

# TINJAUAN YURIDIS TRANSAKSI JUAL BELI BARANG-BARANG ELEKTRONIK *BLACK MARKET* DI PASAR ONLINE DALAM PERSPEKTIF HUKUM PERLINDUNGAN KONSUMEN

## ABSTRAK

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Penelitian ini mengkaji tinjauan yuridis transaksi jual beli barang elektronik *black market* di pasar online dalam perspektif hukum perlindungan konsumen. Menggunakan metode penelitian yuridis normatif dengan pendekatan deskriptif analisis, penelitian bertujuan menganalisis pengaturan hukum, mekanisme perlindungan konsumen, dan akibat hukum dari transaksi tersebut. Hasil penelitian menunjukkan bahwa regulasi transaksi barang elektronik *black market* telah diatur dalam berbagai peraturan perundang-undangan, namun implementasinya terkendala sifat transaksi digital yang lintas batas dan sulit dilacak. Perlindungan hukum terhadap konsumen bergantung pada kesadaran mereka akan ilegalitas barang, dengan UU Perlindungan Konsumen sebagai landasan hukum yang menekankan lima asas fundamental. Akibat hukum dari transaksi ini berisiko tinggi bagi kedua belah pihak: penjual dapat menghadapi tuntutan perdata, sanksi administratif, pidana, hingga penghapusan akun platform; sementara pembeli berisiko kehilangan kepemilikan barang tanpa kompensasi, tuntutan pidana sebagai penadah, ancaman keamanan data pribadi, serta keterbatasan dalam mekanisme perlindungan konsumen. Penelitian menyimpulkan perlunya penguatan penegakan hukum dan edukasi konsumen untuk meminimalisir dampak negatif transaksi *black market* dalam ekosistem digital.

**Kata Kunci:** Pasar Gelap, Transaksi Online, Perlindungan Konsumen

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**JURIDICAL REVIEW OF BUYING AND SELLING TRANSACTIONS OF  
BLACK MARKET ELECTRONIC GOODS IN ONLINE MARKETS IN THE  
PERSPECTIVE OF CONSUMER PROTECTION LAW**

**ABSTRACT**

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*This study examines the juridical review of buying and selling transactions of black market electronic goods in online markets from the perspective of consumer protection law. Using a normative juridical research method with a descriptive analysis approach, the research aims to analyze legal arrangements, consumer protection mechanisms, and legal consequences of these transactions. The results show that the regulation of black market electronic goods transactions has been established in various laws and regulations, but its implementation is constrained by the cross-border nature of digital transactions and difficulties in traceability. Legal protection for consumers depends on their awareness of the goods' illegality, with the Consumer Protection Law serving as the legal foundation that emphasizes five fundamental principles. The legal consequences of these transactions pose high risks for both parties: sellers may face civil lawsuits, administrative and criminal sanctions, and platform account deletion; while buyers risk losing ownership of goods without compensation, criminal charges as receivers of illegal goods, threats to personal data security, and limitations in consumer protection mechanisms. The study concludes that strengthening law enforcement and consumer education is necessary to minimize the negative impact of black market transactions in the digital ecosystem.*

**Keywords: Black market, Online Transactions, Consumer Protection**

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