

ABSTRACT

Ferroka Putra Wathan. LEGAL PROTECTION OF CONSUMERS IN TRADE TRANSACTIONS THROUGH ELECTRONIC SYSTEMS (E-COMMERCE) AT THE MARKETPLACE IN INDONESIA, under the guidance of Prof. Dr. Abdullah Sulaiman, S.H., M.H., as the Promoter and Dr. Darwati, S.H., M.H., as Secretary of the Postgraduate Law Doctoral Program at Borobudur University and also as Ko. Promoter.

The progress and development of information technology has brought changes to the world's trading system with trading via electronic systems or e-commerce. One form of e-commerce is a marketplace. Trading via electronic systems in marketplaces in Indonesia, on the one hand provides opportunities and various conveniences for business actors and consumers in making transactions, but on the other hand it also creates a number of problems that are detrimental to consumers who are in a weak bargaining position. For this reason, the law we aspire to is a consumer protection law that is more responsive and adaptive, which is able to adapt to the progress and development of information technology in e-commerce, which can guarantee justice and legal certainty for consumers.

1) Why are there problems with consumers in trading through electronic systems in marketplaces? 2) How to solve problems in trading transactions through electronic systems on marketplaces? 3) What is the legal protection for consumers in trade transactions through electronic systems in marketplaces in Indonesia in the future?

The theoretical framework used in this study is the rule of law theory, legal protection theory and engagement theory. The literature review used is e-commerce theory and consumer theory from various sources.

This type of research is normative-empirical research, which examines the norms, principles, rules and principles in the current positive law, namely the law on consumer protection and its current application whether it is in accordance with the needs of society in the era of trade through electronic systems. This research is descriptive in nature using primary data and secondary data in the form of primary, secondary and tertiary legal materials.

The results of the research are that Law Number 8 of 1999 concerning Consumer Protection which is currently in effect is limited to consumer protection in conventional trading activities and does not yet regulate consumer protection in e-commerce. Therefore, it deserves to be revised or updated to be further perfected and more adaptive to adapt to advances and technological developments in order to meet the legal needs of society.

Keywords: legal protection, consumers, trading through electronic systems