ABSTRAK

KONSEP PENGAWASAN BERBASIS REGULATORY TECHNOLOGY DALAM PRODUK KESEHATAN UNTUK PENGUATAN PERLINDUNGAN KONSUMEN DI PASAR DIGITAL

Syisca (2210622091), Mutia Sakti, Suherman

Perkembangan pasar digital di Indonesia telah mempermudah akses masyarakat terhadap produk kesehatan, namun juga memunculkan fakta sosial berupa maraknya peredaran obat palsu, suplemen ilegal, dan klaim kesehatan yang menyesatkan. Kondisi ini menunjukkan bahwa mekanisme pengawasan konvensional belum mampu mengikuti kecepatan dan kompleksitas transaksi digital. Penelitian ini bertujuan menganalisis urgensi *Regulatory Technology* sebagai instrumen penguatan pengawasan produk kesehatan di ruang digital. Permasalahannya adalah bagaimana konsep Regulatory Technology dalam pengawasan produk kesehatan di berbagai negara dan bagaimana pengawasan berbasis Regulatory Technology yang ideal untuk memperkuat perlindungan konsumen di pasar digital. Penelitian ini menggunakan metode yuridis normatif dengan pendekatan perundang-undangan dan pendekatan komparatif yang diperkuat studi perbandingan penerapan Regulatory Technology di Amerika Serikat, Uni Eropa, Singapura, Jepang, dan Australia. Hasil penelitian menunjukkan bahwa Regulatory Technology berpotensi menghadirkan pengawasan yang lebih cepat, akurat, dan adaptif melalui integrasi data, analitik prediktif, dan otomatisasi pemindaian *marketplace.* Selain itu, studi perbandingan menunjukkan bahwa pengawasan digital yang efektif membutuhkan kolaborasi banyak pihak, kerangka hukum yang fleksibel, serta infrastruktur data yang kuat dan aman. Kesimpulannya, penerapan Regulatory Technology merupakan langkah strategis untuk memperkuat perlindungan konsumen dan memastikan peredaran produk kesehatan di pasar digital berlangsung secara aman, transparan, dan akuntabel.

Kata Kunci: Pasar Digital; Pengawasan; Perlindungan Konsumen; Produk Kesehatan; Regulatory Technology.

ABSTRACT

THE CONCEPT OF REGULATORY TECHNOLOGY-BASED SUPERVISION IN HEALTH PRODUCTS TO STRENGTHEN CONSUMER PROTECTION IN THE DIGITAL MARKET

Syisca (2210622091), Mutia Sakti, Suherman

The development of the digital market in Indonesia has facilitated public access to health products, but has also given rise to social issues such as the rampant circulation of counterfeit drugs, illegal supplements, and misleading health claims. This situation indicates that conventional oversight mechanisms have not been able to keep up with the speed and complexity of digital transactions. This study aims to analyze the urgency of Regulatory Technology as an instrument to strengthen oversight of health products in the digital space. The problem is how the concept of Regulatory Technology in the supervision of health products in various countries and how Regulatory Technology-based supervision is ideal for strengthening consumer protection in the digital market. This study uses a normative juridical method with a legislative approach and a comparative approach, strengthened by a comparative study of the implementation of Regulatory Technology in the United States, the European Union, Singapore, Japan, and Australia. The results show that Regulatory Technology has the potential to provide faster, more accurate, and adaptive supervision through data integration, predictive analytics, and automation of marketplace scanning. Furthermore, the comparative study shows that effective digital supervision requires multi-stakeholder collaboration, a flexible legal framework, and a robust and secure data infrastructure. In conclusion, the implementation of Regulatory Technology is a strategic step to strengthen consumer protection and ensure the circulation of health products in the digital market takes place safely, transparently, and accountably.

Keywords: *Digital Markets; Supervision; Consumer Protection; Health Products; Regulatory Technology.*