ABSTRACT

In the era of the Industrial Revolution 4.0, conventional transactions have shifted to digital platforms through e-commerce, creating a regulatory gap because Law No. 8 of 1999 on Consumer Protection does not yet address digital commerce. This gap emphasized the urgency of adopting the principles of Good Business Practices outlined in the UNGCP as an international consumer protection guideline, into Indonesian positive law, as an effort toward policy harmonization.

This study examines the urgency of adopting the principles of Good Business Practices as set forth in the United Nations Guidelines for Consumer Protection (UNGCP) into Indonesia's positive legal system as a concrete effort toward harmonization with international standards. The research method employed is normative legal research using a legislative and conceptual approach.

The research findings indicate that the principles of Good Business Practices set forth in the United Nations Guidelines for Consumer Protection (UNGCP) provide a more comprehensive standard for digital commerce than the provisions contained in Law No. 8 of 1999. The principles that need to be adopted include fair and equitable treatment, commercial behaviour, disclosure and transparency, education and awareness-raising, protection of privacy, and consumer complaints and disputes. The incorporation of the principles of Good Business Practices into Law No. 8 of 1999 has led to increased consumer confidence in digital transactions and the alignment of Indonesia's consumer protection laws with international standards. Therefore, this study concludes that such incorporation is necessary to strengthen substantive protections and the national consumer protection legal system in response to developments in digital commerce and electronic transactions.

Keywords: Consumer Protection; E-commerce; The Principle of Good Business Practices