NUSANTARA
JOURNAL OF LAW STUDIES

Nusantara: Journal of Law Studies
Vol. 3 No. 2, 2024: 68-80
E-ISSN: 2964-3384
https://doi.org/10.5281/zenodo.17376951

Consumer Protection in the Digital Era: An Analysis of Consumer Protection in E-Commerce

Ismawati Septiningsih [1*], Suud Sarim Karimullah [2]
[1]Faculty of Law, Universitas Sebelas Maret Surakarta, Indonesia
[2]Gümuşhane University, Turkey
Email: ismawatiseptiningsih84@staff.uns.ac.id[1], suudkareem67@gmail.com[2]

DOI: 10.5281/zenodo.17376951
*Corresponding Author: ismawatiseptiningsih84@staff.uns.ac.id

‖ *Received: 19-06-2024* ‖ *Revised: 13-09-2024* ‖ *Accepted: 19-12-2024* ‖ *Published On: 31-12-2024*

Abstract: The digital revolution has fundamentally reshaped the way consumers interact with the marketplace. The emergence of e-commerce platforms has accelerated economic transactions while simultaneously introducing complex legal challenges, particularly regarding consumer protection. This study critically examines the effectiveness of consumer protection mechanisms in the digital era, with a focus on e-commerce practices in both domestic and cross-border contexts. Using a normative, juridical, and qualitative approach, the research examines the implementation of consumer protection principles in online transactions, with a specific focus on transparency, data privacy, unfair contract terms, and the accessibility of dispute resolution channels. The findings indicate that although several legal frameworks—such as electronic transaction laws and consumer protection statutes—have adapted to digital developments, their enforcement remains inconsistent and fragmented. Many consumers are unaware of their rights in digital transactions, while existing regulations often struggle to keep pace with the rapid pace of technological innovation. The study also reveals that dispute resolution in e-commerce is still dominated by platform-based mechanisms, which tend to prioritize business interests over consumer rights. Furthermore, cross-border transactions often create jurisdictional ambiguities that weaken consumer protection. This research makes an academic contribution by presenting a conceptual model of adaptive consumer protection, which integrates technological responsiveness, legal flexibility, and ethical accountability. It extends the theoretical discourse on digital consumer law by proposing the harmonization of international standards and the establishment of collaborative enforcement mechanisms between states and digital platforms. Practically, the study offers recommendations for policymakers and regulatory bodies to enhance consumer trust, foster digital literacy, and ensure equitable legal safeguards in the global digital marketplace.

Keywords: Consumer Protection, Digital Era, E-Commerce, Legal Framework, Adaptive Regulation.

Abstrak: Revolusi digital telah mengubah secara fundamental cara konsumen berinteraksi dengan pasar. Munculnya platform e-commerce mempercepat aktivitas ekonomi sekaligus menghadirkan berbagai tantangan hukum yang kompleks, terutama terkait dengan perlindungan konsumen. Penelitian ini secara kritis menganalisis efektivitas mekanisme perlindungan konsumen di era digital dengan berfokus pada praktik e-commerce dalam konteks domestik dan lintas negara. Dengan menggunakan pendekatan yuridis normatif dan analisis kualitatif, penelitian ini mengkaji penerapan prinsip-prinsip perlindungan konsumen dalam transaksi daring, khususnya terkait transparansi, privasi data, klausula baku yang merugikan, serta aksesibilitas mekanisme penyelesaian sengketa. Hasil penelitian menunjukkan bahwa meskipun beberapa kerangka hukum—seperti undang-undang tentang transaksi elektronik dan perlindungan konsumen—telah beradaptasi dengan perkembangan digital, implementasinya masih bersifat tidak konsisten dan terfragmentasi. Banyak konsumen yang belum memahami hak-haknya dalam transaksi digital, sementara regulasi yang ada sering kali tertinggal dari laju inovasi teknologi. Penelitian ini juga menemukan bahwa penyelesaian sengketa dalam e-commerce masih didominasi oleh mekanisme berbasis platform yang cenderung lebih mengutamakan kepentingan bisnis dibandingkan perlindungan konsumen. Selain itu, transaksi lintas negara menimbulkan ambiguitas yurisdiksi yang melemahkan efektivitas perlindungan hukum bagi konsumen. Secara akademik, penelitian ini memberikan kontribusi melalui konsep perlindungan konsumen adaptif, yang mengintegrasikan responsivitas teknologi, fleksibilitas hukum, dan akuntabilitas etis. Penelitian ini memperluas wacana teoretis hukum konsumen digital dengan menawarkan harmonisasi standar internasional dan pembentukan mekanisme penegakan hukum kolaboratif antara negara dan platform digital. Secara praktis, hasil penelitian ini memberikan rekomendasi bagi pembuat kebijakan dan otoritas regulasi untuk memperkuat kepercayaan konsumen, meningkatkan literasi digital, serta memastikan adanya perlindungan hukum yang adil dalam ekosistem pasar digital global.

