

TINJAUAN PELINDUNGAN HUKUM BAGI KONSUMEN PENGGUNA JASA KONVERSI KOIN SHOPEE MENJADI SALDO *E-WALLET* DI MEDIA SOSIAL X

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INTISARI

Penulisan hukum ini bertujuan untuk mengetahui dan menganalisis keabsahan perjanjian jasa konversi koin Shopee menjadi saldo *e-wallet* di media sosial X dan untuk mengetahui bentuk pelindungan hukum bagi konsumen dalam perjanjian jasa konversi koin Shopee menjadi saldo *e-wallet* di media sosial X.

Penelitian ini bersifat deskriptif dan merupakan jenis penelitian normatif 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 primer, sekunder, dan tersier. Data tersebut akan dianalisis dengan metode kualitatif sehingga akan menghasilkan data deskriptif-analitis.

Berdasarkan hasil penelitian dan pembahasan, diperoleh kesimpulan bahwa mengenai keabsahan perjanjian jasa konversi koin Shopee menjadi saldo *e-wallet* di media Sosial X sah sepanjang memenuhi syarat sahnya perjanjian berdasarkan Pasal 1320 KUHPerdota. 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 bagi para pihak, kecuali jika salah satu pihak meminta pembatalan perjanjian ke pengadilan. Pelindungan hukum terhadap konsumen dalam transaksi konversi koin Shopee menjadi saldo *e-wallet* di media sosial X dapat dilakukan melalui dua sarana pelindungan hukum yaitu pelindungan hukum preventif serta sarana pelindungan hukum represif melalui pengajuan tuntutan ganti kerugian yang sesuai dengan tanggung jawab pelaku usaha berdasarkan KUHPerdota, Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen, dan Undang-Undang Informasi dan Transaksi Elektronik.

Kata Kunci: Jasa, Koin Shopee, Pelindungan Konsumen

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***REVIEW OF LEGAL PROTECTION FOR CONSUMERS USING SHOPEE
COIN CONVERSION SERVICES INTO E-WALLET BALANCES ON
SOCIAL MEDIA X***

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ABSTRACT

This legal writing aims to determine and analyze the validity of the Shopee coin conversion service agreement into an e-wallet balance on social media X and to find out the form of legal protection for consumers in the Shopee coin conversion service agreement into an e-wallet balance on social media X.

This research is descriptive and is a type of empirical normative research. The data collected in this research is obtained through field research using the interview method and library research by examining primary, secondary, and tertiary legal materials. The data will be analyzed with a qualitative method so that it will produce descriptive-analytical data.

Based on the results of research and discussion, it is concluded that the validity of the Shopee coin conversion service agreement into an e-wallet balance on Social Media X is valid as long as it fulfills the legal requirements of an agreement based on Article 1320 of the Civil Code. Although the subjective requirements regarding the capacity 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 for the parties, unless one of the parties requests the cancellation of the agreement to the court. Legal protection of consumers in Shopee coin conversion transactions into e-wallet balances on social media X can be done through two means of legal protection, namely preventive legal protection and repressive legal protection means through filing compensation claims in accordance with the responsibilities of business actors based on the Civil Code, Law Number 8 of 1999 concerning Consumer Protection, and the Electronic Information and Transaction Law.

Keyword: *Services, Shopee Coins, Consumer Protection*

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