Legal Protection Against Consumers Who Do E-Commerce Buying and Selling Transactions Through the WeChat Platform

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Abstract

Along with the development of digital technology, WeChat does not only function as a communication application, but also as an e-commerce platform used for online transactions. This is present various challenges, including risks for consumers such as fraud, personal data breaches, and lack of clarity about rights and obligations of the parties. This research aims to analyze protection law to consumers in transactions sell buy through the WeChat platform. This research uses a law empirical approach that is a method procedure used For solving problems with researching secondary data previously Then to be continued with use study on primary data. Research carried out in the city of Bandung with give questionnaire to respondents who have used the WeChat platform in transaction sell buy. The results show transaction sell buy through the WeChat platform basically similar to conventional sell buy, only done in an electronic way and have a valid legal basis based on the Civil Code and the ITE Law, with conditions fulfillment agreement free, the ability of the parties, the object certain, and legal purposes. Information electronics produced is acknowledged as tool proof law, giving legal certainty for consumers and business actors. Consumer protection is set up through the UUPK, ITE Law, and PP Number 71 of 2019, which guarantees consumer rights. For get transparent information as well as compensation if loss occurs resulting from default, with sanctions firm for perpetrators of business that violates the contract. electronics must also be compliant with standard law, including use Indonesian language and clear provisions. Regulation This is expected to create a safe, fair and trusted digital trading ecosystem, by providing a sense of security for consumers as well as encouraging not quite enough answer perpetrator business

A. INTRODUCTION

Digitalization has brought significant changes in various aspects of human life, one of them in the field of economy. Transaction process previous business eat Lots of time and costs can now be done with more efficient blessing of digital technology (Yetno, 2022). With only use device gadgets, needed items can be ordered and shipped directly to Consumers' place of stay. Convenience This has

made e-commerce the more popular and progressive from year to year. If previously online transactions require a computer or laptop device, now Enough use mobile phone smart, which is almost owned by each layer of society. This is not only speeding up the transaction process, but also expanding the accessibility of e-commerce services (Novita & Santoso, 2021).

Foundation philosophy from agreement sell buy in a way electronic lies in trust between parties involved . Trust here refers to belief that each party will fulfill its obligations in accordance with the agreement. Seller trusted for deliver goods in agreed specifications, while buyer trusted For hand over the money accordingly mark transactions (Harun et al., 2019). This process also involves the buyer's belief that the goods will arrive in good condition and appropriate to what was promised by the seller. Trust becomes an important element underlying all over transaction mechanisms in e-commerce, because without the existence of direct interaction between seller and buyer, acknowledgment to integrity of the second split party becomes the main factor in determining the success of transactions (Langguyu, 2015).

The e-commerce is divided over two segments namely business to business e-commerce (trade) between practitioners business) and business to consumer e-commerce (trade) between practitioners business and consumers). More and more economic activity is done through the internet media (Putra, 2014). E-commerce are business activities that concern consumers, manufacturers, service providers, and traders intermediaries with the use of computer networks, namely E-commerce already covering the entire spectrum of social activities. Some year final This with so the spread of internet media has caused the number of companies that started trying to offer various types of the product using this media (Alfitriani et al., 2022). One of the benefits from the existence of the internet is as a promotional media a product. A product that is online via the internet can bring big profits for businessmen Because the product is known throughout the world, this allows the creation of healthy competition between small, medium and large companies in size market share (Astuti & Wirasila, 2018).

Development of rapid internet usage in a number of year final has pushed Lots company To offer the product through digital media. The Internet has become an effective tool For promotion, allowing uploaded products known online globally (Permadi et al., 2022). This is give big opportunity for businessman to increase sales and expand market reach. In addition, the existence of e-commerce creates opportunities for healthy competition between small, medium and large companies in terms of market share. Thus, e-commerce does not only become a tool to make

transactions easier, but also as a strategic means for business actors to develop their business in the digital era (Muttaqin, 2011).

