The Shock Of Tens Billion Tokopedia In The Middle Of Data Leaking Cases`

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Abstract

Rapid technological advances are now driving all human activities so that they can be carried out through media mediated by communication networks and the internet, including shopping activities which are increasingly facilitated by the growing growth of e-commerce in Indonesia. Besides the advancement of technology, it is also accompanied by cyber crimes that are also experienced by Tokopedia. This study aims to examine the use of advertising titled promos to lead public opinion as a step and effort to increase trust and competitiveness. The type of research used is qualitative research using data analysis methods and is supported by additional interviews with Tokopedia consumers. The results of research related to user data security show that the level of cyber security in e-commerce in Indonesia is still low, thus making crimes such as cyber crime increase.

Key words: Cyber Crime, Public Opinion, Cyber Security, Indonesian E-Commerce

INTRODUCTION

Tokopedia e-commerce hacked by hackers. Tokopedia was reported to have been hacked, in fact the number was estimated at 91 million accounts and 7 million merchant accounts, no longer 15 million as previously reported. Whereas in 2019, Tokopedia revealed that there were around 91 million active accounts on its platform. This means that almost all accounts on Tokopedia have been successfully retrieved by hackers. Perpetrators sell data on the dark web in the form of user ID, email, full name, date of birth, gender, cellphone number and password that is still encrypted. All are sold at a price of US$5,000 or around Rp.74,000,000.00 (seventy-four million rupiah). There are even 14,999,896 Tokopedia accounts whose data can now be downloaded.

The complete chronology of the collapse of the Tokopedia account began when the Whysodank hacker first published the results of the hack on the Raid Forum on Saturday (2/5). The hack occurred on March 20, 2020. Then, the @underthebreach account in the afternoon at 16:15 WIB tweeted about the hack and claimed to be an Israeli data leak prevention and surveillance service. This tweet was delivered while checking the official Tokopedia account.

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In a screenshot shared on social media, it is said that hackers still have to crack the algorithm to unlock the hashes of the users' passwords. Hacker also enlisted the help of other hackers to unlock the algorithm. The next screenshot, this information leak account includes some user accounts that can be opened through the site. The user's name, email, and phone number appear on the site. "Someone leaked the database of Tokopedia, a large technology company from Indonesia that runs e-Commerce," the account wrote. "The hack was carried out in March 2020 and affected 15 million users, although hackers say there are many more. The database (hacked) includes emails, password hashes, names," he continued. The tweet was immediately responded to by Indonesian Twitter users. Then, on Saturday at 21.00 WIB, Tokopedia admitted that there was an attempt to steal user data. This was conveyed by Nuraini Razak, Tokopedia's VP of Corporate Communications regarding the issue of data leaks of tens of millions of Tokopedia user accounts. "Regarding the circulating issues, we found an attempt to steal data against Tokopedia users, but Tokopedia ensures that important user information, such as passwords, is still successfully protected," he wrote in an official statement, Saturday (2/4) night. "Currently, we are continuing to investigate and there is no further information that we can convey," he continued.

Then the next day, *Whysodank* announced that it had sold all 91 million Tokopedia user data on a dark web forum called EmpireMarket, Sunday (3/5). On the site, Whysodank uses the account name ShinyHunters. The latest data from the hackers invalidates previous data hacking claims that there are only 15 million accounts. This incident is not the first time in Indonesia. Previously, Bukalapak also experienced the same thing. This should be a stern warning to every service provider on the internet who uses a lot of public data in their activities. Previously, the issue of data leakage by Tokopedia had been circulating since last February, but Tokopedia argued that the issue was not true. Even the Vice President of Tokopedia's Corporate Communications revealed that information on sites that claim to trade data is not right. The information on this irresponsible site only contains email-based sellers who are members of Tokopedia. This irritates the users of the application and affects consumer interest and trust.

In the midst of legal issues and cases that still rolling, Tokopedia even launched a promo ad "Sharing the Spirit of Ramadan" worth tens of billions of Rupiah as a surprise for consumers on April 29, where The advertisement contains 6 information that Tokopedia provides offers in the form of discounts, cashback and free shipping worth billions of rupiah for Tokopedia users. This of course makes consumer interest in Tokopedia back up. When this ad was launched, it wasn't until one day that the public again flocked to download the Tokopedia application again. This can be seen from the many positive comments throughout Tokopedia's social media, which Tokopedia got again after the launch of this ad. Of course, this is due to the exposure of Tokopedia's issue-shifting strategy, where consumers' focus is no longer on cases of data leaks that disappoint consumers, but consumers are now more interested in the content of the ad.

