

ABSTRACT

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THE URGENCY OF LEGAL REGULATIONS FOR PREDATORY PRICING PREVENTION IN E-COMMERCE BASED ON LAW NUMBER 5 OF 1999 ON PROHIBITION OF MONOPOLY PRACTICES AND UNFAIR BUSINESS COMPETITION

(xv+126 pages)

Technological developments have caused trade to start moving from conventional systems to digital-based systems, namely electronic commerce or e-commerce. The very rapid development of e-commerce can create unfair business competition among sellers in e-commerce, one of which is in the form of predatory pricing. The act of predatory pricing that is often encountered in e-commerce is to provide large discounts in the long term, with a purpose to get rid of the competing business actors. Currently, there are no regulations specifically regulated for predatory pricing in e-commerce. This thesis will furtherly discuss on the impacts of predatory pricing carried out in e-commerce on business competitors, the market as a whole, and the national economy. This study also discusses the urgency of having more clearly regulated regulations related to predatory pricing in e-commerce. In this study, the Author uses a normative judicial method with a statute approach and a conceptual approach.

References: 57 (1999-2021)

Keywords: Predatory Pricing, E-Commerce, Unfair Business Competition