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Consumer protection institutions strengthening in the digitalization era

N.G.N. Renti Maharaini Kerti, Faculty of Law, Universitas Trisakti, West Jakarta, Jakarta, Indonesia

*Email for Correspondence: renti.m@trisakti.ac.id

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ABSTRACT

Consumer protection laws have been in effect in Indonesia for 23 years, but consumer complaints seem to never end and even tend to increase. According to National Consumer Protection Agency (BPKN) complaint data, the three sectors with the most consumer complaints in the last five years have been financial services, e-commerce, and housing, as well as health services, transportation, telecommunications, food and beverage, cosmetics, and household gas electricity. Business transactions and dispute resolution are affected by information and technology improvements. Since the disruptive transaction system has transitioned from manual transaction patterns in traditional markets to digital transactions in online marketplaces, institutional strengthening of consumer protection is urgently needed. Strengthening consumer protection institutions is a genuine problem in the context of future consumer protection laws. Economic policy is measured not only by increasing output but also by increasing public consumption as a result of consumer confidence in the goods and/or services available on the market, which ultimately drives the rate of productivity growth to realize the welfare of Indonesian consumers. The importance of strengthening consumer protection institutions as a form of development and certainty of legal protection for consumers to realize consumer empowerment both individually and communally, as well as business actor compliance as an internal form of good corporate governance in consumer-centric change management governance.

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INTRODUCTION

Consumers are the backbone of a country's economy, and economic growth relies on transactions between consumers and business actors (John TD Wood, 2016). To ensure consumer protection, businesses must be ethical, responsible, and comply with laws (Cerchia & Piccolo, 2019; Tamvada, 2020). The government, as a regulator, plays a vital role in facilitating transactions and promoting consumer purchasing power (D'Hauwers et al., 2020). Adam Smith's concept of consumption as the sole end of production emphasizes the importance of considering market conditions (Matson, 2023). Indonesian consumer protection aims to raise consumers' self-esteem, empower them to choose and claim their rights, and raise awareness of ethical business practices (Simanjuntak & Harbani, 2022). This system aims to create a consumer protection system that includes all stakeholders. (Undang-Undang Republik Indonesia Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen Dengan, 1999).

Consumer protection is an important problem to consider in economic globalization, and the development of the market economy in the free market period (Graafland & Wells, 2021), because it is related to the balance of position between business players on the one hand and consumers on the other. There is no power balance between the positions of corporate actors and customers (Toussaint et al., 2021; Witell et al., 2020). The business actor is frequently more powerful than the consumer because producers (business actors) have complete control over products, business actors enjoy widespread dominance (Hartwig et al., 2021; Möller & Törrönen, 2003). This state makes consumers vulnerable to exploitation by business operators. Unfavorable situations have pushed the government to create consumer protection rules to ensure legal clarity for consumers' basic rights (Riefa & Saintier, 2020).

As a member of ASEAN (Association of South East Asia Nations), Indonesia must of course prepare itself to participate in the ASEAN free market in the age of global competition, including regional globalization. The Association of Southeast Asian Nations (ASEAN), which was established on August 8th, 1967 in Bangkok, is a geopolitical and economic organization of nations in the Southeast Asian region. This organization's mission is to advance regional peace and stability, as well as chances for members to debate their differences peacefully. It also aims to support the economic, social, and cultural development of its member nations. As the foundation for establishing the ASEAN Economic Community (ASEAN Economic Community/MEA), ASEAN has adopted the ASEAN Economic Blueprint (2007), one of whose features is the achievement of a competitive economic region through implementation of policies and regulations, in this case, the regulations in consumer protection law as well as business competition law. It has been decided that the MEA will be implemented by the end of 2015. This indicates that the ASEAN nations of Indonesia, Malaysia, Singapore, Thailand, the Philippines, Brunei Darussalam, Vietnam, Cambodia, Laos, and Myanmar will combine and merge into a single market.

Digitalization is delivering an unprecedented set of tools to bolster growth and productivity. Economic activities that depend on the Internet or new information and communications technology (ICT) to purchase goods or services or to do business online are rapidly expanding. Electronic commerce (e-commerce) has been increasingly important in the international economy. It typically involves fewer intermediate links between sellers and buyers but has a higher demand for services, especially information, payment, and logistics. Cross-border business-to-business (B2B) e-commerce has been steadily growing since the 1990s. The growth has accelerated with the spread and deepening of global value chains in the 21st century. Since around 2014–2015, the radical growth of the business-to-consumer (B2C) and customer-to-customer (C2C) markets has attracted increasing public attention to global e-commerce. Various factors have laid a solid foundation for the boom in cross-border e-commerce, such as the use of smartphones, high-speed Internet, the maturity of online payment systems, the changes in consumer behaviors, services sector liberalization, and so on (Chen & Kimura, 2019).