This advertisement is considered as a PR strategy from Tokopedia to build public opinion with a strategy of diverting issues to restore consumer confidence, as well as improve the company's image and lead the public opinion of Tokopedia users in a positive direction.

However, Tokopedia again argued that the launch of this promo ad was not part of a strategy to divert issues as the public said, but that this advertisement had indeed become a Ramadan tradition in every company to launch promotional advertisements in the month of Ramadan.

This study aims to examine how Tokopedia uses the Ramadan promo advertisement "Kejutan Ten Billiar Tokopedia" as a strategy to shift issues to build public opinion in a positive direction. So that in the end it can bring up perspectives and perspectives on an event and finally be able to find out what facts are taken from this case. Therefore, the research questions are formulated as follows: (1) Is the promo ad "Surprise Tens Billion Tokopedia" effective in dealing with the issue of data leakage? (2) Can the promo advertisement make Tokopedia remain one of the online shopping options?

Agenda Setting

In everyday life, we are surrounded by various media that convey a variety of information and news which then enters our minds. Whether we realize it or not, the media, especially the mass media, influence our mindset and perception in viewing an event or issue in society, so in this case the agenda setting theory which was first put forward by McCombs & Shaw explains that the mass media does have the power to influence and even shape a mindset. audience exposed to the information exposure (Griffin, 2019).

McCombs and Shaw further explained that the mass media have the ability to make people judge something important based on what the media conveys, in other words "we judge as important what the media judge as important so they assume" that the media always deliberately influences the audience by information and news that is conveyed through the media and has a specific purpose.

Meanwhile, according to Weaver in Dalila, A. (2020) Agenda Setting begins with the assumption that the mass media has full control over the news that wants to be presented according to the intentions of the media. The agenda setting carried out by the media will also determine the public's mechanism of thinking as a result of the whole process later.

In this case, the Tokopedia.com platform made a massive effort in carrying out their advertising in order to lead public opinion in a positive direction, so that the public could increase their trust in the Tokopedia.com platform and could forget about the case of user data leakage experienced by Tokopedia. As explained by Apau, R. (2019) that currently technological advances and their vulnerabilities are also heavily exploited by many parties, every product or user must try extra hard to gain the trust of the public.

Public Opinion

Public opinion is the attitude of people about something, where they are members of the same society as one body that cannot be separated from other members of the body. Or an assumption of society that is obtained from a social dialogue from elements that have the same interest relationship. As long as there are things that must be commented on or become public material, public opinion is something that must always exist and will definitely continue to

happen. In this case, public opinion has not become like one side of a coin whose other side is an event itself.

According to Indrawan in Afkarina, N. I. (2018) image or image itself is a new term, which is interesting and becomes the talk of society today, even becoming an international topic. It contains the principle of common interest which is the essence of public relations activities. Have a clear way of working and using two parties (two way communications).

The great influence caused by the community must be controlled if you do not want something unexpected to happen. In this case, it is required that a person who forms the image of an institution must be able to fully understand the full understanding of public opinion. In public opinion, only the dynamics of communication change, while the substance of public opinion tends to remain, because empirical facts occur when the process of forming public opinion takes place.

Public opinion can last a long time according to how long involved in it considers the right as an important issue. In accordance with the existing time limit, so long as public opinion will continue to run as an opinion in society. In this case, public opinion will determine the sustainability of the fate of the Tokopedia.com platform because if public opinion continues to run in a negative direction or in other words, consumer trust in the case of this data leak continues to increase, it is undeniable that the number of users of the Tokopedia.com site will continue to decrease. which will greatly harm the sales curve and also the image of tokopedia.com itself.

Company Image

Image is something that is abstract because it relates to beliefs, ideas and impressions obtained from a particular object, whether it is felt directly, through the five senses or getting information from a source. As explained by Roesady, image is a set of beliefs, ideas, and a person's impression of a particular object (Ruslan, 2010: 80).

Company image can be in the form of positive responses in the form of support, participation, active roles and other positive actions and negative responses in the form of rejection, hostility, hatred or other negative forms. The image itself will be attached to each individual and agency, positive or negative responses depending on the process of formation and the meaning of the target object of image formation. Also, everyone has the right to interpret personal and institutional images.

