



Increasing Awareness of Consumer Rights and Obligations in E-Commerce Transaction Activities

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Abstract: This study aims to determine and analyze how the role of YLKI Gorontalo Province in increasing awareness of consumer rights and obligations in e-commerce transaction activities. The method used in this research is empirical legal research with a qualitative approach. Based on the results of the study, it is shown that the role of YLKI Gorontalo Province in increasing awareness of consumer rights and obligations in e-commerce transaction activities, namely: (1) conducting information dissemination programs through social media, distributing banners or billboards, socialization or legal counseling; and (2) provide education at the time of the complaint. However, according to the author, the role of YLKI Gorontalo has not been maximal and comprehensive. This can be see from the lack of informasion dissemination carried out by YLKI Gorontalo regarding the importance of knowledge of consumer right and obligations as stated in Article 4 and Article 5 of the UUPK, especially in conducting electronic commerce (e-commerce) as well as the lack of socialization carried out by YLKI Gorontalo, namely one times since actively running errands.

Keywords: Awareness; Consumer Rights and Obligations; E-Commerce.

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1. Introduction

After a long struggle by consumer activists led by the Indonesian Consumers Foundation (YLKI), to expect the birth of a law that explicitly regulates consumer protection, on April 20, 1999 the government enacted Law Number 8 of 1999 concerning Consumer Protection. hereinafter referred to as (UUPK).¹

Based on Article 1 Number 1 UUPK states that: "Consumer Protection is all efforts that guarantee legal certainty to provide protection to consumers", according to Fajar Nugroho and Ahmad Raihan Harahap (2021: 1) efforts to ensure legal certainty for consumers are aimed at ensuring that all implementation activities consumer protection can run by specifically protecting the safety and comfort of consumers from arbitrary actions by business actors.²

Based on these conditions, consumer empowerment efforts become very important. Realizing consumer empowerment will be difficult if we expect awareness from business actors first. Because the principle used in running the economy is the economic principle, which is to get as much profit as possible. That is, with this general thought, it is very likely that consumers will be harmed, either directly or indirectly.³

The preamble to the UUPK, especially letter c, states that the more open the national market as a result of the process of economic globalization must continue to guarantee the improvement of people's welfare as well as the certainty of the quality, quantity, and security of the goods and/or services obtained in the market.⁴ Rapid economic growth has resulted in various types of goods and services. With the help of technology and information, the development of space, movement and flow of goods and services transactions have crossed national boundaries, consumers are finally faced with various choices of types of goods and services that are presented in various ways.⁵

On the other hand, these developments also trigger changes in behavior caused by changes in the system and people's lifestyles towards modernity.

¹ Abd. Haris Hamid, *Hukum Perlindungan Konsumen Indonesia*, (Makassar: Sah Media, 2017) Pg. 1.

² Fajar Nugroho & Ahmad R. Harahap, *Hukum Perlindungan Konsumen*, (Yogyakarta: Bintang Pustaka Media, 2021) Pg. 1.

³ *Ibid.*, pg. 2.

⁴ Abd. Haris Hamid, 2017, Op., Cit. pg. 3.

⁵ Zulham, *Hukum Perlindungan Konsumen*, (Jakarta: Kencana, 2013), Pg. 1.

Technological advances significantly affect modern business practices that encourage free trade by utilizing electronic intermediaries (e-commerce).⁶

According to Article 1 Number 24 of Law Number 7 of 2014 concerning Trade which states: Trading through an electronic system is a trade whose transactions are carried out through a series of electronic devices and procedures. Electronic Commerce or E-Commerce is the result of information technology which is currently developing so rapidly for the exchange of goods, services, information through electronic systems such as the internet, television, and other computer networks.⁷ Gorontalo Province is a province with a percentage of 83.17% of E-commerce businesses through the media including: 4.35% making transactions through websites, 10.87% on marketplaces/digital platforms, 90.22% of transactions made through social media, and 88 0.04% via instant message. With a fraud rate in the buying and selling process of 6.52%. This makes Gorontalo Province the province that has the highest level of fraud in the online buying and selling process in Sulawesi after Central Sulawesi with a fraud rate of 6.56%.⁸ The transaction does not rule out the possibility of transactions that can harm consumers, so that more optimal handling is needed in protecting consumer rights.

