

# UNIVERSITAS INTERNASIONAL BATAM

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## **JURIDICAL ANALYSIS OF ONLINE BUYING TRANSACTIONS IN INDONESIA BASED ON LAW NUMBER 8 OF 1999 CONSUMER PROTECTION**

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### *Abstract*

The purpose of this study is to explain the mechanism of the transfer of goods rights in the process of buying and selling online, explain the settlement of disputes in buying and selling transactions online, and provide information about the reality of online buying and selling transactions. The author uses the type of Normative research. Where the author conducts research based on legislation. Which writer understands and studies these rules to be able to answer the problems raised by the author.

E-commerce transactions are the most widely used transactions in the current digital era. In addition to convenience, electronic transactions also help to streamline the time in carrying out buying and selling transactions online. However, with the ease of online transactions there are still many obstacles faced by each party, both the consumer and the business actor. So we need rules that specifically regulate the protection of interests between the two parties. The rules that govern it are Law Number 8 of 1999 concerning Consumer Protection.

Transfers of goods rights in online transactions occur when goods agreed upon by both parties are received directly by consumers. This means that each party has rights when the parties jointly declare an agreement in good faith. Based on Law Number 8 of 1999 concerning Consumer Protection, if a dispute arises when transacting online, it can be resolved through court channels and off-court channels. So that each party can claim rights that have not been fulfilled.

**Keywords:** *Electronic Transactions, Online Buying and Selling, Legal Protection*