

Abstrak

Perkembangan internet dalam aktivitas bisnis sangatlah berpengaruh dan menguntungkan dalam aktifitas bisnis seperti aplikasi e-commerce shopee, tetapi beberapa permasalahan sering timbul di dalam e-commerce ini. Salah satunya dalam melakukan perlindungan terhadap konsumen yang dirugikan oleh pihak penjual. Disini perlindungan konsumen dipandang sangatlah penting, untuk memberi rasa aman terhadap konsumen. Agar para konsumen dalam melakukan aktifitas jual beli dapat mudah dalam meminta pertanggung jawaban apabila terjadinya sengketa yang dilakukan oleh pihak penjual.

Kata Kunci: Perlindungan Hukum Terhadap Konsumen, Dasar Hukum E-commerce, Tata Cara Penyelesaian Sengketa E-commerce.

Abstrack

The development of the internet in business activities is very influential and profitable in business activities such as shopee e-commerce applications, but several problems often arise in this e-commerce. One of them is in protecting consumers who are harmed by the seller. Here consumer protection is seen as very important, to provide a sense of security to consumers. So that consumers in carrying out buying and selling activities can easily ask for accountability in the event of a dispute made by the seller.

Keywords: Legal Protection for Consumers, E-commerce Legal Basis, E-commerce Dispute Resolution Procedures.