

**UTILIZATION OF INFORMATION TECHNOLOGY  
AS A LEGAL EDUCATION MEDIA CONSUMER PROTECTION**

**Teddy Prima Anggriawan<sup>1</sup>, Anajeng Esri Edhi Mahanani<sup>2</sup>,  
Retno Mumpuni<sup>3</sup>, Alvian Dwiangga Wijaya<sup>4</sup>**

Faculty of Law Universitas Airlangga<sup>1</sup>, Faculty of Law UPN Veterans East Java  
UPN Veterans<sup>2</sup>, Faculty of Computer Science<sup>3</sup>, Faculty of Law UPN Veterans East Java<sup>4</sup>

Email: teddyprima.ih@upnjatim.ac.id

---

**ABSTRACT:** Globalization is currently running in cyberspace, connecting all digital communities. All aspects of human life are influenced by internet information technology, in this case the economic conditions provide very significant changes. Online stores or what we often call e-commerce is a form of change brought about by the internet in terms of shopping innovation by providing various conveniences in the transaction process. Seeing the phenomenon of the rapid development of electronic transactions in Indonesian society, the problem in this research is how to use information technology as a media for consumer protection law education. The research method applied in this study is a normative legal research method. The research is said to be juridical normative because it intends to study and analyze the substance of the legislation on the subject matter or legal issue in its consistency with existing legal principles. The type of research used in this writing is doctrinal research. Aims to obtain a systematic explanation of the rule of law. Thus, all benefits to the community will depend on the provisions of the law itself. The element of education then becomes the spearhead to instill attitudes and habits of obedience to existing rules. If all human interests can be fulfilled without disputes or conflicts, then everything that happens regularly will not be questioned about the concept of justice which focuses on what is entitled or who is at fault if someone is harmed by another person. The first indicator is an understanding of the law, a person knows about certain behaviors that have been regulated by law.

**Keywords:** Information Technology, Legal Awareness, Consumer Protection

## **INTRODUCTION**

The development of human needs is accompanied by the development of ways of delivering information, hereinafter referred to as information technology. Information technology was originally developed by humans in prehistoric times and was used as a pattern recognition system that they knew, describing the information they got from cave walls, pattern hunters, and their prey. Until now information technology continues to develop, but the form of delivery is increasingly modern. In the current Industry 4.0 era, almost all activities of human life cannot

be separated from the use of information technology as a catalyst for other activities and services. The use of information technology is not just a tool but is a mandatory component that must be used. The development of information technology greatly facilitates the activities of human life which causes a very strong dependence on the existence of information technology. Information technology is technology used to manage data and information, including processing, collecting, compiling, storing, and manipulating data in various ways to produce quality information, namely relevant, accurate, and timely information that is used for personal, company and corporate interests. , and the government. It will even take the form of strategic information during decision making in an organization.

The word technology comes from the Greek, technique which means 'skill' and logia which means 'knowledge'. In a narrow sense, technology refers to objects that are used for the convenience of human activities, such as machines, tools, or hardware.<sup>1</sup> So that technology can be define as a human tool in order to provide convenience in supporting all the needs to be achieved optimally with efficient time. So that in outline information technology can make it easier for humans to find and receive information.

When the internet was first introduced, we all never thought its impact would be so big in the future. In the past, humans only imagined direct world competition through written policy breakthroughs. The fact that the geographical boundaries that become the boundaries between groups of people and countries have been able to be unified. Gradually these efforts have been made by starting free world trade by looking at the national policies of each country. At the beginning, there were not many legal rules that arrange it, as we all know that the law is always made by following the development of society. The development of the internet led to the formation of a new world commonly known as the virtual world. The existence of cyberspace affects all other individuals without any restrictions that prevent it. These developments also have an impact on the social aspect, where the way humans interact with each other also changes. This indirectly has an impact on the economy. So that this perfect globalization runs in cyberspace, connecting all digital communities. All aspects of human life are influenced by internet information technology, in this case the economic conditions provide very significant changes. Online stores or what we often call e-commerce is a form of change brought about by the internet in terms of shopping innovation by providing various conveniences in the transaction process. People's lifestyles have changed due to the influence of these technological developments, one of the most famous of which are devices that tend to move in cyberspace, or more often called online shopping.