According to Frank Jefkins (2003) in his book Public Relations mentions the existence of several images, namely;

1) Mirror Image (Shadow Image). A depiction of an image that is believed and considered correct by the company or the leadership in a company has the assumption that outsiders of the company have seen that the company has a good response, even though the views outside the company are not always good. This

      happens because there are different desires that are different from the reality that occurs in the wider public regarding the agency.

2) Current Image. The image is closely related to word of mouth or information obtained from other people. Image is now related to a person's experience of an organization/agency/company which then the experience he gets is told to others. This will not be a problem when what is told is positive about the agency, but it will be a serious problem when the experience that is told is something negative about the agency, which is hostile, suspicious, prejudice, resulting in misunderstandings, which results in distrust of an agency.

3) Wish Image. An image that is expected from the institution and is well received and interpreted by the public. The image of desire is an image that is directly proportional to expectations and results, the agency has positive expectations and the public accepts the impression positively.

4) Corporate Image (Corporate Image). An effort from the company regarding the company's future goals in the eyes of the public, about how the company's image gets a positive image, is better known and accepted by the public. Public Relations has a role to strive for and be responsible for advancing the company's image which is one of the main goals of the company.

5) Multiple Image. Is a complementary image of the company's image. This can include logos, identity attributes, brand names, uniforms, professional workers who are identified into a multifaceted image that is integrated with the company's image.

6) Performance Image (Image Appearance). This image is more aimed at the subject of the company related to the performance or self-appearance of each member of the organization so that it can bring the image of the organization. This can also be contradicted by the company's ethics starting from greeting, behaving, and interacting with customers.

Competitiveness Concept

The development of the concept of competitiveness presented by Cho and Moon (2000) starts from the Mercantilism view which views trade as a zerosum game, in which a country's trade surplus is balanced with another country's trade deficit. Meanwhile, according to Porter in Nurgiyanti, T. (2019) can be defined as the business ability of a company in the industry to deal with various environments it faces. Competitiveness is determined by the competitive advantage of a company and is highly dependent on the level of relative resources it has or what we call competitive advantage. Furthermore, Porter explains the importance of competitiveness because of the following three things: 1) Encouraging productivity and increasing self-reliance; 2) Can increase economic capacity, both in the context of regional economics and the quantity of economic actors so that economic growth increases; and 3) The belief that the market mechanism creates more efficiency.

RESEARCH METHOD

In this study using a qualitative approach. Qualitative approach is a method that emphasizes more on aspects of in-depth understanding of a problem. The qualitative approach is expected to produce an in-depth description of speech, writing, and observable behavior of an individual, group, community, particular organization in the context of a particular setting that is studied from a holistic point of view (Ruslan, 2013:240). Meanwhile, Bogdan and Taylor (in Moleong, 2007: 3) argue that a qualitative approach or research is a procedure that aims to produce descriptive data in the form of written or spoken words obtained through observation of behavior.

This study uses one of Miles and Huberman's Qualitative Analysis Techniques, namely Drawing Conclusions. The conclusion drawing stage is the stage where the researcher draws conclusions from the data found in the field. This stage shows that the researcher has research findings based on data analysis obtained from interviews and other techniques (Afrizal, 2014:178).

The type of research used in this research is descriptive research. Descriptive research is a research method used to find the broadest knowledge of the object of research at a certain period (Syah, 2010). Meanwhile, another opinion says that descriptive research is research that aims to explain or describe a situation, event, object, whether person, or everything related to variables that can be explained both with numbers and words (Setyosari, 2010). The method of data collection carried out in this study used the method of media text analysis and interviews. Media text analysis is an activity to analyze text data such as email, blogs, tweets, forums and other forms. Text belongs to the category of unstructured data. To analyze the text, the following three factors are needed, namely: 1) the type of data to be processed; 2) Important information to be extracted; and 3) The technology environment to be used.

In addition to media text analysis to strengthen the statement, this study also uses interview data collection methods. Interviews are oral communication to get answers based on the results of questions and answers conducted to other people. According to Lerbin 1992, the interview is a method of collecting data by way of one-sided questioning which is carried out systematically and based on the research objectives (Hadi, 2007). In general, the objectives of the interview are: 1) To explore in the hope of obtaining information or data from the first person (primary); 2) To complete the information or data collected by collecting data; and 3) To get confirmation by testing other data collection results.

