

# **DIGITAL ASSET AND PERSONAL DATA PROTECTION IN THE METAVERSE: ANALYZING THE IMPLEMENTATION OF INDONESIAN LAWS IN ADDRESSING CHALLENGES IN THE VIRTUAL ERA**

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## **ABSTRACT**

The rapid growth of metaverse technology significantly impacts the security of digital assets and personal data privacy. This qualitative study employs a social legal approach to analyze the implementation of Indonesian law concerning the protection of digital assets and personal data in the metaverse. Emphasizing the analysis of positive legal norms and principles in Indonesia, the research identifies potential barriers and necessary improvements in addressing virtual era challenges. By delving into existing regulations, the study outlines the legal framework governing digital assets and personal data in the metaverse context. The analysis focuses on legal responses to virtual environment dynamics, including data leaks, identity theft, and other cybersecurity threats. The findings aim to provide a profound understanding of Indonesia's legal effectiveness in safeguarding digital assets and personal data in the metaverse, offering practical implications for stakeholders to enhance legal protection in response to evolving metaverse technologies.

Keywords : Metaverse, Digital Assets, Personal Data Protection