This has introduced new dynamics to international trade with global retail e-commerce sales growing faster than traditional retail sales. Global revenue from cross-border e-commerce was estimated to be more than US$600 billion in 2018, twice as much as that in 2012. E-commerce in many Asian markets will see double-digit growth in the next 5–10 years. India, Indonesia, and Malaysia are among the world's fastest-expanding retail e-commerce markets, growing at a rate of over 20 percent per year. From 2015–2021, the region’s total market revenue from e-commerce will increase from around US$320 billion to over US$900 billion. The Chinese market will contribute over 90 percent of this growth. China’s share in the world e-commerce market will increase from about 30 percent in 2015 to nearly 40 percent in 2021, while India and the 10 member states of the Association of Southeast Asian Nations (ASEAN) will increase their combined share in the global market from 2.5 percent to 4 percent (Zhang, 2014).

The COVID-19 pandemic, which led to lockdowns in many world re- regions, has had a significant impact on the increasing use of the Internet and its various tools, which, in turn, has caused the transfer of ‘real-life’ to the Internet in many European countries. Schools were closed and children participated in distance learning using various communication platforms, such as Zoom, MS Teams, and Google Meets. Many shops (apart from e.g. grocery stores, pharmacies), as well as service and cultural venues (e.g. restaurants, swimming pools, cinemas, theatres), were temporarily closed. People also dealt with administrative matters via the Internet. It is also in purchasing patterns where changes were most acutely seen, especially given the closure of shops and other social-distancing measures. Results from Kemp’s newest (2021) report show that nearly 77% of Internet users (aged 16–64) said that they bought something online each month. The Covid-19 pandemic thus accelerated the process of digitalization of consumers and changed their hab- its. Even people who have previously used e-commerce sporadically or at all started to shop online. However, there are still significant differences be- tween generational cohorts of consumers, and the age diversity of consumers is a big challenge for the e-commerce industry (Małgorzata Bartosik-Purgat and Nela Filimon, 2023).

Due to the Covid-19 epidemic, Southeast Asia's Gross Domestic Product (PDP) fell by 5.36% in 2020. According to data from the Central Statistics Agency (BPS), the impact of the Covid-19 pandemic in Indonesia resulted in Indonesia's economic growth contracting by 1.26% in the second quarter of 2020 compared to the previous year, but returned overall growth in Semester I 2022 driven by a recovery in private consumption and improvement in consumer confidence and employment (Vivien Goh, 2023).

Amendments to Law No. 8 of 1999 Concerning Consumer Protection (UUPK) have been incorporated into the 2023 National Legislation Program (Prolegnas) by the Indonesian People's Representative Council (DPR-RI). The adjustment of the UUPK is critical and must be implemented immediately. It is envisaged that the UUPK amendment will improve consumer protection institutions. Since the disruptive transaction system has shifted from conventional to digital transactions, the National Consumer Protection Agency (BPKN), the Consumer Dispute Settlement Agency (BPSK), and the Community-Based Consumer Protection Agency (LPKSM) must play a larger role in developing and ensuring consumer protection. UUPK can play an

important role in determining economic policy, where economic policy is measured not only by increasing production but also by increasing public consumption due to public trust as consumers, to encourage productivity growth and, ultimately, prosperity for all Indonesians. The revision to the UUPK is necessary to increase legal protection for Indonesian consumers, both preventative and repressive, given the high transaction value of people's daily demands in both traditional and digital marketplaces. Increase in the value of consumer tax paid by customers in each transaction that business actors must deposit into the state treasury (Renti Maharaini Kerti dan Muhammad Said Sutomo, 2023).

The main capital for the country's economic growth is market trust (the public as customers, the government, and the business world) in transactions. As a result, the three pillars of consumer protection are urgently needed: the effectiveness of the government's role, consumer empowerment, and company compliance. The role of protection institutions is also critical in the context of developing consumer protection in Indonesia, particularly in the digitalization era, where the disruption of consumer protection caused by the Covid-19 pandemic demanded behavioral changes that necessitated cooperation and strengthening of consumer protection institutions in Indonesia. In the age of economic digitalization, strengthening the role of various parties is greatly anticipated to enhance maximum efforts to protect consumers, which in turn can promote trade transactions that will boost Indonesia's national economy.

