Legal Protection In The Industrial Era 4.0 Against Unfair Business Competition Practices In Digital Markets *(E-Commerce)* In Central Java

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Abstract.
Digital Market (E-Commerce) is an inevitable market dynamic for businesses and consumers in Indonesia. Unfair business competition in the digital market is new and very different from the conventional market. Law No. 5, the Year 1999, and Law No. 11, the Year 2008, have not translated well regarding unfair business competition behaviour in the digital market because these two regulations have not been able to define the digital market explicitly. This research uses the empirical juridical method with a progressive legal theory approach. Data was collected through an online questionnaire using the SurveyMonkey application for e-commerce-based businesses or digital platforms, with 15 respondents from a community of young entrepreneurs, start-ups, and independent beginners in Semarang. In this study, it is hoped that a formula and consensus on problem-solving for unfair business competition practices in the digital market can be found so that the Central Java Business Competition Supervisory Commission (KPPU), as the competent authority, has a legal solution to provide legal certainty for business actors to compete fairly and reasonably. On the other hand, the hope is to create harmony, justice, and order in society so that the climate for Indonesia's digital economic growth will increase and become the foundation of national development hopes.

Keywords: *Legal Protection, Unfair Business Competition, E-Commerce and Industry 4.0.*

I. INTRODUCTION

The digital market is a challenge for businesses in utilising information and communication technology. Not only in the competitive aspect, on the other hand, but the digital platform used also affects public trust. Security and significant control related to personal consumer data are challenging for business actors and the government. The case of personal data leakage on the Tokopedia platform is a lesson learnt. In the media statement, the number is estimated at 91 million accounts and 7 million merchant accounts. In 2019, Tokopedia revealed around 91 million active accounts on its platform (cnnindonesia.com). Security aspects and consumer protection are crucial as a manifestation of a state of law that upholds law enforcement On the other hand, all trading activities in Indonesia still refer to the provisions of Law No. 7/2014 on Trade. Including trade through electronic systems (PMSE). Law number 7 of 2014 article 65 paragraph 3 states that every business actor who trades goods and/or services using an electronic system must comply with the provisions stipulated in Law number 11 of 2008 concerning Electronic Information and Transactions (ITE). However, the Trade Law and ITE provisions do not define a digital market (E-Commerce). (kliklegal.com).
The digital market for Indonesia provides new hope for transforming into a national economic force. The digital economy has a strategic role in developing the global economy, as reported by Huawei and Oxford Economics entitled Digital Spillover in 2016. The strength of the world's digital economy has touched USD 11.5 trillion or around 15.5% of the world's Gross Domestic Product (GDP), while in Indonesia in 2017, it reached 7.3%, while the national economic growth was 5.1%. (Ika Puspita BPPK.Kemenkeu.co.id). Referring to the 2018 McKinsey report that online trade touched four crucial impacts, namely the first financial benefits, it is proven that Indonesia is the largest e-commerce market in Southeast Asia with approximately USD 2.5 billion predicted to be USD 20 billion, with the potential for Indonesia's digital economy to reach USD 65 billion by 2022. Second, Job Creation certainly affects the development of StartUp-based MSMEs.

Third, Buyer Benefits can be seen from the price in the e-commerce marketplace is cheaper than in the offline market. Fourth, Social Equality in the digital market correlates to gender equality, equitable

development, services, and other social gaps. (Setneg.go.id). Even Indonesia's e-commerce growth reached 78%, far exceeding the average world growth of only 14% and Asia at 28%. (Kominfo.go.id).
Indonesia has the fourth largest population in the world, with 262 million people; it recorded to have 140 million citizens use the Internet in their daily activities and at least 28 million Indonesians are very active in conducting online transactions. (Erlina Maria C.S. and Mery Christian P, 2020). The growth of internet usage correlates with the growth of digital platform companies, which has a broad impact on the transformation of market structures and changes in business processes to encourage innovation for economic efficiency.The potential of the digital market, on the other hand, has become a severe study of the aspect of unfair business competition that has the potential to create a market monopoly. The advantages of the digital market have finally attracted the attention of the government and competition authorities. In the digital market, the competition is very different from the traditional (offline) market because the digital market includes tools or main features such as platform-based, multi-sided markets and network effects that make business competition problems even more complex. (journal.hukumonline.com).The provisions of Law Number 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition have not broadly defined the prohibition of monopolistic practices and unfair business competition, so there is a potential legal vacuum. In reality, the Business Competition Supervisory Commission (KPPU), as the authority, still has difficulty tracking monopolistic practices in the digital market (Hukumonline.com). Digital platforms are a new power in the digital market, certainly in a dominant position, so there is great potential for abuse of that position.

