

Strategy Protection Consumer in E-commerce Transactions : An Overview Law and Implementation

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Abstract

Study This to study strategy protection consumer in e-commerce transactions with based on analysis law and its application. Through studies library, information collected from sources in the form of journals, articles, and relevant regulations, to to obtain broad understanding about method law protect consumers in the realm of e-commerce and the realization practical from law The results of the study show that although there is various initiative legislative For protect consumers, still There is a number of challenge in its implementation, which includes difference regulation between countries, difficulties in enforcement law, and lack in protection consumers by applicable law. Research this also found importance increase awareness and education consumer about rights they For optimize level protection that can obtained. Research This recommend improvement Work The same international in standardization regulation, strengthening monitoring and enforcement law, and improvement education consumer as step crucial For repair protection consumer in e-commerce. It is hoped that recommendations This Can made into reference by manufacturer policies, e-commerce players, and consumers For increase standard protection in the digital era.

Keywords: Protection Consumer, E-commerce, Review Law, Implementation

INTRODUCTION

Internet usage has touch almost all aspect life we, including How We shopping. E-commerce, or trading electronics, has become part important from global economy, making it easier consumer For do purchase from comfort House they (Bachtiar & Chairunnisa, 2024) However, the convenience this also brings challenge new in matter protection consumers. With development e-commerce transactions, practices business that does not fairness and online fraud is also increasing, which necessitates expansion and strengthening strategy protection consumers.

Indonesia, as one of the largest e-commerce markets in Southeast Asia, has to witness growth rapid in sector This (Azis, 2020) . However, the growth This Not yet fully

supported by the framework strong law For protect consumer (Ady & Asri, 2023) . In context this, research aiming For explore strategy protection consumer in e-commerce transactions through review laws and implementation that have been happened in Indonesia. This is become important For ensure that consumer feel safe and secure moment shopping online.

For understand effectiveness strategy protection consumer moment this is important For moreover formerly identify and analyze challenges and risks faced consumer in e-commerce. Challenges This Can in the form of online fraud, violation right privacy, and practices No ethical others that can harm consumers. Understand challenge This will give base For analysis more carry on about how much Good framework law and policy protection consumer functioning For overcome problem the.

One of focus main study This is Constitution Number 8 of 1999 concerning Protection Consumers, who are framework law main For protection consumers in Indonesia (Soemarwi & Ridzki, 2023) . Research This aiming For evaluate how much relevant Constitution This with current e-commerce context this and how its implementation by relevant stakeholders, including e-commerce organizers and institutions government.

Besides framework law, research it also explores non- legal strategies used by e-commerce platforms to protect consumers. This Can covers internal policies, systems ratings and reviews, as well as initiative education consumers. Understand combination between solution legal and non- legal will give a better picture comprehensive about strategy protection consumer in e-commerce.

Notice internationalization of e-commerce, research this will also discuss about standards and practices protection global consumers as reference. Study comparison with other countries that have framework more laws and policies ripe Can offer perspective new and recommended For strengthen protection consumers in Indonesia.

Therefore that, research This aiming For give recommendation policy based proof For increase protection consumer in e-commerce in Indonesia. With consider various challenge legal and practical, recommendations This will includes suggestions for Updates legislative, improvement capacity institution supervisor, and development strategy education more consumers effective.

Through review law and implementation strategy protection consumer in e-commerce transactions, researchers hope can give meaningful contribution For repair existing policies and practices. With Thus, we can support healthy and fair development of e-commerce, where consumers feel safe and protected.

RESEARCH METHODS

Study This done with method study literature. Methods This involving analysis deep to documents written like books, articles journals, laws, policies and reports related research with protection consumers in the e-commerce realm (Ananta et al.,

2024) . We are looking for literature from various source For get a broad and diverse picture. The process covering search material relevant literature, assessment critical on content, and synthesis information For build holistic understanding to issue protection consumer in e-commerce (Toeweh, 2022) . Focus our main is identify applicable strategies, evaluating its effectiveness, and understand How law applied For protect consumer in digital environment. We also observe development latest in technology and regulation For determine ways possible approaches more effective. With study literature this, our goal is provide constructive suggestions that support development practice protection more consumers good and more powerful in the future.

