

**PERSPEKTIF HUKUM TERHADAP LAYANAN *DELIVERY* MAKANAN
PEMESAN BERBASIS TEKNOLOGI DIGITAL
(Fokus Pada Layanan Grabfood)**

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ABSTRAK

Perkembangan teknologi digital telah mengubah pola konsumsi masyarakat Indonesia, khususnya dalam layanan *delivery* makanan melalui platform seperti GrabFood. Namun, kompleksitas transaksi yang melibatkan platform, merchant, dan driver menciptakan tantangan baru dalam perlindungan hukum konsumen.

Penelitian ini bertujuan menganalisis pengaturan hukum yang melindungi pengguna layanan *delivery* makanan digital, mengevaluasi tanggung jawab hukum para pihak, dan mengkaji mekanisme perlindungan konsumen dalam praktik bisnis digital. Metode penelitian menggunakan pendekatan yuridis normatif dengan analisis deskriptif analitis melalui studi kepustakaan terhadap peraturan perundang-undangan, buku hukum, dan jurnal ilmiah yang relevan.

Data dianalisis secara kualitatif dengan pendekatan *statute approach*, *conceptual approach*, dan *analytical approach*. Hasil penelitian menunjukkan bahwa pengaturan hukum perlindungan konsumen telah cukup lengkap melalui UU Perlindungan Konsumen, UU ITE, PP No. 71 Tahun 2019, dan regulasi khusus dari Kemenkominfo, OJK, serta BPOM, namun koordinasi antar regulasi masih lemah.

Tanggung jawab hukum terdistribusi di antara platform sebagai penyelenggara sistem elektronik, merchant sebagai pihak yang bertanggung jawab atas kualitas produk, dan driver yang bertanggung jawab atas pengiriman. Perlindungan konsumen diimplementasikan melalui mekanisme preventif berupa transparansi informasi dan sistem rating, serta mekanisme represif melalui sistem pengaduan, pengembalian dana, dan penyelesaian sengketa via BPSK. Penelitian menyimpulkan perlunya regulasi terpadu dan penguatan koordinasi antar lembaga untuk optimalisasi perlindungan konsumen layanan *delivery* makanan digital.

Kata Kunci: Perlindungan Konsumen, *Delivery* Makanan Digital, Grabfood, Platform Teknologi, Tanggung Jawab Hukum

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**Pembimbing I

***Pembimbing II

**LEGAL PERSPECTIVE ON DIGITAL TECHNOLOGY-BASED FOOD
DELIVERY SERVICES
(Focusing on Grabfood Services)**

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ABSTRACT

The development of digital technology has changed the consumption patterns of Indonesian society, particularly in food delivery services through platforms such as GrabFood. However, the complexity of transactions involving platforms, merchants, and drivers creates new challenges in consumer legal protection.

This study aims to analyze the legal regulations protecting users of digital food delivery services, evaluate the legal responsibilities of the parties involved, and examine consumer protection mechanisms in digital business practices.

The research method employs a normative legal approach with descriptive-analytical analysis through a literature review of relevant laws, legal books, and academic journals. Data is analyzed qualitatively using the statute approach, conceptual approach, and analytical approach. The research results indicate that consumer protection legal regulations are sufficiently comprehensive through the Consumer Protection Law, the ITE Law, Government Regulation No. 71 of 2019, and specific regulations from the Ministry of Communication and Information Technology, the Financial Services Authority, and the Food and Drug Supervisory Agency. However, coordination between regulations remains weak.

Legal responsibility is distributed among the platform as the operator of the electronic system, merchants as the parties responsible for product quality, and drivers responsible for delivery. Consumer protection is implemented through preventive mechanisms such as information transparency and rating systems, as well as repressive mechanisms through complaint systems, refunds, and dispute resolution via the Consumer Dispute Settlement Body (BPSK). The study concludes that integrated regulations and strengthened coordination among institutions are necessary to optimize consumer protection in digital food delivery services.

Keywords: *Consumer Protection, Digital Food Delivery, Grabfood, Technology Platform, Legal Responsibility*

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