Some forms of abuse of dominant positions on digital platforms include refusal to deal, predatory pricing, exclusive dealing and loyalty discounts, tying and bundling. (Susanti Adi Nugroho, 244).The dynamics of e-commerce bring the Indonesian economy into a new era with the digitalisation of the market model. The government has issued Presidential Regulation No. 74/2017 on the Road Map of the National Electronic-Based Trade System (Road Map E-Commerce). As an official document in the form of directions and strategic steps to prepare trade management with a transaction scheme based on a series of electronic devices and procedures. With the coverage of funding programmes, taxation, consumer protection, education and human resources, communication infrastructure, logistics, cyber security, and the formation of management implementing the 2017-2019 road map for the Electronic-Based National Trading System (SPBNE). (Arif Sharon Simanjuntak. 2017). It is a benchmark that, in terms of implementation tools, Indonesia has read the direction of the global economy, but in terms of regulations related to e-commerce, of course, it needs to be studied further. It is because Law No. 5 of 1999 concerning Prohibition of Monopolistic Practices and Unfair Business Competition and Law No. 11 of 2008 concerning Information and Electronic Transactions have not been able to translate digital markets (e-commerce) correctly so that there is potential for blurred legal norms for business actors to practice unfair business competition.On the other hand, the role of ICT (Information, Communication and Technology) is becoming increasingly important in the economy along with the proliferation of start-ups, e-commerce, and small and medium enterprises (SMEs). The government's spirit of encouraging economic development based on digital markets requires specific legal provisions because the ITE and Business Competition Laws have not been regulated in detail. So that indications of unfair business competition practices occur in many digital markets by several digital platforms, but there are no specific rules that strictly regulate unfair business competition practices in e-commerce. So it needs to be researched further to get solutions and recommendations to improve the digital market management system.

II. METHODS

Qualitative interpretative research is a method that focuses on signs and texts as the object of study and how researchers understand and interpret the codes behind the signs and texts (Michael Quinn Patton, 1990). The interpretative form of the researcher acts as an observer who has specific qualifications and is competent to be able to report his findings objectively, clearly, and accurately about observations based on the observations of others about the social world (Agus Salim, 2001: 25). In general, the interpretive approach is a social system that interprets behaviour in detail by direct observation (Lawrence Neuman,

2014: 55).This research includes empirical juridical research or often called field research, by examining the applicable legal provisions and what happens in reality in society. (Suharsimi Arikunto, 2012: 126). This research looks at the effectiveness of laws and legal norms regulating legal acts in society and how the law operates.

Factors that influence the law to function in society, namely (1) the rule of law/regulation itself; (2) officers/law enforcers; (3) means or facilities used by law enforcement; (4) public awareness (Zainudin Ali, 2011: 11). Empirical juridical research is legal research on the enactment or implementation of normative legal provisions in action on every specific legal event that occurs in society (Abdulkadir Muhammad, 2004: 134). law is seen not only as a rule but as the effective implementation of law in society. (Sulistiowati Irianto and Shidarta, 2011: 173) Or in other words, it is research conducted on the actual situation or the real situation that occurs in society to know or find the facts and data needed after the required data is collected and then goes to problem identification which ultimately leads to problem-solving (Bambang Waluyo, 2002: 15). In resolving the problem of unfair business competition practices in the digital market (e-commerce), it is necessary to approach Progressive Law with Satjibto Rahardjo's theory that the process of change is no longer centred on regulations, but on the creativity of legal actors to actualise the law in the right time and space (Bernard L. Tanya, 2013: 191).

