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JURIDICAL ANALYSIS OF CONSUMER PROTECTION REGARDING STANDARD AGREEMENTS IN E-COMMERCE

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ABSTRACT

Consumer protection laws are created on the basis of Article 27 in the Constitution of 1945 which states that every citizen has the same status in law is no exception. In also Article 33 of the Constitution in 1945 that the regulator that the economy is structured on the principle of kinship and held on economic democracy. With the rules on consumer protection consumers are no longer expected to notch weaker compared to businesses as well as businesses to respect the rights of consumers to support the national economy for the better and the national public welfare.

Standard clauses in terms of their inclusion are not prohibited but are limited by stipulated provisions which must pay attention to the rights of consumers and which are permitted by law. Standard clauses of an exoneration or exclusion nature are standard clauses that are prohibited by law because their contents govern the transfer and elimination of business actors' responsibilities to the detriment of consumers.

Inclusion of standard clauses in the agreement of e-commerce no longer be listed explicitly, businesses smart enough to anticipate the standard clauses to avoid the responsibilities are so many that hamper business prospects through this paper will discuss the legal efforts inclusion of standard clauses in the agreement e - commerce.

Keywords: *Consumer Protection, Standard Agreements, Agreements, E-Commerce*