Digitization on the one hand brings benefits to life, but on the other hand digitalization brings new problems as well as challenges in the era of the Industrial Revolution 4.0. The rapid development of information and communication which includes the stages of collecting, storing, processing, producing and transmitting data to and from industry or society in an effective and efficient manner is not accompanied by optimal legal protection.⁹ E-commerce transactions are recognized as a means of business in the economic field by using advances in computer technology. It is undeniable by anyone that the progress of computers is experiencing a very spectacular development as it is today.¹⁰

⁶ Edy Santoso, *Pengaruh Era Globalisasi Terhadap Hukum Bisnis Di Indonesia*, (Jakarta: Kencana, 2018), Pg. 120

⁷ Romindo, et al, *E-Commerce: Implementasi, Strategi, dan Inovasinya*, (Jakarta: Kita Writing Foundation, 2019) Pg. 2

⁸ Badan Pusat Statistik, *Statistik E-Commerce 2020*

⁹ Fenty U. Puluhalawa, et al, (2020), *Legal Weak Protection of Personal Data in the 4.0 Industrial Revolution Era*, *Jambura Law Review Journal* Vol. 2 No. 2, pg. 184.

¹⁰ Weny Almoravid Dunga, (2009), *Hukum dalam Pemanfaatan Teknologi Transaksi E-Commerce*, *Journal of Management Applications*, Vol. 7, No. 2, pg. 382.

The many benefits of using the internet cause digital consumers to increase, various factors causing it, namely practicality, easy payment methods, saving time and quantity of attractive promotional prices from business actors. However, in every benefit provided, there is also a concern about the responsibility for the benefits provided by business actors to consumers. Thus, it becomes very important to consider consumers as a subject that is very identical to the online-based business, so that consumer protection is needed, as regulated in the UUPK.¹¹

In line with the above, the presence of UUPK in Indonesia aims to increase the dignity of consumers through various efforts, including; increase awareness, knowledge, concern, and independence of consumers, especially in choosing, determining, and demanding their rights as consumers.¹²

Seeing the position of consumers who are weak and tend to be disadvantaged, efforts to protect and fight for consumer rights are needed to increase. One of the efforts to improve consumer protection is by maximizing the implementation of consumer protection, especially those in the Non-Governmental Consumer Protection Agency, hereinafter abbreviated as LPKSM. According to the general provisions of Article 1 Point 9 UUPK, which states that, "Non-Governmental Consumer Protection Institutions are non-governmental institutions registered and recognized by the government that have activities dealing with consumer protection".

One of the most important things in a state of law is the consistent and continuous application of the principle of legality in carrying out the life of the nation and state. Likewise, in running the wheels of government, an important requirement is the existence of laws and regulations that are the basis for regulating the government system.¹³

The government, in terms of taking an active role in participating in fostering and supervising the implementation of consumer protection, delegates to the Non-Governmental Consumer Protection Agency (LPKSM) to handle consumer protection, handling which means overcoming, which means LPKSM overcomes

¹¹ Andrias Sudarso, et al. *Konsep E-Bisnis*, (Medan: Yayasan Kita Menulis, 2020), Pg. 66.

¹² *Ibid*, pg. 4

¹³ Fence M. Wantu & Ahmad, (2019), *Mekanisme Koordinasi dan Sinkronisasi Lembaga Kementerian Negara: Suatu Praksis Menuju Kabinet yang Efektif*, *Al-Ahkam Journal*, Vol. 15, No. 2, Pg. 77.

problems related to consumer protection. implementation of consumer protection.¹⁴

The duties of LPKSM in Article 44 Point 3 UUPK, namely:¹⁵

- (3) *The duties of non-governmental consumer protection institutions include the following activities:*
- a. *Disseminate information in order to increase awareness of the rights and obligations and prudence of consumers in consuming goods and/or services;*
 - b. *Provide advice to consumers who need it;*
 - c. *Cooperating with relevant agencies in an effort to realize consumer protection;*
 - d. *Assist consumers in fighting for their rights, including receiving consumer complaints or complaints;*
 - e. *Carry out joint supervision with the government and the community on the implementation of consumer protection.*

Based on the results of initial data and observations made at YLKI Gorontalo Province in the period 2018-2021, YLKI Gorontalo Province has received reports of consumer complaints that were harmed in online buying and selling transactions which can be seen in the table below.