III. RESULT AND DISCUSSION

Legal Protection in the Industry 4.0 Era

The state constitution explicitly states that Indonesia is a state of the law as Article 1, paragraph 3 of the 1945 Constitution of the Republic of Indonesia reads, "The State of Indonesia is a state of law". As a country that upholds the rule of law, every behaviour of Indonesian society should be guided by applicable law. Digital transaction activities give birth to civil law relationships for the parties, namely "Business to Business (B2B), Business to Customer (B2C), and Customer to Customer (C2C). (Cheyza Mega Andini, 2019). So it needs holistic regulation and strict interpretation related to legal acts. Technological developments have legal obstacles in keeping up with the pace of development. Arthur J. Cockfield said, "The unpredictable nature of technological developments suggests that, in many circumstances, legal reform may not be suitable, at least not until the implications of the technological changes can be better understood." (Arthur. J. Cockfield, 2004). In his analysis, he states that technological developments are so unpredictable that they are surprising in many circumstances; the reality is that rapid changes in the law will not be able to match reality, at least not until the implications of technological changes can be interpreted more effectively. The existence of law in the era of disruption is fundamental as an effort to regulate legal acts that are carried out not necessarily involving the physical subject of law directly but through the intermediary of digital technology. The Industrial Revolution 4.0 is necessary for a significant transition in human activities. Many things were unimaginable for humans before.

For example, online transactions with digital platforms, virtual meetings, agreeing on decisions online (online), and even trial activities at judicial institutions can be carried out online with Zoom, google meet and other virtual platforms. In essence, the law must follow developments as stated by Marcus Tullius Cicero, namely "ubi societas ibi ius" (there is society, there is a law). Theoretically, the more developed society uses digital technology, and the law must follow these developments. Various forms of technological innovation in the future will directly impact life patterns related to changes in people's behaviour. Of course, the juridical aspects must quickly follow developments to create harmony and justice in society.Juridical problems arise in the Legal Protection of consumers in the digital market (e-commerce). First, related to the context of the agreement as stipulated in Article 1320 of the Civil Code related to the legal requirements of an agreement must fulfil at least four things, namely the existence of an agreement for those who bind themselves; the competence of the parties to agree; a particular thing; and a halal cause (causa). In e-commerce, there are considerable differences related to the procedure for implementation as it should be. In the digital market, the agreement is agreed upon with the digital platform's intermediary, either directly virtual or with electronic devices.

It is related to the competence of the parties that cannot be ascertained directly as the law regulates because the two parties cannot meet directly, only through data registers with verification of NIK KTP, Passport or other Identity for access; it is very vulnerable to misuse. Related to a halal cause (causa) is also something that needs to be reviewed as a halal causa, according to the law, does not violate public order and violate immorality, while in online figures, all sellers are free to sell their goods. On the other hand, these goods cannot be confirmed causa (cause) according to the law. Second, Dispute Resolution in e-commerce transactions has not been regulated in detail in the GCPL, allowing legal bias, which has the potential for legal loopholes not to be tried. For example, transactions occur between countries, but both parties are not in their legal jurisdiction. Of course, they will be confused about determining the choice of law and the court that has the authority to hear. Third, the GCPL is not accommodating. The provisions of this law have not covered the aspects of the digital market, so it cannot be a reference in electronic transactions as well as the ITE Law and the Law on Business Competition and Anti-Monopoly have not been able to touch substantially on e-commerce. Fourth, there is no authority/guarantor institution for the validity of online figures (digital platform) (Bagus H.M., 2007).