WeChat as an instant messaging application, will become an effective alternative for business. To connect with customers and provide help in a fast way. Customers can easily contact business through the WeChat application and receive responses in a direct way. WeChat offers various e-Commerce features, including payments and mini-programs, so make it become a very appropriate platform for selling products or services (Meutia et al., 2018). With 1 million users in Indonesia, WeChat is the right platform for business promoting products or services. Businesses can use WeChat's social media features, such as Moments and Official Accounts, to reach a wide audience and create interesting content. WeChat QR codes can also be used to produce more Lots prospects when printing it to in poster media or brochure . Users who scan the QR code can start a conversation with business (Alifah, 2022).

Transaction sell purchases made via WeChat completely depend on online interaction without the existence of direct meetings between consumers and business actors. The entire transaction process is based on trust second split party To fulfill their respective obligations, both in providing product and also in payment. Because the agreement sell buy done in a way electronics, this relationship is prone to various risks, including default (Gusti, 2018). Default committed by the perpetrator business can be in the form of delivery items that are not in accordance with agreement, delay shipping, up to total failure in fulfilling orders. Condition This creates potential loss for consumers who do not own guarantee protection direct consequence characteristic of its digital and cross-regional transactions (Wibisana et al., 2023).

Protection to consumers, good both materially and formally, to become the more relevant in the modern era, along with rapid development of knowledge and technology. Technology plays a role as a driving force the main thing that improves productivity and efficiency of manufacturers in producing goods and services (Mahran & Sebyar, 2023). On the one hand, this thing gives big benefits for business actors in achieving their business targets, but on the other hand, it also creates new challenges related to protecting consumers. Because the transaction No done in a direct way appears the possibility of birth form fraud or error that has an impact harm consumers. The negative impact of e-Commerce Alone tends to harm consumers (Syahputri et al., 2023).

Law no. 8 of 1999 concerning Protection Consumers (UUPK) actually Already provides protection in a way law to consumers and also producers. Article 4 of the UUPK states existence right consumer For get the right on correct, clear and honest

information related to condition of goods / services. However If it turns out goods / services purchased No in accordance with what is advertised, consumers are entitled to get compensation, replace loss and/or replacement on the goods / services in question (Setyawati et al., 2017).

From the above, consumers face various risks, such as lack of transparency, potential fraud, and violations of consumers' rights, especially in transactions based on electronics. Therefore, consumer protection is an important element of healthy business practice, where the balance between right producers and consumers must be guarded (Nangin, 2017)). In the context of This, the Indonesian government issued Constitution Number 11 of 2008 concerning Information and Electronic Transactions Law (ITE Law) as base law For arranging electronic transactions, which are increasingly widely used by the Community (Jahriyah et al., 2021).

B. METHODS

In support of data accuracy to complete a study entitled Legal Protection Against Consumers Who Do E-Commerce Buying and Selling Transactions Through the WeChat Platform, Researchers use a legal empirical method. This method combines a juridical approach, namely research based on law, regulatory legislation, legal theory, and expert opinion law, with an empirical approach, which refers to direct observation of social reality and its application in society (Efendi et al., 2016). The legal empirical approach is also often called the legal sociological approach because it prioritizes secondary data review over first, then to be continued with primary data collection from the field (Soekanto & Mamudji, 1985). This research was conducted in Bandung City, which was selected because it is the center of government as well as the area with the number of WeChat platform users are quite significant. With Thus, the location This is considered relevant For describe various aspects related laws with e-commerce transactions via WeChat.

This study uses two main types of data, namely primary data and secondary data. Primary data is obtained through questionnaires and interviews directly with WeChat users who have or currently do transactions sell buy through the platform . This data is designed to dig experiences, perceptions, and challenges the law faced by consumers in the transaction process. Meanwhile, secondary data collected through studies library, which includes scientific books, articles, papers, sources from the internet, as well as relevant legislation with the issue being researched. All data, both primary and secondary, analyzed in a qualitative way. To understand empirical phenomena and relate it to runway applicable law. Collected data Then served in a descriptive way with objective explaining related problems with protection law consumers in online transactions via WeChat. Analysis results

become the basis for interesting conclusion and provide recommendations that can answer issues raised in this study.