The transaction process carried out in the business world without any meetings between the parties using the internet is included in electronic transactions. Electronic transactions in the business world have various forms including Electronic Commerce or commonly referred to as e-commerce. Electronic Commerce, hereinafter referred to as e-commerce, can be

---

<sup>1</sup> Rusman et al, *Information and Communication Technology-Based Learning*. (Jakarta: Grafindo persada, 2012), p. 78

interpreted grammatically as electronic commerce, the purpose of this electronic commerce is trading carried out electronically using the internet as a medium. In addition, e-commerce can also be interpreted as a way of shopping or trading online or direct selling that utilizes internet facilities where there is a website that can provide get and deliver services.<sup>2</sup> Developments in this regard it make easier for humans and business processes to conduct legal relations of various types of buying and selling transactions through means electronic by utilizing information technology.

The Indonesian legal system through the government fronted by the Ministry of Communication and Information (Depkominfo) gave birth to Law No. 11 of 2008 concerning Information and Electronic Transactions. The Law on Information and Electronic Transactions, more specifically in CHAPTER V Article 17 to Article 22, creates a new regulatory regime in the field of electronic transactions which has been empty so far. Although the rules regarding electronic transactions are not specifically regulated in a law, the existence of this article is very important to provide legal protection and certainty for users of e-commerce facilities. First of all, the government is currently finalizing the birth of government regulations in the field of electronic transactions. However, if we look at the legal culture of the Indonesian people, they do not always have legal awareness regarding their rights and obligations in the legal relationship of buying and selling. The non-fulfillment of consumers themselves is still a common problem in our society, the declaration of smart consumers is still a common hope in line with the rapid rate of online transactions. So from these problems, researchers are interested in discussing the issue of the use of information technology in providing education on the fulfillment of consumer rights in Indonesia.

## **PROBLEM**

Seeing the phenomenon of the rapid development of electronic transactions in Indonesian society, the problem in this research is, How to use information technology as a media for consumer protection law education.

## **RESEARCH METHODS**

Legal research methods<sup>3</sup> are research that must be distinguished from other social science research, because each science has its own method. As explained by HJ van Eikema Hommes<sup>4</sup> who stated that every science has its own method, so it is not possible to do uniform methods for all fields of science. Therefore, research methods and social research methods cannot be used in legal science research. The research method applied in this study is a normative legal research method. The research is said to be juridical normative because it intends to study and analyze the substance of the legislation on the subject matter or legal issue in its consistency

---

<sup>2</sup> Ricardus Eko Indrajit, 2001, *E-commerce Tips and Strategies in the Maya World*, Jakarta: PT Elex Media Komputindo

<sup>3</sup> Legal research is a process to find the rule of law, legal principles, and legal doctrines in order to answer the legal issues faced ( Peter Mahmud Marzuki, 2009, *Op. Cit.*, p.35).

<sup>4</sup> *Ibid.*, h. 11.

with existing legal principles.<sup>5</sup> The emphasis of normative juridical research, in accordance with the distinctive character of legal scholarship, lies in the study of law or legal studies of positive law, which includes three layers of legal scholarship, consisting of the study of legal dogmatics, legal theory, and legal philosophy. At the level of legal dogmatics, the study is carried out on identification in positive law, especially legislation. Meanwhile, at the level of legal theory, a review of the theories that can be used is carried out. The type of research used in writing this research is doctrinal research. Aims to obtain a systematic explanation of the legal rules governing the principle of consumer legal protection for billing by digital financial service providers.<sup>6</sup> Writing this research uses a normative juridical approach, because legal research is a process to find the rule of law, legal principles, and legal doctrines in order to answer the legal issues faced.<sup>7</sup>

## DISCUSSION

The development and progress of the economy in the field of industry and national trade has resulted in various innovations in the form of goods and services that can be enjoyed by consumers produced by business actors. Coupled with globalization and free trade which is supported by the development and progress of science and technology, especially in the field of telecommunications, if it is able to expand the space for transactions of goods and services desired. As a result of the variety of goods and services, both locally produced and from foreign countries, this makes on the one hand it has benefits for consumers because the needs for the desired goods and services can be fulfilled and various choices, due to the freedom in diversity to choose from the diversity of tastes and social class. Consumers, this makes business actors produce various types and different qualities according to the intended target market. However, this has resulted in an imbalance between consumers and business actors and consumers are in a weak position because consumers are the object of business activities to reap profits by business actors through various ways, such as promotion of sales methods to standard clauses applied from business actors to goods sold it produces.