Unfair Business Competition

Competition law is an instrument of the state as a tool of social control against monopolistic practices and unfair business competition, as regulated explicitly in Law No. 5/1999. Juridically, the regulation was issued as a means of social engineering, based on the aim of increasing national economic efficiency, realising a conducive business climate through the regulation of fair business competition, and trying to create effectiveness and efficiency in business activities. (Ayuda D. Orayoga et al, 2000). Regulations ensure legal certainty and protection of all business actors in their legal activities; the rules of the game in the form of prohibitions, restrictions and recommendations for doing and not doing actions to prevent monopolistic practices and unfair business competition in various dimensions. To create a conducive business climate, hoping every business actor can compete fairly and reasonably.The enactment of the law on the Prohibition of Monopolistic Practices and Unfair Business Competition, Law No. 5 of 1999, is the first step for Indonesia to bring business and trade towards a fairer and based on the principles of fair market competition. Reading the times, some questions must be answered. Law No. 5 of 1999 can provide a sense of justice, usefulness, and legal certainty for business actors, consumers, and Indonesian society in general (Susanti Adi Nugroho, 2014). The spirit and spirit of the birth of this business competition law generally covers the digital market (e-commerce). However, materially it has not been able to reach the practice and pace of e-commerce substantively, and this law has not definitively regulated the definition and behaviour of e-commerce.

This law has principles of the rule of reason and per se illegal (Per se Violations or Perse Rule). The principles of the rule of reason and, per se, illegally applied in business competition law are used to assess whether an activity or agreement conducted by a business actor has or has the potential to violate the Business Competition Law, the principles of the rule of reason and, per se illegal is adopted from United States law. The Sherman Act of 1980 - Antitrust Law first implemented the principles of the rule of reason (1911) and, per se, illegal (1899) in a Supreme Court decision. (Elyta Ras Ginting, 2001). Activities that are considered per se illegal usually include collusive price fixing of certain products, as well as resale price fixing. At the same time, the rule of reason is an approach used by competition authorities to evaluate the effects of certain agreements or business activities to determine whether an agreement or activity is inhibiting or supporting the competition. (Andi Fahmi Lubis, et al, 2009).The Business Competition Supervisory Commission (KPPU), a business competition authority born as a mandate from Law No. 5 of 1999, is the foundation of hope that the business climate competes pretty and fairly. The digital market competition model regulated in Government Regulation No. 80 of 2019 can guarantee legal certainty in business competition practices in e-commerce. Business actors using electronic systems (PMSE) both domestically and abroad must comply with the provisions of laws and regulations.Based on Government Regulation No. 80/2019, article 1 paragraph (6) defines business actors trading through electronic systems, in the future referred to as business actors, as "every individual or business entity in the form of a legal entity or

not a legal entity which can be a Domestic Business Actor and Foreign Business Actor and conduct business activities in the field of PMSE.

" In the explanation of this regulation, what is meant is Indonesian citizens or national business entities established and domiciled in the jurisdiction of Indonesia conducting business activities in the field of PMSE. Meanwhile, foreign or overseas business actors are foreign citizens or business entities established and domiciled outside the jurisdiction of Indonesia that conduct business activities in the field of PMSE in the territory of the Republic of Indonesia. The broad scope of regulation of Government Regulation No. 80/2019 is to touch e-commerce business actors physically in the country and abroad. However, in the theory of international civil law, there is legal validity and jurisdiction for international legal subjects. If there is a legal act of committing unfair business competition practices carried out by foreign business actors with a legal position abroad, but there are e-commerce business activities in Indonesia. The legal consequences are detrimental to Indonesian business actors whether the KPPU's authority can reach the relevant legal subject, while government regulation No. 80 of 2019 is the implementation of Law No. 5 of 1999, which has not explicitly regulated e-commerce provisions. The duties of KPPU itself are regulated in Article 35 of Law No. 5 of the Year 1999. While the KPPU's authority is, broadly speaking, investigative, enforcement, and litigating authority, the KPPU's authority itself is stipulated in Article 36 of Law No. 5 of 1999, which legally does not have the authority to prosecute. In Law No. 5 of 1999, KPPU does not have a law enforcement function in the field of digital market business competition law, so KPPU's legal position on digital market business competition practices is still questionable today. (Jovanka Lingkanaya et al, Kliklegal.com, 2020). A temporary hypothesis can be drawn that the laws and regulations in Indonesia have not accommodated the digital market (e-commerce), so special rules need to be made so that the e-commerce climate in Indonesia can be healthy and provide legal certainty for both business actors and consumers.