The goal of this study is to show how consumer protection organizations in Indonesia are being strengthened in the digitalization era. The researchers hope that this study can give readers more insight into the issue discussed and become a reference for future, relevant research.

METHOD

The author utilizes a kind of normative legal study to address these issues (Soekanto, 2006), with an approach to laws and regulations relating to consumer protection institutions in Indonesia, namely BPKN, BPSK, and LPKSM in facing the digitalization era. The objects in this paper are consumer protection institutions in Indonesia, namely BPKN, BPSK, and LPKSM in facing the digitalization era. Secondary data are the sort of data employed, along with qualitative descriptive data analysis. Data analysis is justified not only by summarizing and publishing the data as it it, but also by exposing the truth regarding consumer protection in out-of-cout consume dispute settlement. Deductive reasoning is employed to draw conclusions.

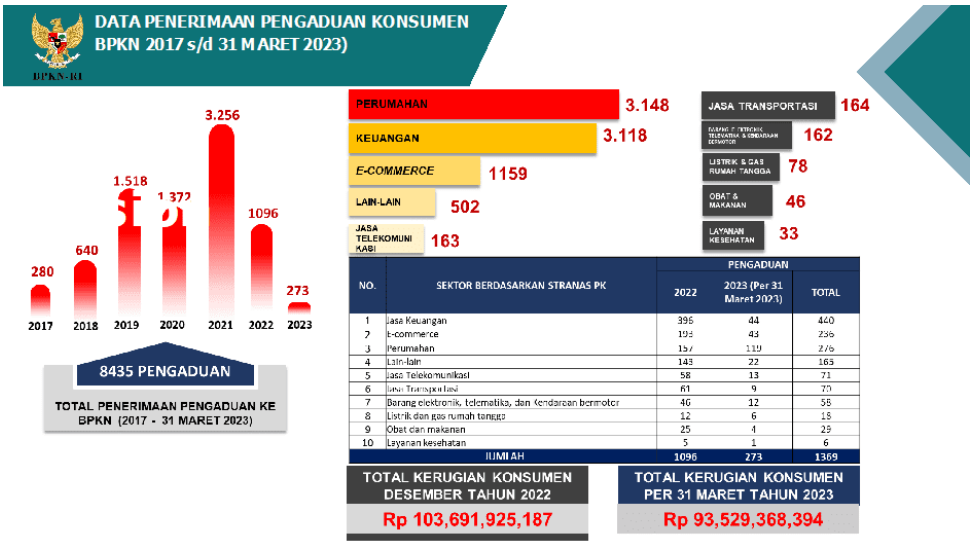
RESULTS AND DISCUSSION

Strengthening Preventive and Repressive Consumer Protection Institutions

Legal protection can be interpreted as protection that provides protection for human rights (HAM) of disadvantaged communities so that they can enjoy all the rights granted by law (Satjipto Raharjo, 2000). Legal protection is classified into two forms based on its ingredients, namely preventive and repressive. Preventive legal protection allows legal subjects to submit objections or opinions before a government decision gets a definitive form. Preventive legal protection aims to prevent problems or disputes from occurring. Meanwhile, repressive legal protection aims to resolve problems or disputes that arise. Legal protection against government actions is based on and sourced from the concept of recognition and protection of human rights. The concept of recognition and protection of human rights is directed at restrictions and placing the obligations of society and government (Hadjon, 2013). Legal protection is a guarantee given by the state to all parties to be able to exercise their legal rights and interests in their capacity as legal subjects in the form of legal instruments. Five things that affect the process of law enforcement and its protection, namely written regulations that are generally accepted and made by legitimate authorities, law enforcement factors, namely parties involved in law enforcement, both directly and indirectly, factors of facilities or facilities that support enforcement law, such as skilled human resources or adequate tools, community factors, namely the environment in which the law applies and is applied. Acceptance in society of applicable law is believed to be the key to peace, and cultural factors, namely as a result of work, creativity, and taste based on human initiative in social life.