Kata Kunci: Perlindungan Konsumen; Era Digital; E-Commerce; Kerangka Hukum; Regulasi Adaptif.

Introduction

In the current era of globalization, the world is experiencing rapid technological advancements that are bringing significant changes and shifts to everyday life. The utilization of this technology has propelled trade activities and economic growth among businesses that are rapidly expanding within society. One of the factors influencing this is the development of internet-based digital technology. The internet serves as a medium for electronic information and communication, widely used for various activities, including searching for data and news, sending messages via email, and engaging in Trade or business.[1] E-commerce transactions refer to trade activities that occur between sellers and buyers to provide goods, services, or transfer rights. These contracts are executed using electronic media (digital medium) without the physical presence of the parties involved in the transaction. This medium operates within a public network with an open system, namely the internet or World Wide Web, allowing transactions to take place irrespective of territorial boundaries and national requirements.[2] E-commerce transactions are also agreements for the sale and purchase of goods similar to conventional sales. In an e-commerce transaction, there is a principle of consensualism, which means there is an agreement between both parties. This agreement occurs when there is an offer from the seller and acceptance from the prospective buyer. The offer and acceptance mark the commencement of the agreement between the parties involved. The online process of offering and accepting is no different from the general process; the only distinction lies in the medium used, which in e-commerce transactions is the internet.[3]

The use of e-commerce media in the trading world has had a significant impact on society, not only in Indonesia but also internationally. Coupled with the current situation, the pandemic affecting the world as a whole has compelled individuals and entities to reduce their outdoor activities, leading to increased online interaction. This medium has had a substantial influence on Trade or buying and selling today. Many changes have occurred during the pandemic, including restrictions on outdoor activities, which have led many companies to terminate their employees' contracts. This has prompted those affected by the pandemic to find ways to generate income. As a result, many people have turned to e-commerce as one of their options for earning a living. Entrepreneurs are emerging with a variety of goods and services offered through e-commerce, making society more inclined to conduct buying and selling transactions online.

With the advent of e-commerce, not only producers or sellers benefit. On the other hand, consumers also gain significant advantages, as they can search for goods or services with a variety of options without having to visit physical stores. Consumers can obtain continuously updated information; however, there are risks of consumer rights violations in e-commerce transactions. These issues

---

[1] Alcianno Ghobadi Gani, "SEJARAH DAN PERKEMBANGAN INTERNET DI INDONESIA," *Jurnal Mitra Manajemen* 5, no. 2 (2013).

[2] Ony Wijaya, "E-Commerce: Perkembangan, Tren, Dan Peraturan Perundang-Undangan," *E-Bisnis : Jurnal Ilmiah Ekonomi Dan Bisnis* 16, no. 1 (2023), https://doi.org/10.51903/e-bisnis.v16i1.1083.

