

Reconstruction of Consumer Protection Law in the Digital Era: A Legal Responsiveness Perspective

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Article Info

Received: 2025-04-28

Revised: 2025-06-29

Accepted: 2025-06-30

Keywords:

Legal reconstruction;
Consumer protection, Legal
responsiveness, Digital
regulation, Law consumer
protection reform

Abstract

Law Number 8 of 1999 concerning Consumer Protection (UUPK) has served as the legal foundation for consumer protection in Indonesia for over two decades. However, in practice, various issues continue to arise, particularly concerning the misalignment between existing regulations and the rapid development of digital technology, the complexity of electronic transactions, and the weak enforcement mechanisms against business actors. This article aims to examine the urgency of reconstructing the UUPK through the lens of the theory of legal responsiveness, which emphasizes the adaptability of law to social and economic dynamics. This study employs a normative juridical method with a conceptual and legislative approach. The novelty of this study lies in its theoretical perspective, using legal responsiveness as the basis for proposing reforms to the UUPK, rather than merely offering normative-technical corrections. The findings suggest that reforming the UUPK must address institutional structures, the expansion of digital consumer rights, and the strengthening of enforcement through administrative sanctions and digital governance instruments. The conclusion recommends a comprehensive redrafting of the UUPK to make it more responsive to social, technological, and economic changes, and aligned with adaptive and progressive principles of universal consumer protection.

I. Introduction

The rapid growth of information and communication technology has significantly altered Indonesian consumer behavior, particularly through electronic transactions or e-commerce. Recent data indicates that Indonesia's e-commerce transaction value continues to rise, projected to reach trillions of rupiah annually (Irwanto, 2025). However, this growth hasn't been matched by adequate regulations to protect consumer rights within the complex and dynamic digital ecosystem (Rosianna Evanesa Sihombing & Made Gede Subha Karma Resen, 2024).

Law Number 8 of 1999 concerning Consumer Protection (UUPK) has been the cornerstone of Indonesia's consumer protection legal system for over two decades. However, the UUPK's limitations are increasingly apparent in its response to advancements in information and communication technology, which have significantly transformed consumer behavior. The shift to digital commerce platforms presents new challenges that the UUPK does not comprehensively address.

Law Number 8 of 1999 concerning Consumer Protection (UUPK) is the primary legal framework for consumer protection in Indonesia. However, this law was fundamentally designed for conventional transactions and is not fully equipped to handle the challenges arising from digital transactions, such as e-commerce. (Rahman et al., 2023). This creates a protection gap that potentially harms consumers.

The rapid growth of e-commerce in Indonesia has led to complex consequences for consumer protection. The increasing digitalization of transactions makes legal protection less effective if it relies on conventional legal approaches. This is worsened by the UUPK's lack of specific regulations concerning electronic transactions, such as standards for digital contracts, identity verification systems, and automated compensation mechanisms. As a result, consumers are often at a disadvantage when dealing with business disputes.

A major problem is the lack of specific regulations regarding dispute resolution mechanisms for electronic transactions. Many consumers struggle to file complaints or claims due to the lack of transparency and complexity of dispute resolution processes on digital platforms. (Rahman et al., 2023). Kondisi ini memperlihatkan lemahnya implementasi perlindungan konsumen di ranah digital.

Furthermore, non-transparent business practices and product information manipulation are prevalent in online transactions. Sellers frequently offer products that do not match their descriptions, sell counterfeit goods, or even dangerous products that can harm consumers. (Rosianna Evanesa Sihombing & Made Gede Subha Karma Resen, 2024). This clearly violates Article 7(b) of the UUPK, which mandates that businesses provide accurate and clear information.

The protection of consumers' personal data is also a critical issue that existing consumer protection regulations have not adequately addressed. The proliferation of

digital transactions makes consumers' personal data a valuable asset vulnerable to misuse by businesses or third parties. (Rasid, 2025). The 2020 Tokopedia user data breach exemplifies the harm consumers suffer when data protection systems are ineffective. A study in the Law and Justice Review highlights this breach as demonstrating serious flaws in cybersecurity governance and a lack of clear business accountability to consumers for personal data loss (Wayan & Ardika, 2025). While the Personal Data Protection Law No. 27 of 2022 provides a new legal framework, its synergy with the UUPK needs strengthening. (Jelvica et al., 2025).

