

## ABSTRAK

### PERAN PENGAWASAN KOMISI PENGAWAS PERSAINGAN USAHA (KPPU) DALAM PENCEGAHAN PRAKTEK MONOPOLI PADA SEKTOR *E-COMMERCE* DI INDONESIA

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Penelitian ini dilatarbelakangi perkembangan *e-commerce* yang berpotensi menciptakan praktik monopoli dalam bentuk baru dan kompleks. Tujuan penelitian ini yaitu, menganalisis pengaturan hukum dan peran KPPU dalam pengawasan sektor *e-commerce*; mengidentifikasi upaya strategis KPPU dalam menjamin persaingan usaha sehat; dan menganalisis mekanisme dan efektivitas penegakan hukum oleh KPPU. Metode yang digunakan adalah yuridis normatif dengan pendekatan perundang-undangan, konseptual, dan kasus, menggunakan data primer dari wawancara dan data sekunder dari studi kepustakaan. Hasil penelitian menunjukkan pengaturan hukum KPPU didasarkan pada UU No. 5/1999 meskipun belum sepenuhnya mengakomodasi karakteristik ekonomi digital. Disimpulkan bahwa KPPU berwenang melakukan pengawasan, penyelidikan, pemeriksaan, dan pemberian sanksi di pasar digital, dengan upaya pencegahan melalui pengawasan preventif, penindakan, evaluasi khusus, saran kebijakan, edukasi, kolaborasi, dan analisis data. Penegakan hukum dilaksanakan melalui lima tahapan, namun menghadapi tantangan berupa keterbatasan regulasi, masalah yurisdiksi, keterbatasan teknis, dan kesulitan akses data.

**Kata Kunci:** KPPU, E-Commerce, Persaingan Usaha, Pencegahan Monopoli

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## **ABSTRACT**

### **THE SUPERVISORY ROLE OF THE BUSINESS COMPETITION SUPERVISORY COMMISSION (KPPU) IN PREVENTING MONOPOLISTIC PRACTICES IN THE E-COMMERCE SECTOR IN INDONESIA**

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*This research is motivated by the development of e-commerce which has the potential to create monopolistic practices in new and complex forms. The objectives of this study are to analyze the legal arrangements and KPPU's role in supervising the e-commerce sector; identifying KPPU's strategic efforts in ensuring healthy business competition; and analyzing the mechanism and effectiveness of law enforcement by KPPU. The method used is normative juridical with statutory, conceptual, and case approaches, using primary data from interviews and secondary data from literature studies. The results showed that KPPU's legal arrangements are based on Law No. 5/1999 although it has not fully accommodated the characteristics of the digital economy. It is concluded that KPPU is authorized to conduct supervision, investigation, examination, and sanctioning in the digital market, with preventive efforts through preventive supervision, prosecution, special evaluation, policy advice, education, collaboration, and data analysis. Law enforcement is carried out through five stages, but faces challenges in the form of limited regulations, jurisdictional issues, technical limitations, and data access difficulties.*

**Keywords:** *KPPU, E-Commerce, Business Competition, Monopoly Prevention*

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