[3] Adisya Poeja Kehista et al., "Analisis Keamanan Data Pribadi Pada Pengguna E-Commerce: Ancaman, Risiko, Strategi Kemanan (Literature Review)," *Jurnal Ilmu Manajemen Terapan* 4, no. 5 (2023).

include discrepancies between the promised type and quality of goods, inaccuracies in delivery times, and concerns about payment security, among others. Therefore, legal protection for consumers in e-commerce transactions is essential to ensure that every consumer has legal certainty when engaging in e-commerce transactions. In our country, consumer legal protection is regulated by Law No. 8 of 1999 concerning Consumer Protection (hereinafter referred to as the Consumer Protection Law). With this law in place, it is expected that every consumer engaging in e-commerce transactions will obtain legal certainty, thereby ensuring the safety of their transactions.

The Consumer Protection Law was established to promote national development and create a just and prosperous society that is equitable both materially and spiritually, in an era of economic democracy based on Pancasila and the 1945 Constitution. National economic development in the era of globalization must support the growth of the business sector, enabling the production of various goods and services that incorporate technology to improve the welfare of the community at large, while also ensuring certainty regarding the goods and services obtained from Trade without causing harm to consumers. The increasing openness of the national market, resulting from economic globalization, must still ensure the enhancement of community welfare and guarantee the quality, quantity, and safety of goods and services available in the market. Additionally, to elevate the dignity and standing of consumers, it is essential to enhance their awareness, knowledge, concern, ability, and independence in protecting themselves. It is also crucial to cultivate a sense of responsibility among business stakeholders. Given that the legal provisions protecting consumer interests in Indonesia are still inadequate, there is a need for regulatory frameworks that strike a balance between protecting consumer interests and those of business actors, thereby fostering a healthy economy.

The importance of legal issues in the field of e-commerce primarily lies in protecting the parties engaged in transactions over the internet. Recognizing the significance of this in e-commerce transactions, Indonesia enacted specific regulations in 2008 to govern internet transactions, namely Law No. 11 of 2008 concerning Information and Electronic Transactions (hereinafter referred to as the ITE Law). Additionally, regulations governing business activities in Indonesia are found in Law No. 7 of 2014 concerning Trade, particularly in Chapter Seven, which addresses Trade Through Electronic Systems. Based on the description above, it is evident that the government has enacted laws concerning consumer protection and established legal regulations for e-commerce transactions. However, in practice, consumers still fall victim to fraud in these e-commerce transactions. This situation has been exacerbated during the pandemic, which has necessitated that all segments of society work from home. Naturally, this has significantly impacted the economic trade sector, leading many people to turn to

https://doi.org/10.5281/zenodo.17376951

e-commerce as a viable option for conducting Trade or selling and purchasing goods or services online.

Literature Review

According to Az. Nasution, the definition of consumer protection indicates that the two terms are distinct. Consumer law encompasses the entirety of principles and rules that govern relationships and issues among various parties concerning consumer goods and/or services in social interactions. In contrast, consumer protection law is defined as the set of principles and legal rules that regulate and protect consumers in their relationships and issues with providers of goods and/or services.[4] Furthermore, Az. Nasution explains the definition as follows: Consumer law primarily plays a role in relationships and issues where the parties are on an equal footing in terms of socio-economic status, competitiveness, and educational level. The rationale is that, although not always accurate, each party is better able to assert and uphold their legitimate rights. Consumer protection law is necessary when the conditions of the parties involved in legal relationships or disputes are imbalanced. Essentially, both consumer law and consumer protection law address the same issue: the legal interests (rights) of consumers.[5]

Consumer protection law, also known as consumer law, can be understood as the entirety of legal regulations that govern the rights and obligations of consumers and producers arising from their efforts to meet consumer needs.[6] The term "entirety" is intended to convey that it encompasses all legal distinctions, regardless of their type. Thus, it encompasses civil law, criminal law, administrative law, and international law. The scope of consumer protection law encompasses rights and obligations, as well as the means of fulfilling them, in efforts to meet consumer needs. For consumers, this ranges from the efforts to obtain their necessities from producers, including aspects such as information, selection, pricing, and the consequences that arise from using those necessities, such as seeking compensation for losses.