C. RESULTS AND DISCUSSION

Legitimacy of E-Commerce Buying and Selling via the WeChat Platform

In the era of industry 4.0 which is increasingly developing, transaction finance has now become the easier to do. One of the ways that is increasingly popular is to use instant messaging applications. WeChat. The WeChat platform, which was originally known as a messaging application, has now developed into a multifunctional digital ecosystem, including For transactions sell buy. The e-commerce feature on WeChat allows users to do transactions easily, both through integrated online stores in the application and also through direct interaction between seller and buyer. Initial step in using this platform For transactions is ensure user own active WeChat account that has been verified, because part big feature finance, such as payment or money transfer, requires authentication identity (Yuniarto & Dandan, 2020).

To start transactions, sellers usually utilize WeChat Official Account or Mini Program feature. Official Account functions like page business, where sellers can promote their products through digital catalogs, posts, or promotions that appear on the user's timeline. Meanwhile, the Mini Program is a light application operating within the WeChat ecosystem, making it possible for buyers to choose, order and pay products without needing to go out of the application. Buyers can explore the product catalog, add goods to basket shopping, and make payment directly via WeChat Pay, the integrated payment system built-in with the platform.

WeChat Pay becomes a very popular payment method used for various transactions. Services This Already officially operating in Indonesia since January 1, 2020 with permission from Bank Indonesia. With WeChat Pay Indonesia, users can make transaction payments easily and quickly through the WeChat messaging application. Not only that said, WeChat Pay also offers various interesting features, such as transferring money to fellow WeChat users and payments at merchants who work the same as WeChat (Rakhmat et al., 2020).

Transactions can also be done through direct conversation between seller and buyer. In this scenario, buyers usually contact sellers via chat feature to ask for product details, prices, or shipping methods. After agreement is achieved, buyer will receive payment link or QR code from seller who can be scanned using QR Scan feature on WeChat. Buyer Enough enter payment amount , confirm transaction with authentication , and wait confirmation from seller. payment system on WeChat utilizes WeChat Wallet feature , which is connected to user bank account or balance

digital wallet . After payment done, seller will arrange delivery of goods in accordance with address provided by the buyer. Security transactions are guarded through system notification, where the user gets confirmation every time a transaction is completed, and with the existence of a record of footsteps payments to their respective accounts.

Transaction sell purchases made via WeChat platform including in category transaction electronics , which involves use of communication media or electronic device as means main . Indonesia is one of the countries with a significant number of WeChat users. In the process, the seller utilizes the internet to show off their product and uses the WeChat application as a communication tool to make it easier to negotiate and agree with buyers. However, the electronic transactions have greater risk compared to conventional transactions, so that requires legal certainty and validity. Validity in context This refers to the validity of a trade agreement or contract made through an electronic transaction system. Usually, every agreement in trading transactions is poured out in the form of an agreement or contract. For giving protection law for second split party.

In business law theory, transaction is understood as action law involving two parties or more mutual need to achieve certain objectives which have economic marks. Transactions are realized in the form of engagement the law that is called contract , in which each party owns rights and obligations that must be fulfilled . In the context of electronic transactions, contracts This is often in digital form, with validation mechanisms through electronic hand signs or agreements based on system applications (Akhmaddhian & Agustiwi, 2016). Although thus, the aspect of contract validity still must fulfill the condition of legitimacy agreement as set up in Article 1320 of the Civil Code, namely existence agreement, capacity of the parties, object certain, and legal basis. The existence of contracts in electronic transactions becomes very important to remember height risks such as default, fraud, or product mismatch. In this case, role system law is very necessary To ensure that every electronic transaction, including those carried out via WeChat, has a strong base and enforceable law providing a sense of security for consumers and also sellers. Therefore, the government also needs to ensure that regulation related electronic transactions are capable of accommodating development technology and guarantee protection for all parties involved.