Consumer protection law has recently become a concern of many parties because it involves the rules or interests of many related parties, in this case not only the public as consumers who need to be protected but also business actors who have the same rights in getting protection, consumers and business actors respectively. - Each has rights and obligations for the sale and purchase of goods and services carried out. In this case the government has a role to regulate, supervise and control so as to create a conducive system between each party in carrying out the functions of their rights and obligations, thereby achieving a sense of trust.

---

<sup>5</sup> Peter Mahmud Marzuki, *Legal Research*, Prenada Media, Jakarta, 2014, p. 60.

<sup>6</sup> "Hutchinson distinguishes legal research into 4 types, namely: Doctrinal Research, Reform Research, Oriented Research, Theoretical Research, and Fundamental Research. However, Fundamental Research is a sociolegal research, so it is not suitable for use in Legal Research. Peter Mahmud Marzuki, *Legal Research*, Kencana Prenada Media Group, Jakarta, 2005, p. 32.

<sup>7</sup> *Ibid.*, p. 35.

In the last two decades, the world's attention to the issue of consumer protection has increased. The consumer protection movement has long been known in the western world. Countries in Europe and America have also long had regulations on consumer protection. World organizations such as the United Nations are no less concerned about this issue, this is proven by the issuance of United Nations Resolution No. 39/248 of 1985. In this resolution the interests of consumers that must be protected include:<sup>8</sup>

- a. Protection of consumers from dangers to their health and safety;
- b. Promotion and protection of consumers' socio-economic interests;
- c. Availability of adequate information for consumers to provide their ability to make the right choices according to their personal wishes and needs;
- d. Consumer education;
- e. Availability of effective redress efforts;
- f. Freedom to form consumer organizations;

Legal Basis for Consumer Protection In essence, there are two important legal instruments that form the basis of consumer protection policies in Indonesia: First, the 1945 Constitution as the source of all sources of law in Indonesia stipulates that development goals must be pursued to achieve justice and a prosperous society. National development goals are achieved through a democratic economic development system so as to be able to develop and develop a world that produces goods and services suitable for public consumption. Second, Law Number 8 of 1999 concerning Consumer Protection (UUPK). The ratification of this law gives hope to the Indonesian people to obtain protection for losses suffered in transactions of goods and services. UUPK guarantees the security of rights and obligations of business actors and consumers.

The limitation of the consumer protection law as a special part of consumer law and with the description of the problems given above are the overall principles and rules that regulate and protect consumers in relationships and anticipate problems in relation to the legal relationship of sellers and their use in social life. The general law that applies can also generally be consumer law, while certain parts that contain restrictive properties regulate certain conditions for commercial behavior or protect consumer interests, constitute consumer protection laws. Consumer protection activities, as well as regulation of unfair competition behavior such as monopoly or oligopoly of entrepreneurs are considered incentives for business efficiency and the common good. The concept of the relationship between economic actors and consumers.

The achievement of the goal of establishing the Consumer Protection Law itself needs to be based on the main principle of law, namely legal awareness. Legal awareness can be interpreted that a person or group of people know the rules or laws that apply. A society needs legal awareness. The goal is to create order, peace, tranquility, and justice among humans. Without a high level of legal awareness, this goal will be very difficult to achieve. Understanding the law must be taught from an early age in the family environment. Each

---

<sup>8</sup> Celina Tri Siwi Kristiyanti, Consumer Protection Law, third printing, Sinar Graphic, Jakarta, 2011, p. 4



family member is trained to understand his rights and obligations towards the family and respect the rights of other family members and other family members. Fulfill obligations before claiming rights. If this awareness is successfully understood, people will also get used to applying pre-existing awareness to the wider environment, namely society and even the state.

