Responsibility of Digital Platforms in the Distribution of Online Slot Gambling Advertisements in Indonesia

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Abstract
The main purpose of this paper is to analyze in depth the responsibility of digital platforms in the distribution of online slot gambling advertisements in Indonesia. The focus of the discussion is directed at the role of social media, especially digital platforms such as Facebook, in distributing online slot gambling advertisements and the form of legal responsibility of digital platforms for the distribution of illegal content, especially online slot gambling advertisements, in Indonesia. This study uses a normative legal research method, which is based on an analysis of applicable written legal norms. The approach used is a conceptual and legislative approach, by examining the provisions in relevant laws and regulations. The results of this study indicate that social media, especially Facebook, have a significant role in distributing online slot gambling advertisements in Indonesia. With millions of users and algorithms that encourage viral content, gambling advertisements can be widely distributed through links, groups, or hidden advertisements. The distribution of this content violates the law, such as Article 303 of the Criminal Code and Article 27 paragraph (2) of the ITE Law. Digital platforms have a legal responsibility to monitor and take action against illegal content. Failure to moderate can be subject to criminal or administrative sanctions based on the principle of strict liability and the regulations of Electronic System Organizers (PSE).

I. Introduction

The development of information technology has brought significant changes in various aspects of human life, one of which is in the field of entertainment and online games. Among the various forms of online games, online slot gambling is one of the most popular but also controversial. Online slot gambling is a digital transformation of the conventional slot machine which was first invented in the late 19th century by Charles Fey in San Francisco, United States. The machine, known as Liberty Bell, used three spinning reels with symbols such as bells, hearts, and spades, and players would get prizes if certain symbols aligned after the lever was pulled. Along with the development of the times and technology, slot machines then developed into electronic machines, then transformed again into online games based on applications or websites. This is what is now known as online slot gambling.[1]

Online slot gambling presents a simple game concept, with the lure of big prizes, attractive promotions, and bonus features that keep users interested in playing. However, behind the simplicity of its appearance, this game is algorithmically designed to rely solely on luck with a very small winning rate for players. In fact, many experts say that this game has a very high potential for addiction because it manipulates the brain's dopamine system which is associated with feelings of pleasure and addiction. In the Indonesian context, gambling practices in any form including online slot gambling are prohibited activities and are subject to criminal penalties, as stated in Article 303 of the Criminal Code. However, the reality on the ground shows that this practice is still rampant and even growing, especially through digital media.[2]

The entry of online slot gambling into Indonesia occurred along with the increasing internet penetration and use of smart devices (smartphones) in the last decade. Indonesia as a country with a very large digital population is a potential market for online slot gambling operators who generally operate from abroad. Although these gambling sites are routinely blocked by the government, these business actors are very adaptive and continue to create new domains that are able to avoid blocking. In addition, they also use various channels to reach target markets, including through social media platforms, which are considered very effective in reaching the younger

[1]Adlina, Nur Aini Azzahra. "Effectiveness of Online Gambling Law Enforcement in Indonesia: Overcoming Regulatory and Implementation Barriers." Journal of Contemporary Law Studies 2, no. 2 (2024). https://doi.org/10.47134/lawstudies.v2i2.3670.
[2]Aldiansyah, Rian Gilang, and Bagas Prasetyo. "Analysis of the Implementation of Criminalization of Online Gambling Admins in the Perspective of Criminal Law." Lex Generalis Law Journal 5, no. 7 (2024).

generation and productive age groups in Indonesia.[3]

Social media is one of the digital innovations that has now become an inseparable part of people's lives. Platforms such as Facebook, Instagram, TikTok, and YouTube have become the main space for people to interact, share information, and get entertainment. According to the We Are Social report in 2024, more than 190 million Indonesians actively use social media every day. This phenomenon shows how strong the influence of social media is in shaping information consumption patterns and people's behavior, including in terms of accessing various content that contains entertainment or commercial content. In this context, social media has also become a very effective means for gamblers to spread content or advertisements related to online slot gambling.[4]

Online slot gambling promotions on social media are carried out in various ways that are quite sophisticated and covert. The perpetrators do not always spread advertisements openly by mentioning the word "gambling", but use other terms such as money-making games, hockey spins, lucky spins, or prize events. Some advertisements even use attractive visual displays with captivating narratives, such as showing someone who gets a large amount of money by playing for just a few minutes. The goal is to instill the perception that the game is easy to play and quickly provides financial results. This marketing tactic often targets young users and the working class who are experiencing economic pressure or looking for additional income quickly. This is what then causes the high vulnerability of society to the persuasion of online slot gambling advertisements that are rampant on social media.[5]

