

ABSTRACT

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CONSUMER PROTECTION IN ELECTRONIC TRANSACTIONS IN INDONESIA BASED ON LAW NO. 8 OF 1999 ON CONSUMER PROTECTION AND LAW NO. 11 OF 2008 ON INFORMATION AND ELECTRONIC TRANSACTIONS

(xi +116 pages)

This research examines consumer protection in electronic transactions in Indonesia, specifically focusing on the implementation and effectiveness of the Consumer Protection Law (Law No. 8 of 1999) and the Electronic Information and Transactions Law (Law No. 11 of 2008) in safeguarding consumers in the e-commerce sector. The emergence of online shopping as a dominant mode of commerce has transformed consumer behavior and market dynamics, offering convenience and a wide range of choices. However, this growth has been accompanied by significant challenges for consumers, including fraudulent practices, misleading or inadequate product information, poor customer service, and critical concerns regarding the security of personal and financial data. With the rapid growth of online shopping, the research identifies significant challenges faced by consumers, such as fraud, inadequate product information, and security concerns regarding personal data. Despite the existence of laws designed to protect consumers, these laws were primarily developed before the rise of e-commerce, leading to gaps in their application to digital transactions. The study evaluates the extent to which the current legal framework addresses these issues and provides recommendations for legal reform, including updating the Consumer Protection Law to specifically address the nuances of electronic commerce. Furthermore, the research highlights the importance of consumer education, strengthening law enforcement, and ensuring effective dispute resolution mechanisms to protect consumers in online transactions. Many consumers lack awareness of their rights, and enforcement mechanisms are frequently slow and inefficient. To address these shortcomings, a more comprehensive legal approach is required, including regulatory updates that align with technological advancements and digital trends. The research concludes that while existing laws provide a foundation for consumer protection, a more comprehensive legal approach is required to ensure consumer rights are fully protected in the ever-evolving digital marketplace in Indonesia. This abstract summarizes the key findings and recommendations of the study, focusing on the urgent need for legal reforms and better consumer awareness.

Keywords : Consumer Protection, Electronic Transactions, Consumer Rights

Reference : 40 (1995-2024)