Table 1. Data on complaints from consumers who were disadvantaged in e-commerce transactions at YLKI Gorontalo Province in the 2018-2021 period.

E-Commerce Platform Name	Number of Consumer Complaints
Bukalapak	9
Shopee	7
Tokopedia	11
Lazada	18
Total	45

Source: Primary data, 2021

Based on the data in the table above, YLKI Gorontalo Province in the period 2018-2021 has received 45 reports of consumer complaints that were harmed in online buying and selling transactions, namely Bukalapak 9 complaints, Shopee with 7 complaints, Tokopedia 11 complaints, Lazada 18 complaints, however the

¹⁴ Fajar Nugroho Handayani, 2020, *Penggunaan Klausula Baku yang Dilarang Menurut Hukum Perlindungan Konsumen*, Uwais Inspirasi Indonesia, Surabaya, Pg. 14.

¹⁵ Article 44 point 3 UUPK.

complaints- The complaint cannot be handled and resolved by YLKI Gorontalo. The problems that are often reported to YLKI-G include orders for goods that are not in accordance with the agreement, product defects, difficulty in the process of returning goods, to the refund or refund process. According to Harianto Puluhulawa as the general chairman of YLKI Gorontalo Province said, "Speaking of the consumer empowerment index in Gorontalo for the last five years only 32 to 33,¹⁶

In order to protect and fight for consumer rights, of course this is a concern for the government and institutions authorized in the implementation of consumer protection. Especially the Indonesian Consumers Foundation of Gorontalo Province, as part of a non-governmental consumer protection agency, of course YLKI has a duty as stated in Article 44 paragraph 3 letter a of Law no. 8 of 1999.

2. Research methods

This type of research is empirical research. This research is explorative (Explorative Research) which is a research conducted to obtain information, explanations and data about things that are not yet known.¹⁷The type of data used in this study is the type of qualitative data. Qualitative data is information in the form of words, not statistics. This data was collected using various data collection approaches such as concentrated discussions, document analysis, interviews or observations documented in field notes (transcripts). Images obtained by photographing or recording videos are another type of qualitative data.¹⁸

3. Discussion

The Role of YLKI Gorontalo Province in Raising Awareness of Consumer Rights and Obligations in E-Commerce Transaction Activities

The Gorontalo Indonesian Consumers Foundation (YLKI-G) is an independent community organization that has long been established in the Gorontalo Province, precisely in 2008 through the Decree of the Minister of Law and Human Rights of the Republic of Indonesia No. AHU 1326 AH.01.02. In 2008 until now, it is still running its existence as an institution that is critical of consumers in

¹⁶ Results of initial data collection at YLKI Gorontalo Province

¹⁷ Kadaruddin, *Penulisan Di Bidang Ilmu Hukum (Sebuah Pemahaman Awal)*, (Semarang: Formaci, 2021), Pg. 35.

¹⁸ Syamsudin Pesamai, 2013, *Metodologi Penulisan dan Penulisan Karya Ilmiah Hukum: Suatu Pengetahuan Praktis*, Arus Timur, Makassar, Pg. 177.

defending their rights and obligations. YLKI-G has a motto: "Protecting consumers, maintaining the dignity of producers, helping the government".

The government, in terms of taking an active role in participating in fostering and supervising the implementation of consumer protection, delegates to the Non-Governmental Consumer Protection Agency (LPKSM) to handle consumer protection, handling which means overcoming, which means LPKSM overcomes problems related to consumer protection. implementation of consumer protection.¹⁹

As part of LPKSM, of course YLKI has duties as mandated in Law Number 8 of 1999 concerning Consumer Protection, in article 44 paragraph 3 clearly assigns tasks to YLKI to play an active role in realizing consumer protection. Thus, efforts in carrying out this task must be carried out as well as possible towards the implementation of effective and efficient consumer protection.

This includes the implementation of consumer protection in the digital era, especially in the electronic commerce (e-commerce) sector. The presence of information and communication technology which became the forerunner of digital technology has changed people's behavior in carrying out various daily activities. People's behavior based on digital technology causes goods and service business actors to adapt themselves by providing goods and services that are also digitally based.

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¹⁹Fajar Nugroho Handayani, Op., Cit. Pg. 14.