According to Krabbe, legal awareness is awareness or values contained in humans, about existing laws or about laws that are expected to exist.<sup>9</sup> Meanwhile, according to Paul Scholten what is meant by legal awareness is the awareness that exists in every human being about what the law is or what the law should be, a certain category of our mental life from which we distinguish between law (*recht*) and not law (*onrecht*) between what should be done and should not be done.<sup>10</sup>

The first factor that affects legal awareness is knowledge of legal awareness. Regulations must be comprehensive and valid. Then the rules themselves are socialized and learned quickly by the community. Violators do not necessarily violate the law. This could be due to a lack of public understanding and knowledge of the applicable laws and regulations in the law itself. The next factor that influences legal awareness is public compliance with the law. Thus, all benefits to the community will depend on the provisions of the law itself. However, it is also hypothesized that compliance with the law is caused by fear of punishment or sanctions received for breaking the law. An understanding of law as an order of life created to achieve the values that society wants. One of the values that is the goal of law is order. Order means obedience to what is prohibited and ordered by law. In particular, we can take a simple example in the regulation on digital consumers. A law or set of rules regarding online transactions to ensure legal order. This is also an effort to protect the interests and rights of the parties in a legal relationship.

Cultivating this habit of legal knowledge is a challenge and a responsibility for everyone involved. The culture of understanding and respecting the law must be taught from an early age. The element of education then becomes the spearhead to instill attitudes and habits of obedience to existing rules. Educational institutions are the most important means of socialization that have a major influence on the development of human personality later. If the attitude and behavior of obeying the law has been formed from an early age, then the attitude of respecting and obeying the law will later apply and be firmly entrenched in society. You do this, of course, knowing exactly what not to do and what to do. High legal awareness in an area will create a civilized society. Early legal clarification does not have to wait for violations and prosecutions. Prevention efforts are considered very important and can be carried out in the family environment as the smallest unit in society. That is the awareness that we need to build from within the family.

---

<sup>9</sup> Achmad Ali and wiwie Heryani. 2012. Exploring empirical studies of law. Jakarta: golden page 141

<sup>10</sup> Marwan Mas. 2014. Introduction to law. Bogor :Ghaila Indonesia Publisher page 88

With that good awareness, we will see that there is no transgression to achieve the ideal life. Formal non-formal educational institutions must be invited to jointly develop legal and intellectual awareness from an early age. But it can also be outside of school. Learning law from an early age must be taught to children. So they incorporate a sense of the need for the rule of law. This is how this legal awareness is formed from an early age. Therefore, it is not impossible that there will be conflicts between human interests. If all human interests can be fulfilled without dispute or conflict, if everything happens regularly, there will be no question what the law is, what is right or who is at fault if someone is harmed by another. It is said one because in addition to the law there is still protection for other interests.

According to Prof. Soerjono Soekanto, there are four indicators of legal awareness successively (step by step), namely:<sup>11</sup>

1. Knowledge of the law is knowledge of a person with regard to certain behaviors regulated by written law, namely what is prohibited and what is allowed.
2. Understanding of the law is a number of information owned by a person regarding the contents of the (written) rules, namely about the content, objectives, and benefits of these regulations.
3. Attitude towards the law is a tendency to accept or reject the law because of the appreciation or realization that the law is beneficial for human life, in this case there is already an element of appreciation for the rule of law.
4. Legal behavior is about whether or not a rule of law applies in society, if a rule of law applies, the extent to which it applies and the extent to which the community obeys it.

In relation to the above indicators, Otje salman describes indicators such as the following, among others:<sup>12</sup>

1. The first indicator is an understanding of the law, a person knows about certain behaviors that have been regulated by law. The legal regulations referred to here are written laws and unwritten laws, these behaviors involve behavior that is prohibited by law and behavior that is permitted by law.
2. The second indicator is legal understanding, namely, the amount of information a person has regarding the content of the regulations of a particular law. Understanding the law here is an understanding of the content and purpose of a regulation in a particular law and its benefits for the parties whose lives are regulated by the regulation. A member of the community has their own knowledge and understanding of certain rules. For example, there is correct knowledge and understanding of Regional Regulation No. 7 of 2012 concerning the implementation of public order. Especially about street vendors to create legal awareness and understanding of the law.