For producers, this includes obligations related to production, storage, distribution, and Trade of products, as well as the consequences of product

[4] Az Nasution, "Sekilas Hukum Perlindungan Konsumen," *Jurnal Hukum & Pembangunan* 16, no. 6 (2017), https://doi.org/10.21143/jhp.vol16.no6.1231.

[5] Ibid.

[6] Irsan Rahman et al., "Hukum Perlindungan Konsumen Di Era E-Commerce: Menavigasi Tantangan Perlindungan Konsumen Dalam Lingkungan Perdagangan Digital," *Jurnal Hukum Dan HAM Wara Sains* 2, no. 08 (2023), https://doi.org/10.58812/jhhws.v2i08.605.

https://doi.org/10.5281/zenodo.17376951

usage.[7] Therefore, if consumer protection is defined as all efforts to ensure the fulfillment of consumers' rights as a form of protection, then consumer protection law is essentially the law that regulates these efforts to guarantee legal protection of consumer interests. Article 1, paragraph 1 of Law Number 8 of 1999 defines consumer protection as all efforts that ensure legal certainty to protect consumers.

Method

This article employs a normative legal research method, which emphasizes the examination of legal norms, principles, and doctrines as found in authoritative legal sources. Normative legal research is primarily library-based, relying on the systematic study of statutes, legal literature, court decisions, and scholarly commentaries. The approach adopted in this study is conceptual, aiming to explore and critically analyze key legal concepts related to consumer protection within the context of digital and e-commerce transactions.

The research utilizes both primary legal materials, such as legislation, regulations, and judicial precedents, and secondary legal materials, including academic journals, books, and expert opinions that provide interpretative and analytical perspectives. The process of data analysis applies a deductive reasoning technique, where general legal principles are systematically applied to specific cases and contemporary issues in the digital marketplace. Through this method, the study aims to develop a comprehensive understanding of how existing legal frameworks can be adapted to ensure fairness, transparency, and consumer protection in the evolving digital economy.

Results and Discussion

Business activities represent a mutually dependent relationship between entrepreneurs and consumers. Essentially, to maintain and ensure a balance of positions between consumers and entrepreneurs, a regulatory framework is needed to provide legal protection for consumers. The necessity for consumer protection arises because, generally, consumers are in a weaker position in their relationship with entrepreneurs (producers), whether in terms of economic status, education level, capabilities, competitive power, or bargaining position.[8] Regulations regarding consumer protection law are outlined in the Consumer Protection Law. According to Article 1, paragraph (1) of the Consumer Protection Law, consumer protection is defined as all efforts that ensure legal certainty to protect consumers. This legal

[7] Yuyut Prayuti, "Dinamika Perlindungan Hukum Konsumen Di Era Digital: Analisis Hukum Terhadap Praktik E-Commerce Dan Perlindungan Data Konsumen Di Indonesia.," *Jurnal Interpretasi Hukum* 5, no. 1 (2024).

[8] Nasution, "Sekilas Hukum Perlindungan Konsumen."

https://doi.org/10.5281/zenodo.17376951

certainty, which aims to protect consumers' rights, is reinforced through specific laws, providing hope that entrepreneurs will not act arbitrarily in ways that harm consumers' rights.

