

ABSTRAK

UPAYA KEPOLISIAN DALAM PENANGGULANGAN TINDAK PIDANA PENIPUAN MELALUI MODUS *DEEPFAKE* (PENGANTIAN WAJAH) (Studi di Wilayah Hukum Polres Metro Jakarta Pusat)

Oleh

KAYLA AZZAHRA

Penipuan melalui modus *deepfake scam* sudah sering terjadi, salah satu kasus penipuan melalui modus *deepfake scam* ini melibatkan kepala negara Republik Indonesia yaitu Prabowo Subianto, pelaku menggunakan wajah Prabowo Subianto untuk mendapat keuntungan materiil. Permasalahan dalam penelitian ini adalah upaya penanggulangan oleh kepolisian tindak pidana penipuan melalui modus *deepfake* serta faktor yang mempengaruhi kepolisian dalam penanggulangan kejahatan penipuan melalui modus *deepfake*.

Penelitian ini menggunakan pendekatan yuridis normatif dan yuridis empiris, serta menggunakan sumber data primer dan sumber data sekunder. Narasumber dalam penelitian ini adalah Penyidik Kepolisian Resor Metro Jakarta Pusat, Akademisi Bagian Hukum Pidana dan Perdata Fakultas Hukum Universitas Lampung, serta Akademisi Bagian Teknik Informatika Fakultas Teknik Universitas Lampung. Analisis data dilakukan secara kualitatif.

Hasil penelitian dan pembahasan menunjukkan bahwa upaya penanggulangan kejahatan *deepfake scam* oleh kepolisian melalui pendekatan penal dan non-penal. Secara penal, kepolisian fokus pada penegakan hukum yang tegas mulai dari penyelidikan hingga penerapan sanksi pidana berdasarkan undang-undang untuk menciptakan efek jera bagi pelaku. Sementara secara non-penal, upaya difokuskan pada edukasi dan sosialisasi guna meningkatkan kesadaran hukum masyarakat serta memperkuat kolaborasi dengan berbagai pihak terkait dalam menangani ancaman tersebut. Faktor utama kepolisian dalam memberantas *deepfake scam* terletak pada aspek aparat penegak hukum dan masyarakat. Keterbatasan kualitas serta kuantitas SDM kepolisian dalam menguasai kompetensi teknis menjadi kendala serius, yang diperburuk oleh rendahnya literasi digital dan edukasi hukum masyarakat terhadap modus kejahatan ini.

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Saran dalam penelitian ini mengoptimalkan upaya penanggulangan kejahatan terhadap tindak pidana penipuan menggunakan modus *deepfake scam* secara penal dan non-penal yang tidak hanya dilakukan oleh pihak kepolisian saja tetapi juga kepada semua pihak yang terkait. Serta perlu efektivitas dalam penanggulangan kejahatan tindak pidana penipuan dengan modus *deepfake scam*, dengan mengoptimalkan kinerja SDM kepolisian.

Kata Kunci: Penanggulangan Kejahatan, *Deepfake*, Kepolisian, *Cyber Crime*.

ABSTRACT

POLICE EFFORTS IN COMBATING FRAUD THROUGH THE USE OF DEEPPFAKE

(FACE REPLACEMENT)

(A Study in the Jurisdiction of the Central Jakarta Police)

By

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Fraud through deepfake scams has become commonplace. One such case involved the head of state of the Republic of Indonesia, Prabowo Subianto, where perpetrators used his image to gain material benefits. The problems in this study are the police's efforts to combat fraud through deepfake scams and the factors that influence the police in combating fraud through deepfake scams.

This study uses a normative legal and empirical legal approach, as well as primary and secondary data sources. The sources in this study are investigators from the Central Jakarta Metro Police, academics from the Criminal and Civil Law Department of the Faculty of Law at the University of Lampung, and academics from the Information Technology Department of the Faculty of Engineering at the University of Lampung. Data analysis was conducted qualitatively.

The results of the research and discussion show that the police tackle deepfake scams through penal and non-penal approaches. Penally, the police focus on strict law enforcement, from investigation to the application of criminal sanctions based on the law, to create a deterrent effect for perpetrators. Meanwhile, non-criminal efforts focus on education and socialization to increase public legal awareness and strengthen collaboration with various related parties in dealing with this threat. The main factors for the police in combating deepfake scams lie in law enforcement and the community. Limitations in the quality and quantity of police human resources in mastering technical competencies are a serious obstacle, exacerbated by low digital literacy and legal education among the public regarding this type of crime.

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The recommendation in this study is to optimize efforts to combat crimes involving fraud using deepfake scams through both penal and non-penal measures, which should be carried out not only by the police but also by all relevant parties. It is also necessary to improve the effectiveness of combating crimes involving fraud using deepfake scams by optimizing the performance of police human resources.

Keywords: Crime Prevention, Deepfake, Police, Cyber Crime.