In consumer protection, preventive protection is protection provided by the government which aims to prevent violations of consumer normative rights. Preventive protection in the UUPK is contained in articles regarding the rights and obligations of consumers and business actors, prohibitions for business actors, and guidance and supervision of consumer protection. Based on Article 4 in conjunction with Article 5 UUPK, consumers have rights that are protected by law but on the other hand, consumers also have obligations that must also be implemented. On the other hand, business actors are obliged to comply with what is their obligation and must avoid anything that is prohibited besides business actors also have rights granted by law (Articles 5, 6 in conjunction with Articles 8 to Article 18 UUPK). One of the obligations of business actors is to have good faith in doing business. Business actors are prohibited from producing and/or trading goods and/or services that do not meet or do not comply with the standards required by laws and regulations. The obligations and prohibitions of business actors in UUPK aim to prevent a violation by providing signs or limitations in doing business.

Presidential Regulation (Perpres) No. 50 of 2017 concerning the National Strategy for Consumer Protection, there are nine priority sectors for consumer protection, namely Telematics & motorized vehicles, Housing, Electronic Commerce (E-Commerce), Health Services, Telecommunications Services, Household Electricity & Gas, Transportation, Financial Services, Drugs & Food in addition to other industrial sectors. Based on data on consumer complaints submitted to BPKN from 2017 to March 2023, there are three sectors with high consumer complaints, namely the financial services, e-commerce, and housing sectors.

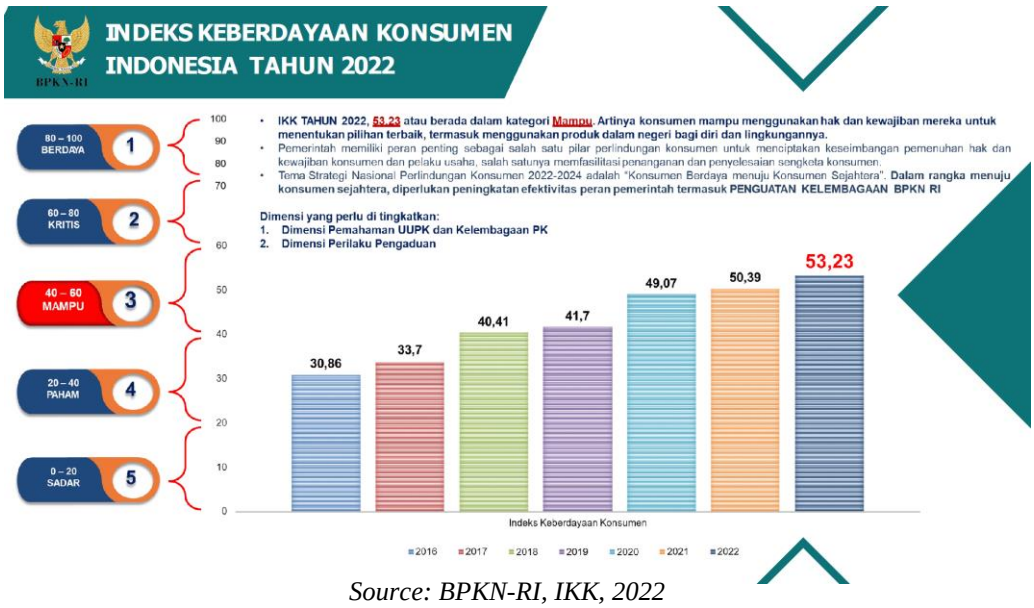


NO.	SEKTOR BERDASARKAN STRANAS PK	PENGADUAN		
		2022	2023 (Per 31 Maret 2023)	TOTAL
1	Jasa Keuangan	396	44	440
2	E-commerce	198	43	236
3	Perumahan	157	119	276
4	Lain-lain	143	22	165
5	Jasa Telekomunikasi	58	13	71
6	Jasa Transportasi	61	9	70
7	Barang elektronik, telematika, dan kendaraan bermotor	46	12	58
8	Listrik dan gas rumah tangga	12	6	18
9	Obat dan makanan	25	4	29
10	Layanan kesehatan	5	1	6
JUMLAH		1096	273	1369

