Abstract

E-commerce is a sale and purchase transaction through an electronic system such as the internet or other computer networks. In E-commerce transactions involving electronic funds transfer, electronic data exchanges, and automatic data collection systems, one form of E-commerce transactions is the marketplace which is an online site where sellers (merchants) and buyers are brought together. The high online sale and purchase transactions can cause various disputes, one of which is fraud. Fraud on e-commerce transactions is more detrimental to the consumer than the seller. Noting this description, the author is interested in reviewing what legal protection can be obtained by consumers based on Law Number 11 Year 2008 junto Law Number 19 Year 2016 Regarding Information and Electronic Transactions and strengthened by the Consumer protection Act.

The normative juridical research methodology uses secondary data consisting of primary, secondary and tertiary data, with the technique of library research and also exploring online or e-commerce platforms for consumer reviews of the products they buy. After all data is collected, the data is then processed and analyzed. Qualitative methods are used to analyze the aspects studied. Then draw conclusions related to this study with descriptive descriptions.

Based on the results of research that has been carried out by the author, that is required by government authorities in e-commerce transaction activities by tightening up that e-commerce transactions must go through the available marketplace, and also registration or seller or buyer must be accompanied by a photo ID or minimum with NIK to expedite the court process if there is a dispute in e-commerce transactions, and create a special complaint center for e-commerce transactions in the form of online websites so that if there is a dispute over the seller's permission in the market place it can be revoked or blocked. The need for more specific laws to regulate e-commerce transactions and also accountability and sanctions in e-commerce disputes.
Keywords: Consumer Protection, e-commerce, consumer rights