

# **PERLINDUNGAN HUKUM BAGI KONSUMEN TERHADAP KETIDAKSESUAIAN PRODUK DISKON DALAM TRANSAKSI E-COMMERCE**

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## **Abstrak**

Skripsi ini meneliti perlindungan hukum bagi konsumen dalam transaksi e-commerce terkait ketidaksesuaian produk diskon dan implikasi hukum dari penolakan ganti rugi oleh platform e-commerce. Mengacu pada Undang-Undang Perlindungan Konsumen, skripsi ini menganalisis hak-hak konsumen dalam konteks e-commerce dan dampak hukum dari penolakan ganti rugi oleh platform tersebut. Dalam bab-bab awal, skripsi membahas landasan hukum perlindungan konsumen serta latar belakang transaksi e-commerce. Bab-bab berikutnya menguraikan kasus-kasus terkait ketidaksesuaian produk diskon dan respons hukum platform e-commerce terhadap penolakan ganti rugi kepada konsumen. Analisis dalam skripsi ini menyoroti sanksi hukum yang mungkin dihadapi platform e-commerce akibat penolakan ganti rugi, termasuk sanksi administratif dan potensi pencabutan izin usaha. Bab terakhir memberikan kesimpulan bahwa kepatuhan pada aturan hukum penting untuk melindungi hak konsumen dan mencegah dampak negatif bagi platform e-commerce. Skripsi ini memberikan wawasan yang mendalam tentang perlindungan hukum konsumen dalam e-commerce dan konsekuensi dari penolakan ganti rugi oleh platform. Analisis hukum yang disajikan dapat menjadi panduan bagi pemerintah, praktisi hukum, dan pelaku bisnis e-commerce untuk menjaga kepatuhan hukum dan memberikan perlindungan yang adil bagi konsumen.

***Kata Kunci: perlindungan konsumen, produk diskon, penolakan ganti rugi***

# LEGAL PROTECTION FOR CONSUMERS AGAINST DISCOUNT PRODUCT INCOMPATIBILITY IN E-COMMERCE TRANSACTION

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## *Abstract*

*This thesis examines the legal protection for consumers in e-commerce transactions related to the non-conformity of discounted products and the legal implications of denial of compensation by e-commerce platforms. Referring to the Consumer Protection Law, this thesis analyzes the rights of consumers in the context of e-commerce and the legal impact of the denial of compensation by the platform. In the initial chapters, the thesis discusses the legal basis of consumer protection as well as the background of e-commerce transactions. The following chapters outline cases related to the non-conformity of discounted products and the legal response of e-commerce platforms to the denial of redress to consumers. The analysis in this thesis highlights the legal sanctions that e-commerce platforms may face due to denial of redress, including administrative sanctions and potential revocation of business licenses. The final chapter concludes that compliance with the rule of law is important to protect consumer rights and prevent negative impacts for e-commerce platforms. This thesis provides a deep insight into the legal protection of consumers in e-commerce and the consequences of denial of redress by platforms. The legal analysis presented can serve as a guide for the government, legal practitioners, and e-commerce businesses to maintain legal compliance and provide fair protection for consumers.*

***Keywords: consumer protection, discounted products, refusal of redress***