

KEABSAHAN PERJANJIAN JUAL BELI AKUN *GAME ONLINE*

MOBILE LEGENDS: BANG BANG

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INTISARI

Penulisan hukum ini bertujuan untuk menganalisis pelaksanaan keabsahan perjanjian dan perlindungan hukum terhadap konsumen dalam pelaksanaan transaksi jual beli akun *game online* Mobile Legends: Bang Bang melalui media sosial WhatsApp dan Facebook. Jenis penelitian yang digunakan oleh penulis dalam penulisan hukum ini yaitu metode yuridis empiris. Data yang dikumpulkan dalam penelitian ini diperoleh melalui penelitian lapangan (*field research*) dengan metode wawancara dan penelitian kepustakaan (*library research*) dengan mengkaji bahan-bahan hukum baik primer, sekunder, maupun tersier. Data yang diperoleh dari hasil penelitian kemudian dianalisis menggunakan metode kualitatif secara deskriptif analitis.

Dalam penulisan hukum ini diperoleh hasil penelitian bahwa perjanjian jual beli akun *game online* Mobile Legends: Bang Bang melalui media sosial WhatsApp dan Facebook secara umum telah memenuhi syarat sahnya perjanjian baik menurut KUHPerdara, Peraturan Pemerintah Nomor 71 Tahun 2019 tentang Penyelenggaraan Sistem dan Transaksi Elektronik, dan Peraturan Pemerintah Nomor 80 Tahun 2019 tentang Perdagangan Melalui Sistem Elektronik. Meskipun syarat subjektif mengenai kecakapan para pihak untuk membuat perikatan dalam pelaksanaan perjanjian tersebut tidak dapat dipastikan oleh para pihak, perjanjian tetap sah dan mengikat para pihak, kecuali jika salah satu pihak meminta pembatalan perjanjian ke pengadilan. Pelindungan hukum terhadap konsumen dalam transaksi jual beli akun *game online* Mobile Legends: Bang Bang melalui media sosial WhatsApp dan Facebook dapat dilakukan melalui dua sarana pelindungan hukum yaitu pelindungan hukum preventif dengan adanya ketentuan-ketentuan perundang-undangan yang mengatur mengenai pelindungan konsumen serta sarana pelindungan hukum represif melalui pengajuan tuntutan ganti kerugian yang sesuai dengan tanggung jawab pelaku usaha berdasarkan Pasal 19 Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen.

Kata Kunci: Perjanjian Jual Beli, *Game Online*, Mobile Legends: Bang Bang, Media Sosial, Pelindungan Konsumen

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VALIDITY OF THE AGREEMENT TO BUY AND SELL ONLINE GAME ACCOUNT MOBILE LEGENDS: BANG BANG

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ABSTRACT

This legal writing aims to analyze the implementation of the validity of the agreement and legal protection for consumers in the implementation of buying and selling transactions accounts game online Mobile Legends: Bang Bang via social media WhatsApp and Facebook. The type of research used by the author in writing this law is the empirical juridical method. The data collected in this study were obtained through field research (field research) by interview method and library research (library research) by reviewing legal materials both primary, secondary and tertiary. The data obtained from the results of the research were then analyzed using a qualitative descriptive analytical method.

In This legal writing the research results obtained that the sale and purchase agreement accounts game online Mobile Legends: Bang Bang through social media WhatsApp and Facebook in general have met the requirements for a valid agreement according to the Civil Code, Government Regulation Number 71 of 2019 concerning the Implementation of Electronic Systems and Transactions, and Government Regulation Number 80 of 2019 concerning Trading Through Electronic Systems. Although the subjective requirements regarding the ability of the parties to make an agreement in the implementation of the agreement cannot be ascertained by the parties, the agreement remains valid and binding on the parties, unless one of the parties requests the cancellation of the agreement to the court. Legal protection for consumers in buying and selling accounts game online Mobile Legends: Bang Bang via social media WhatsApp and Facebook can be carried out through two means of legal protection, namely preventive legal protection by the existence of statutory provisions governing consumer protection as well as means of repressive legal protection through filing claims for compensation in accordance with responsibilities business actors based on Article 19 of Law Number 8 of 1999 concerning Consumer Protection.

Keywords: Sale and Purchase Agreement, Game Online, Mobile Legends: Bang Bang, Social Media, Consumer Protection

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