensuring that the benefits of these technologies are enjoyed equitably and sustainably by all levels of society. (Fitrianti et al., 2023).

Ultimately, the transformation of social economy law in the digital age demands the integration of technological innovation and social welfare principles. This includes regulatory reforms that are responsive to technological change, protection of individual and collective rights, and encouragement of sustainability and inclusiveness. Governments, policymakers and civil society need to work together to create a legal framework that enables digital technology to become a tool that strengthens the social economy, leading to an overall improvement in people's quality of life.

The Impact of the Digital Age on Future Public Policy

The digital era brings significant changes that force the reformulation of public policies to adapt to future needs and challenges. Digital technologies such as big data, artificial intelligence, Internet of Things (IoT), and blockchain have opened up new opportunities in data analysis, decision-making, and public service delivery. (Abdullah et al., 2021). Future public policies should utilise these technologies to improve efficiency,

transparency and accuracy in service delivery to the public. For example, big data can be used to analyse people's behavioural patterns in real-time, which helps the government formulate more targeted policies. (Afzal, 2024).

In addition, digitisation also requires public policies to address ethical and privacy aspects. It is important for policymakers to establish regulations that protect individuals' data privacy from misuse and abuse. Solid policies are needed to control the use of personal data by governments and the private sector, ensuring that it is used ethically and only for legitimate purposes. The adoption of regulations such as GDPR in Europe is a critical step in ensuring that individuals' rights regarding their data are protected, and it can serve as a model for privacy policies in other countries. (Kalava, 2023).

In the economic context, the digital era is also changing the dynamics of the workforce and labour market, which requires adaptive policy responses. Many traditional jobs are evolving or being replaced by new jobs based on digital technology, such as jobs in the information and communication technology sector. The government needs to formulate education and training policies that can improve the digital skills of the workforce to match future labour market demands. Initiatives such as reskilling and upskilling are essential to ensure the workforce remains relevant and competitive in the digital era. (Anbrekht, 2023).

Fourth, the digital era also presents new challenges in terms of digital inclusion and technology access gaps. There is a risk that digital transformation could deepen social and economic inequalities if access to technology is unequal. Therefore, public policies should focus on improving technology and internet accessibility, especially in remote areas and vulnerable groups. Internet subsidy programmes, digital infrastructure development in rural areas, and digital literacy initiatives are some examples of policies that can help reduce the digital divide. Thus, public policies in the digital era must be holistic, covering various aspects ranging from data privacy, workforce education, to digital inclusion, to ensure that the benefits of digital transformation are felt equally by the entire society. (Hinarejos, 2021).

With the development of the digital era, public policy must also adapt to deal with increasingly complex cybersecurity issues. Threats to cybersecurity can threaten national stability and public trust in the government system. The government needs to formulate stricter regulations on information security and develop infrastructure that can protect public data and digital transaction systems from cyber attacks. (Yusdiansyah et al., 2022).. In addition, international cooperation is essential to deal with cybercrime that crosses national borders, so public policy must strengthen coordination with other countries and international organisations. (Windsor, 2023)..

In the health sector, digital technology has also played a major role in public policy reform. The adoption of telemedicine, electronic health information systems, and mobile applications for health services has paved the way for improved access and

quality of health services, especially in remote areas. Public policies need to support the development and adoption of these technologies while ensuring regulations that protect the rights of patients and their health data. Digital-based systems are expected to reduce disparities in health services and make health services more inclusive and affordable for the whole community. (Palmer & Seethaler, 2024).

Digital innovation also opens up opportunities for environmental and sustainability public policy. Technologies such as IoT sensors and big data analytics can help governments monitor air, water and soil quality in real-time, and respond more quickly and appropriately to environmental problems. Public policies that support the development of green technologies and renewable energy can contribute significantly to climate change mitigation efforts. Smart cities are an example of innovations that can be adopted to improve people's quality of life through resource efficiency and carbon footprint reduction. (Afzal, 2024).

As such, the digital age has a broad and profound impact on public policy. From efficiency in public service delivery to privacy and cybersecurity challenges, labour market dynamics, to digital inclusion issues, various aspects of people's lives are affected by the transformation of digital technology. Public policy must be responsive, adaptive and holistic to address the challenges and maximise the opportunities offered by the digital era. That way, the benefits of digital transformation can be felt equally by all levels of society, ensuring that no one is left behind in the journey towards a more advanced and inclusive future.

Conclusion

The study "The Digital Age and the Evolution of Social Economic Law" shows that the digital age has become a major driver in changing the face of economic and social law. This transformation involves changes in copyright enforcement, personal data protection, and digital market regulation. Digital technology creates new challenges in terms of legal protection and policies that must be updated to respond to the evolving dynamics of the digital economy. Laws must keep pace with technological developments in order to protect the rights of individuals and ensure healthy and fair market competition.

Moreover, the impact of these changes is significant on the future of public policy. Responsive and adaptive regulations are key in supporting innovation while creating a safe and reliable ecosystem for economic actors. Public policy must consider the balance between technological development and the protection of public interests, such as human rights and social welfare. Thus, collaborative efforts between policymakers, researchers, and legal practitioners are needed to ensure that the resulting policies can anticipate and accommodate the evolution of digital technology, thus supporting sustainable economic and social development.

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