Source: BPKN-RI, Komisi Advokasi, Maret 2023

In the last three years since the start of the Covid-19 pandemic, these three sectors have experienced an increase. For the housing sector, complaints have increased due to the impact of development bankruptcy due to the Covid-19 pandemic in addition to problems including unclear housing legality, land status, permits, ownership certificates and division of master certificates, social facilities, and public facilities, delays in construction or stalled development. For the financial services sector problems with online loans, insurance, and leasing have resulted in quite a lot of consumer losses. As for the e-commerce sector, the high number of online buying and selling transactions during the Covid-19 pandemic has resulted in many consumer complaints being harmed due to non-conformance of goods purchased, damage to goods, length of time for delivery until goods are not received by consumers, counterfeit or counterfeit goods, fictitious shops, leakage of consumer personal data, fraud. Opportunity factors for violations to occur include the lack of consumer knowledge and low consumer awareness, business actors only focusing on profits and a short-term orientation in addition to gaps in consumer weaknesses that are exploited by business actors, and weak regulations, supervision, funding, and institutions.

Based on the Consumer Empowerment Index (IKK) of Indonesia in 2021, the level of Indonesian Consumer Empowerment is still at the capable level, which is 50.39 from the empowered (80-100) and critical (60-80) levels. This means that Indonesian consumers are aware of the consumer protection law, rights, and obligations as consumers, but they are still low in understanding the dimensions of consumer protection, especially in terms of complaints if they experience losses. Most consumers who experience problems prefer not to make complaints for various reasons, such as the risk of loss being experienced is not large, not knowing the place of complaint, considering complaint processes and procedures to be long and complicated, or not knowing who the seller is. However, the awareness of business actors is still low in the application of legal aspects of consumer protection in doing business and the inadequacy of the function of consumer protection institutions, especially the consumer dispute settlement agency (BPSK). Two dimensions need to be improved, namely first to improve the behavior of business actors and consumers in understanding and implementing rights and obligations as well as increasing consumer awareness to complain if consumers are harmed. The second dimension is the strengthening of consumer protection institutions, one of which is the strengthening of BPSK institutions.



Source: BPKN-RI, IKK, 2022

With the inclusion of UUPK amendments in the 2023 National Legislation Program, it is necessary to strengthen consumer protection institutions in UUPK amendments, both preventive and repressive strengthening so that empowered Indonesian consumers, ethical and responsible business actors, and the existence of consumer protection institutions capable of dealing with developments in the global economy digitalization era can be realized. in addition to good law enforcement and the strong effectiveness of consumer protection supervision in its implementation. It is time for BPKN-RI in the UUPK amendment to be given the authority for preventive consumer protection by facilitating the Standard Clause Laboratory to monitor standard clauses on documents and/or standard agreements before being signed by consumers. This can help strengthen the oversight function of standard clauses. Strengthening BPKN-RI like this can avoid consumer losses in the basic needs sector of food, shelter, and clothing considering that Article 18 of the UUPK prohibits business actors from offering goods and/or services by including standard clauses in each document and/or exoneration agreement, both substance, the location and shape are difficult to see or cannot be read clearly, and the disclosure is difficult to understand. The preventive strengthening of BPKN-RI in the supervision of the Standard Clause is very important to prevent post-transaction consumer victims such as consumer losses in the housing sector, Meikarta apartments in Jakarta, Puncak CBD (Central Business District) apartments in Surabaya as well as housing that has recently surfaced in several areas. others, because in general business actors are reluctant to provide correct, clear, and honest information about the certainty of land status which is often the object of consumer disputes. Violation of Article 18 UUPK can be punished as stipulated in Article 62 paragraph (1) UUPK. Consumer rights to correct information on land status, whether housing/apartments are being built on land owned by business actors themselves, or building use rights or usufructuary rights over state land or building use rights or usufructuary rights over management rights? This information must be clear and detailed in the Purchase Agreement (PPJB) document before being signed by the consumer. Do not let in the transaction process (signing the PPJB) there are allegations of misuse of circumstances (misbruik van omstandigheden) by business actors. Moreover, recently many developers have gone bankrupt or PKPU (suspension of debt payment obligations) which of course has had a major impact on fulfilling consumer rights considering both the UUPK, Law No. 37 of 2004 concerning Bankruptcy and PKPU and Law no. 1 of 2011 concerning Housing and Residential Areas and Law Number 20 of 2011 concerning Flats do not strictly regulate the position of consumers (Buyers) in the event of a Bankruptcy Verdict. For this reason, it is necessary to include an article in the UUPK amendment concerning the position of consumers in the event of a business actor's bankruptcy where consumers are given special rights by law to prioritize payments as referred to in Article 1149 of the Civil Code (KUHPerdata).