One of the most frequently used social media platforms as a medium for spreading online slot gambling ads is Facebook. Facebook as the largest social media in the world has a very sophisticated and segmented advertising system through Facebook Ads. This system allows advertisers to target audiences based on age, location, interests, and online activities. This loophole is exploited by online gamblers to create and spread their promotional content in a hidden but effective way. Many advertisements with links to gambling sites are found on the homepages of Indonesian users. There are even some who advertise in the form of live broadcasts, short videos, or sponsored posts that appear automatically on the user's timeline

[3]Ibid.
[4]Ibid.
[5]Bihat, Agung Ari. "Ethical Review in Online Slot Gambling Promotion in LK21 Advertisement." Borobudur Communication Review 5, no. 2 (2023). https://doi.org/10.31603/bcrev.10587.

without the need to be followed.

There are also quite a few online slot gambling ads on Facebook that use obfuscation techniques, such as the use of cartoon images, common symbols, or disguises in the form of simulation games. When users click on the ad, they will be directed to a site or group that has a hidden link to the gambling site. Sometimes, promotions are also carried out through fake accounts or bots that spread links to various groups and comment columns. This shows that the activity is carried out systematically and massively.[6]The problem that arises from this phenomenon is the extent to which digital platforms such as Facebook are responsible for the spread of online slot gambling advertisements through their systems.

Facebook's flexibility in managing its algorithmic systems and content filtering should be balanced with a moral obligation and social responsibility to ensure that its platform is not used for illegal activities. When content containing online slot gambling escapes supervision and is even allowed to circulate widely, the platform implicitly contributes to the spread of illegal behavior. This situation becomes even more problematic when such content is displayed to minors, who should be protected from exposure to harmful material. Ironically, Facebook often allows such ads to continue to run for a long time, even though they have been widely reported by users.[7]

The spread of online slot gambling ads through Facebook has also damaged the platform's image in the public eye. Many people complain that the ads that appear on their social media are not in accordance with moral values, legal norms, and can even trigger addiction. These complaints further strengthen the argument that digital platforms must have a more transparent, accountable, and ethical moderation system. It is not enough to just provide a content reporting button, but there also needs to be a comprehensive evaluation of the effectiveness of the artificial intelligence (AI) system and moderator team in detecting prohibited content such as gambling.

In the Indonesian context, the presence of online slot gambling advertisements on social media has had a real social and psychological impact. Many cases of teenagers and adults who are trapped in online

[6]Dewi, Ni Made Nur, Anak Agung Sagung Laksmi Dewi, and I Made Merta Widyantara. "Law Enforcement against Slot Gambling Streamers on Digital Platforms." Journal of Legal Preferences 5, no. 3 (2025): 350–357. https://doi.org/10.22225/jph.5.3.11455.350-357.
[7]Ibid.

gambling games start from curiosity after seeing advertisements or promotions on Facebook. When they enter this circle, most users will experience major financial losses, mental stress, and the destruction of social and family relationships. This makes the problem of online slot gambling advertisements not only a legal issue, but also a humanitarian issue that needs to be addressed comprehensively.[8]

2. Research Methods

This study uses a normative legal research method with a conceptual approach, a statutory approach, and an analytical approach. Normative legal research is a method that aims to examine positive legal norms, legal doctrines, and relevant legal principles in answering legal issues that are the focus of the research. As explained by Peter Mahmud Marzuki, normative legal research functions to trace and analyze laws and regulations and legal literature related to certain legal issues.

In this context, the research focuses on the legal responsibility of digital platforms, especially social media such as Facebook, in the distribution of online slot gambling advertisements that are prohibited in Indonesia. A conceptual approach is used to explore the concept of legal responsibility, digital platforms, and the limitations of the role of internet service providers in supervising and controlling content distributed through their systems. This approach is also used to understand the concept of corporate social responsibility and how this principle can be related to the practice of digital content supervision.

Furthermore, the legislative approach is used to examine the laws and regulations in force in Indonesia regarding the prohibition of gambling and the regulation of digital content. Among them are the Criminal Code (KUHP), the Electronic Information and Transactions Law (UU ITE), and other relevant regulations regarding the distribution of illegal content in the digital space. This approach aims to trace the legal basis that can be used as a basis for assessing the legal responsibility of digital platforms if the content they display indirectly violates national law.