Digital Market (E-Commerce)

The market is an ecosystem inherent in people's lives, and the transition of market dynamic structures and systems is a competitive point for business actors. Market share can be analysed with as detailed segmentation as possible, assisted by digital platforms with technology-based algorithms that will help target the market for goods and services according to the needs of potential consumers. In his book Marketing 4.0, Philip Kotler introduces the three most influential market segmentations in the digital era, where if the products we make can touch them, the brand we build can develop relatively faster. (divedigital.id). Market digitalisation significantly changes businesses in managing businesses and creating their own markets.Article 1, paragraph (2) of Law No. 11 of 2008, defines electronic transactions as "legal actions carried out using computers, computer networks, and / or other electronic media. Digital transactions, as Chissic and Kelman state "e-commerce is a broad term describing business activities with associated technical data that are conducted electronically".

Sultan Remy Sjahdeini interprets e-commerce as activities involving consumers, manufacturers, service providers, and intermediary traders using computer networks, namely the Internet. (Sutan Remy Sjahdeini, 2000). This media exists in a public network with an open system, namely the Internet or word Wide Web. This transaction occurs regardless of regional boundaries and national requirements (Mariam Darus et al., 2001). It can be concluded that there are several elements in the e-commerce business, namely the existence of a business contract, electronic media carry out the contract, there is no need for the physical presence of the parties, the contract is carried out in a public network, the contract is independent of the jurisdictional boundaries of the country, has economic value (Basri Efendi, 2020).Industrial Revolution 4.0 is a form of technological disruption in previous industrial revolutions. The four industrial revolution periods are described by the German Research Centre for Artificial Intelligence (DFKI) and presented by Kagermann as follows. (Muhammad Reza Winata et al, 2019).

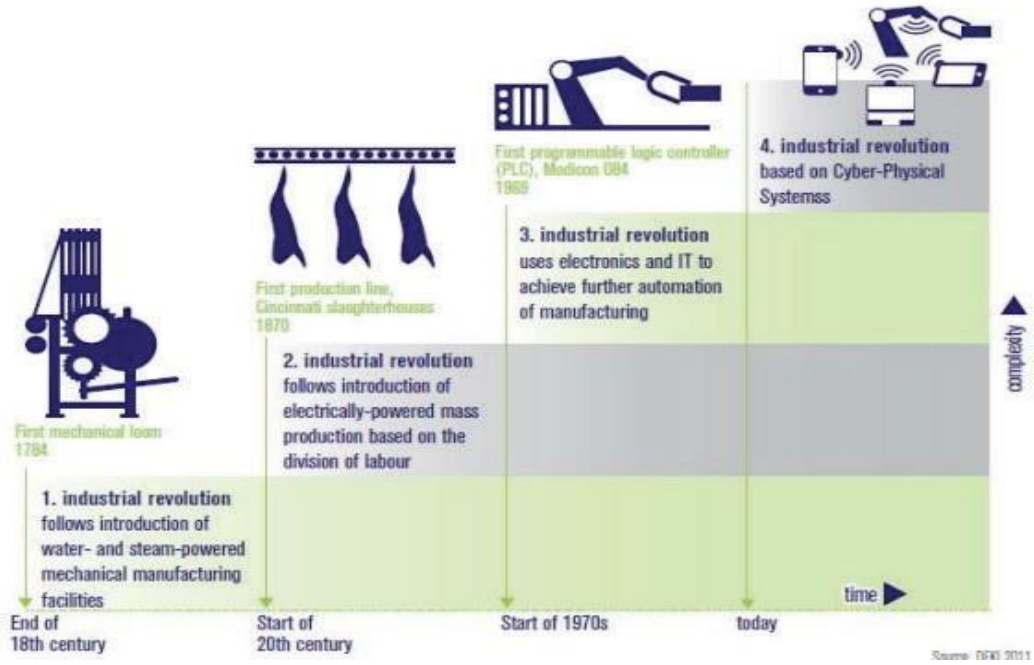

Fig 1. Four Developmental Stages of the Industrial Revolution (Henning Kagermann et al., 2013)