In the UUPK, repressive consumer protection is legal protection in the form of efforts to resolve disputes and sanctions both administrative, civil, and criminal, including corporate and/or management criminal liability for losses as stipulated in the provisions of Article 45 to Article 48 and Article 60 to Article 63 UUPK. This repressive protection needs strengthening in execution. UUPK is a legal umbrella that integrates and strengthens law enforcement in the field of consumer protection. So repressive consumer protection is not by coordinating but by integrating sectoral laws and regulations that have a consumer protection dimension to provide maximum benefits for the interests of consumers and business actors as a whole. The Government needs Political Good Will to place the UUPK together with UUPK implementing institutions as the main part of determining economic policy. The importance of strengthening Article 46 paragraph (1) of the UUPK

regarding lawsuits regarding legal standing should be mandated to the BPKN-RI to represent the presence of the state as mandated in the opening of the 1945 Constitution Paragraph 4. Strengthening the amendments to the UUPK directly strengthens the three pillars of the National Strategy for Consumer Protection as the idea of the President of the Republic of Indonesian Ir. H. Djoko Widodo in Presidential Regulation of the Republic of Indonesia Number 50 of 2017, where the first pillar is strengthening the role of the central and regional governments, the second pillar is strengthening individual and communal consumer empowerment, "Research Before Buying, Be Alert Before Being Deceived" and the third pillar is compliance business actors make consumer protection an internal regulation of Good Corporate Governance (GCG) in consumer-centric corporate management governance. (Renti Maharaini Kerti and Muhammad Said Sutomo, 2023)

Based on data from the Ministry of Trade, the number of BPSK that have been formed up to 2022 is around 186 BPSK from 32 provinces, and around 70 BPSK from 20 provinces are actively operating in 2022.

KEMENTERIAN PERDAGANGAN REPUBLIK INDONESIA

Jumlah BPSK yang telah terbentuk sampai dengan tahun 2022 :

186 BPSK

Jumlah BPSK yang dianggarkan beroperasional tahun 2022 :

70 BPSK (dari 20 provinsi)

No	Provinsi	Jumlah BPSK	Dianggarkan beroperasi-onal
1	NAD	6	1
2	Sumatera Utara	14	4
3	Sumatera Selatan	5	2
4	Riau	5	1
5	Kepulauan Riau	2	2
6	Sumatera Barat	12	8
7	Jambi	7	3
8	Lampung	3	0
9	Kep. Babel	3	0
10	Bengkulu	4	0
11	DKI Jakarta	1	1
12	Banten	6	0
13	Jawa Barat	17	17
14	Jawa Tengah	15	0
15	DI Yogyakarta	1	1
16	Jawa Timur	14	4
17	Kalimantan Barat	8	4

No	Provinsi	Jumlah BPSK	Dianggarkan beroperasi-onal
18	Kalimantan Timur	4	3
19	Kalimantan Selatan	1	1
20	Kalimantan Tengah	8	0
21	Kalimantan Utara	2	2
22	Bali	4	1
23	Sulawesi Utara	4	0
24	**Sulawesi Barat**	**0**	**0**
25	Sulawesi Tengah	4	4
26	Sulawesi Tenggara	2	0
27	Sulawesi Selatan	12	0
28	NTB	10	4
29	Gorontalo	6	6
30	NTT	2	0
31	Maluku Utara	1	0
32	Maluku	1	1
33	**Papua Barat**	**0**	**0**
34	Papua	2	0

Source : Balikpapan, 30 May 2023 Directorate of Consumer Empowerment Directorate General of Consumer Protection and Commerce, Ministry of Trade at the Institutional Forum for Consumer Protection and Empowerment of LPKSM organized by BPKN

