



ANALISIS LEGALITAS PERJANJIAN JASA *REVIEW* ARTIFISIAL STUDI KASUS PADA PLATFORM SHOPEE INDONESIA

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INTISARI

Penelitian dalam penulisan hukum ini secara objektif bertujuan untuk mengetahui dan mengkaji keabsahan perjanjian dalam transaksi jasa *review* artifisial pada *platform* Shopee serta mengetahui dan mengkaji akibat hukum yang timbul dari perjanjian jasa *review* artifisial bagi konsumen.

Penelitian penulisan hukum ini berjenis penelitian hukum normatif yang didukung dengan wawancara kepada narasumber dan bersifat deskriptif. Data yang diperoleh kemudian dianalisis secara kualitatif.

Penelitian dan pembahasan penulisan hukum ini menghasilkan dua kesimpulan. Pertama, perjanjian jasa *review* artifisial pada platform Shopee tidak sah dikarenakan tidak memenuhi syarat sah perjanjian sebagaimana diatur dalam Pasal 1320 KUHPerduta, tidak memenuhi ketentuan Pasal 1337 KUHPerduta, yakni bertentangan dengan UU Pelindungan Konsumen, UU Informasi dan Transaksi Elektronik, serta bertentangan dengan ketertiban umum dan melanggar Kebijakan Barang yang Dilarang dan Dibatasi milik Shopee. Konsekuensi tidak terpenuhinya syarat objektif adalah perjanjian tersebut akan dianggap batal demi hukum. Kedua, akibat hukum dari perbuatan pelaku usaha yang memberikan *review* artifisial pada produk yang dijual terhadap konsumen adalah kerugian bagi konsumen. Konsumen yang mengalami kerugian dapat mengajukan gugatan perbuatan melawan hukum kepada pelaku usaha dikarenakan melanggar UU Pelindungan Konsumen serta peraturan sektoral lainnya, sehingga konsumen dapat meminta ganti rugi melalui upaya hukum represif.

Kata kunci : syarat sah perjanjian, *e-commerce*, jual beli produk, akibat hukum, pelindungan konsumen.

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***LEGAL ANALYSIS OF ARTIFICIAL REVIEW TRADING AGREEMENTS:
A CASE STUDY ON THE SHOPEE INDONESIA PLATFORM***

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ABSTRACT

This legal research objectively aims to examine and assess the validity of agreements in artificial review transactions on the Shopee platform, as well as to understand the legal consequences arising from artificial review practices for consumers.

This Legal research uses normative juridical research method complemented by interview data. This legal research is descriptive research. The types of data in this study are primary data and secondary data. The Primary data was obtained through the results of interviews with resource persons who are experts in their fields and the secondary data is obtained from literature studies. The research data obtained by the author was then analyzed using a qualitative method.

The research and discussion of this legal writing resulted in two conclusions. First, the artificial review agreement on the Shopee platform is invalid because it does not meet the legal requirements stipulated in Article 1320 of the Civil Code. It also violates the provisions of Article 1337 of the Civil Code, contrary to the Consumer Protection Law and the Electronic Information and Transaction Law. Furthermore, it goes against decency and public order, as well as Shopee's Prohibited and Restricted Goods Policy. Failure to fulfill the objective condition means the agreement will be considered null and void. Second, business actors who provide artificial reviews of products sold to consumers will face legal consequences for harming consumers. Consumers who suffer losses can file a lawsuit against the business actor for violating the Consumer Protection Law and other sectoral regulations so they can seek compensation through legal remedies.

Keywords: Valid Terms of Agreement, E-commerce, Product Sales and Purchases, Legal Consequences, and Consumer Protection

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