

Juridical Review of Legal Relationships of the Parties in Digital Marketplace Transactions (Study on Tiktok Marketplace)

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Abstract

This research examines the juridical review that occurs between the parties' relationships in digital marketplace transactions, namely the TikTok shop. The research used in this study is normative juridical. Various sources were processed in this study, such as books, research articles, journals, and studies of legal theory, norms, and opinions of legal experts. The results of this study indicate that the legal basis plays an important role in the digital marketplace transaction system in Indonesia. One of them is its application in establishing relationships between parties related to transactions in the Tiktok shop marketplace. A review from the juridical aspect shows that normatively the legal capacity of digital transactions is already regulated in the 2008 ITE Law which contains the use of technology. This law has gone through the revision stage, namely Law Number 19 of 2016 concerning Amendments to Law Number 8 of 2000 concerning Information and Electronic Transactions. The purpose of this change is so that consumers have legal certainty in digital transactions and can file lawsuits if they feel disadvantaged by UUPK and UU ITE.

Keywords: TikTok Shop, Digital Transactions, Juridical Review, Digital Marketplace, Indonesia

I. Introduction

The rapid development of the internet, increased capacity, ease of access and lower costs of use have resulted in revolutionary changes in its use in various fields, including communications, entertainment, tourism and many others. However, among the many, the trade sector experienced the most significant growth in the use of

internet media in society.¹ With the progress of the times, the business concept has changed all lines from conventional (offline) buying and selling transactions to online buying and selling transactions, but as a result it has an impact on several problems that can arise in offline (conventional) transactions.²

The use of media, information technology, and communication has changed the behavior patterns of society and world civilization. Trade is developing rapidly, the first to trade with the traditional system, face to face with sellers and buyers. Thanks to the progress of the times, traditional trade has also changed into conventional trading which uses internet-based networks to bring sellers and buyers together directly without having to move places.³ The use of internet-based electronic media is expected to make it easier for business people to run their business and provide great opportunities for an increasingly competitive business world; companies that can compete are companies that can utilize technology to market their business activities across borders across countries and regions.⁴

The current trading method is not only conventional, namely meeting buyers and sellers directly in the buying and selling process but has led to digital trading which is now known as e-commerce. The emergence of e-commerce makes it easier for today's people to make buying and selling transactions.⁵ The presence of e-commerce that provides convenience in buying and selling transactions is also felt by residents in various parts of the world. E-commerce is a form of trade with its characteristics, namely trade that crosses national borders, does not meet sellers and buyers, uses internet media.⁶

Recently, many business actors in Indonesia have started to open businesses using electronic platforms. Indonesia has significant growth in the online market.

¹ Rangaswamy, A., Moch, N., Felten, C., van Bruggen, G. H., Wieringa, J. E., Wirtz, J., & de Ruyter, K. (2020). The role of marketing in digital business platforms. *Journal of Interactive Marketing*, 51, 72–90. <https://doi.org/10.1016/j.intmar.2020.04.006>

² Kusumaningtyas, D. (2022). Tik Tok shop: Quality system and marketing mix on consumer satisfaction of online. In *Proceedings of the 2nd International Conference on Business & Social Sciences (ICOBUSS)*, Surabaya, March 5-6, 2022 (pp. 877–887).

³ Arifin, R., et al. (2021). Protecting the consumer rights in the digital economic era: Future challenges in Indonesia. *Jambura Law Review*, 3(Special Issue), 135–160. <https://doi.org/10.33756/jlr.v3i0.9635>

⁴ Agustawan, M. H., Umam, K., & Maleka, M. (2022). The importance of consumer protection law revision in the development of e-commerce in the digital transformation era in Indonesia. *Proceedings of Islamic Economics, Business, and Philanthropy*, 1(2), 305-317.

⁵ Rachmad, Y. E. (2022). Perception of social media marketing by users of e-commerce marketplace and online food delivery. In *The 1st Proceeding of the International Conference on Economics and Business* (Vol. 1, No. 1, pp. 121–134).

⁶ Bambang, E., Nayasari, D., & Nahdliyah, H. (2020). Legal protection against consumers in e-commerce transactions. *Jurnal Independent*, 53, 43-50.

