

ABSTRACT

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Consumer Protection for Online Game Players on the Purchase of Virtual Goods in Free-to-Play Games Based on the Consumer Protection Act

The rapid growth of digital technology has fundamentally transformed the gaming industry, especially through the rise of free-to-play (F2P) online games that monetize through in-game purchases of virtual goods. This research investigates the legal protection provided to consumers—specifically, online game players—who purchase virtual goods using real currency, particularly in situations where game servers are abruptly shut down, causing loss of access to such goods. The study employs a normative-empirical legal research method to analyze the applicability of Indonesia’s Law No. 8 of 1999 on Consumer Protection (UUPK) and relevant digital transaction regulations. The theoretical foundation is built upon Satjipto Rahardjo’s Theory of Legal Protection and Progressive Law, emphasizing that law must serve substantive justice and protect vulnerable consumers from unfair business practices. Findings reveal that although current laws do not explicitly regulate virtual goods, the general principles of consumer rights—such as the right to safety, information, and compensation—are still applicable and ought to be enforced. The research urges policymakers to develop specific regulations addressing digital consumer rights to ensure fair treatment and legal certainty in virtual economic transactions.

Keywords: Consumer Protection, Online Game Players, Virtual Goods, Free-to-Play Games, Consumer Protection Act

References: 35 (1987-2025)