Seeing the development of technology directly proportional to the development of digital markets, regulators must regulate related explicitly to digital markets (e-commerce) in Indonesia. The characteristics of e-commerce are multi-sided markets or stacked market structures that starkly contrast traditional (offline) markets. It is illustrated in economic platforms that involve multi groups of different users brought together by platforms such as Alibaba, Amazon, Bukalapak, Shopee, Zalora, Tokopedia, Lazada, and many others. So one marketplace platform consists of many sellers with a variety of different and the same goods and services to create competition, not until here between platforms there is also a competition so that the market becomes one stacked so that it cannot be assumed to be the same as traditional markets (cnnindonesia.com).
E-commerce will continue to grow and develop unstoppably through human activities increasingly dependent on the Word Wide Web (Internet). It is the starting point for changes in how businesses and consumers do business and communicate. With an extensive scope covering all aspects of business, it must be regulated by special legal provisions. Existing laws and regulations have not been able to correctly translate unfair business competition practices in the digital market (e-commerce).In this study, it is imputed that the main problems are in the aspects of monopoly and predatory pricing, so the role of regulators is needed to resolve these problems wisely. In this case, it needs the active role of the Business Competition Supervisory Commission (KPPU) as an institution with a supervisory authority.

In this study, it was found that 50% of business actors still do not know about the existence of KPPU, so it needs hard work related to socialisation and approaches to business actors so that they are effective regarding their roles and functions as vital institutions related to market supervision in order to create a market climate that can compete fairly. In the era of disruption, the law becomes the commander in achieving order and regularity in society, especially in the business world; there have been unimaginable changes, and digitalisation touches almost all parts of the business world, specifically in the marketing aspect. Changes that became a milestone of the Industrial Revolution 4.0 forced businesses and consumers to integrate with digital technology.Existence of Law No. 5 of 1999 on Prohibition of Monopolistic Practices and Unfair Business Competition. Needs to be Revised or Adjusted to the Digital Market Era (e-commerce) because there is substance related to the digitalisation of the business sector that directly connects business actors and consumers prone to legal interpretation on their own because this law has not expressly regulated business competition in the digital market era (e-commerce). 62.5% of respondents said that Law No. 5/1999 should be revised to follow market developments so that there is no legal norm vacuum prone to law violations related to unfair business competition in the market, especially e-commerce. There are several reasons given by respondents concerning Law No. 5/1999 on the Prohibition of Monopolistic Practices and

Unfair Business Competition, especially about the definition of digital markets (e-commerce) from an Indonesian perspective, the monopoly in specific aspects of digital markets, dynamics and complexity in digital market practices, as well as access to and use of personal data, which is a problem in itself regarding its protection.

The data shows that there may be even many practices that have been indicated as unfair business competition on various digital platforms in Indonesia. As many as 75% of respondents denied this, but these practices have not been dealt with firmly by the authorities because regulations have not been able to touch the substance directly and are still subject to multiple interpretations. So it is necessary to formulate holistically related to the rate of development and running of this digital market. It needs special attention from all stakeholders in this case, both elements of the government that are authorised by business actors and consumers, in general, to create a healthy business climate with their respective roles jointly. Especially the government has the authority to make the rules of the game and the supervisory function, as well as the participation of the community in contributing thoughts and responses to create regulations that overshadow the pace of the digital market in Indonesia.Personal data is a precious asset in the digital market context, so it needs more special arrangements. The findings in this study showed that most respondents, 87.5% said that further arrangements were needed regarding the protection of personal data in the context of using big data in e-commerce, especially for market players. On the digital marketing technology platform, the reading of algorithms requires regulation as a crucial mechanism of game rules because it definitely needs clear restrictions in addition to its usefulness. The Industrial Revolution 4.0 revolution gave birth to Blockchain technology (Metaverse, NFT, Smart Contract), Big Data, Internet of Things (IoT), Artificial Intelligence (A.I.), Learning Machines, and robotics, making the need for a new legal institution, namely Lex Crypto. Lex Crypto or Cryptography can be defined as "rules administered through self-executing smart contracts and decentralised (autonomous) organisations.