Currently, the percentage of e-commerce transactions has reached a high of around 36% and is predicted to reach US\$ 81 billion in 2025. This opportunity is even more extraordinary considering that according to data from the Association of Indonesian Internet Service Providers (APJII), internet penetration in Indonesia in 2021 -2022 reached 77.02%. Approximately 210 million Indonesians use the internet in various daily activities. This is a sizeable amount to market products and services through this platform.⁷

Many obstacles faced in the development of this e-commerce. Until the end of February 2020, the Ministry of Trade received many complaints, generally from prospective buyers of cellular phones and other electronic products who made online transactions. Several frauds were encountered in online buying and selling transactions.⁸ First, the length of time for delivery of goods is not as promised. Second, the goods do not comply with the provisions. Third, items cannot be returned if damaged. Fourth, refunds take a long time. The problems mentioned above indicate that buying and selling transactions through electronic media or e-commerce have considerable risks. Especially in the trade system, namely regarding payments, for example, some risks arise because the consumer usually has to make a payment in advance, while he cannot see the truth and quality of the goods ordered.⁹

The development of social media and technology makes it easier for people to take advantage of all these applications. Social media marketing is a marketing strategy that uses social media as a platform to expand business.¹⁰ Many types of content can be uploaded via social media, such as content for general information, guides, entertainment, and product offers. Social media marketing can also be done for free or using paid advertising. Social media itself is able to play an important role in the evolution of online shopping. One of them is using the Tiktok application.¹¹

⁷ Santoso, E. (2022). Opportunities and challenges: E-commerce in Indonesia from a legal perspective. *Jurnal Penelitian Hukum De Jure*, 22(3), 395-410. <https://doi.org/10.30641/dejure.2022.v22.395-410>

⁸ Iisnawati, I., Nailis, W., & Daud, I. (2022). Does live streaming feature increase consumer's trust on online shopping? *Sriwijaya International Journal of Dynamic Economics and Business*, 5(4), 373-388. <https://doi.org/10.29259/sijdeb.v5i4.373-388>

⁹ Rahim, A. (2022). Overview of consumer protection laws against electronic transactions on the marketplace. *International Journal of Artificial Intelligence Research*, 0.01(6), 1-8. <https://doi.org/10.29099/ijair.v6i1.404>

¹⁰ Diyda Puji Lestar and Kami Hartono. (2018). Legal Aspect Protection on Online Shop of The Third Party (Study at CV. Mekar Jaya Persada-The Largest Online Shop in Demak [Www.Shopee.Co.Id](http://www.shopee.co.id)). *Jurnal Pembaharuan Hukum*, 63(2), 1-3.

¹¹ Wahid, R., & others. (2022). Becoming TikTok Famous: Strategies for Global Brands to Engage Consumers in an Emerging Market. *Journal of International Marketing*. <https://doi.org/10.1177/1069031X221129554>

TikTok is a social media application that allows users to create, share and watch short videos. This platform is owned by ByteDance and first appeared in 2017. TikTok is one of the fastest growing social media platforms in the world. The number of global monthly active users increased by 45% in one year, from 689 million in 2020 to more than 1 billion in 2021.¹² The Tik Tok Shop application is a social media that provides a platform for business people to promote the products they sell. The tik tok application has several advantages, including no need to create an account to be able to view videos on tik tok, short video duration of 15 seconds, has various filters, has challenges in it, application users can use the selected background music that has been provided, no ads, and a place where many people create.¹³

Vibrant and bustling, TikTok attracts many brands such as Guess and McDonald's were among the earliest adopters of TikTok, and they found success on the platform. Following these positive results, more brands have joined forces, and TikTok has grown, into a powerful marketing tool. The many advantages that make it easy for users in it have an impact on the increase in Tik Tok users in one year, 2021. The number is quite drastic, three times as much. Currently, Tiktok users in Indonesia have reached 92.2 million users, as of July 2021 this number will increase. This proves that the system in the Tik Tok application is good enough and the large number of viewers who see live sellers at the Tik Tok store is able to attract consumers. The use of this application also makes it easier for us to see comments from consumers.

Various obstacles were also faced by both sellers and consumers. Recently, not everything has been good, there have been several consumers who commented that they were not satisfied with the products being sold. This shows that with this application, consumers can judge a product not only from its appearance but also based on the experiences of other consumers. Based on the background of this problem, the author will conduct a study related to a juridical review of the legal relations of the parties in digital marketplace transactions (study on the TikTok marketplace). The problems that will be studied in this research are legal relations in digital market place transactions on Tiktok and studies related to legal juridical reviews of the parties in digital marketplace transactions at the Tik Tok shop.

