

## **ABSTRACT**

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### **LEGAL PROTECTION AGAINST CONSUMER SHOPEE (E-COMMERCE) ON INCOMPATIBILITY OF THE GOODS AGREEMENT (X + 106 pages)**

*Along with the development of technology, now buying and selling transactions can be done online through an application or website provided by e-commerce such as Shopee. During the transaction there is an agreement made by the seller and buyer through the e-commerce where the agreement contains the rights and obligations of each party that must be fulfilled. The buyer has the right to receive the goods in accordance with what has been promised and the seller is obliged to provide the quality of the goods as promised. In the case found by the researcher, the buyer feels that the rights have been harmed by receiving goods that are not in accordance with the agreement with the seller. A buyer named Elok received a fake item from the seller of Jakarta Shop Gue even though the seller wrote in the description box that the item he was selling was original. Based on this, the analysis that will be analyzed in this study is about the legal protection for Shopee consumers (e-commerce) who receive goods that are not in accordance with the agreement. The research method used by the researcher is normative legal research using secondary data because this research is aimed at written regulations that are closely related to the literature. Based on the results of research and analysis, it can be concluded that when the buyer receives goods that are not in accordance with the agreement, it is prohibited and detrimental to the rights of the buyer in accordance with the provisions stipulated in the Consumer Protection Act and the Electronic Information and Transaction Law. So if the consumer feels that his rights have been harmed, he can apply for compensation such as a refund to Shopee on the basis of his responsibility as a business actor.*

*References: 81 (1945-2022)*

*Keyword: E-Commerce, Agreement, Legal Protection*