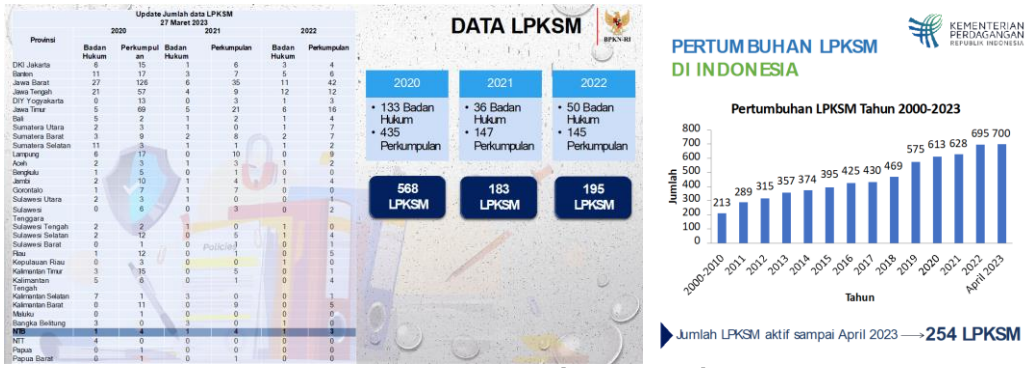
The number of BPSK that have been formed up to 2022 is around 186 BPSK from 32 Provinces, and the number of BPSK that are actively operating in 2022 is around 70 BPSK from 20 provinces. The obstacles faced by BPSK include budgetary issues (funding) including the BPSK budget mechanism, the ability of human resources (HR) for both the BPSK assembly and secretariat, facilities and infrastructure, obstacles to Law No. 23 of 2014 concerning Regional Government (Regional Autonomy Law). which is contrary to UUPK Article 49 paragraph (1) which states that the government assists BPSK in Level II Regions while in the annex to the Regional Autonomy Law it states that the authority to implement consumer protection shifts from district/city to province, the existence of BPSK as a Consumer Dispute Settlement Institution in Indonesia besides existence of Settlement Institutions (LAPS-SJK) based on the Financial Service Authority (OJK) Regulation No.61 of 2020 concerning Alternative Financial Services Dispute Settlement Institutions and Small Claim Court on the basis of Supreme Court Regulation (Supreme Court Regulation/Perma) Number 2 of 2015 concerning Settlement of Simple Lawsuits, including the existence of BPSK in every province in Indonesia, especially in the eastern part of Indonesia, and the lack of concern for regional leaders about the existence of BPSK in the regions because there are still many regional leaders who do not know BPSK so that they are associated with related bodies or institutions. To face the era of digitalization and the global economy, it is necessary to strengthen BPSK as an institution for resolving consumer disputes outside the court. BPSK strengthening can be carried out starting from the position and existence of BPSK in each region in Indonesia, budget, human resources, synergy with related bodies or institutions, and complaint mechanisms and dispute resolution methods as shown in the BPSK strengthening table.

Table 1. Institutional Strengthening of BPSK

Key Success Factor	Issues (Gap)	Strategic Initiative	Remarks
Position existence of BPSK	Confusion regarding the mandate of BPSK and its position compared to the general court (at	Re-establish BPSK's position as a consumer dispute settlement institution out of court in	

	the district/city level), the pathway for settling a simple lawsuit in court on the basis of Supreme Court Regulation (Perma) No. 2 of 2015 and the dispute resolution path at the Alternative Dispute Settlement Institution for the Financial Services Sector on the basis of an Financial Services Authority (OJK) Regulation No. 61 of 2020.	accordance with the mandate of the consumer protection law (UUPK). Improve BPSK procedural law and further explanation regarding standard procedure for dispute resolution through BPSK and the courts. Improving the literacy of consumer dispute resolution to the wider community.
BPSK's Budget	The limitations of BPSK's operational funds are due to the formation by the President, the organization is determined by the Ministry of Trade, but the funding is handed over to the Regional Government.	Central Government policy so that BPSK's operational funding can be through the APBN. Independence of BPSK's Budget.
BPSK's Human Resources	The competence of personnel, especially BPSK Judges' Council personnel, is still inadequate.	Improving the competence of the BPSK Panel of Judges through training in procedural law and consumer protection law as well as understanding the supervision of standard clauses.
BPSK synergy with related institutions	There is no synergy between BPSK and related institutions, such as the Financial Services Sector Alternative Dispute Resolution Institution which is in the Financial Services Authority, and the Courts to settle simple lawsuits through the courts.	There needs to be cooperation between BPSK and related institutions, such as Court, and Alternative Dispute Resolution Institutions at the Financial Services Authority (OJK) to create an integrated consumer dispute resolution.
Consumer complaints and consumer dispute resolution channel	Consumer complaint channels are spread across several related Ministries and Institutions.	It is necessary to integrate consumer complaint channels in an integrated manner to create consumer complaint channel connectivity.
Online consumer dispute resolution system (*Online Dispute Resolution*/ODR)	There is no online consumer dispute resolution system at BPSK. Registration and settlement of lawsuits at BPSK are still done conventionally.	In the future, it is necessary to create an online consumer dispute resolution system at BPSK including lawsuit registration that can be done online to make it easier for consumers to register and resolve disputes.
Establishing BPSK in each Province and Regency/City in Indonesia	BPSK is not yet comprehensive in every province and district/city in Indonesia. There are BPSKs in provinces and districts/cities in Indonesia that are suspended or are no longer active.	Increase the establishment of BPSK in provinces and districts/cities where there is no BPSK. Reviving suspended or no longer active BPSK in the province or district/city. Increase understanding of the importance of consumer

