

## ABSTRACT

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### **LEGAL PROTECTION OF CONSUMERS WHO PURCHASE ONLINE GOODS AT SHOPEE WITH THE PRE-ORDER SYSTEM**

(xiv+90)

*This study aims to find out what legal protection steps are for consumers who purchase online goods at Shopee with the Pre-Order System. This study uses consumer protection theory. Shopee's popularity in Indonesia began in early 2019, at which time Shopee became the No. 1 marketplace most used in Indonesia and e-commerce that has user generated content. Therefore, the role of law is urgently needed in resolving this problem and judged accordingly, because businesses known as Shopee have obligations to consumers. The type of research method used is normative research with secondary data types, data collection techniques are conducting document studies or literature studies, approaches to legal principles and qualitative analysis methods. In implementing the rights and obligations in the provisions provided by Shopee it is deemed sufficient and fair, judging from the exceptions given by Shopee providing information regarding the license to operate the electronic system, Pre-orders or down payment in advance are implemented at Shopee, Shopee does not provide specific policies. Shopee categorizes goods but not specifically for pre-orders, but pre-orders themselves are the seller's choice, as for specified categories such as electronic goods or household furniture, and others, some of which are clearly regulated in Shopee's provisions.*

*References: 50 (1945-2023)*

**Keywords:** *Legal Protection, Consumers, Online Goods, Pre-Order*

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