

ABSTRACT

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“ANALYSIS OF THE APPLICATION OF ARTICLE 4 (d) OF LAW NUMBER 8 YEAR 1999 ON CONSUMER PROTECTION REGARDING OF RATING AND REVIEW IN E-COMMERCE ”

With the increasing sophistication of technology in this era, a new trend has emerged: conducting transactions through electronic media, commonly known as e-commerce. In e-commerce platforms, the reviews and ratings provided by consumers significantly influence various aspects, one of which is the reputation of the store. The reviews and ratings given by consumers affect potential customers in making their choices. If a store has a poor reputation, consumers tend to avoid purchasing from that store. Conversely, if a store has a good reputation, consumers will not hesitate to buy from it. However, it is not uncommon to find instances of "coercion" where consumers are pressured to provide positive reviews and ratings to maintain the good reputation of the business owner's store. Such practices clearly violate consumer rights as stipulated in Article 4(d) of Law Number 8 Year 1999 on Consumer Protection. In this study, the author formulates two issues: first, how the implementation of Article 4(d) of Law Number 8 Year 1999 on Consumer Protection applies to electronic transactions; and second, how compensation and/or restitution are provided to consumers harmed by the mistakes and/or negligence of business actors. This research aims to address legal issues regarding consumer protection law in Indonesia. In conducting this research, the author employs a normative-empirical research method using secondary data consisting of primary legal materials, secondary legal materials, and tertiary legal materials, complemented by primary data obtained through interviews with relevant sources according to the research topic. In this study, the author also processes data by conducting qualitative analyses sourced from legislation, legal norms, and interviews. Ultimately, this research will yield findings regarding the need for oversight of the rights and obligations of both consumers and business actors, which requires an institution specifically regulating these matters. Additionally, regarding compensation and/or restitution for consumers harmed by business actors, these have been regulated in legislation, and if necessary, both consumers and business actors can engage in discussions to find a mutually beneficial compromise.

Keywords: *Consumer Protection, E-commerce, Rating and Review, Consumer Right*

Reference: *13 books, 19 journal, 3 Thesis, 7 websites, 2 interviews (1989-2024)*