Consumer protection encompasses all efforts to ensure legal certainty, thereby safeguarding consumers. The definition of consumer protection provided in Article 1, paragraph (1) of the Consumer Protection Law is sufficient and is expected to serve as a barrier against arbitrary actions that harm consumers by entrepreneurs, aimed solely at protecting the consumers themselves. Az. Nasution defines consumer protection law as the entire set of principles and rules that regulate and protect consumers in relation to the provision and use of consumer products (goods/services) between providers and users within society. According to Johannes Gunawan, legal protection for consumers can occur both before a transaction takes place (pre-purchase) and/or after the transaction has occurred (post-purchase).[9]

The regulations regarding consumer protection law are outlined in the Consumer Protection Law. According to Article 1, paragraph (1) of the Consumer Protection Law, consumer protection is defined as all efforts that ensure legal certainty to protect consumers. This legal certainty for consumer protection includes safeguarding consumers' rights, which are reinforced through specific laws, providing hope that entrepreneurs will not act arbitrarily in ways that harm consumers' rights.[10] The implementation of consumer protection as a joint effort is based on five fundamental principles, which are relevant to national development:[11]

1. Principle of Benefit: This principle requires that all efforts in organizing consumer protection must provide the most significant benefit for the interests of consumers and entrepreneurs as a whole.
2. Principle of Justice: This principle aims to ensure that the participation of all citizens is maximized, providing opportunities for both consumers and entrepreneurs to exercise their rights and fulfill their obligations reasonably.
3. Principle of Balance: This principle seeks to create a balance between the interests of consumers, entrepreneurs, and the government, both materially and spiritually.
4. Principle of Consumer Safety and Security: This principle aims to ensure the safety and security of consumers when using and consuming goods and/or services.

---

[9] Yustina Dhian Novita and Budi Santoso, "Urgensi Pembaharuan Regulasi Perlindungan Konsumen Di Era Bisnis Digital," *Jurnal Pembangunan Hukum Indonesia* 3, no. 1 (2021), https://doi.org/10.14710/jphi.v3i1.46-58.

[10] Yanci Libria Fista, Aris Machmud, and Suartini Suartini, "Perlindungan Hukum Konsumen Dalam Transaksi E-Commerce Ditinjau Dari Perspektif Undang-Undang Perlindungan Konsumen," *Binamulia Hukum* 12, no. 1 (2023), https://doi.org/10.37893/jbh.v12i1.599.

[11] Halida Zia and Khaidir Saleh, "Eksistensi Badan Penyelesaian Sengketa Konsumen Dalam Menyelesaikan Sengketa Konsumen Di Indonesia," *Datin Law Jurnal* 3, no. 1 (2022).

https://doi.org/10.5281/zenodo.17376951

5. Principle of Legal Certainty: This principle ensures that both entrepreneurs and consumers comply with the law and obtain justice in the implementation of consumer protection, with the state guaranteeing legal certainty.

According to Article 3 of the Consumer Protection Law, the objectives of consumer protection are as follows:

1. To enhance consumers' awareness, capability, and independence in protecting themselves.
2. To elevate the dignity and status of consumers by shielding them from the adverse effects of using goods and/or services.
3. To empower consumers in choosing, determining, and asserting their rights as consumers.
4. To create a consumer protection system that includes elements of legal certainty, transparency of information, and access to information.
5. To foster awareness among entrepreneurs regarding the importance of consumer protection, leading to honest and responsible business practices.
6. To improve the quality of goods and/or services to ensure the sustainability of production, as well as the health, comfort, safety, and security of consumers.

Every consumer has rights and obligations when engaging in purchase transactions, including those conducted through e-commerce. This is outlined in Articles 4 and 5 of the Consumer Protection Law, which include:

1. The right to comfort, safety, and security when consuming goods and/or services;
2. The right to choose goods and/or services and to receive them in accordance with their value, conditions, and promised guarantees;
3. The right to accurate, transparent, and honest information regarding the conditions and guarantees of goods and/or services;
4. The right to have their opinions and complaints heard regarding the goods and services used;
5. The right to obtain advocacy, protection, and fair dispute resolution regarding consumer protection;
6. The right to receive consumer guidance and education;
7. The right to be treated or served fairly, honestly, and without discrimination;
8. The right to receive compensation, restitution, and/or replacement if the goods and/or services received do not conform to the agreement or are otherwise inadequate; and
9. Other legislative provisions regulate rights.