RESULT AND DISCUSSION

Understanding E-commerce

E-commerce, or trading electronics, is A draft sell purchase that utilizes the internet as the media (Dewayani et al., 2024) . Draft This allow we, the consumers, to do transaction purchase or sale products and services without limited by distance and time. E-commerce activities involve various elements, start from seller who provides goods or service online, up to shoppers browsing and selecting product via website or application from device they, like computer, tablet, or mobile phone intelligent (Fista et al., 2023) . Transaction This often involves payment electronics, which means user Can do payment with easy through various method, start from card credit, bank transfer, to e-wallet or digital wallet. So, e-commerce provides convenience for We For fulfil need or desire with only a number of click just.

Besides that, e-commerce does not only covers sale product physique like clothes or electronics, but also services, such as hotel and ticket reservations aircraft, as well as digital products, such as e-books or software. The existence of e-commerce has change method We shop and interact with the business world (Hasanah, 2024) . For example, now We Can know review product from other buyers before decide For do purchase. This help We in make more decisions informed. For the perpetrators business, e-commerce opens opportunity more wide For reach customer without must own shop physical, so that reduce cost operational and expanding their market coverage. However, e-commerce also demands existence trust and security in transactions, so that aspect personal data protection and security payment become very important. There are various popular and reliable e-commerce platform options reliable, which provides various services and features For ensure security buyers and sellers, such as data encryption and policies clear return. With Thus, e-commerce does not only facilitate the selling process buy, but also try For give safety and comfort for its users.

Protection Consumer

Protection consumer is important and fundamental concepts in the world of e-commerce (Wibisana & Saleh, 2023) . Concept This refers to a series of drafted

principles and laws For ensure security and justice for buyer in online transactions. Basically, the principle This present For provide a sense of security to consumer that rights they will protected when they do purchase via the internet (Dewayani et al., 2024) . In e-commerce environment where interactions and transactions in progress without look at advance in a way physical, risk loss Can increase If No There is clear rules.

One of points most important from protection consumer in e-commerce is guarantee to honest and accurate information about product or services offered. This is become crucial Because different with shop in a way direct, consumer No can see or try product before buy. With existence protection consumer, seller need give description complete and correct product, incl specifications, prices, and possible risks occurs. Protection This also ensures that consumer get fair chance For submit complaint or return If product No fulfil expectation or disabled (Marlina et al., 2025) .

Existence mechanism protection consumers, such as policy refund and support service customers, also function as balancer in connection between seller and buyer. This give room for consumer For feel more calm and confident moment do purchase online. If happen errors, such as error in processing payment or delivery items that are not right, there is clear path For overcome problems said. This No only reduce doubt and uncertainty for consumers, but also encourages seller For increase standard quality service they.

Not lost the importance, with existence protection consumer in e-commerce, the digital market will become more healthy and dynamic. Trust growing consumers will push they For return shopping and transacting online. Trust This born from experience positive in e-commerce which is supported by the existence of guarantee protection. With Thus, circulation economy can also walk with more smooth. This show how importance protection consumer For growth sustainable in the world of e-commerce. In conclusion, protection consumer No only just about avoid loss but also about build sustainable relationship and strong trust between consumers and sellers in digital economy.

Legal basis Protection Consumer in E-Commerce

Online shopping through e-commerce now become trend among public Because practical and offers Lots choice. Responding activity this, is very important for We as consumer For understand the basics laws that protect We moment transact online. In Indonesia, protection to consumer set up in various useful rules For guard rights and security We in transact.

Constitution Number 8 of 1999 concerning Protection Consumer is guidelines main in protect right consumer (Hafidzah, 2024) , no except in e-commerce transactions. Law This provide framework the law that guarantees consumer rights For get true and honest information about goods as well as the services they provide buy.

This is including comfort, safety in buy, and justice in finish dispute. With existence Constitution this, consumer expected can transact with more safe and comfortable.

Besides from Constitution Protection Consumers, there is also the Minister of Trade Regulation (Permendag) Number 50 of 2020 concerning Provision Business Trading (Fista et al., 2023) Through System Special electronics regulate e-commerce. Regulation This explain in a way details about What only one must filled by the perpetrator e-commerce business. For example, business actors business must give information complete and accurate about products sold, including price, method payments, as well as policy return goods. Rules This aims to make online transactions more transparent and can trusted.

Ministry of Communication and Information (Kominfo), as institutions that also have role important in arrangement internet content in Indonesia, protecting consumer from online fraud and guard personal data security. In e-commerce context, role Ministry of Communication and Information very crucial in ensure that practice trading electronic walk in accordance with provision applicable law. This is create a healthy and safe digital environment for consumer as well as perpetrator business.

