

ABSTRACT

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JURIDICAL REVIEW OF LEGAL PROTECTION TOWARDS CONSUMER IN DOING TRANSACTION AT E-COMMERCE PLATFORM JD.ID (JINDONG INDONESIA)

(xi + 105 pages; 1 attachment)

E-commerce in Indonesia started growing in the last decade, thus creating many advantages and also convenience for consumers in finding their daily needs in this e-commerce platform. However, this rapid growth has also resulted the emergence of new legal issues that are beyond the reach of the relevant law, resulting the absence of legal protection towards consumers when making a transaction on any e-commerce platforms. For the time being, while waiting for the government to establish regulations that are able to regulate related matters, the responsibility for legal protections of consumers is entrusted to e-commerce through regulations applied by each e-commerce to merchant and consumers who transact through the platform. Normative research and also statute approach will be used in this research, in hope it will be able to explain how the application of consumer protection positive law in one of the e-commerce operating in Indonesia, namely JD.ID (Jindong Indonesia).

References: 66 (1994-2019)

Keyword; consumer protection, e-commerce, legal protection.