

ABSTRACT

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**CONSUMER LEGAL PROTECTION AGAINST BUYING AND SELLING FRAUD
ON SOCIAL MEDIA**

(X + 78 p)

Internet technology plays an important role for human life, considering that because of its effectiveness, its existence has so many benefits that can make it easier for humans in everyday life. So it cannot be denied that internet technology is one of the fundamental needs that must be owned. At present, buying and selling transactions carried out through social media are indeed in great demand by the public, and especially among women, who in fact really like shopping but also have an element of practicality in it. With buying and selling transactions carried out through social media, of course this is a new activity for the community. Which means that the transaction mechanism carried out has different characteristics from direct buying and selling transactions. So it is very potential that the product purchased by the buyer is not suitable when received. This means that the buyer's rights regulated in the consumer protection law are not fulfilled. In addition, buying and selling transactions through social media also have the potential for fraud, where if the buyer has transferred some money to pay for the desired product, but the product is not sent by the seller, so the buyer will certainly incur a loss. Losses that occur as a result of these actions can be protected by existing legal remedies.

References: 46 (1987-2019)

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