Meanwhile, an analytical approach is used to evaluate the extent to which platforms such as Facebook play a role or are negligent in filtering and

[8]Gunadi, I Made Dedi Arya, and Anak Agung Wulan Sugiantari. "Mechanism and Regulation of Law Enforcement against Game Streamers Who Convey Information about Online Gambling on YouTube." Student Law Journal 5, no. 2 (2025). https://e-journal.unmas.ac.id/index.php/jhm/article/view/8949.

deleting content in the form of online slot gambling advertisements. This approach also examines digital advertising systems (such as Facebook Ads), content distribution algorithms, and internal content moderation policies implemented by digital platforms. With this approach, the study analyzes how actual practices in the field show gaps or failures in supervision that have an impact on the widespread distribution of gambling advertisements that disturb the public and are contrary to national law.

The collection of legal materials was carried out through literature studies, including laws and regulations, legal textbooks, academic journals, technology research reports, and relevant news that document the practice of distributing online slot gambling advertisements on social media. The analysis of legal materials was carried out qualitatively, with an emphasis on legal reasoning, interpretation of norms, and evaluation of the effectiveness of regulations and platform policies in preventing the distribution of prohibited content.

By using these approaches, the research is expected to provide a comprehensive understanding of the forms of legal responsibility that can be imposed on digital platforms for the distribution of online slot gambling advertisements in Indonesia, as well as identifying potential regulatory improvements to strengthen public protection from harmful digital content.[9]

3. Results and Discussion

The role of social media, especially digital platforms such as Facebook, in spreading online slot gambling advertisements

The development of information and communication technology has revolutionized the pattern of community interaction in various aspects of life, including in the realm of digital communication and promotion. Social media as a product of this digital revolution has become the main medium for conveying messages, promotions, and distributing content massively and across national borders. Digital platforms such as Facebook are now not only used for social interests, but have also become strategic fields for economic, political, and even criminal activities. In Indonesia, the phenomenon of the spread of online slot gambling advertisements through social media, especially Facebook, has become a serious problem that not only violates national law, but also damages

[9] Kornelius Benuf & Muhamad Azhar, "Legal Research Methodology as an Instrument for Analyzing Contemporary Legal Problems," Gema Keadilan 7, no. 1 June (2020): p. 23.

public morality and endangers vulnerable groups such as teenagers and students.[10]

Facebook, which is one of the social media with the largest number of users in Indonesia — reaching 175 million active users in 2024 according to a report by We Are Social and Hootsuite — has an incredibly large information dissemination power. Facebook's algorithm system allows viral, popular, or highly engaged content to spread more widely, including illegal content. In practice, online slot gambling ads often infiltrate users' timelines through various forms, such as external links to gambling sites, disguised ads in the form of online games, and promotions through seemingly harmless community groups. Several studies even show that the spread of gambling ads on social media is systemic and carried out in an organized manner using fake accounts, bots, and paid sponsors.

According to Peter Mahmud Marzuki, the law must be seen not only as a regulation written in legislation, but also as a system that includes social norms and moral values. In this context, the distribution of online gambling advertisements on social media is not only a violation of formal legal norms, but also of social ethics and corporate responsibility. Facebook as a platform provider has a responsibility to ensure that their systems and algorithms are not used to spread illegal activities. Moreover, in Facebook's Terms of Service itself, it is stated that users are prohibited from posting or promoting illegal activities including gambling without official permission. However, in reality, online slot gambling advertisements continue to emerge, even using the official Facebook Ads advertising feature.[11]

Research conducted by the Ministry of Communication and Information and the Criminal Investigation Unit of the Indonesian National Police in 2023 showed that more than 7,000 active online gambling sites were connected via social media, and most of these sites were distributed via links posted on Facebook and Instagram. This fact shows a major weakness in the content monitoring system carried out by digital platforms, or even a passive attitude that ignores the legal realities in the countries where they operate. From the perspective of Indonesian criminal law, gambling is a criminal offense as regulated in Article 303 of the Criminal Code, which states that anyone who organizes or provides an opportunity to gamble can be punished with a maximum imprisonment of 10