Beyond personal data issues, consumers also face deceptive or misleading discount offers on e-commerce platforms. Advertised discounts often don't reflect actual prices or are based on manipulative marketing strategies. Rafi'ani's research in SAPIENTIA ET VIRTUS found that over 60% of consumers felt deceived by these artificial pricing schemes, and the UUPK doesn't explicitly regulate price transparency standards in the digital space.(Rafi'ani, 2023).

Research by Yulianingsih and Putra in Hakim: Jurnal Ilmu Hukum dan Sosial shows that the effectiveness of personal data protection in Indonesian national regulations is only 40%, significantly lower than the General Data Protection Regulation (GDPR) in the European Union, which boasts a 95% effectiveness rate. This study underscores the need to incorporate international principles, including transparency, accountability, and consumer empowerment, into the UUPK to align with global standards. (Yulianingsih & Putra, 2024).

Regarding dispute resolution, the mechanisms provided by the Consumer Dispute Resolution Agency (BPSK) remain limited, particularly in handling digital transactions across regions. Muntazhira et al. (2025) in the International Economic Review Journal reinforce this, stating that BPSK's jurisdiction isn't integrated with the national digital system, leading to slow and inadequate resolution processes. (Muntazhira et al., 2025).

The oversight and enforcement of consumer protection laws related to e-commerce remain weak and ineffective. The National Consumer Protection Agency (BPKN) and other regulatory bodies lack integrated and adaptable oversight mechanisms to keep pace with the rapid advancements in digital technology. (Diky Dikrurahman, 2025a). This allows many irresponsible businesses to operate without facing strong sanctions.

A lack of consumer education and awareness regarding their rights in electronic transactions further hinders consumer protection. Many consumers are unaware of complaint procedures or their right to compensation when suffering losses due to online transactions. (Irwanto, 2025). Edukasi konsumen perlu menjadi bagian integral dari strategi perlindungan konsumen. Aspek literasi digital masyarakat juga memainkan peran penting dalam konteks ini. Rendahnya pemahaman konsumen terhadap hak-haknya dalam transaksi digital menyebabkan mereka lebih rentan terhadap penipuan. Padahal, literasi hukum digital merupakan prasyarat mutlak

untuk perlindungan konsumen yang efektif di era teknologi.

At the regional level, differing implementations of consumer protection across ASEAN countries hinder cross-border protection efforts. Harmonization of ASEAN policies remains largely normative and has not yet resulted in common minimum standards for consumer protection. This poses a significant challenge for Indonesian consumers who are increasingly engaging in cross-border transactions through international marketplaces. (Mulyanto, 2024). Furthermore, existing regulations lack detailed provisions regarding the responsibility of e-commerce platforms as transaction facilitators. In practice, platforms often avoid responsibility for consumer losses incurred in transactions between buyers and sellers on their platforms. (Anugrah & Setiawan, 2022). This creates legal uncertainty and injustice for consumers.

This phenomenon highlights the need for a reconstruction of the UUPK using a legally responsive approach that adapts to technological advancements and the needs of today's consumers. Legal responsiveness demands dynamic regulations capable of adapting quickly and effectively to social and technological changes. (Diky Dikrurahman, 2025a). The current UUPK, which is largely normative and static, must be reconstructed with a legal framework that is more reflective of contemporary changes.

Recent research underscores the need for updated consumer protection regulations that accommodate digital aspects, such as strengthening online complaint mechanisms, protecting personal data, and ensuring product information transparency. (Rasid, 2025). However, the implementation of this concept remains very limited in existing regulations. In this context, the reconstruction of the UUPK must include strengthening the role of digital oversight agencies capable of real-time and collaborative oversight among relevant institutions, such as the BPSK, BPKN, Kominfo, and OJK. (Diky Dikrurahman, 2025a). Not only institutional strengthening but also regulations on drafting electronic contract standards, establishing independent oversight bodies, and imposing efficient administrative sanctions must be integral parts of the new legal protection system. This is crucial for creating an effective and responsive consumer protection ecosystem.

Digital-era consumer protection should adopt a progressive sanction model that is not only administrative but also economic, such as fines based on a percentage of the turnover of businesses violating consumer protection regulations. (Rasid, 2025). This will provide a stronger deterrent effect on businesses. It is also important to develop technology-based dispute resolution mechanisms, such as easily accessible and transparent online arbitration systems for consumers. This can expedite dispute resolution and reduce the burden on conventional courts. Regulatory reconstruction must also consider consumer protection from a multi-stakeholder governance perspective, involving businesses, consumers, the government, and academics in the process of creating and evaluating digital consumer protection policies. (Diky Dikrurahman, 2025a).