	protection in each local government throughout Indonesia. Increase the active participation of each local government in supporting BPSK in both the province and district/city in Indonesia.



Source : BPKN-RI, Cooperation and Institusional Commissions, 2023

Based on LPKSM data at BPKN RI, in 2020 LPKSM has a total of 568 data divided by 133 legal entities from 24 Provinces and 435 associations from 30 Provinces. In 2021, LPKSM has a total of 183 data which are divided into 36 legal entities from 17 Provinces and 147 associations from 23 Provinces. Whereas in 2022 L, PKSM has a total of 195 data which is divided into 50 Legal Entities from 16 Provinces and 145 Associations from 23 Provinces. Some of the obstacles in implementing LPKSM tasks include that not all TDLPK data has been handed over to the agency in charge of trade in the province since the enactment of Law no. 23 of 2014 concerning Regional Government jo. UU no. 9 of 2015 concerning the Second Amendment to Law no. 23 of 2014 concerning Regional Government, there are still stakeholders/regional leaders who are not familiar with LPKSM so they are not a priority in budget allocation, especially for the development and supervision of LPKSM, differences in views regarding filing lawsuits related to consumer disputes by LPKSM to general courts. The importance of strengthening community socialization is related to the Non-Governmental Organization for Consumer Protection as an institution that participates in providing consumer protection. There is still a lack of LPKSM's contribution in providing input for policy changes which are still very limited, especially concerning changes in local policies. This is proven by the lack of regional regulations related to consumer protection issues. Meanwhile, nationally, input for policy changes generally comes from the National Consumer Protection Agency (BPKN). Input from BPKN can represent LPKSM because one of the commissioners of this agency, according to Article 36 of the Consumer Protection Act, comes from LPKSM. LPKSM can be strengthened by building consumer protection advocacy forces by collaborating with several organizations such as youth organizations, family welfare empowerment, and schools. Cooperation is built in the form of education, outreach, and provision of basic information related to regulations, consumer rights, and actions that can be taken if their rights as consumers are violated.

CONCLUSION

In the era of digitalization where behavior changes occur with disruptions in transactions from conventional transactions to electronic transactions, strengthening the role of consumer protection institutions needs to be carried out as a maximum effort for consumer protection to create trade transactions that can boost Indonesia's national economy. The strengthening of BPKN as a government partner in implementing consumer protection is the addition of duties in terms of supervising standard clauses for industrial sectors outside the financial services sector and the addition of BPKN's authority to act as a plaintiff in legal standing lawsuits for massive consumer losses. Strengthening BPSK as a dispute resolution institution can be pursued through budgetary independence, to improve the quality of resources, especially the quality of the panel of judges, to create harmonious synergies between related institutions such as the Financial Services Sector Dispute Settlement Institution at the Financial Services Authority (OJK), to recognize an online dispute resolution system to answer the challenges of the digitalization era, and the government's commitment to establishing BPSK in each province and second-level region in Indonesia, to make it easier for the community to resolve disputes. Meanwhile, strengthening LPKSM can be done by building advocacy for consumer protection by

collaborating with several organizations such as youth organizations, and empowering families and schools. Cooperation is built in the form of education, outreach, and provision of basic information related to regulations, consumer rights, and actions that can be taken if their rights as consumers are violated.

It is hoped that the Government together with the DPR will soon pass the revision of the UUPK as an effort to develop future consumer protection to create legal certainty for both consumers and business actors in facing the digitalization era. It is necessary to strengthen and synergize consumer protection institutions, including the collaboration of consumer protection institutions with other related agencies or institutions. It is necessary to build a National Consumer Protection Information Center to create symmetrical access to information in one door that is easily accessible by both the public as consumers, business actors, the government, stakeholders, and international parties with an interest in the development of consumer protection in Indonesia.

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