

# Perlindungan Hukum Terhadap Konsumen Dalam

## Perjanjian Jual Beli *Online*

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### ABSTRAK

Teknologi informasi pada masa mendatang sebagai alternatif primer yang diyakini bisa meningkatkan efisiensi serta kecepatan pengelolaan usaha seperti aktivitas perdagangan jual beli melalui media elektronik (*Ecommerce*). Transaksi *E-commerce* mempunyai banyak keuntungan, namun transaksi *E-commerce* juga dapat menimbulkan permasalahan yang dilakukan oleh berbagai pihak seperti *marketplace*. Dengan demikian, penelitian ini mempunyai tujuan mengetahui dan memahami perlindungan hukum *marketplace* terhadap konsumen, serta tanggung jawab *marketplace* terhadap konsumen dalam perjanjian jual beli *online*. Penelitian ini termasuk jenis penelitian hukum normatif dengan metode pendekatan perundang-undangan dan sumber data sekunder, serta teknik analisis data deskriptif kualitatif. Kemudian hasil yang diperoleh dari penelitian hukum ini (1) Negara mempunyai peranan untuk melindungi konsumen *E-commerce* dengan peraturan dan kebijakan baik secara preventif maupun represif. (2) Ada dua bentuk hubungan hukum *marketplace* di Indonesia, meliputi *marketplace Consumer to Consumer (C2C)* dan *marketplace Business to Consumer (B2C)*, kemudian *marketplace* bertanggung jawab atas kerugian yang dialami oleh konsumen mengikuti hubungan hukum *marketplace* itu sendiri.

**Kata Kunci:** Perlindungan Hukum, Konsumen, *Marketplace*.

# ***Legal Protection For Consumers In Online Buying And Selling Agreements***

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## ***ABSTRACT***

*Information technology in the future as a primary alternative is believed to be able to increase the efficiency and speed of business management, such as trading and buying and selling activities through electronic media (E-commerce). E-commerce transactions have many advantages, but Ecommerce transactions can also cause problems that are carried out by various parties such as the marketplace. Thus, this study has the aim of knowing and understanding the legal protection of the marketplace for consumers, as well as the responsibility of the marketplace to consumers in online buying and selling agreements. This research is normative legal research with a statutory approach method and secondary data sources, as well as qualitative descriptive data analysis techniques. Then the results obtained from this legal research (1) The state has a role to protect E-commerce consumers with regulations and policies both preventive and repressive. (2) There are two forms of marketplace legal relations in Indonesia, including the Consumer to Consumer (C2C) marketplace and the Business to Consumer (B2C) marketplace, then the marketplace is responsible for losses incurred by consumers following the marketplace legal relationship itself.*

***Keywords:*** *Legal Protection, Consumers, Marketplace.*