Based on the background, the research questions are:

1. What are the challenges faced by the UUPK in addressing the development of consumer protection in the digital era?
2. What is a model for reconstructing the UUPK that can accommodate the development and needs of consumers, viewed through a responsiveness approach?

Previous research has examined the role of the UUPK in meeting the challenges of the digital age. Radifa Nazhma Muntazhira et al. in the *Interdisciplinary Explorations in Research Journal* showed that 67% of consumers do not understand their rights in electronic transactions, recommending the establishment of a special supervisory body. Diky Dikrurahman in *Inovasi: Jurnal Sosial Humaniora dan Pendidikan* identified three main regulatory gaps: the lack of electronic contract standards, weak sanction enforcement, and the absence of an automatic restitution mechanism. The novelty of this research lies in the use of the legal responsiveness theory developed by Nonet and Selznick as an analytical framework to encourage the UUPK to become a regulation that is adaptive, participatory, and dynamic, and not merely adjusting articles normatively.

Therefore, reconstructing the UUPK through a legal responsiveness approach is a necessity. This reform must address technological challenges, strengthen digital consumer protection, and align national law with universal consumer protection principles that are adaptive, progressive, and just.

2. Research Method

This research employs a normative juridical research method, focusing on the analysis of legal norms, principles, and written regulations related to consumer protection. This approach was chosen because the research object is the reconstruction of the Law, thus requiring an in-depth study of the applicable legal system and legal responsiveness theories. Normative research not only examines the text of regulations but also evaluates the alignment between positive law and the socio-economic dynamics of the digital world.

The legal approach used in this research combines two dimensions: a statutory approach and a conceptual approach. The statutory approach analyzes the UUPK, ITE Law, and other relevant regulations to identify regulatory gaps. This involves tracing the hierarchy of legislation and its implementation. The conceptual approach utilizes Nonet & Selznick's legal responsiveness theory as an analytical tool to evaluate the UUPK's adaptation to technological advancements. This theory was chosen for its emphasis on legal flexibility in responding to societal changes.

Data collection uses a document study or library research technique, gathering primary legal materials such as legislation, court decisions, and official policies relevant to consumer protection. Secondary data is obtained from academic literature, scientific journals, previous research articles, and reports from relevant

institutions. Data collection is systematic to ensure the relevance and completeness of the legal materials analyzed.

Data analysis is qualitative, using a normative juridical analytical method that prioritizes legal interpretation and juridical argumentation. The analysis includes evaluating the substance of legal norms, assessing the effectiveness of regulation implementation in the field, and identifying legal gaps hindering comprehensive consumer protection. The researcher also uses a conceptual approach, linking legal responsiveness theory to examine the extent to which regulations can adapt to technological advancements and consumer needs.

With this systematic and comprehensive normative juridical research method, the research is expected to provide a clear picture of the current state of consumer protection regulations and formulate recommendations for reconstructing the Consumer Protection Law that is responsive to the dynamics of digital transactions and the needs of modern society.

3. Results and Discussion

Challenges of the Consumer Protection Law in Addressing the Development of Digital Transactions and Consumer Protection

The rapid advancement of information and communication technologies has transformed the global trading landscape, including in Indonesia. (Dikti, 2021). The shift from face-to-face transactions to digital platforms, offering convenience and speed, presents new challenges for consumer protection regulations, particularly the UUPK, which is still largely based on conventional transactions and hasn't fully accommodated the characteristics of digital commerce. (Nurrahma Masturi et al., 2025).

A major challenge is the mismatch between existing regulations and the characteristics of digital transactions. The UUPK does not explicitly address consumer protection in electronic transactions, such as e-commerce and other digital services. This creates legal loopholes that unscrupulous businesses can exploit. (Diky Dikrurahman, 2025b). This statement accurately reflects a key challenge. The lack of explicit consumer protection provisions within the UUPK for digital transactions creates vulnerabilities that unethical businesses can exploit. This necessitates a review and update of the legislation to better address the unique aspects of e-commerce and other online interactions. (Prayuti, 2024). This leads to the risk of data breaches and the misuse of personal information, harming consumers.

Furthermore, the UUPK lacks clear provisions on the responsibility of digital platforms or marketplaces as intermediaries in transactions. In practice, platforms often evade responsibility for defective products or services that harm consumers, making it difficult for consumers to obtain justice and appropriate compensation. (Cerdas, 2025). The lack of clear regulations on these issues poses a serious challenge to digital consumer protection.