---

<sup>11</sup> Soerjono Soekanto legal awareness and compliance : Jakarta Rajawali Press 1982

<sup>12</sup> Otje Salman, Public Legal Awareness of Inheritance Law, Alumni, Bandung, 1993, pp 40-42

3. The third indicator is legal attitude, which is a tendency to accept the law because of the appreciation of the law as something useful or profitable if the law is obeyed. Someone here will have a tendency to make certain judgments about the law.
4. The fourth indicator is the pattern of behavior, which is where a person or in the community his citizens comply with applicable regulations. This indicator is the most important indicator because in this indicator it can be seen whether a regulation applies or not in the community, so how far the legal awareness in the community can be seen from the legal pattern.

Seeing the link between legal awareness and the not yet maximal fulfillment of rights in digital business relationships, it is necessary to innovate in realizing legal awareness in the community appropriately and quickly. One of them is the use of information technology in creating legal awareness and understanding of consumer protection law.

Human life is greatly influenced by the development of science and technology. The development of Information Technology has presented a new medium for disseminating information, namely digital media. This information is no longer organized into atoms, but in bits that make the process of spreading faster and easier. This media has also changed the mindset of humans which is a response to information packaging. An example of this change in mind is the birth of e-mail which has changed the way of sending letters, business or e-commerce which has changed the way of doing business with all its derivatives, including e-cash or e-money.<sup>13</sup> Likewise in the context of education, the results of technology have long been used in education. The invention of paper, printing press, radio, film, TV, computers and others was used for education. The rapid development of information technology in the current era of globalization can no longer avoid its influence on the world of education. Global demands require the world of education to always and constantly adapt technological developments to efforts in improving the quality of education, especially adjusting its use for the world of education, especially in the learning process. Educational institutions in Indonesia are starting to compete in utilizing Information Technology for education by building hardware infrastructure, internet networks, procuring software and so on, all of which are done in an effort to meet the need for more effective and efficient learning methods. Trainings using computer applications are often held, such as; Intelligent Tutoring System (ITS), Computer Basic Training (CBT), and e-Learning System.<sup>14</sup> A term that is already familiar to us is E-learning System. E-learning system offers a new horizon of teaching and learning process. These changes are ongoing and in some fields have begun to be established, especially in developed countries.<sup>15</sup>

<sup>13</sup> Haris Budiman. 2017. Peran Teknologi Informasi dan Komunikasi dalam Pendidikan. Al-Tadzkiyyah: Jurnal Pendidikan Islam Vol. 8 No. 1

<sup>14</sup> Abdul Rahman Saleh. Peranan Teknologi Informasi dalam Meningkatkan Kegemaran Membaca dan Menulis Masyarakat. Jurnal Pustakawan Indonesia Vol. 6 No. 1

<sup>15</sup> Fathul Wahid. 2005. Peran Teknologi Informasi dalam Modernisasi Pendidikan Bangsa. Media Informatika Vol. 3 No. 1



Discussing information technology, especially for the community, of course has benefits as a support for knowledge or information obtained. For example, the benefits of information technology in increasing interest in reading and writing. Seeing that it is still rare for people to have the habit of reading and writing from what they get, the problem of reading fondness needs to be looked at thoroughly. The problem of interest and love of reading does not stand alone. Historically we have to look at the environment in which a person has lived since childhood. The easiest way is to look at the family environment around us. The results of Saleh study reported that most people spend more time watching TV than reading. Most of the reading material is only reading newspapers and magazines. Not too many people read books. This is one proof that the interest in reading in Indonesian society is still inferior to the interest in watching. Another evidence that shows that reading interest among intellectuals is also still low is the data on visits to the library by the public which shows how few people make use of the library. Related to this, information technology has a role in increasing interest in reading and writing for the community. The current development of Information Technology greatly affects the lifestyle of the Indonesian people, including children to teenagers and even the elderly. Almost all aspects of our lives, especially in big cities, are influenced by information technology. The most obvious example is the way we communicate. Almost everyone in big cities (even now in the countryside) uses a telephone cellular (one of the ICT products) in communicating. Communication via the Internet has also begun to mushroom. Information that is packaged in a form that can only be read through the help of a computer is often called information in digital or electronic form. The current term that often gets is an electronic book (e-book). E-books have a special role since they are popular among the public, because we can access them anytime and anywhere, save space, multiple access and so on. So do not be surprised if the e-book has its own privileges for the community. Nowadays, the author has provided books in physical form and e-books, and the price given is also cheaper for e-books than physical books, so it is very suitable for people who are lazy to carry books and tend to prefer to use mobile phones. Furthermore, after increasing people's interest in reading, we can increase interest in writing for the community using information technology, for example we can guide by starting with giving technical information in writing and then correcting whether it is true or not, forming discussion groups with discussion groups, of course we can exchange each other's thoughts in solving an existing problem because every idea conveyed will be an interesting piece of information to discuss, or we can also hold a writing competition so that people will be interested to follow. In this writing competition, we can raise topics such as education, law, business, and so on. If we have a topic to be contested, we indirectly require participants to understand the topic they will choose. Of course, to attract people's attention, we must have a good idea so that they are interested in participating in the writing competition.<sup>16</sup>