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Observing the figures as described above and the complaints that YLKI Gorontalo could not resolve, this of course should be of more concern to YLKI Gorontalo, as it is known that Gorontalo Province is also an area with a fairly high percentage of e-commerce businesses and has become a areas that are quite prone to fraud in electronic trading activities which of course have an impact on consumer losses, especially the people in Gorontalo Province. YLKI must work optimally in realizing consumer protection, in article 44 paragraph 3 letter a clearly assigns tasks to YLKI in disseminating information in increasing awareness of the rights and obligations and prudence of consumers in consuming goods and/or services,

Regarding this, the author conducted an interview with Mr. Hariyanto Puluhulawa, S.Kom., SH as the General Chairperson of YLKI Gorontalo Province asking what are the obstacles to YLKI in following up complaints in electronic commerce transactions (e-commerce), Mr. Hariyanto Puluhulawa said that:

"Complaints in online buying and selling mostly I see consumers who come to the YLKI office complaining about online buying and selling problems, for example he buys goods, so the first thing we look at is the office side or the business actor who is being complained about is not in Gorontalo, when we want to take an action such as warning to business actors or mediation, this

²⁰Results of initial data collection at YLKI Gorontalo Province

office does not exist, all the centers are in Jakarta, some are even in Bandung, Surabaya, so we are having trouble there".²¹

Online buying and selling transactions through e-commerce, will usually be preceded by a sale offer, a purchase offer and a sale or purchase acceptance. Before that it was possible to bid online. Transactions through this website are usually carried out for those who do transactions who do not know each other. Transaction capital through this electronic network is by means of the seller providing a list or catalog of the goods being sold accompanied by a description of the product that has been made by the seller.²²

Based on the author's interview with one of the members of YLKI Gorontalo, namely Mr. Imhan Krissani, SH in the interview as the author questioned how to handle consumer complaints that were harmed in e-commerce transactions, Mr. Imhan Krissani said that:

"I think this online sale and purchase complaint case is more directed to a fraud case which is more towards the criminal realm, so I think it is the duty of the police, even if we handle it, the level of loss is not much with the costs we will incur, let alone talk about it." about online shopping where the business actors are not only in Gorontalo Province"²³

In addition to conducting interviews with YLKI, the authors also conducted interviews with one of the BPSK members, namely Ms. Silvi as a member of the Gorontalo Regency BPSK secretariat regarding consumer complaints in e-commerce transactions, which said that:

"Until now, BPSK has not received complaints related to online buying and selling or e-commerce, indeed there are cases, consumer losses in online buying and selling transactions exist, but if there are no complaints to BPSK, even if there are, then they must show evidence. a clear physical transaction, and still within the scope of the area in Gorontalo or the reported business actor is still in Gorontalo Province, because what is called buying and selling online can reach outside the region and even abroad."²⁴

²¹Hariyanto Puluhalawa, S. Kom., SH, interview, YLKI Gorontalo Province on Tuesday, March 15, 2022

²²Rafni Suryaningsih Harun, et al, 2019, *Implementasi Asas Itikad Baik dalam Perjanjian Transaksi Jual Beli Online*, Journal Legalitas, Vol. 12 No. 2, pg. 94.

²³Imhan Krissani, SH, interview, YLKI Gorontalo Province on Tuesday, 15 March 2022

²⁴Silvi, interview, BPSK Gorontalo Regency on Monday, March 14, 2022

Based on the results of the interviews above, the authors conclude that the main obstacle in handling follow-up complaints from consumers who are disadvantaged in electronic trading transactions is transactions made between consumers and business actors who are carried out online, so that physically they are in different locations.

This will certainly make it difficult for consumers to solve problems related to electronic transactions and have implications for consumer losses. In order to avoid this problem, consumers must also be careful in every clause in the agreement made in each transaction, besides that consumers must know the identity and whereabouts of the business actor.²⁵

In addition to questioning the obstacles faced, the authors also conducted interviews that questioned the factors that became the main causes of consumer losses in electronic trading transactions, based on the results of interviews with Mr. Hariyanto Puluhulawa said that:

"We also regret to the consumers, they are only interested in pictures, or maybe offers, or advertisements that are so good, but when he ordered the goods, it was not according to his expectations, so this is where the consumer does not understand Now, when he complained to us, when he was about to confirm with the company, this complaint telephone number could not be contacted, so these consumers did not pay attention to these things".