Low digital literacy among consumers is also a significant obstacle. Many consumers

are unaware of their rights and obligations in digital transactions, making them vulnerable to fraud and harmful business practices. The UUPK does not adequately address the responsibilities of businesses and the government in providing education on digital consumer protection.(Heriani, 2021). The consumer dispute resolution mechanism regulated in the Indonesian Consumer Protection Law (UUPK) is also not yet effective. The dispute resolution process through the Consumer Dispute Resolution Agency (BPSK) is still conventional and does not yet accommodate the needs of cross-regional and fast transactions that are characteristic of digital transactions.(Prayuti, 2024). This causes consumers to have difficulty accessing justice quickly and efficiently. Another challenge is the weak law enforcement against violations of digital consumer protection. Inconsistent law enforcement and a lack of resources to supervise digital business actors cause many violations to not be followed up seriously. (Muntazhira et al., 2025). This reduces the effectiveness of consumer protection and decreases public trust in the legal system.

Protection against the security of digital transactions is also not yet detailed in the UUPK. The risks of fraud, data theft, and cyberattacks are constantly increasing, but existing regulations do not yet provide security standards that digital business actors are required to meet. (Prayuti, 2024). The lack of these standards creates opportunities for businesses to ignore security aspects for business profit. Furthermore, the UUPK has not yet accommodated the increasingly complex and diverse development of digital payment technology. Existing regulations do not yet regulate the transparency and security standards of digital payments such as e-wallets and QRIS, which are very popular among consumers today. (Heriani, 2021). This creates risks for consumers of fund misuse and fraud. Supervision of digital business actors is also a major challenge. Supervisory bodies such as the National Consumer Protection Agency (BPKN) and the Ministry of Communication and Information (Kominfo) do not yet have an adaptive and integrated supervisory mechanism to effectively supervise digital business actors. (Joni Laksito & Rengga Kusuma Putra, 2023). Limited resources and technology hinder optimal supervision.

Rapid technological change also makes it difficult for regulations to remain up-to-date and relevant. The static nature of the UUPK and the difficulty of quickly revising it mean it cannot keep pace with the dynamics of technological developments and new digital business models that constantly emerge. (Joni Laksito & Rengga Kusuma Putra, 2023). This causes regulations to become obsolete and ineffective in protecting consumers.

Overlapping regulations are also a problem. In addition to the UUPK, there are other regulations such as the Law on Information and Electronic Transactions (ITE) and the Law on Personal Data Protection (PDP) that regulate certain aspects of digital transactions, but they are not yet harmoniously integrated. This lack of harmony creates confusion and difficulties in law enforcement. (Kurnianingrum, 2020).

A shortage of human resources expert in digital consumer protection and

cybersecurity also poses a significant challenge. Many businesses, especially MSMEs (Micro, Small, and Medium Enterprises), lack understanding of their digital consumer protection obligations and are unable to implement adequate security standards. (Joni Laksito & Rengga Kusuma Putra, 2023). This increases the risk of consumer rights violations.

Strengthened cross-sectoral collaboration between the government, businesses, and the public is needed to create an effective digital consumer protection ecosystem. The current UUPK does not accommodate the multi-stakeholder governance model that is crucial in the context of the digital economy. Furthermore, the challenges in regulating cross-border transactions are increasingly complex. The UUPK does not regulate consumer protection in digital transactions involving foreign businesses, leaving Indonesian consumers often unprotected when transacting with overseas service providers. (Nurrahma Masturi et al., 2025).

Finally, the greatest challenge is creating regulations that are responsive and adaptive to technological advancements without hindering innovation and digital economic growth. The current UUPK (Undang-Undang Perlindungan Konsumen) has not adopted the principle of legal responsiveness, which would allow regulations to evolve dynamically to meet the needs of the times. (Muntazhira et al., 2025).

Given these challenges, it is clear that the UUPK requires reconstruction and strengthening to effectively and sustainably address the evolving landscape of transactions and consumer protection in the digital age. Strengthening regulations, improving digital literacy, fostering multi-sectoral collaboration, and developing efficient dispute resolution mechanisms are strategic steps that need to be implemented synergistically.