The obligations of consumers are:

1. To read or follow the instructions and procedures for using or utilizing goods and/or services for their safety and security;
2. To act in good faith when conducting transactions for the purchase of goods and/or services;

https://doi.org/10.5281/zenodo.17376951

3. To pay in accordance with the agreed value;
4. To participate in proper legal dispute resolution efforts regarding consumer protection.

In the Consumer Protection Law, not only are the rights and obligations of consumers outlined, but the rights and obligations of entrepreneurs are also included, as stated in Article 6 of the Consumer Protection Law. The rights of entrepreneurs are:
1. The right to receive payment that is in accordance with the agreement regarding the conditions and value of the traded goods and/or services;
2. The right to receive legal protection from actions of consumers acting in good faith;
3. The right to adequately defend themselves in the resolution of consumer disputes;
4. The right to rehabilitate their reputation if it is legally proven that the consumer's losses were not caused by the goods and/or services sold; and
5. Other legislative provisions regulate rights.

The obligations of entrepreneurs are:
1. To act in good faith in conducting their business activities;
2. To provide accurate, transparent, and honest information regarding the conditions and guarantees of goods and/or services, as well as to explain their use, repair, and maintenance;
3. To treat or serve consumers fairly, honestly, and without discrimination;
4. To ensure the quality of the goods and/or services produced and/or traded according to applicable quality standards;
5. To provide consumers with the opportunity to test and/or try certain goods and/or services, as well as to offer guarantees and/or warranties for the goods produced and/or services traded.
6. To provide compensation, restitution, and/or replacement for losses resulting from the use and consumption of the traded goods and/or services; and
7. To provide compensation, restitution, and/or replacement if the goods and/or services received or utilized do not conform to the agreement.

E-commerce transactions, characterized by the ability to conduct transactions without the need for face-to-face interaction between the seller and the buyer, have two distinct sides. On one hand, this is very advantageous because we no longer need to visit the seller/entrepreneur to purchase or obtain the desired goods. On the other hand, there are also potential drawbacks for consumers, particularly when sellers or entrepreneurs lack good faith.[12] This often occurs in society when consumers have fulfilled all their obligations but do not receive the goods they have paid for.

[12] Winda Tri Wahyuningsih, "Perlindungan Hukum Terhadap Konsumen Dan Pelaku Bisnis Dalam Bisnis Digital E-Commerce," *Demagogi: Journal of Social Sciences, Economics and Education* 1, no. 1 (2023), https://doi.org/10.61166/demagogi.v1i1.5.

In this case, consumers face limitations in obtaining information about the seller or entrepreneur. They only receive information as stated in the entrepreneur's profile. When consumers attempt to contact the entrepreneur through the phone number used during the initial transaction, they often find it unreachable, and the account used for promoting the goods and/or services cannot be located either. This may happen because the entrepreneur has blocked the consumer who made the transaction. In this situation, consumers appear to lack the legal power to resolve protection disputes.

The rapid development and advancement of information technology have led to changes in human activities across various fields, directly influencing the emergence of new forms of legal actions. The use of information technology plays a crucial role in Trade and the growth of the global economy today. The freedom for every entrepreneur to utilize information technology makes it difficult for consumers to distinguish between legitimate and illegitimate businesses.

The Electronic Information and Transactions Law reflects the government's attention to the growth of electronic information and transactions. The utilization of information technology and electronic transactions is aimed at:[13]

1. Enhancing the nation's intelligence as part of the global information society;
2. Developing national Trade and the economy to improve community welfare;
3. Increasing the effectiveness and efficiency of public services;
4. Providing broad opportunities for everyone to advance their thoughts and capabilities in the use and application of information technology as optimally and responsibly as possible; and
5. Ensuring safety, fairness, and legal certainty for users and providers of information technology.