Based on this explanation, according to the author, one of the main factors causing consumer losses in conducting electronic commerce transactions is the lack of consumer understanding at the time of making transactions, where consumers are only interested in misleading advertisements without paying attention to further information on the goods to be purchased. such as product quality, product usage rules, complaint service numbers, and so on, so that it has the potential to harm consumers at the time after making a transaction. Therefore, socialization and education are still the main needs of consumers in creating empowered consumers who know their rights and are able to carry out their obligations as good consumers.

To clarify the role of YLKI Gorontalo, the authors conducted interviews with YLKI Gorontalo to confirm as well as dig deeper into YLKI's efforts or role in

²⁵Mohamad Rivaldi Moha, et al. (2020), *Urgensi Pendaftaran Penyelenggara Sistem Elektronik Bagi Pelaku Usaha E-Commerce*, Jambura Law Review Journal, 2 (2), pg. 111.

increasing awareness of consumer rights and obligations in electronic commerce transaction activities.

Based on the results of interviews conducted with 2 (people) members of YLKI Gorontalo namely Mr. Hariyanto Puluhulawa, S.Kom., SH and Rosmiyati Mahajani, SH that the role of YLKI Gorontalo in increasing awareness of consumer rights and obligations in e-commerce transaction activities is by conducting information dissemination programs through social media, distribution of banners, outreach, and education at the time of complaint. The explanation is as follows:²⁶

1. Conducting Information Dissemination Program

Dissemination of information is an activity to convey information to the public, especially through mass media. The Indonesian Consumers Foundation of Gorontalo Province, as part of a non-governmental consumer protection agency, of course YLKI has a duty as stated in Article 44 paragraph 3 letter a of Law no. 8 of 1999 concerning Consumer Protection which explains YLKI's duties include the activity of "Distributing information in order to increase awareness of the rights and obligations and prudence of consumers in consuming goods and services. In order to increase awareness of the rights and obligations and caution of consumers against the rise of complaints in e-commerce transactions, YLKI Gorontalo disseminates information including:

a. Via Social Media

Social media or commonly referred to as social media is a digital platform that facilitates users to communicate with each other or share content in the form of writing, photos, videos and is a digital platform that provides facilities to carry out social activities for each user. Social media plays a very important role in disseminating information to the wider community. Social media has several characteristics related to the delivery of information in the digital world. Some of these characteristics include the messages conveyed are general and intended for many people. Today anyone can become an information maker and make an impact on many people. Likewise with the consumption of information that can be freely enjoyed by anyone through social media.

²⁶Interview Results, YLKI Secretariat of Gorontalo Province, 15 March 2022.

Based on the results of interviews with Mr. Hariyanto Puluhulawa, S. Kom., SH who said that:

"The YLKI has been carried out in various ways, we have even made information in the form of news, we spread it on social media on a website and on the YLKI Gorontalo Facebook group page, so all the information is there, we give any information through the media. social media containing information related to violations that have been handled by YLKI Gorontalo or cases of losses experienced by consumers."

Looking at the results of the interview above, it can be seen that YLKI Gorontalo uses one of the digital platforms, namely Facebook and a website as a medium for disseminating information. By providing information in the form of news in the form of violations that have been handled by YLKI Gorontalo or violations against consumers that are rife, of course this can increase knowledge and can increase the level of caution of consumers in making transactions.

In order to increase consumer awareness, ability, and independence to protect themselves, of course increasing consumer awareness is not enough. The low understanding and knowledge of consumers on their rights makes consumers tend to be disadvantaged and helpless when facing a problem. Therefore, it is necessary to disseminate various knowledge about consumer protection in this case knowledge of consumer rights and obligations, including laws and regulations relating to consumer protection issues, especially laws relating to electronic commerce so as to educate the public and create consumers who are empowered in choosing, determining, and demanding their rights and carrying out their obligations as stated in Article 4 and Article 5 of the UUPK.

b. Distribution of Banners/billboards

In addition to disseminating information through social media, YLKI Gorontalo also distributes banners or billboards as a means of print media in disseminating information. One of the important goals of consumer protection is to create a consumer protection system that contains elements of legal certainty and information disclosure as well as access to information. The use of banners as a medium for disseminating information is an important step in raising public awareness of their rights as consumers.