II. Methodology

The research conducted by this writer is included in normative juridical research with a descriptive research design. This descriptive normative research was obtained from various sources including books, articles, research journals as well as some other literature materials originating from legislation, legal theory to research studies related

¹² Wang, Y. (2022). A review of reasons for TikTok's global surge. In *Proceedings of the 2021 International Conference on Social Development and Media Communication (SDMC 2021)* (pp. 588-591). <https://doi.org/10.2991/assehr.k.220105.107>

¹³ Gray, J. E. (2021). The geopolitics of "platforms": The TikTok challenge. *Internet Policy Review*, 10(2). <https://doi.org/10.14763/2021.2.1557>

to norms and rules.¹⁴ The author also critiques and studies ideas, scientific findings and knowledge that contribute positively to the development of science and academic orientation. Not only that, the results of this study are expected to provide more or less positive contributions and benefits both in terms of the methodology on the themes studied by the author and theoretically used to explain several issues, phenomena and facts that occur in society.¹⁵ It is these data and facts that will eventually be developed by the author to be collected into information related to the research theme being studied by the author.

III. Results

TikTok Shop is a social commerce platform where users can create content for promotions and sell their products there like e-commerce with lots of product catalogs. Payment methods at the TikTok Store are via bank transfer, OVO, Dana, Alfamart, GoPay. Marketing in the TikTok application has a different strategy, Tik Tok currently has many users so it offers certain advantages in the trading section as a promotional tool.¹⁶ Various platforms on Tik Tok use videos that are 30-60 seconds long with unique and interesting special effects and music support so that users can make videos as attractive as possible to attract customers and be able to encourage user creativity.¹⁷

Online promotion using the TikTok application can affect sales levels during the COVID-19 pandemic. Tik tok is an effective promotional tool through creative content created by sellers to attract consumers' attention to the items offered or directly follow what they do in offering products and reviewing them.¹⁸ The Tik Tok application has many users so it is useful for users to promote their products on the Tik Tok store. The advantages of a tik tok shop, consumers can scroll FYP when shopping, free shipping and promos, increase the store's audience, content can be used as promotional media.

¹⁴ Afrizal. (2016). *Metode Penelitian Kualitatif: Sebuah Upaya Mendukung Penggunaan Penelitian Kualitatif Dalam Berbagai Disiplin Ilmu* Jakarta: PT. Raja Grafindo Persada.

¹⁵ Suharsimi Arikunto. (2010). *Prosedur Penelitian (Suatu Pendekatan Praktik)* (Jakarta: Rineka Cipta.

¹⁶ Rosiyana, R. N., et al. (2021). A New Digital Marketing Area for E-Commerce Business. *International Journal of Research and Applied Technology*, 1(2), 370–381. <https://doi.org/10.34010/injuratech.v1i2.6765>

¹⁷ Anggit Saghfira and Rifelly Dewi Astuti. (2022). The Impact of S-Commerce Usage in Indonesia Towards Social Commerce Intention. In *Proceedings of the Brawijaya International Conference on Economics, Business and Finance 2021* (BICEBF 2021) (pp. 151-157). <https://doi.org/10.2991/aebmr.k.220128.020>

¹⁸ Hariyanto, O. I. B. (2022). Implementation of Tiktok Popular Culture As a Digital Marketing Technique To Attract Consumers. *The Seybold Report*, 17(7), 266–277. <https://doi.org/10.5281/zenodo.6865409>.

Transactions carried out in online buying and selling forums will create legal relations involving at least three parties, namely buyers, sellers, and online websites, in this case the TikTok Shop. Every transaction made by Sellers and Buyers will be supervised by the TikTok Shop and will be the responsibility of TikTok. TikTok, which acts as the website manager and third parties, is also responsible for every consumer.¹⁹ The responsibilities of business actors are regulated in Chapter VI of the Consumer Protection Law Articles 19 to 28. As a service provider, Article 26 states: "Business actors trading services must fulfill guarantees and/or guarantees that agreed and/or what was promised" TikTok Shop always tries so that the service remains comfortable, safe and functions properly, but TikTok Shop cannot guarantee continuous operation or access to Shopee services can always be perfect.

Business actors have included correct information about the goods, but consumers do not follow the procedures for using or utilizing these goods, then an incident occurs that is detrimental to consumers, then the business actor must be held responsible. Responsibility for losses suffered by consumers due to the use of online buying and selling transactions is the responsibility of the business actor.²⁰ The responsibility in question is the responsibility for default by business actors so that what should be consumer rights is not fulfilled according to Article 4 of Law Number 8 of 1999 concerning consumer protection, namely the right to comfort, safety and compensation to consumers in using online services.²¹