[10]Handayani, Asmi, Nurlaelah, and Dede Naufal Saputra. "Law Enforcement Against Online Gambling Practices in the Digital Era: A Case Study of Cyber Crime in Indonesia." Al-Zayn: Journal of Social Sciences and Law 3, no. 2 (2025). https://doi.org/10.61104/alz.v3i2.984.
[11]Juhara, Nurliana Fitri, Mega Amalia, and Asep Mulyana. "The Effectiveness of Law Enforcement against Online Gambling in Indonesia: A Legal and Sociological Analysis." Journal of Contemporary Law Studies 2, no. 2 (2024). https://doi.org/10.47134/lawstudies.v2i2.3353.

years or a maximum fine of IDR 25 million. In addition, Law Number 1 of 2024, the second amendment to Law no. 11 of 2008 concerning Information and Electronic Transactions (UU ITE) also prohibits the distribution of content containing gambling as stated in Article 27 paragraph (2).

In the context of digital platform liability, it is important to examine the theory of strict liability in cyber law, which states that platform providers can be held absolutely liable for illegal content circulating on their systems if they are proven to be negligent in implementing prevention mechanisms. Nugroho (2022) in his writing in the Journal of Law and Technology stated that "in the digital legal regime, platform providers are required to enforce due diligence through algorithm monitoring, automatic detection of illegal content, and rapid response to user reports." If this mechanism is not implemented optimally, it can be assumed that the platform has tolerated illegal activities, including gambling.

The problem is further complicated by the fact that the spread of online slot gambling ads also uses camouflage techniques to avoid Facebook's automatic detection system. For example, by writing the words "s1ot" or "ju|di" to avoid automatic blocking, or replacing the domain with a new redirect link. This indicates that the efforts of gambling ad spreaders have evolved along with technological sophistication, and demand a more progressive response from digital platforms. However, in many cases, Facebook's response to user reports is very slow, and new content with similar themes continues to appear, indicating the ineffectiveness of the content moderation mechanism implemented.[12]

From a public protection perspective, online slot gambling advertising content has serious social impacts. There are many cases of children and adolescents who become victims of online gambling addiction after being exposed to advertisements on social media. In some cases, as reported by the Indonesian Child Protection Agency (LPAI), there are students who are willing to steal their parents' money to buy online gambling game chips that were initially introduced through Facebook links. This indicates that in addition to being a violation of the law, online gambling advertising also causes structural damage to family resilience, education, and the mentality of the younger generation.[13]

From an academic perspective, this issue also touches on the discourse of digital corporate social responsibility, where technology companies such as Meta

[12]Kosasih, Agus, and Tedi Setiady. "Legal Consequences of Artists Promoting Online Gambling Slot Sites: Impact on Society and Prevention Efforts." Yustisi 12, no. 1 (2025): 67–78. https://doi.org/10.32832/yustisi.v12i1.18879.
[13]Marsyeila Tendean, Jeane. "Criminal Liability for Online Gambling Advertising Promotion on Social Media." Lex Privatum 16, no. 1 (2025). https://ejournal.unsrat.ac.id/v3/index.php/lexprivatum/article/view/61955.

(Facebook's parent company) should have an ethical obligation to protect the digital space from harmful content. Moreover, the doctrine of social responsibility now applies not only in the environmental and economic fields, but also in the digital dimension. In this case, if Facebook continues to allow online slot gambling advertising content to spread on its platform, then it can be said that Facebook has contributed to allowing illegal activities, which in principle contradicts the platform's commitment to creating a "safe and healthy digital space."

Thus, it can be concluded that Facebook's role in the spread of online slot gambling advertisements in Indonesia is very significant. Although Facebook has an internal policy to prohibit gambling content, system loopholes, weak supervision, and permissive algorithms have paved the way for the widespread spread of this illegal content. Platform responsibility can no longer be interpreted passively, but must be seen as an active obligation to prevent and combat harmful content. In the context of Indonesian law, the spread of online gambling advertisements is a serious violation that requires the involvement of all parties, including digital platforms, in its enforcement. Therefore, strengthening regulations, increasing cross-country cooperation, and encouraging civil society for digital platforms to be legally and socially responsible are crucial steps in facing the challenges of the spread of illegal content in the digital era.[14]

Forms of legal responsibility of digital platforms for the distribution of illegal content, especially online slot gambling advertisements, in Indonesia

Indonesian criminal law is known for its territorial principle, which states that a country's criminal law applies to any criminal act committed within the territory of that country, regardless of the nationality of the perpetrator or the domicile of the corporation involved. Thus, even though Facebook is a multinational company domiciled abroad, if this platform is used to spread illegal content, including online slot gambling advertisements, which can be accessed by the Indonesian people and have an impact in the jurisdiction of Indonesia, then national law still applies. This means that Facebook is still obliged to comply with Indonesian criminal law and administrative law regarding the prohibition of online gambling. In this context, even though Facebook has stated in its terms and privacy policy that users are prohibited

