

ABSTRACT

The rapid growth of electronic commerce has transformed consumer transaction patterns and affected the sustainability of Muslim clothing wholesalers in Tanah Abang Market. This condition highlights the need to examine the implementation of the Minister of Trade Regulation Number 31 of 2023 in providing legal certainty for conventional business actors. This study employed an empirical juridical method with a qualitative approach through observation, interviews, and literature review. The findings indicate that the implementation of the regulation has not significantly improved trading activities or increased the number of consumers. Limited dissemination of the regulation, inadequate understanding among business actors, and insufficient supervision remain the main factors affecting its effectiveness. Strengthening regulatory dissemination, supervision, and hybrid omnichannel-based digital transformation is essential to support business sustainability in the digital commerce era.

Keywords: Electronic Commerce, Legal Certainty, Tanah Abang Market, Wholesale Traders, Hybrid Omnichannel.