Reconstructing the Consumer Protection Law for the Digital Age: A Responsiveness Approach

The growth of Indonesia's digital economy has significantly altered the landscape of commercial transactions, with e-commerce becoming the primary channel for consumers to acquire goods and services. (Samuel & Rongiyati, 2025). However, this rapid growth presents new challenges to consumer protection that are not fully addressed by Law Number 8 of 1999 concerning Consumer Protection (UUPK). (Novita & Santoso, 2021). Therefore, reconstructing the UUPK is crucial to ensuring effective consumer protection in the digital age.

One fundamental weakness of the UUPK is the lack of explicit recognition and regulation of electronic transactions. While online transactions are now mainstream in commerce, the UUPK lacks provisions regarding the validity of digital contracts, platform security standards, and consumer rights within the digital ecosystem. Research by Yulianingsih & Putra in Hakim: Jurnal Ilmu Hukum dan Sosial indicates that 63% of respondents felt uncertain about their legal protection when conducting online transactions due to a lack of regulatory clarity. (Yulianingsih & Putra, 2024).

Enacted before the era of digitalization, the UUPK doesn't comprehensively regulate electronic transactions and consumer protection in a digital context. Consequently, the rights of digital consumers are often inadequately protected, leaving them vulnerable when facing disputes or harmful business practices. (Samuel & Rongiyati, 2025). This highlights the urgent need to update the Consumer Protection Law (UUPK) to keep pace with the times. Legal responsiveness in this context offers a relevant and adaptive theoretical framework. As argued by Nonet and Selznick, responsive law is law that can respond to social dynamics reflectively and participatorily. (Makruf et al., n.d.). In the context of the UUPK, this approach implies the importance of reformulating legal rules that involve digital market players, academics, and consumers in the process of drafting protective norms appropriate to the contemporary digital reality.

The approach of legal responsiveness is relevant in the reconstruction of the UUPK because it emphasizes the need for law that is adaptive and responsive to social and technological change. (Nurrahma Masturi et al., 2025). Responsive law must be able to accommodate the complex dynamics of digital transactions and provide effective solutions to problems arising in e-commerce practices.

A responsive approach demands openness to public participation in regulation formation. The reformulation process of the UUPK should not be elitist or exclusive, but must involve consumer communities, legal practitioners, and digital industry players in a deliberative manner. As Habermas states in his theory of communicative action, the legitimacy of law can only be achieved through inclusive and rational public discourse. (Publik et al., 2024).

A primary reason for reconstructing the UUPK is to address information asymmetry between businesses and consumers in digital transactions. Businesses often possess more complete and accurate information about the products or services offered, while consumers face information limitations and difficulty verifying the accuracy of that information.

Furthermore, the UUPK needs reconstruction to strengthen consumer dispute resolution mechanisms in the digital age. Disputes in e-commerce transactions often involve parties located in different geographical locations, making dispute resolution through conventional litigation difficult. (Kirana, 2025). Therefore, more efficient and accessible alternative dispute resolution mechanisms are needed for consumers.

Another weakness is the lack of regulation regarding the protection of consumer personal data in the UUPK. Yet, personal data is currently the most valuable digital commodity. Vanka, in the Jurnal Administratum, highlights that consumer losses due to misuse of personal data have not only financial consequences, but also emotional and reputational ones. (Vanka et al., 2025).

Consumer personal data protection is also a crucial issue that needs to be regulated more comprehensively in the UUPK. In digital transactions, consumers often provide their personal data to businesses, which can then be misused or sold to third parties without the consumer's consent.

From the perspective of legal responsiveness, the reconstruction of the UUPK must address substantive, institutional structure, and legal culture aspects. Substantively, the right to fair information, the right not to be manipulated by algorithms, and the right to automatic compensation in problematic digital transactions need to be regulated. Institutionally, inter-agency synergy is needed, including strengthening the role of the Personal Data Protection Commission (KPDP) if it is formed.

Comparatively, countries like the European Union have adopted the General Data Protection Regulation (GDPR), which progressively sets a high standard for digital consumer protection. Indonesia needs to learn from the regulatory approach based on the principles of transparency, algorithmic fairness, and the right to be forgotten.(Hakim et al., 2023). The statement correctly identifies the GDPR (General Data Protection Regulation) as an example of responsive law in global digital governance, adapting to technological advancements. Its comprehensive approach to data privacy serves as a model for other jurisdictions.

The reconstruction of Indonesia's UUPK (Undang-Undang Perlindungan Konsumen) aims to clarify the responsibilities of e-commerce platforms. These platforms act as intermediaries between buyers and sellers, and their role in creating a safe and trustworthy digital ecosystem necessitates clear legal definitions of their obligations regarding consumer protection. This includes addressing issues like product liability, data security, and dispute resolution.

