

ABSTRACT

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“LEGAL PROTECTION AGAINST CONSUMERS WHO RECEIVE FAKE GOODS IN ONLINE BUYING TRANSACTIONS (E-COMMERCE)”

(xiv+92 pages: **1 pictures**)

The problems felt by the parties in conducting electronic transactions involving losses from consumers when receiving ordered goods that turn out to be counterfeit goods require legal protection against them. The existing legal protection is expected to provide protection to consumers. The purpose of this research is useful to examine the problem. First, legal protection for consumers who receive counterfeit goods in online buying and selling transactions. Second, legal remedies against the responsibility of business actors who are proven to sell counterfeit goods in online buying and selling transactions. The research method used in this study is a normative method with a law approach and a conceptual approach. The sources of law used in this research are primary, secondary, and tertiary legal materials. The data collection technique used is based on the literature study technique. The results of the first study are legal protection for consumers who receive counterfeit goods contained in Law Number 8 of 1999 concerning Consumer Protection. Second, the responsibility that can be carried out by business actors is in the form of compensation for non-conformance of goods received by consumers. Therefore, it can be concluded that legal protection for consumers who receive counterfeit goods still refers to Law Number 8 of 1999 concerning Consumer Protection Article 4 and the liability that can be carried out by business actors is an effort to compensate for losses based on Law Number 8 of 1999 concerning Protection consumer Article 19.

Keyword : consumer protection, legal protection, fake goods

Reference : 70 (2000-2021)