Understand base law protection consumer in e-commerce not only help We in shop with more smart, but also provide We tool For protect self Alone from loss. With knowledge about rights as consumers and how carry it out, we can avoid Lots possible problems happen moment online transactions. For example, if there is problem about products that are not in accordance description, we Can demand right We For return goods or replacement goods the.

However, as consumers, we also have not quite enough answer For transact with wise. This including inspect credibility sellers and e-commerce platforms before do purchase as well as ensure all over transaction done on a safe and trusted platform. Don't tempted with offer very cheap price cheap that is not reasonable, because Can So This is characteristics from online fraud.

Therefore that 's important For always become smart and alert consumer in this digital era. The government has prepare device law For protect we, however we also have to active supervise and ensure that We use rights We as consumer in a way right. With so, experience shop We No only practical and fun, but also safe and secure.

Strategy Protection Consumer Moment This

In Indonesia, efforts protection consumer That very important and already set up in law. This is aims for each consumer feel safe and always protected his rights when buy or use goods and services. The following is strategy protection consumers who have customized with regulations in force in Indonesia (Afriaris & Windartini, 2021) :

1. Constitution Protection Consumers (UUPK)

In Indonesia, protection consumer set up in Constitution Number 8 of 1999 concerning Protection Consumers. This law become the foundation that regulates

rights consumers and the obligations of the actors business. UUPK guarantees various right consumers, including right For feel comfortable, safe and secure moment use goods and services, as well as right For get accurate and clear information about a product.

2. Education and Information Consumer

A very vital strategy is give education to consumer about rights and obligations they. Government, work The same with institution related, often stage activity like socialization, seminars, and workshops. Activities This aiming For increase awareness consumer about product they, the way reading product labels, and procedures For submit complaint If required.

3. Supervision and Control Product

Through institution such as the Supervisory Body Food and Drug Administration (BPOM), government active do supervision to goods and services circulating in the market. This including testing product, supervision to advertising, and actions direct to products that are not fulfil standard security or health.

4. Completion Dispute

If happen dispute between consumers and actors business, UUPK provides a number of method For settlement problems, such as mediation, arbitration, or court. This show existence serious business For provide room for consumers to get justice.

5. Protection Special for Vulnerable Consumers

UUPK also provides attention special to group assessed consumers vulnerable, such as children or carry on age, with protect they from marketing products that are not in accordance.

Strategies This designed For create environment safe and fair shopping For all. As consumers, very important For understand the rights that we have have so that we can shop with more smart and responsible answer. If you feel your rights as a consumer violated, you are advised For No hesitant in fight for right those. Understand protection consumer No only beneficial for personal, but also for kindness together in public.

Analysis Effectiveness Strategy Protection Consumers in Indonesia

Protection consumers in Indonesia are a element important in guard rights buyers and increase trust to system trade. Foundation protection consumers in this country poured out in Law no. 8 of 1999 concerning Protection Consumer (Suprapdi & Mujib, 2023) . Basis law This provide framework Work For rights consumers and at the same time demand awareness and compliance from the sellers or supplier. Inside Constitution said, consumers protected his rights For get security, comfort and safety when use goods or services. In addition that, they also have the right get correct, clear and honest information so that can make the right decision in transaction.

Government own a crucial role in supervise and ensure implementation Constitution Protection Consumers. Through the Ministry of Trade and other institutions related, government make an effort provide information needed by consumers and actors business, and do supervision full For ensure all walk in accordance rules. The government also has not quite enough answer For carry out enforcement law to perpetrator an unlawful attempt rule.

However, regardless from clear rules and roles the government that has set, still there is a number of obstacle in implementation protection consumers in Indonesia. Awareness consumer about rights they Still become challenges. Many consumers have not understand fully the rights they have have, so that sometimes No capable For fight for when happen problem. Improvement education and socialization protection consumer important done so that the community can become more proactive in protect himself from practice trade that is not fair.

Other challenges faced is related supervision and enforcement law that has not been always walk optimally. Limitations source Power human, facilities, and funds often become constraint in the process of supervision this. Therefore that, the need strong commitment from various parties, including government and society civil, for Work the same for the sake of more supervision effective.

Next, consumers are faced with with violations committed by the perpetrator business sometimes meet difficulty For access solution law. The legal process that is felt convoluted, requiring long time, and costs that are not little, often become barrier consumer For demand his rights. Therefore That is so important For simplify this process and ensure that consumer can reach enforcement law with more easy and fast.

Education constant to consumers and actors business about what is becoming rights and obligations each is key For create ecosystem healthy trade and fair. Education can done through various programs and media, both both online and offline, to ensure messages important about protection consumer can affordable for all layer public.