So, with information technology we can access anything we need to get the information we are looking for. Advances in information technology should be put to good use, not only in certain contexts such as education in general, but also in the context of the introduction of law. The law

---

<sup>16</sup> Jurnal Peran Teknologi Informasi Dalam Meningkatkan Kegemaran Membaca Dan Menulis

should be applied from an early age, because studying law means we learn the existing rules. When the introduction and application of the law has existed since an early age, public awareness of the law will naturally arise. In the current era of globalization, people should be smart in looking for information, it will sound strange if there is currently left behind an information because we can access it anytime and anywhere. So that we are no longer an outdated society, but we are already a society according to the times.

## **CONCLUSION**

The development and progress of the economy in the field of national industry and trade has resulted in various innovations in the form of goods and services that can be enjoyed by consumers produced by business actors. However, this has resulted in an imbalance between consumers and business actors and consumers are in a weak position because consumers are the object of business activities to reap profits by business actors through various ways, such as promotion of sales methods to standard clauses applied from business actors to goods sold it produces. Thus, all benefits to the community will depend on the provisions of the law itself. The element of education then becomes the spearhead to instill attitudes and habits of obedience to existing rules. If all human interests can be fulfilled without disputes or conflicts, then everything that happens regularly will not be questioned about the concept of justice which focuses on what is entitled or who is at fault if someone is harmed by another person. The first indicator is an understanding of the law, a person knows about certain behaviors that have been regulated by law.

## **REFERENCES**

- Abdul Rahman Saleh. Peranan Teknologi Informasi dalam Meningkatkan Kegemaran Membaca dan Menulis Masyarakat. *Jurnal Pustakawan Indonesia* Vol. 6 No. 1
- Achmad Ali and Wiwie Heryani. 2012. *Exploring Empirical Studies of Law*. Jakarta
- Celina Tri Siwi Kristiyanti. 2011. *Consumer Protection Law*. Sinar Graphic. Jakarta.
- Fathul Wahid. 2005. Peran Teknologi Informasi dalam Modernisasi Pendidikan Bangsa. *Media Informatika* Vol. 3 No. 1
- Haris Budiman. 2017. Peran Teknologi Informasi dan Komunikasi dalam Pendidikan. *Al-Tadzkiyyah: Jurnal Pendidikan Islam* Vol. 8 No. 1
- Marwan Mas's date. 2014. *Introduction to law*. Ghaila Indonesia Publisher. Bogor.
- Otje Salman. 1993. *Public Legal Awareness of Inheritance Law*. Alumni, Bandung.
- Peter Mahmud Marzuki. 2005. *Legal Research*. Kencana Prenada Media Group. Jakarta.
- Peter Mahmud Marzuki. 2014. *Legal Research*. Prenada Media. Jakarta.
- Ricardus Eko Indrajit. 2001, *E-commerce Tips and Strategies in Cyberspace*. PT Elex Media Komputindo. Jakarta.
- Rusman et al. 2012. *Information and Communication Technology-Based Learning*. Grfindo persada. Jakarta.
- Soerjono Soekanto. 1982. *Legal Awareness and Compliance*. Rajawali Pers. Jakarta.