Business actors are responsible for losses suffered by consumers due to their negligence in carrying out online buying and selling services. Regarding the availability of goods with details described in the online buying and selling application, basically it is the responsibility of the seller of the goods. Responsibility for losses suffered by consumers must be borne by online buying and selling business actors, because during the transaction process online buying and selling business actors are dealing directly with consumers digitally. The Consumer Protection Law itself regulates the responsibilities of business actors in general in article 19, namely:

- Provide compensation for damages
- Provide compensation for pollution

¹⁹ Indrawati, P. C. P. Y., & Muthaiyah, S. (2022). EWOM via the TikTok Application and Its Influence on the Purchase Intention of Somethinc Products. *Asia Pacific Management Review*. Advance online publication. <https://doi.org/10.1016/j.apmr.2022.07.007>

²⁰ Ong, T. C., Ow Yong, M. G., & Ong, T. S. (2019). E-Commerce Consumer Contracts for Sale of Goods: Privacy Perspective. *International Journal of Innovation, Creativity and Change*, 8(6), 209–223.

²¹ Nurhasanah, S., & Saputra, R. A. (2022). Legal Protection of Marketplace Consumer Personal Data in Indonesia. *International Journal of Multicultural and Multireligious Understanding*, 9(19), 256–266.

- Providing compensation for consumer losses due to consuming the goods or services produced.²²

When viewed from the responsibility and legal relationship between business actors and consumers who are involved in buying and selling transactions on the Tik Tok Shop digital marketplace. The legal relationship includes:

A. Consumer Relations with Tik Tok Shop.

The market is only tasked with providing a place for consumers to buy their needs. Where the relationship gives rise to contractual responsibilities, because in the case of a consumer wanting to become a marketplace user, the consumer must agree to the terms and conditions provided by the marketplace.

B. Tik Tok Shop's Relationship with Business Actors

The relationship between consumers and the market, which gave birth to contractual accountability. Because business actors are required to agree to the terms and conditions provided by the marketplace.

C. The Relationship Between Business Actors and Shipping Services

The shipping services in question include J&T Express, Standard Express, and other supporting expeditions. This delivery service is an object that connects business actors with consumers. The relationship between business actors and shipping services, this gives rise to professional responsibility. Which is divided into two, namely the achievement of service providers can be measured or the achievement of service providers cannot be measured.

IV. Discussion

Legal protection for consumers in commercial transactions can take 2 (two) different forms, namely protection through certain laws and regulations (laws, government regulations, etc.) and protection based on special agreements made by the parties, in the form of substance or contents of the agreement between the consumer and the business actor/producer, including provisions regarding compensation, timeframe for submitting claims, dispute resolution, and so on.²³ In particular, Articles 4(b) and (a) of Law Number 8 of 1999 concerning Consumer Protection (UUPK) protect consumers in Indonesia by requiring them to be given the opportunity to make the right decisions about the products and services they buy, as well as their rights to acquire those products and services at an agreed exchange rate and under previously agreed conditions and warranties. Buyer is entitled to a refund, repair or replacement.

²² Ingole, A. V. (2021). E-Commerce Revolution : Contemporary Challenges of Legal Regulation. *International Journal of Economic Perspectives*, (15), 309–319.

²³ Santoso, V. A. (2021). Legal protection on e-commerce transactions: Problems and challenges in global business. *Semarang State University Undergraduate Law and Society Review*, 1(2), 101–112. <https://doi.org/10.15294/lsr.v1i2.50552>

If the goods or services delivered are not in accordance with the agreement or are otherwise substandard, the buyer can request a refund.²⁴

Article 7 UUPK, on the other hand, imposes obligations on business actors, among others, to provide correct, clear and correct information about the conditions and guarantees of goods and services and explain their use, repair and maintenance; compensation, compensation and reimbursement if the goods and services received or used are not in accordance with the agreement, etc.²⁵ Article 8 UUPK further prohibits business actors from exchanging products and services that do not meet the standards stated on labels, social norms, descriptions, advertisements and promotional materials. Based on this article, the difference in the specifications of the goods you receive with the goods listed in the advertisement/photo of the goods offered is a form of violation/prohibition for business actors in trading goods.²⁶

Products or services received are not in accordance with the agreement or not as they should be, consumers have the right to get replacement, compensation and reimbursement based on Article 4 letter h UUPK. Business actors are responsible for providing reimbursement, compensation and/or reimbursement under Article 7 letter g of the PK Law if the product or service received or used is not in accordance with the agreement. Business actors who violate the provisions referred to in Article 8, 9, 10, Article 13 paragraph (2), Article 15, Article 17 paragraph (1) letter a, letter b, letter c, letter e, paragraph (2), and Article 18 shall be sentenced to a maximum imprisonment of 5 (five) years or a maximum fine of Rp. 2,000,000,000.00, whichever is greater" (two billion rupiah).

