

**PERLINDUNGAN HUKUM TERHADAP KONSUMEN DALAM  
ELECTRONIC COMMERCE BERDASARKAN PERATURAN  
PEMERINTAH NOMOR 80 TAHUN 2019 TENTANG PERDAGANGAN  
MELALUI SISTEM ELEKTRONIK**

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**ABSTRAK**

Kegiatan perdagangan di masyarakat telah berkembang sangat pesat. Hal tersebut dipengaruhi salah satunya dengan berkembangnya teknologi yang berbasis internet yang dikenal dengan nama e-commerce. E-commerce merupakan bentuk perdagangan yang mempunyai karakteristik tersendiri yaitu perdagangan yang melintasi batas negara, tidak bertemunya penjual dan pembeli, media yang dipergunakan internet. Perkembangan teknologi pemerintah memberikan perlindungan hukum terhadap konsumen dalam melakukan *electronic commerce* disebabkan konsumen berada pada posisi yang rentan dirugikan. Perlindungan hukum tersebut diatur dalam PP No. 80 Tahun 2019 tentang Perdagangan Melalui Sistem Elektronik. Rumusan permasalahan dalam penelitian ini yaitu: 1) Bagaimanakah perlindungan hukum terhadap konsumen dalam melakukan *electronic Commerce* berdasarkan PP No. 80 Tahun 2019? 2) Bagaimanakah tanggung jawab pelaku usaha terhadap hak konsumen yang melakukan *electronic Commerce* berdasarkan PP No. 80 Tahun 2019? 3) Bagaimanakah penyelesaian sengketa antara pelaku usaha dengan konsumen dalam *electronic Commerce* berdasarkan PP. No. 80 Tahun 2019? Pendekatan yang digunakan adalah yuridis normatif. Metode penelitian yang digunakan metode pendekatan dan bahan hukum, bahan hukum ada bahan hukum primer dan bahan hukum sekunder tersier. Berdasarkan hasil penelitian dapat disimpulkan bahwa perlindungan hukum terhadap konsumen dalam melakukan *electronic commerce* berdasarkan PP No. 80 Tahun 2019 berupa perlindungan hukum data pribadi, pembayaran, pengiriman barang, penukaran barang atau pembatalan pembelian barang.

**Kata Kunci : Perlindungan Hukum, Konsumen, Peraturan Pemerintah, Electronic Commerce.**

**LEGAL PROTECTION OF CONSUMERS IN ELECTRONIC COMMERCE  
BASED ON GOVERNMENT REGULATION NUMBER 80 OF 2019 TRADE  
THROUGH ELECTRONIC SYSTEMS**

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**ABSTRACT**

*Trading activities in the community have developed very rapidly. This is influenced by the development of internet-based technology known as e-commerce. E-commerce is a form of trade that has its own characteristics, namely trade across national borders, no meeting of buyers and sellers, and the media used by the internet. The development of government technology provides legal protection for consumers in conducting electronic commerce because consumers are in a position that is vulnerable to being harmed. The legal protection is regulated in PP. 80 of 2019 concerning Trade Through Electronic Systems. The formulation of the problems in this study are: 1) How is legal protection for consumers in conducting electronic commerce based on Government Regulation no. 80 in 2019? 2) What is the responsibility of business actors towards the rights of consumers who conduct electronic commerce based on PP No. 80 in 2019? 3) How is the dispute settlement between business actors and consumers in electronic commerce based on PP. No. 80 in 2019? The approach used is normative juridical. The research method used is an approach method and legal materials, legal materials are primary legal materials and tertiary secondary legal materials. Based on the results of the study, it can be concluded that the legal protection of consumers in conducting electronic commerce is based on PP. 80 of 2019 in the form of legal protection of personal data, payment, delivery of goods, exchange of goods or cancellation of purchases of goods.*

**Keywords: Legal Protection, Consumer, Government Regulations, Electronic Commerce.**