

## ABSTRACT

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***“LEGAL PROTECTION FOR BUSINESS ACTORS USING CASH ON DELIVERY PAYMENT METHODS AS A TRANSACTIONS IN SHOPEE”***

*(xii+63pages:8pictures)*

*This research is based on the fact that the implementation of the online sale and purchase agreement is regulated on article 1320 of the Civil Code about the legal of the agreement that mentioned both parties are mutually agreed, both parties are ability to act, the object of the agreement and the cause of halal, also to protect business actors from cash on delivery cases where consumers are not responsible for the goods they have purchased, this is based on the validity of the civil code, law number 8 of 1999 concerning consumer protection and law number 11 of 2008 amendment to law 19 of 2016 concerning electronic information and transactions. The aim of this thesis is to analyse consumer responsibility in online buying and selling using the cash on delivery method and to protect e-commerce business actors during implementation of buying and selling agreement. The method that been used on the thesis is a qualitative research with a normative-empirical method. Even though the parties are doing buying and selling through e-commerce, this does not reduce the binding legal force, this buying and selling is has the same act as conventional buying and selling, the only difference is in media that the parties used.*

*Key Words: cash on delivery, business actors, legal protection, e-commerce platform*

*References: 46 (1999-2023)*