[14]Paminto, Surya Rizki, Irwan Khoirul Ahmad, Zaenal Saiful Rohman, Nira Diana, Lisa Sari, and Asif Ghajwan. "The Influence of Advertisements on Social Media and Streamer Donation Platforms on Increasing Online Gambling Activities." Journal of Law and Social Politics 2, no. 4 (2024): 93–101. https://doi.org/10.59581/jhsp-widyakarya.v2i4.4277.

from uploading content containing elements of gambling, Facebook's legal obligations do not stop at this normative statement. Facebook still has an active responsibility to supervise, moderate, and block any content that violates Indonesian law, including online slot gambling advertisements that often escape their filtering system.

When Facebook fails to supervise and continues to allow online gambling content to circulate on its platform, then legally this can be considered a form of negligence or toleration of violations of applicable laws in Indonesia, and thus Facebook can be considered to have violated the legal provisions governing the prohibition on the distribution of gambling content.[15]

The phenomenon of the spread of illegal content, especially online slot gambling advertisements, through digital platforms in Indonesia is an urgent issue in the realm of cyber law and digital space governance. The rapid development of information technology has created a new space for illegal activities to develop massively and quickly, including online gambling in the form of online slot gambling advertisements. In this context, the form of legal responsibility of digital platforms such as Facebook, Instagram, and TikTok is something that needs to be examined in depth from a legal perspective. This study involves a study of the laws and regulations in force in Indonesia as well as the perspective of relevant legal theory to understand the position and responsibility of digital platforms in the spread of illegal content. The existence of online slot gambling advertisements on social media is not only a violation of social values and community ethics, but is also clearly classified as a criminal act that has been strictly regulated in Indonesian positive law.[16]

Normatively, the prohibition on gambling in Indonesia has long been in effect and is regulated in the Criminal Code (KUHP), specifically in Article 303. This article states that anyone who without permission intentionally offers or provides an opportunity for gambling, or participates in a company for that purpose; and makes gambling a livelihood, can be punished with a maximum imprisonment of ten years or a maximum fine of twenty-five million rupiah. The elements contained in this article include actions carried out without permission, the presence of an element of intent, and the perpetrator providing an opportunity or participating in gambling activities. In the context of a digital platform, if they provide space, facilitate, or even indirectly benefit from the promotion of online slot gambling, then they can be categorized as participating

[15]Paramartha, Putu Putra Rimbawa, Anak Agung Sagung Laksmi Dewi, and I Putu Gede Seputra. "Criminal Sanctions against Online Gambling Content Advertisers and Promoters." Journal of Legal Preferences 2, no. 1 (2021): 156–160. https://doi.org/10.22225/jph.2.1.3062.156-160.
[16]Siregar, Dewi Yulianti Br, and Rosmalinda. "The Phenomenon of Online Gambling in Society." Adagium: Scientific Journal of Law 3, no. 1 (2025): 15–27. https://doi.org/10.70308/adagium.v3i1.57.

in providing opportunities for gambling activities as referred to in the article. Moreover, if the advertisement appears as part of an algorithmic system that displays paid advertisements, then the responsibility becomes even stronger because there is an element of intent in distributing content that violates the law.[17]

Furthermore, the form of legal responsibility of digital platforms is also regulated in Law Number 1 of 2024, the second amendment to Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE). Article 27 paragraph (2) states that anyone who intentionally and without the right to distribute, transmit, and/or make accessible electronic information or electronic documents containing gambling content may be subject to criminal sanctions. Three important elements in this provision are: a legal subject in the form of any person or legal entity including corporations such as digital platforms; the existence of intent in the act; and the form of action that includes distribution, transmission, or making the electronic information accessible. Thus, if platforms such as Facebook or TikTok allow gambling content to appear on their pages and do not actively monitor or delete it, it can be assessed that they have made the content accessible to the public, and thus violate the provisions of the ITE Law.

Furthermore, Article 45 paragraph (2) of the ITE Law provides criminal consequences for such violations, namely a maximum imprisonment of six years and/or a maximum fine of one billion rupiah. This criminal threat applies to anyone who meets the elements as stated in Article 27 paragraph (2) of the ITE Law. Thus, this provision explicitly applies not only to individual internet users who spread gambling content, but also to corporate entities that act as system organizers, if they consciously allow their systems to be used to spread illegal content.