The interviews used in this study were unstructured interviews. Unstructured interviews are interviews that are not rigid in their implementation and are similar to informal conversations (Mulyana, 2008: 181). Unstructured interviews are usually flexible, questions and words in the interview can be changed according to the needs of the researcher. Interviews in this study were conducted with respondents who like shopping through e-Commerce / Online Shopping. The following is the profile of the respondents who were interviewed on June 25, 2020 at Lippo Cikarang:

1) V (Name withheld due to respondent's request), 27 years old. V is a private employee who lives in the Bekasi area. V was chosen to be one of the respondents because during the PSBB started, V chose to shop online. It was recorded that during the PSBB V several times he chose Tokopedia as one of his favorite e-commerce.

2) C (Name withheld due to respondent's request), 22 years old. C is a private employee domiciled in the Bekasi area. C was chosen as one of the respondents because since 2019 until now, C has chosen to shop online

In analyzing media texts and interviews, researchers will look at what efforts are made by Tokopedia to dim the negative news circulating in the media, look at the opinions and images of Tokopedia from respondents regarding the news about the "Sharing the Spirit of Tokopedia Ramadhan" advertisement in the middle the issue of data leaks, whether Tokopedia remains the main choice of online shopping e-commerce compared to others, and is it true that "Sharing the Spirit of Ramadan" does have many interesting promos as shown on television.

FINDING AND DISCUSSION

Based on the results of the media texts and interviews obtained, it can be concluded that Tokopedia uses the Agenda Setting type of communication to defuse the news about the data leaks that occurred. McCombs and Shaw explained further that the mass media has the ability to make people judge something important based on what the media conveys. In this case, the Tokopedia.com site made a massive effort in carrying out their advertising in order to lead public opinion in a positive direction so that the public could increase their trust in the Tokopedia.com site and be able to forget about the case of user data leakage experienced by Tokopedia.

The negative public opinion that was formed regarding the data leak did not last long, as seen from the interview obtained, namely "At first I was afraid, but because the news about the leak of user data was not too big anymore, I finally forgot. Plus, Tokopedia ads always appear on the channels I watch" and the media text results obtained that Tokopedia is included in the e-commerce that has the most users and transactions during the Covid-19 pandemic.

The image obtained by Tokopedia remains the same despite the negative issues that hit it. In the view of the user community, Tokopedia still has more value so that it can still be trusted as an e-commerce that has convenience, convenience and reliability for people who shop online thanks to its efforts to carry out regular and frequent advertisements as well as many promos. This can be seen from the promos offered and the public's interest based on the results of interviews with respondents, namely "Although other e-commerce sites have Official Stores, I prefer to shop for Official Stores from Tokopedia. In addition, in Tokopedia, there is a merchant identifier, whether they enter a star store or a regular store or those who have just opened a store, making it easier for me to select merchants."

From the current case at Tokopedia, it can be concluded that the level of cyber security in e-commerce in Indonesia is still low, thus increasing crimes such as cyber crime. On the other

hand, Tokopedia is very quick to reduce the heat of the circulating issues. Where immediately apart from clarifying in a transparent manner in order to get support from consumers, Tokopedia also launched a promo ad "Sharing the Spirit of Ramadan which is worth billions of Rupiah as a surprise for its consumers". Tokopedia's decision to implement an issue-shifting PR strategy was the right step in the midst of the problems that plagued the company so that consumers' focus was no longer on cases of data leakage but instead focused on the promo ads it launched. So that the public opinion that is built becomes positive towards Tokopedia.

CONCLUSION

Referring to the problem of data leakage that occurred in Tokopedia, Tokopedia should have conducted an assessment of improving the security and confidentiality of Tokopedia user data. Penetration tests should be carried out as often as possible to find out where the security holes are. Marketplace sites will always be the target of hackers because they collect a lot of public data, especially credit cards, debit cards and digital wallets. Strengthen system security, invest more in cyber security. The use of encryption must be evenly distributed to all data related to the user, not just passwords like today. Evaluation like this can be done once a week, then every two weeks and so on depending on how things are progressing. Thus reducing the risk of the possibility of things that are not desirable, namely massive data leaks like what is happening today.

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