

ABSTRACT

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PERLINDUNGAN HUKUM ATAS HAK KONSUMEN DALAM KASUS PENIPUAN DENGAN BENTUK *MYSTERY BOX* DI E-COMMERCE

The phenomenon of Mystery Box sales on E-commerce platforms has attracted attention due to its unique but risky concept. Consumers often do not know the exact contents of the product they are purchasing, which poses the potential risk of loss due to unmet expectations or even fraud. Legal protection for consumers in this type of transaction is essential to ensure that their rights are upheld. Consumers often do not receive adequate information about the contents of the product, making them vulnerable to fraud if the items received do not match expectations or lack value equivalent to the price paid. On the other hand, E-commerce platforms often act only as intermediaries, without ensuring that sellers provide honest and accurate product descriptions. This creates a loophole that can be exploited by unscrupulous sellers to commit fraud. This research aims to analyze consumer legal protection in the context of Mystery Box sales on E-commerce platforms, identify the challenges faced, and provide recommendations to strengthen the consumer legal protection system. This study employs a normative juridical method with a legislative approach and the concept of consumer protection law. Data was obtained through literature reviews, analysis of relevant regulations, and case studies related to Mystery Box transactions. The research found that consumer legal protection in Mystery Box transactions on E-commerce platforms still faces several obstacles. Regulatory ambiguities, weak oversight, and the imbalance of power between consumers and business actors are the main factors affecting the effectiveness of consumer legal protection. E-commerce platform providers have also not been optimal in ensuring transaction transparency and enforcing internal policies. Consumer legal protection in Mystery Box transactions requires strengthened regulations and better oversight. The government, E-commerce platform providers, and consumers must work together to create a safer and fairer transaction ecosystem. Consumer education and proactive policies from E-commerce platforms can serve as strategic measures to reduce risks and increase consumer trust.

Kata Kunci: Perlindungan Konsumen, Jual Beli, *Mystery Box*

References: Books (1974 – 2018)