In principle, transactions sell buy using electronic communication media such as WeChat or similar platforms based on the principle of freedom contracted. This is means that seller and buyer own freedom To determine terms and conditions that will be applicable in their transactions, throughout No contradiction with applicable law. However, this freedom still has certain limitations, as regulated in Article 5

paragraph (4) of the Law Number 11 of 2008 concerning Information and Electronic Transactions (ITE Law), which provides exception to a certain number of type documents or electronic transactions (Cahyadi , 2019). Thus, the agreement between the parties becomes the main element who regulates the way transactions, including in choosing the electronic system used. Article 19 of the ITE Law specifically states that the parties who carry out electronic transactions must use electronic systems that have been agreed upon together, so that gives a strong legal runway. For implementing transactions In the context of WeChat as a transaction platform, its use refers to the agreement between seller and buyer about the system that will be used. This is covers mechanism communication , how to payment , up to method delivery goods . System agreed electronics must fulfill security and reliability criteria. To protect the rights of the parties, as set up in the ITE Law.

Conditions of legitimacy of electronic contracts in transactions sell buy, as set up in Article 1320 of the Civil Code (KUHPerdata) which is reinforced by Article 47 of the Government Regulation Number 82 of 2012 concerning Implementation of Electronic Systems and Transactions (PP PSTE), includes subjective aspects and objective (Setiani & Taufiq, 2018). Requirements subjective related to the legitimacy of the parties involved in the contract, with the implication that If this condition is not fulfilled, the contract can be canceled at the request of one party. However, during Not yet There is cancellation, contract considered still valid in a way law. One of the important aspects of subjective conditions is existence agreement between the parties. This Agreement must be based on will free existence without existence pressure, error, or fraud. For example, buyers and sellers must agree about Price and specifications of the product that will be traded, which is the core of transaction electronics.

In addition to the agreement, the legal ability of the parties also becomes a crucial element in electronic contracts. According to law, competence covers maturity and intellectual ability. To understand the legal consequences of actions taken. Based on Article 330 of the Civil Code, a person is considered mature If he has reached 21 years old or more, or If he has ever been married even despite his age Not yet reached 21 years. Outside that, the party that does not fulfill condition skills, such as the stated individual bankrupt by the court, cannot in a way law be considered competent For making agreement.

Objective conditions in electronic contracts become elements of basic things that must be fulfilled so that the agreement own strength is valid law. If the conditions objective This No is fulfilled, then the agreement stated is void by law. This means that the agreement considered No Once there is and there is not its own legal strength For binding on the parties . One of the objective conditions is that

object agreement, in matter These products that are traded must be clear (definite) and can be realized (possible). The product that becomes the object of transaction must own clarity in matter specifications, quantities, and conditions. This is important to avoid ambiguity that can cause disputes later. In addition, the products traded must allow For realization, for example items that can be produced or sent in accordance with agreement between sellers and buyers.

Other objective conditions are existence legal goals and causes . Agreement sell buy No may be contradictory with regulation legislation , morality , and general order . For example, transactions For illegal goods such as narcotics, weapons fire without permission, or stolen goods No can be considered legitimate according to law, although second split party agree transaction The purpose of condition This is To ensure that transaction Not only legitimate in a contractual way but also morally and socially. Thus, the validity of the agreement reflects compliance with applicable laws and norms in public.

In the context of e-commerce, product clarity and legality objectives become the more relevant. With the many digital platforms that facilitate transactions sell buy , the risk of existence of illegal or No clear goods often increases . Therefore, the e-commerce platform and the parties involved must ensure that traded products are in accordance with conditions applicable laws and norms. Not only to guard contract validity, but also to protect consumers from risk loss or violation of law. Awareness of importance condition objective This is part of efforts to create a safe, fair and reliable electronic trading ecosystem (Saragih & Bagaskara, 2023).