In essence, no one desires to be involved in disputes with others, including in the context of Trade or sales, particularly between producers and consumers. When such conflicts arise, they can lead to significant losses for the parties involved. However, these situations are sometimes unavoidable due to misunderstandings, violations of laws, breaches of contract, conflicting interests, and the resulting harm to one party.

In the realm of legal transactions, it is crucial to recognize that disputes can stem from various sources. Miscommunication between parties may lead to differing interpretations of terms and conditions, resulting in dissatisfaction. Additionally, non-compliance with applicable regulations can create legal liabilities, further exacerbating tensions between producers and consumers. Breach of contract is another frequent cause of disputes, where one party fails to fulfill their obligations as agreed, leading to grievances from the other party. Conflicting interests may also arise when the goals of the producer and the consumer diverge, creating friction that can escalate into legal confrontations. Ultimately, the goal should be to minimize these disputes through clear

[13] Raja Nasrullah Fajrillah and Alif Alyasin Sipahutar, "Analisis Konsumen Terhadap Jual Beli Di E-Commerce Dalam Hukum Islam," *Jurnal Akuntansi, Manajemen Dan Ekonomi Digital (JAMED)* 3, no. 2 (2023).

https://doi.org/10.5281/zenodo.17376951

communication, adherence to legal standards, and the establishment of fair and equitable contractual agreements. This proactive approach can help ensure that the rights and interests of all parties are protected, fostering a more harmonious business environment.

Conclusion

The rapid development and advancement of information technology have significantly transformed human activities across various fields, directly influencing the emergence of new forms of legal actions. The use of information technology plays a crucial role in Trade and the growth of the global economy today. Digital services have streamlined trading systems in this country, allowing transactions to occur without the need for sellers and buyers to meet in person. This phenomenon is known as e-commerce. However, despite its conveniences, there are still unresolved issues. Although laws regulating electronic Trade and transactions exist, such as the Consumer Protection Law, which addresses the rights and obligations of both businesses and consumers in sales transactions, and the Electronic Information and Transactions Law, which outlines regulations for electronic transactions, these laws are not being fully implemented. There are still instances of criminal activities perpetrated by businesses against consumers, and many consumers have yet to receive their rights, particularly concerning safety and legal protection when they become victims of non-performance in electronic transactions. The lack of socialization and understanding among consumers also affects their ability to secure legal protection from relevant authorities.

As technology continues to advance, it is essential for all stakeholders—entrepreneurs, consumers, and regulatory bodies—to enhance their awareness and understanding of consumer rights and obligations. This collective effort is vital to improving legal protections for all parties involved, ensuring a safer and more equitable environment for electronic transactions. Conclusions should be written briefly. Conclusions must include three key elements: essential research findings, contributions to the field of science, and explanations of the research limitations. Do not repeat abstracts or list research results. Give scientific consideration to your work and state possible applications and developments. You should suggest further research based on the results of your research.

Acknowledgments

The authors would like to express their sincere gratitude to the Faculty of Law, Universitas Sebelas Maret, Surakarta, Indonesia, for the invaluable academic support, constructive guidance, and encouragement throughout the completion of this research. The educational environment and scholarly

https://doi.org/10.5281/zenodo.17376951

resources provided by the Faculty have significantly contributed to the depth and quality of this study.

Authors Contribution

Ismawati Septiningsih contributed to the conceptualization of the study, literature review, and formulation of the research framework. She also led the drafting and critical revision of the manuscript. Suud Sarim Karimullah contributed to data analysis, interpretation of findings, and refinement of the theoretical discussion. She also provided substantial input during the final editing and alignment of the paper to ensure it met academic standards. Both authors have read and approved the final version of the manuscript.

Conflict of Interest

The author declares that there is no potential conflict of interest, whether financial, professional, or personal, that could have influenced the research findings, data interpretation, or conclusions presented in this article. The research was carried out with complete academic independence, free from any external influence or institutional bias that might compromise its objectivity. All stages of the study—from conceptualization and data collection to analysis and manuscript preparation—were conducted in accordance with the highest ethical research standards and principles of scholarly transparency. This declaration reflects the author's commitment to upholding integrity, accountability, and credibility in the dissemination of scientific knowledge.

