

ABSTRACT

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LEGAL PROTECTION BETWEEN CONSUMER AND SELLER ON CASH ON DELIVERY PAYMENT SYSTEM

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The development of technology and information supports the efficiency and effectiveness of business operations, especially in its role as a medium of communication, publication and information acquisition. The rise of public interest in buying online has brought various services that make it easy for buyers in terms of payment, one of them is cash on delivery (COD). It doesn't need to use unpractical methods of payment such as m-banking, and occupied to leaves the house for depositing cash in Automated Teller Machine (ATM). However, payment with the COD system also has drawbacks which can be detrimental to one party. Cases of buyers who do not follow the procedures for the COD payment system obediently and many minor conflicts has been found between parties through this payment system, so the writer uses normative legal research using secondary data because the research is aimed at regulations that are closely related to literature. As results of the research and analysis, it can be concluded that in the occurrence of COD transactions, if one party is harmed then there is a violation of the rights and obligations of each party whose provisions are regulated in Law Number 8 of 1999 concerning Consumer Protection. If one party feels aggrieved, they can submit a dispute resolution outside the court or court.

Reference: 33 (1945-2022)

Keyword : *E-commerce, Cash on Delivery, Legal Protection*