Electronic information produced through conversation or communication using platforms like WeChat can become a valid evidence tool in law. In transactions sell buy , conversation between sellers and buyers , both in the form of text , images , or digital documents , can represent agreement that occurred . Article 5 paragraph (1) of the Law Number 11 of 2008 concerning Information and Electronic Transactions Law (ITE Law) with firm states that information or document electronics , along with results print , have an equal law position with other proof tools . Terms This gives guarantee that proof of transaction based on electronic No can deny its validity only Because No use of physical documents. In the context of this, electronic communication plays an important role in proving the existence of agreements and details of transactions, such as price, product specifications, and delivery approvals.

Affirmation legality electronic document This becomes relevant cover For underline importance of adaptation to development technology in practice law and commercial transactions. In the digital era, when electronic transactions are more commonly used, protection law to digital communication crucial aspect For

guarding trust between the parties involved. The existence of rule in the ITE Law strengthens the position of electronic evidence in finishing possible disputes arise, so that it provides a sense of security Good for consumers and also business actors (Fayyaza et al., 2023). With this, integration of electronic proof tools into the legal system not only supports efficiency in proof but also provides legal certainty in the continued digital trade development ecosystem.

Legal Protection against Consumers Who Do Buy and Sell Transactions with WeChat.

Online shopping or online shop has now become a part not inseparable from life in Indonesian society. Both in urban areas and also rural areas, communities are increasingly using digital platforms to fulfill their needs. Technology development and convenient internet access have encouraged many people to switch from traditional shopping methods to online based shopping. This phenomenon not only provides convenience and efficiency, but also opens up new opportunities in the world of trade. However, with the greater the amount of online shopping activity, an urgent need appears For present clear rules and firm law For protecting consumers from potential risk (Bernada, 2017).

Internet-based trading or electronic commerce (e-Commerce) has brought big changes in public transaction methods. With this system, good goods and also services can now be sold digitally, without the need for direct meetings between sellers and buyers. People started relying on e-Commerce because of the flexibility and speed offered . However, this transition also brings new challenges, especially related to protecting consumers. In many cases, consumers may feel disadvantaged because of lack of transparency in the transaction process or incompatibility between products ordered and received (Barkatullah, 2007).

Risks that arise in e-Commerce transactions are quite diverse, starting from items that are not in accordance with the description until more serious fraud. One of the general examples is when the product received is different Far from the image displayed in the advertisement . This shows the existence of potential fraud or mistakes in online transactions that can harm consumers in a financial and also emotional way. Therefore, it is very important to strengthen regulations that govern electronic trading for consumers to get adequate protection. These Rules will not only increase the sense of security in transactions, but also encourage public trust in the e-Commerce system that continues to develop.

WeChat is a social media application that has experienced significant transformation into a multifunctional digital ecosystem, including as a platform to support transactions sell buy online. In electronic trading, trust becomes the main thing that determines successful transactions between sellers and buyers. Honest,

transparent and accurate communication play an important role in creating profitable mutual relationships as well as avoiding potential loss in both split parties.

Based on results questionnaire distributed to consumers and business sellers in Bandung City, the majority of respondents are active users of WeChat app for transaction sell buy . The use of WeChat becomes the main choice because of a number of practical reasons. Firstly, WeChat makes it easy to communicate between sellers and consumers through a messaging feature that allows businesses to give fast responses to customers' needs. Second, customer service can be automated using chatbots, so that saves time and energy for business practitioners. In addition, the cashless payment feature via WeChat Pay to become Power pull main, allows transactions to be done without using physical money or card. The payment process is also made easier with the QR code scan feature, where the cashier can directly scan the unique code owned by the buyer to complete transactions. More continues, receipt payments generated via WeChat Pay are different from cash or credit card payment methods, giving a unique experience for users. However, one of the things that has become attention is a WeChat server that is centralized in China, so all technical problems must be handled directly from there. This is reflects how WeChat has developed into a practical and efficient platform in supporting modern business transactions.