In the administrative scope, the responsibility of digital platforms is also regulated through the Regulation of the Minister of Communication and Information of the Republic of Indonesia Number 5 of 2020 concerning Private Electronic System Organizers. Article 2 paragraph (1) of this regulation states that every Private Electronic System Organizer is required to register before the electronic system begins to be used by users. This indicates that platforms such as Facebook, Instagram, or TikTok, which provide services to the Indonesian public, are required to register their electronic systems with the Indonesian government through the PSE mechanism. This obligation is reaffirmed in Article 3 paragraph (1) of the Regulation of the Minister of Communication and Information of the Republic of Indonesia Number 5 of 2020 concerning Private

[17]Ibid.

Electronic System Organizers, which states that registration is carried out by every system organizer whose electronic system is used by the public. Registration as a PSE means that the platform is subject to Indonesian regulations and is required to support digital space governance that is free from prohibited content.[18]

This obligation makes the existence of the platform no longer a passive or neutral party, but an active party that has an important role in protecting the digital space from illegal content. This responsibility becomes even greater considering that the majority of social media users in Indonesia come from the productive age group, even children and teenagers, who are very vulnerable to exposure to gambling content. Platforms such as Facebook have stated in their privacy policies (terms and privacy) that users are prohibited from uploading content containing illegal activities including gambling. However, if in practice they do not carry out adequate supervision and filtering, then the statement becomes ineffective and can even be a form of legal negligence. This shows a mismatch between the internal norms of the platform and their legal obligations in the countries where they operate.

Furthermore, in the study of legal theory, legal responsibility like this can be understood through the approach of strict liability theory, which states that in certain cases, responsibility can be imposed on the perpetrator even though there is no direct element of fault proven, as long as there is a causal relationship between the actions or negligence of the perpetrator and the consequences caused. In this context, if a digital platform like Facebook does not actively prevent online slot gambling ads from spreading on its system, then they can be held legally responsible even though the uploader is a third party.[19]

By considering all the legal provisions and theories that have been outlined, it is clear that the existence of online slot gambling advertisements on digital platforms is a form of violation of the law that is not only committed by users who upload content, but also by platform organizers who fail to carry out their supervisory and control responsibilities. In this context, Indonesian law demands an active role for digital platforms in maintaining a safe, clean digital space that is in accordance with the legal and moral values of society. If platforms such as Facebook do not take firm action against the spread of online gambling content, then it can be concluded that they have tolerated violations

[18]Wibowo, Fajar, and Intan Permata Sari. "The Responsibility of Digital Platforms for the Spread of Illegal Content in the Perspective of Indonesian Law." Indonesian Legislation Journal 20, no. 2 (2023): 45–62.
[19]Yusuf, Rachmad. "The Role of Government in Supervising Digital Advertising in the Information Technology Era." Journal of Law and Economic Development 8, no. 1 (2022): 115–130.

of the law, and thus can be held criminally and administratively accountable under applicable national laws.[20]

4. Conclusion

Social media, especially Facebook, plays a crucial role in the spread of online slot gambling advertisements in Indonesia. With millions of active users, this platform is an effective means for gamblers to reach the public on a massive scale. Facebook's algorithm that encourages viral content also expands the distribution of these illegal advertisements, both through external links, hidden advertisements, and community groups. However, the spread of online gambling advertisements is not only against the law—such as Article 303 of the Criminal Code and Article 27 paragraph (2) of Law Number 1 of 2024, the second amendment to Law Number 11 of 2008 concerning Information and Electronic Transactions, but also has detrimental social impacts, especially for teenagers and students who are vulnerable to being influenced. Many cases show that exposure to gambling advertisements can trigger addiction, decreased academic achievement, and even criminal acts such as theft. Facebook, as a platform provider, actually has a legal and ethical obligation to prevent the spread of illegal content. However, a weak moderation system, permissive algorithms, and slow response to user reports make gambling advertisements easy to find. From a legal perspective, digital platforms can be subject to criminal or administrative sanctions if they are proven to be negligent in supervision. The principle of strict liability in cyber law also emphasizes that service providers can be held liable even if the content is uploaded by a third party. In addition, regulations such as the Kominfo Regulation on Electronic System Organizers (PSE) require platforms to comply with local rules and actively filter prohibited content.

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