Article 5 paragraph (1) of Law Number 11 of 2008 concerning Electronic Information and Transactions (UU ITE) protects consumers of electronic transactions by stipulating that electronic information and/or electronic documents and/or printed results are original legal evidence. According to the first paragraph of Article 18, electronic contracts formed from online financial transactions are legally binding on all parties. Deliberately and without rights, everyone in Article 28 paragraph (1) spreads false and misleading information that harms consumers financially in the context of electronic transactions. In accordance with Article 45 paragraph (2) of the ITE Law, the maximum penalty for the actions listed in Article 28 paragraph (1) of the ITE Law is 6 (six) years in prison and/or a fine of Rp. 1 billion. The Information and Electronic Transaction Law has accommodated the protection of a person's data, which is regulated in Article 26 Paragraph 1 which reads: "Unless otherwise stipulated by laws and regulations, the use of information via electronic media

²⁴ Ali, M. A. (2019). Consumer Legal Protection in Electronic Commerce Transactions. *Estudiante Law Journal*, 1(1), 205–222.

²⁵ Andri, G. Y. (2022). Legal Liability in E-Commerce Agreements through the Cash on Delivery Payment System. *HERMENEUTIKA : Jurnal Ilmu Hukum*, 6(2). <https://doi.org/10.33603/hermeneutika.v6i2.7489>

²⁶ Michaelsen, F., & Collini, L. (2022, February). The Impact of Influencers on Advertising and Consumer Protection in the Single Market. *IMCO Committee*, European Union.

regarding a person's data must be carried out with the approval of the person concerned”.

Legal buyers' insurance instruments in exchange are known in 2 (two) types of guidelines: legally valid guarantees through certain types of law (law, informal law, etc.) are subject to arrangements made expressly by the parties concerned, the structure of which is the substance/content of the understanding between the customer and the maker, such as remuneration arrangements, claim recording period, purpose of asking questions, etc.²⁷ The two types of legal insurance above, halal guarantees through legal arrangements or guidelines are the best instruments/intentions to take advantage of the idea that legal arrangements can be used as an excuse for both players to settle arrangements, and public authorities through their instruments can apply statutory sanctions.²⁸ Naturally, the types of insurance provided to buyers in internet business exchanges with sanctions in Law Number 11 of 2008 can be separated into 4 (four).

- There is supervision of business actors, including clarity of character, and must obtain official approval from the competent authority (guaranteed through the provisions of Article 9 Law Number 11 of 2008).
- Ensure that customer information is not misused, bearing in mind that buyers are often asked to provide complete data about the character closest to them before starting an exchange (guaranteed through Article 26 of Law Number 11 of 2008).
- Provision of clear and correct data regarding goods (merchandise and additional benefits) is a shopper's right required by Article 9 of Law Number 11 of 2008.
- Provide clear and complete data regarding stock exchange instruments and related matters.²⁹

Conclusion

From a legal perspective, this study concludes that Indonesia has prepared a legal basis for the e-commerce model. In this case, the Government has supported business actors to transform into a digital economy. In addition, e-commerce regulations have offered clarity and understanding of what is meant by trading through

²⁷ Neri Agesti, Muhammad Sihab Ridwan, & Endah Budiarti. (2021). The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City. *International Journal of Multicultural and Multireligious Understanding*, 8(3), 496–507.

²⁸ Susanti, D. O. (2022). The Electronic Market (Marketplace) on Electronic Trade (E-Commerce) in Indonesia. *NOTARIL Jurnal Kenotariatan*, 7(1), 24–31. <https://doi.org/10.22225/jn.7.1.2022.24-31>

²⁹ Rosidi, A., Setiawan, A. B., & Yulianto, A. (2021). Online Transactions (E-Commerce) In The Covid-19 Pandemic Period Viewed From Positive Laws In Indonesia. *International Journal of Educational Research & Social Sciences*, 4(1), 1262–1271.

the electronic system and provided business actors, the organizers in this case the TikTok Shop, and consumers with protection and certainty when carrying out trading activities through the electronic system. Normatively, the ITE Law which was passed in 2008 has regulated the role of the use of Information Technology. Where information technology plays an important role in trade and national economic growth to realize people's welfare. This law has been revised through Law Number 19 of 2016 concerning Amendments to Law Number 8 of 2000 concerning Information and Electronic Transactions. To guarantee legal certainty for consumers, consumers who are disadvantaged can file claims in accordance with UUPK and UU ITE.

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