

## **ABSTRACT**

Businesses promote products through advertising, including product reviews. These reviews significantly impact online shopping, gaining consumer trust over the years. However, the rise of fake reviews, especially on platforms like Female Daily, raises concerns about review authenticity. The author aims to explore how Indonesia protects consumers from fake reviews, examining legal measures and website responsibilities. This study seeks to understand and improve consumer safeguards in the face of misleading online information.

This thesis uses a juridical-normative research method and the data collected through literature study is then analyzed using a descriptive analysis method. The study's findings suggest that the Civil Code, Consumer Protection Law, and Electronic Information and Transaction Law all contain regulations pertaining to consumer protection with regard to phoney evaluations. Today's growing number of fake reviews hurt customers by causing them to suffer both material and immaterial losses. The existence of website liability, which is separated into two (two) categories, namely civil and state administration, is a legal defence mechanism against customers. Both litigation and non-litigation processes can be used to resolve disputes between corporate actors and consumers.

**Keywords: Consumer Protection, Fake Reviews, Female Daily**