Although Already There is framework clear laws and roles government that supports efforts in realize protection effective consumers in Indonesia are still must Keep going fought for. Awareness increasing community, supervision and enforcement more laws effective, more legal process easy and fast accessed, as well as extensive and continuous education is the pillars that will strengthen foundation protection consumers in Indonesia. As part from society, everyone has not quite enough answer For support and implement principles protection consumers, for the sake of creating justice and welfare together.

Implementation laws and regulations in e-commerce is aimed at For create environment sell fair and safe online shopping. Some method its implementation among others:

1. Arrangement about Transparency Information Product

Seller required For provide complete and honest information about the products they for sale, including price, features, and potential risk. This is help consumer make decision more purchases Good.

2. Personal Data Protection

E-commerce must follow strict regulation in managing personal data users, such as GDPR in the European Union and the ITE Law in Indonesia. This including method collect, store, and use customer data. The purpose is For protect privacy users and prevent data misuse.

3. Rule about Return Items and Cancellations Transaction

Consumer own right For return product or cancel transaction in condition certain, for example If product received disabled or No in accordance with Description. E-commerce and sellers must provide clear procedures For This.

4. Handling Complaints and Resolution Dispute

Must There is clear and efficient mechanism For handle complaint consumer as well as settlement possible disputes appears. This including service responsive customers and, if need, path mediation or arbitration.

5. Implementation Sanctions and Fines

For ensure compliance, regulation usually include sanctions or fine for e-commerce or violating seller terms. This Can in the form of fine monetary, suspension from the platform, to the legal process

Example implementation regulation This Can We Look in cases real. For example, when an e-commerce platform is charged fine Because No protect personal data its users with either, or when online seller processed law Because cheat buyer.

Important For remember that regulation This No only not quite enough answer government or regulators alone, but also e-commerce platforms, sellers, and even consumer That Alone must play a role active. As consumers, we also have to smart and alert in shopping online, for example with read description product with examine, check review seller, and use method secure payment.

Through collaboration between all parties and implementation effective regulation, we can create safe and comfortable e-commerce ecosystem For all. That's all method laws and regulations applied in case real protection consumers in e-commerce. Hopefully explanation This can add insight and help you in navigating the increasingly online shopping world develop.

Obstacles and Challenges

There is Lots challenges and obstacles faced in effort protect rights consumers, especially from side study law and its implementation.

1. Unfinished Policy Comprehensive

One of challenge the biggest is policies and regulations that have not been fully covers all e-commerce aspect. This means, still There is possible gap Not yet

regulated by law, making consumer is at in position that is not protected in a way maximum. For example, regulation about return product or protection of personal data that has not been clear.

2. Difference Regulation Between countries

E-commerce does not know state borders, so that often involving sale cross country. This make situation become complicated Because every country has different regulations. For consumers, this Can means that the protection they provide get very depends on the country of origin seller, who may No as strict as in the buyer's country.

3. Implementation and Enforcement Law

Apply regulation is One thing, but ensure that all party obey it is challenge others. Supervision and enforcement weak law can make regulation No means many. For example, if an e-commerce platform does not Serious in implement policy return product, consumer will difficulty For get his rights.

4. Online Fraud and Security

With increasing e-commerce transactions, fraud and issues online security is also becoming the more general. Protect consumer from fraud, such as sale product fake, or violation data security, requires cooperation between e-commerce platform provider, law enforcer law, and of course consumer That Alone.

5. Consumer Awareness and Education

No lost important is level awareness and education consumer about rights them. Many consumers have not fully understand How method protect self they Alone moment online shopping. Education about rights consumers, including method ensure security online shopping, very important in increase protection consumers in e-commerce.

CONCLUSION

Research result show that although There is various framework the law that has been formed For guard rights consumers, still there is challenge in implementation and effectiveness law in the field. Existing laws often not consistent between one country to another country, so create complexity for consumers and actors business in e-commerce for understand and comply applicable standards. Enforcement weak and minimal laws awareness consumer about right they also become inhibitor in implementation strategy protection effective consumer.

Therefore that, is needed more effort intensive For increase cooperation international in compilation uniform regulations, which can help minimize confusion and increase certainty law. Besides that, improvement education for consumer about rights they in e-commerce very important For ensure that consumer can with active protect self they from practices that are not fair. Recommendation from study This expected can become strong foundation for maker policies, e-commerce businesses, and also

consumers For Work together in strengthen protection consumers and ensure that the world of e-commerce is safe and fair space For all party.

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