

# **PERLINDUNGAN HUKUM TERHADAP KONSUMEN DALAM KASUS WANPRESTASI PERJANJIAN MELALUI MEDIA BELANJA *ONLINE* LAZADA**

**Aremanda luis Marciano**

## **Abstrak**

Penelitian ini menganalisis perlindungan hukum terhadap konsumen dalam kasus wanprestasi melalui media elektronik. Metode penelitian yang digunakan adalah analisis hukum normatif dengan menggunakan peraturan perundang-undangan dan putusan pengadilan terkait. Hasil penelitian menunjukkan bahwa perlindungan konsumen terhadap wanprestasi melalui media elektronik dapat ditemukan dalam peraturan hukum yang mengatur transaksi elektronik. Konsumen memiliki hak untuk menerima barang atau jasa sesuai kesepakatan, dan jika terjadi wanprestasi, mereka berhak mendapatkan ganti rugi. Terdapat lembaga atau badan yang menangani sengketa konsumen, seperti BPSK atau Pengadilan Konsumen. Namun, penelitian ini juga mengidentifikasi tantangan dalam perlindungan konsumen, seperti kesulitan membuktikan perjanjian transaksi dan pelanggaran melalui media elektronik, serta keberadaan pelaku usaha yang sulit diidentifikasi. Disarankan untuk meningkatkan kesadaran hukum konsumen dan mengembangkan mekanisme penyelesaian sengketa yang efektif.

Kata kunci: perlindungan konsumen, wanprestasi, media elektronik, transaksi elektronik, sengketa konsumen

# ***LEGAL PROTECTION FOR CONSUMERS IN CASES OF BREACH OF AGREEMENT THROUGH LAZADA ONLINE SHOPPING MEDIA***

**Aremanda luis Marciano**

## ***Abstract***

*This scientific study investigates the legal protection provided to consumers in cases of breach of contract through electronic media. Through normative legal analysis, the research examines relevant legislation and court rulings. The findings highlight that consumer protection in breach of contract cases involving electronic transactions is established in laws governing such transactions, like the Electronic Information and Transactions Act of 2008. The Act asserts consumers' rights to receive agreed-upon goods and services, along with compensation for losses incurred due to breach of contract. Institutions such as the Consumer Dispute Settlement Agency and the Consumer Court play essential roles in resolving consumer disputes arising from breach of contract incidents in electronic transactions. Challenges include difficulties in proving transaction agreements and violations by businesses, as well as the presence of irresponsible or elusive entities. To enhance consumer protection, the study recommends raising consumer legal awareness, developing effective dispute resolution mechanisms, and strengthening relevant institutions.*

*Keywords: consumer protection, default, electronic media, electronic transaction, consumer dispute*