The Indonesian government plays a crucial role in protecting consumer rights in the digital era. This involves not only creating and updating legislation like the UUPK, but also actively monitoring compliance, enforcing regulations, and educating consumers about their rights and responsibilities in the digital marketplace. Effective enforcement and consumer education are key to ensuring the UUPK's effectiveness. (Kirana, 2025). Low digital literacy among consumers presents a significant challenge to consumer protection in the digital age.

Many consumers lack understanding of their rights and responsibilities as digital consumers, making them vulnerable to fraud and unfair business practices. (Novita & Santoso, 2021). Therefore, consumer education is a crucial component of a comprehensive consumer protection strategy. Revising the UUPK to reflect the needs of digital consumers, strengthening public literacy, and leveraging technology are key steps. The use of digital technology itself offers significant potential for strengthening consumer protection systems. (Novita & Santoso, 2021).

Monitoring and enforcement are crucial steps to ensure that existing regulations are properly implemented. Through agencies such as the National Consumer Protection Agency (BPKN) and the Business Competition Supervisory Commission (KPPU), the government oversees businesses that violate consumer rights.(Kirana, 2025).

Reconstructing the UUPK using a responsive legal approach is not only a technocratic necessity but also a moral imperative to create a fair and inclusive digital ecosystem.

This approach will strengthen the UUPK, making it a regulation that not only protects but also empowers consumers in the increasingly complex and dynamic digital economy.

The revised UUPK is expected to strengthen the oversight system for businesses, expand consumer protection across various transaction types, both online and offline, and increase the effectiveness of sanctions against those found violating consumer protection regulations. The government should revise the Consumer Protection Law (UUPK) to strengthen consumer rights and implement stricter penalties. (Widiyantoro et al., 2025).

4. Conclusion

Indonesia's Law Number 8 of 1999 on Consumer Protection (UUPK) is the primary legal foundation for protecting consumer rights. However, the rapid growth of the digital economy has exposed the UUPK's shortcomings; it lacks responsiveness and adaptability to the complex and dynamic nature of digital transactions. Challenges such as insufficient regulation of personal data protection, unclear digital platform responsibilities, inadequate e-dispute resolution mechanisms, and low digital literacy among consumers highlight the urgent need for comprehensive reconstruction of the UUPK.

Synergy with other regulations, such as the Personal Data Protection Law and the Information and Electronic Transactions Law, must be strengthened to create a comprehensive and integrated consumer protection framework. Updating the UUPK with a responsive legal approach, adaptable to technological advancements and consumer needs, is crucial for fostering a fair, secure, and sustainable digital economy.

A responsive legal approach emphasizes the importance of laws that adapt to social, economic, and technological changes. Reconstructing the UUPK based on this principle requires reflecting the needs of digital consumers, strengthening their rights, and establishing supporting institutions for more effective enforcement. Reform requires more than just normative adjustments; it necessitates a paradigm shift in legal thinking.

The following steps are recommended:

1. Comprehensive UUPK Reconstruction: Integrate the principle of responsive law, allowing for continuous updates based on the dynamics of current digital technologies and business practices.
2. Strengthened Personal Data Protection: Make robust personal data protection an integral part of the revised UUPK, with strict penalties for data breaches.

3. Clear Digital Platform Responsibility: Clearly define the responsibilities of digital platforms as transaction facilitators, ensuring adequate legal protection for consumers regarding products and services offered through these platforms.
4. Enhanced Digital Dispute Resolution: Develop quick, transparent, and accessible e-dispute resolution systems for consumers nationwide.
5. Increased Digital Literacy: Government and relevant agencies should enhance consumer digital education and literacy to increase awareness of rights and obligations in digital transactions.
6. Strengthened Enforcement: Strengthen the monitoring and enforcement of digital consumer protection violations using information technology and cross-sector collaboration.
7. Regulatory Harmonization: Strengthen the harmonization of the UUPK, ITE Law, PDP Law, and other relevant regulations to create a synergistic and non-overlapping legal framework.
8. Leveraging Innovative Technologies: Adopt innovative technologies such as blockchain and artificial intelligence to improve transparency and security in digital transactions for more effective consumer protection.

These steps will significantly improve consumer protection in the digital age while supporting the inclusive and sustainable growth of Indonesia's digital economy.

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