Although digital transactions offer various conveniences, there are a number of challenges that arise, especially related to legal aspects. In Indonesia, protection law in electronic trading becomes a very important issue to ensure rights. Good consumers and also business practitioners are protected well. Proper regulation Not only provides a sense of security in transactions, but also regulates not quite enough responsibility of each party, guarantees the validity of electronic agreements, as well as provides a fair dispute settlement mechanism. This is the more crucial thing to remember about the rapid development of e-commerce in Indonesia, which requires a solid legal framework to build public trust and support sustainable growth in the digital economy. Although Lots consumers who do not fully trust online sellers, they can mitigate risk by knowing more about online shops, products sold, and ask questions To ensure No trapped in fraud or loss. However, there are still only consumers who feel No satisfied and disappointed Because product received No in accordance with promoted image. In this case, a more serious lawsuit appropriately submitted on a default basis, not action violating law, with reference to the violation obligations undertaken by the perpetrator business in contract electronics that causes loss for consumers.

Constitution Number 8 of 1999 concerning Protection Consumers (UUPK) has

provided a strong legal foundation for protecting consumer rights as well as manufacturers in sell buy transactions. Article 4 of UUPK confirms that consumers are entitled to get correct, clear and honest information about the condition of the goods or services they provide purchased. This includes obligation for manufacturer or seller To give accurate description about products, including quality, price, and usability. If the goods or services received by consumers it turns out No in accordance with information conveyed in advertisements or promotions on WeChat platform, consumers are entitled For demand compensation , replace loss , or even replacement goods or services On the other hand , the obligation for perpetrators business according to Article 7 UUPK is give correct, clear and honest information about conditions and warranties goods or services as well as giving compensation, replace make a loss or replacement If goods / services No in accordance with information provided. For the perpetrators of an unlawful attempt, provisions as listed in UUPK can be charged with sanctions in the form of criminal maximum five years imprisonment or criminal fine maximum IDR 2 billion.

Article 8 paragraph (1) letter f of the Law Protection Consumers (UUPK) prohibits perpetrators of business For produce or trade goods and/or services that are not in accordance with promises delivered through labels, labels, descriptions, advertisements, or promotion. Mismatch between specification of goods received by consumers and what is displayed in advertisement or Photo promotion is a form of violation law that injures consumers' rights. In the context of WeChat application as a digital platform that many use For transactions sell buy , protection law for consumers becomes very relevant . Consumers who feel disadvantaged can refer to Article 4 letter h of the UUPK, which provides the right To get compensation , replace loss , or replacement If goods or services received No in accordance agreement or No fulfil expected standards . Transactions via WeChat based electronic demand business actors For more transparent and accurate in conveying product information, because every violation No only violates consumer rights but can also damage trust towards the platform. With clear law protection, consumers can have more confidence in themselves in transactions through this application, while business actors are expected to be responsible in fulfilling the promises they made to promote.

Article 19 paragraph (4) of the Law Protection Consumer confirms that giving change loss by the perpetrator business No remove possibility existence demands criminal If proven There are elements more mistakes continue . In practice, the responsibility answer which is often given by the seller is to give consumers a deadline for returning items that are not appropriate. This also applies in online transactions , including those carried out through WeChat application , which has

become the platform of choice Lots of business actors Because its convenience in supporting communication with customers . Based on research results, if an error occurs in shipping, good related damage to packaging and also product That alone, most big sellers enforce the policy of returning goods in a certain time. This policy not only helps protect consumer rights but also creates trust in the online business ecosystem, encouraging more good relationships between consumers and sellers. However, it is important for sellers For still complying with provisions sufficiently applicable law For ensuring that not quite the answer No only limited to internal policies, but also in accordance with principle protection regulated consumer Constitution.