Based on the results of an interview with Mr. Hariyanto Puluhulawa, S. Kom., SH who said:

“Furthermore, we provide the information through billboards such as banners, I once placed it in Batuda'a, in Marisa, it was to provide information to people who do not understand, so that they understand what the purpose of YLKI is to provide this information, such as violations that will be experienced by consumers.”²⁷

One of the sentences based on the results listed based on the author's observations on the banner distributed by YLKI Gorontalo reads "Items purchased are damaged and cannot be returned? Don't Be Afraid, The Right Step Call the Number Below!!"

Based on the results of the interview and seeing one of the sentences in the banner above, it can be seen that consumers who feel aggrieved by business actors should report it to YLKI Gorontalo in order to get advocacy or protection of their rights. This is certainly very useful for consumers who do not know where to complain about their problems. However, this is not necessarily in accordance with the thoughts of the community who think that the difficulty of the complaint process will be faced so that the community prefers to allow the loss. This is certainly not in line with what the UUPK aspires to.

As an institution that has an important role in realizing consumer protection, YLKI Gorontalo can add other forms of advocacy and complaint handling at YLKI Gorontalo and provide information about the importance of public awareness of consumer protection so that people who do not understand can understand the aims and objectives written on the banners. distributed by YLKI Gorontalo.

c. Socialization/Legal Counseling

In addition to disseminating information through social media and distributing banners, YLKI Gorontalo also conducted socialization. The purpose of this socialization is to provide knowledge, understanding, and increase public legal awareness, especially in order to increase awareness of the rights and obligations and prudence of consumers in order to create critical and empowered consumers. Based on an interview with Rosmiyati Mahajani, SH as a member of YLKI Gorontalo who said that:

²⁷Hariyanto Puluhulawa, S. Kom., SH, interview, YLKI Gorontalo Province on Tuesday, March 15, 2022

"YLKI Gorontalo did one socialization at that time when we were in Molaningo, we were invited there by the sub-district head to provide socialization about what violations the community complained about".²⁸

In line with what was said earlier regarding the socialization carried out by YLKI, the authors question whether YLKI Gorontalo has ever conducted socialization related to consumer problems in electronic commerce or online buying and selling, Mr. Hariyanto Puluhulawa, S.Kom., SH said :

"YLKI Gorontalo used to provide socialization yesterday regarding consumer issues, what we discussed there was only about banking and finance issues, so we didn't discuss online buying and selling, because consumers never questioned it, so what do they complain about?" that's what we answer."²⁹

Based on the results of the interviews above, it can be seen that while carrying out its duties, YLKI Gorontalo only conducted one socialization to the community at the request of the local government to provide socialization about the violations that the community complained about, namely banking and finance problems. According to the author, the dissemination of information through outreach conducted by YLKI Gorontalo has not been effective. This can be seen from the socialization carried out by YLKI Gorontalo only once since it was active in carrying out its duties.

Consumer protection is a matter of human interest which until now is difficult to clean from the problems that continue to be present in people's lives. The purpose of implementing, developing, and regulating consumer protection is planned to increase the dignity and awareness of consumers. It is unfortunate that many people themselves do not know the Consumer Protection Act, especially their knowledge and understanding of their rights and obligations. YLKI Gorontalo should provide more socialization to the community because the community needs this socialization. Moreover, facing the development of the era in the digital era like today, where almost every activity is carried out online, one of which is electronic trading or buying and selling online.

The rise of complaints in e-commerce transactions in Gorontalo Province is certainly a concern for YLKI Gorontalo to be able to carry out socialization, especially in areas that are prone to receiving complaints in e-commerce

²⁸Rosmiyati Mahajani, SH, interview, YLKI Gorontalo Province on Tuesday, 15 March 2022

²⁹Hariyanto Puluhulawa, S. Kom., SH, interview, YLKI Gorontalo Province on Tuesday, March 15, 2022

transactions. The existence of socialization about electronic commerce (e-commerce) makes consumers know many things about electronic commerce regulations, about their rights and obligations, things that must be considered when making transactions. Because consumer law with other legislation basically provides protection to consumers.