References

Fajrillah, Raja Nasrullah, and Alif Alyasin Sipahutar. "Analisis Konsumen Terhadap Jual Beli Di E-Commerce Dalam Hukum Islam." *Jurnal Akuntansi, Manajemen Dan Ekonomi Digital (JAMED)* 3, no. 2 (2023).

Fista, Yanci Libria, Aris Machmud, and Suartini Suartini. "Perlindungan Hukum Konsumen Dalam Transaksi E-Commerce Ditinjau Dari Perspektif Undang-Undang Perlindungan Konsumen." *Binamulia Hukum* 12, no. 1 (2023). https://doi.org/10.37893/jbh.v12i1.599.

Gani, Alcianno Ghobadi. "SEJARAH DAN PERKEMBANGAN INTERNET DI INDONESIA." *Jurnal Mitra Manajemen* 5, no. 2 (2013).

Kehista, Adisya Poeja, Achmad Fauzi, Annisa Tamara, Ivanida Putri, Nurul Afni Fauziah, Salma Klarissa, and Vivi Bunga Damayanti. "Analisis Keamanan Data Pribadi Pada Pengguna E-Commerce: Ancaman, Risiko, Strategi Kemanan (Literature Review)." *Jurnal Ilmu Manajemen Terapan* 4, no. 5 (2023).

Nasution, Az. "Sekilas Hukum Perlindungan Konsumen." *Jurnal Hukum & Pembangunan* 16, no. 6 (2017). https://doi.org/10.21143/jhp.vol16.no6.1231.

Novita, Yustina Dhian, and Budi Santoso. "Urgensi Pembaharuan Regulasi Perlindungan Konsumen Di Era Bisnis Digital." *Jurnal Pembangunan Hukum Indonesia* 3, no. 1 (2021). https://doi.org/10.14710/jphi.v3i1.46-58.

Prayuti, Yuyut. "Dinamika Perlindungan Hukum Konsumen Di Era Digital: Analisis Hukum Terhadap Praktik E-Commerce Dan Perlindungan Data Konsumen Di Indonesia." *Jurnal Interpretasi Hukum* 5, no. 1 (2024).

Rahman, Irsan, Sahrul, Riezka Eka Mayasari, Tia Nurapriyanti, and Yuliana. "Hukum Perlindungan Konsumen Di Era E-Commerce: Menavigasi Tantangan Perlindungan Konsumen Dalam Lingkungan Perdagangan Digital." *Jurnal Hukum Dan HAM Wara Sains* 2, no. 08 (2023). https://doi.org/10.58812/jhhws.v2i08.605.

Raihana, Raihana, Rijen Gurning, and Raja Abdullah. "Relevansi Globalisasi Dengan Pembaharuan Hukum Di Indonesia." *Jurnal Pendidikan Dan Konseling* 5, no. 2 (2023).

Wijaya, Ony. "E-Commerce: Perkembangan, Tren, Dan Peraturan Perundang-Undangan." *E-Bisnis : Jurnal Ilmiah Ekonomi Dan Bisnis* 16, no. 1 (2023). https://doi.org/10.51903/e-bisnis.v16i1.1083.

Winda Tri Wahyuningsih. "Perlindungan Hukum Terhadap Konsumen Dan Pelaku Bisnis Dalam Bisnis Digital E-Commerce." *Demagogi: Journal of Social Sciences, Economics and Education* 1, no. 1 (2023). https://doi.org/10.61166/demagogi.v1i1.5.

Zia, Halida, and Khaidir Saleh. "Eksistensi Badan Penyelesaian Sengketa Konsumen Dalam Menyelesaikan Sengketa Konsumen Di Indonesia." *Datin Law Jurnal* 3, no. 1 (2022).

https://doi.org/10.5281/zenodo.17376951