

Pelindungan konsumen terhadap testimoni palsu dalam kegiatan e-commerce = Consumer protection towards fake testimony on e-commerce

Sekar Maya Padmaniasti, author

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Abstrak

Sebelum melaksanakan transaksi jual beli melalui e-commerce, untuk menambah keyakinan terhadap suatu barang dan/atau jasa, konsumen kerap membaca ulasan atau testimoni yang ditulis konsumen sebelumnya. Mayoritas situs e-commerce bahkan telah melengkapi situs mereka dengan fitur testimoni konsumen agar konsumen merasa lebih nyaman berbelanja. Namun dewasa ini, semakin banyak beredar testimoni palsu yang ditulis oleh pihak yang bukan konsumen sesungguhnya.

Melalui penelitian yuridis-normatif, tulisan ini membahas bagaimana pelindungan konsumen terhadap testimoni palsu dalam kegiatan e-commerce, baik di luar negeri maupun di Indonesia, juga upaya-upaya yang dapat dilakukan untuk mencegah keberadaan testimoni palsu.

Dapat disimpulkan beberapa negara telah memiliki self regulation yang mengatur khusus tentang testimoni palsu, sementara Indonesia masih menggunakan undang-undang yang ada seperti Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen, sehingga diperlukan peraturan tambahan yang lebih tegas.

Before making a purchasement through e commerce service, to gain more faith on a good and or service, consumers often read reviews or testimonies which are written by previous consumers. The majority of e commerce websites have even enhanced their sites with a consumer review feature so that their consumers feel more comfortable to shop. But nowadays, a lot of fake testimonies which were written by non consumers are spotted.

Through a normative juridical research, this thesis discuss how consumers are protected against fake testimony on e commerce activity, both outside and inside Indonesia, also some efforts that can be done to prevent the existence of false testimony.

It can be concluded that some countries have self regulations specifically about fake testimonies, while Indonesia still uses the existing law such as Act No. 8 of 1999 about Consumer Protection, thus a clearer additional regulation is needed.