2. Conducting Education During Complaints

One of the important steps of YLKI Gorontalo in increasing awareness of consumers' rights and obligations is to conduct education when handling complaints of consumers who are disadvantaged in online buying and selling transactions. If the consumer wants to complain about a problem, but it is not clear whether the complaint is taken seriously, does not know the progress of handling the complaint submitted, of course this will make the consumer stop dealing with the complaint service provider, and will convey the negative impression and experience to the family. and the people around. This can happen in government or non-government institutions such as YLKI Gorontalo.

Based on the results of interviews with Mr. Hariyanto Puluhulawa who said that:

"When receiving consumer complaints in online buying and selling transactions, we only provide advice on complaints or complaints submitted, because we also have difficulty following up on these complaints, so we only provide advice and input, or understanding to them, about the rules."³⁰

Seeing the obstacles faced by YLKI Gorontalo in following up on complaints in e-commerce transactions, providing education and understanding to consumers when complaints about a problem they are facing is certainly the right step in increasing awareness of consumers' rights and obligations and caution, especially to consumers. who feel disadvantaged in online buying and selling transactions.

From the interviews, it can be concluded that the efforts or role of YLKI Gorontalo in increasing awareness of the rights and obligations of consumers in e-commerce transaction activities by disseminating information through social media, distributing banners or billboards, socializing or legal counseling and providing education at the time of complaints. However, according to the author, the role of YLKI Gorontalo has not been maximized and comprehensive, this can be seen

³⁰Hariyanto Puluhulawa, S. Kom., SH, interview, YLKI Gorontalo Province on Tuesday, March 15, 2022

from the lack of information dissemination carried out by YLKI Gorontalo regarding the importance of knowledge of the rights and obligations of a consumer, especially in the electronic commerce sector (e-commerce) and the lack of adequate socialization. carried out by YLKI Gorontalo, namely only once since actively carrying out duties.

Steps to increase the dignity and awareness of consumers must begin with efforts to understand the basic rights of consumers, which can be used as the basis for the struggle to realize these rights.³¹In increasing awareness of the rights and obligations of consumers in e-commerce transaction activities, they must be able to socialize and disseminate information related to consumer rights and obligations as stated in Article 4 and Article 5 of Law Number 8 of 1999 concerning Consumer Protection, especially in conducting electronic trading transactions. , thus creating empowered consumers who know their rights and are able to carry out their obligations as good consumers. Meanwhile, in PP Number 59 of 2001 concerning LPKSM also explains in more detail related to the implementation of YLKI's duties in Article 4 which reads: "Information dissemination carried out by LPKSM, includes the dissemination of various knowledge regarding consumer protection, including legislation relating to consumer protection issues. This includes Law no. 7 of 2014 concerning Trade, Law no. 11 of 2008 concerning Information and Electronic Transactions (UU ITE), PP No. 80 of 2019 concerning Trading through Electronic Systems (PMSE).

4. Conclusion

Based on the results of the research that the authors have described above, it can be concluded that the role of YLKI Gorontalo Province in increasing awareness of consumer rights and obligations in e-commerce transaction activities by conducting information dissemination programs through social media, distributing banners or billboards, socialization or legal counseling and provide education at the time of complaint. However, according to the author, the role of YLKI Gorontalo has not been maximal and comprehensive. This can be see from the lack of informasion dissemination carried out by YLKI Gorontalo regarding the importance of knowledge of consumer right and obligations as stated in Article 4 and Article 5 of the UUPK, especially in conducting electronic commerce (e-commerce) as well as the lack of socialization carried out by YLKI Gorontalo, namely one times since actively running errands.

³¹Weny Almoravid Dungga, 2016, *Tugas dan Wewenang BPSK dalam Penyelesaian Sengketa Konsumen ditinjau dari UU No. 8 Tahun 1999*, Journal Hukum Legalitas, Vol. 9 No. 2, pg. 119.

Recommendation

It is necessary to disseminate information by YLKI Gorontalo not only on cases that have been handled, but also on cases that are difficult to handle, especially related to electronic commerce (E-Commerce) which is still a problem in contemporary times. As well as conducting more comprehensive socialization and not only on violations that are complained of by the public, but also related to education on the importance of knowledge of the rights and obligations of a consumer as stated in the Consumer Protection Act.

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