

ABSTRACT

In our country, Indonesia, there are many people who are familiar with online transactions. In this era of COVID-19, of course, the internet is very useful. The research in writing this thesis is normative legal research, using 3 (three) sources of legal material to support the data obtained. The development of e-commerce in Indonesia is very rapid. This can be proven from research conducted by Merchant Machine. The regulations governing online transactions and online fraud have actually been regulated, including the Consumer Protection Act and the Information and Electronic Transactions Act, but the regulations above are considered insufficient and still cannot create a healthy online buying and selling climate (limited by online fraud). Due to current technological advances, the Consumer Law itself has not regulated any problems regarding trade through internet media, but behind that at this time online fraud that occurs is regulated in the Information and Electronic Transaction Law which regulates online transactions. Regulation of Consumer Protection in Law no. 8 of 1999 is currently considered less able to provide protection to consumers in the online world. In this case, consumers must also be smart in shopping online, not because they get protection as consumers, as consumers apply without any rules.

Key word: Online Transactions, Consumer Protection, Product Liability, e-commerce