Apart from UUPK, Protection consumer in transaction sell buy electronics in law Number 11 of 2008 concerning Information and Transactions Electronics as has been amended by law Number 19 of 2016 concerning Changes to the Law Number 11 of 2008 concerning Information and Electronic Transactions Law (ITE Law), and is emphasized through Government Regulation Number 71 of 2019 concerning Implementation of Electronic Systems and Transactions (PP PSTE). Referring to the ITE Law and PP PSTE, transactions sell buy it online are acknowledged as transactions legal and valid electronically accountable. Your consent to buy goods online with method do click agreement on transaction is form action acceptance stating agreement in agreement on electronic transaction

Constitution Information and Electronic Transactions (ITE Law) also provides legal protection for consumers to harm their actions resulting from distribution of false or misleading information in electronic transactions. If a person seller uses platforms like WeChat to spread news lies that cause loss for consumers, then they can be charged with criminal sanctions according to Article 28 paragraph (1) of the ITE Law. This article states that the action of distributing news lies and misleading intentionally and without right in electronic transactions is a serious violation of law. Threat punishment for violation is listed in Article 45 paragraph (2) of the ITE Law, which stipulates sanctions in the form of criminal prison up to 6 years and/or fine maximum IDR 1,000,000,000.00. These Rules aim to create a safe and trusted digital ecosystem, so that consumers feel protected when making transactions online. With the existence of sanctions firm this, the perpetrator business expected more responsible answer in convey information related goods or services offered through electronic media.

With electronic contracts that are carried out through media such as WeChat, sellers and buyers in a way automatically own the rights and obligations of each that must be filled in the process of selling buy . Rights and obligations the covers obligatory seller deliver ownership on a product to buyers , and buyers who are

required to pay price products that have been agreed upon . Based on Article 48 paragraph (1) of the PP concerning Implementation Electronic Systems and Transactions (PP PSTE), electronic contracts required For made in Indonesia. If the electronic contract is arranged in other languages , writers to argue that terms and conditions in contract the Possible No own strength sufficient law tie .

Article 48 paragraph (3) PP PSTE confirms the importance of considering rights and obligations of second split parties in implementing electronic contracts, especially as runway settlement If default occurs. When one of the parties fails to fulfill his obligations or does violate contract, settlement will refer to the terms and conditions in contract electronics. Completion of this is also a must in accordance with the principle of justice, practice healthy business, as well as applicable legislation. In the PSTE PP firm organizes the perpetrators business must provide complete and correct information related to the products offered . However If party consumer accepts goods No in accordance with what was agreed , Article 49 paragraph (3) of the PP PTSE provides the right to implementing business To give a deadline to return goods that have been purchased.

D. CONCLUSION

Arrangement about transaction sell buy via WeChat is almost the same as the settings sell buy conventional only the transaction use electronic transaction in matter This through WeChat application . Transactions sell buy through the WeChat platform, which is part of e-commerce, has valid legal grounds based on provision of regulatory legislation in Indonesia, such as the Civil Code and the ITE Law. Validity transaction This is determined by the fulfillment of conditions of legitimate agreement, namely agreement free, the ability of the parties, the object certain, and legal purposes. Information electronics produced in transactions is also recognized as a valid evidence tool in a way law, providing protection and certainty law for consumers and business actors. With an ecosystem that continues developing, important for all parties To ensure compliance to regulation, maintain transparency, as well as increase security For create a safe, fair and trusted digital trading ecosystem.

Protection law to consumers in transactions sell buy through digital platforms such as WeChat has been set up in various regulations, including Constitution Number 8 of 1999 concerning Consumer Protection (UUPK), Law Information and Electronic Transactions Law (ITE Law), and Government Regulations Number 71 of 2019 concerning Implementation Electronic Systems and Transactions (PP PSTE). Regulation This gives right to consumers To get honest, accurate and transparent information related goods or services, as well as ensure

compensation If loss occurs consequence mismatch or default. Sanctions are also firmly given to business actors that do violations, both in the form of compensation to consumers and also criminal threats on distribution of fake information. In addition, the contract electronic in digital transactions must fulfill standard applicable law, including obligations made in Indonesian language and contains conditions as well as provisions that regulate rights and obligations of second split parties. With the existence of this comprehensive protection law, consumers are expected to be able to feel safe and trustworthy themselves in online transactions, while perpetrators of business are pushed aside. For responsible answers and obey applicable regulations.

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