" In the discipline of Cyberlaw, Lex Crypto is sui generis by providing strength, validity, limitations and sanctions related to its legal principles. Cyberlaw covers the secure and lawful collection, retention, processing, transmission and use of personal data in virtual jurisdictions. (Danrivanto Budhijanto, hukumonline.com) The response shows a great need for legal assistance and socialisation from KPPU related to unfair business competition in e-commerce. Of course, this is not only homework for related institutions but the work of all related parties, especially business actors, to be more cooperative so that the functions and duties of KPPU as an authorised institution.Almost all lines of business use digital platforms as support in marketing, especially in the digital era; it has become a primary need, a massive market migration to the digital market. Over time, the digital market has become a robust economic ecosystem with easy access that is not limited by time, space, and place. The tendency of Indonesian people can be seen in the results of this study that 43.8% of Indonesians still dominantly use WhatsApp as a marketing platform, 37.5% use Instagram, and 12.5% use Shopee. This data is a reference that social media is the attraction of market interaction in Indonesia, especially among the people of Central Java, because of its simple and free features.It is reasonable because, based on data, Indonesia has the third largest number of WhatsApp users worldwide. The number of WhatsApp users in the country reached 84.8 million in June 2021. Indonesia's position is flanked by Brazil and the United States, with 118.5 million WhatsApp users and 79.6 million users, respectively. India occupies the first position, with the number of Whatsapp users reaching 487.5 million (Katadata.com). Indonesia entered the list of the top 10 countries with the most WhatsApp downloads during the second quarter of 2022.

WhatsApp downloads in Indonesia ranked fifth out of 21.6 million on the AppStore and the top four out of 55.3 million downloads on the Play Store. The total number of iOS users in Indonesia who installed WhatsApp was 0.95 million devices. Meanwhile, the total number of WhatsApp downloads by Android users in Indonesia is 4.49 million. (tempo.co) Naturally, in this digital era, the market is very dependent on digital platforms because, consciously or unconsciously, almost all lines of business in the marketing aspect will never escape the touch of digital platforms as marketing media, whether intentionally or not, by business actors and consumers. The millennial generation's tendency to utilise digital platforms as a marketing medium is the beginning of a market revolution. It can be read in the future that in the next decade, there will

be a complete shift in marketing activities through digital media. The digitalisation of the market, on the one hand, provides easy access for technologically literate generations; on the other hand, it will find obstacles for generations awake to digital technology. Of course, it will have an impact on knowledge competition. Technically, mastering the digital market is practical knowledge, so it takes a willingness to try to access it independently and collectively.

IV. CONCLUSION

Based on the results of this study that there is a tendency for conventional markets to shift to digital e-commerce markets. It indicates the start of a new era related to market activities that do not require sellers and buyers to meet directly. However, digital platform intermediaries become a meeting point, allowing digital market activities to be considered a solution to cut costs and time. On the other hand, many things still become the main concern for stakeholders and actors in the digital market.E-commerce activities in Indonesia certainly have many supporting aspects that are still extensive homework considering the market climate where there is still a lot of unfair business competition. As the respondents in this study revealed, unfair business competition in Indonesia is real, especially in monopoly, predatory pricing, monopsony, conspiracy, and market control.

Therefore, an active role is needed for all parties involved.The digital market or e-commerce has no specific regulation in Indonesia, which is an obstacle. So far, it is only guided by related regulations, including Law No. 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition in conjunction with Law No. 27 of 2022 on the Protection of Personal Data. Regulations have not specifically regulated e-commerce activities in Indonesia.KPPU (Business Competition Supervisory Commission) has not played a leading role in its functions and authority, even though KPPU is vital in supervision, especially in digital markets. It must work hard to educate the public and play an active role in the community regarding the socialisation of functions and inherent authority. Terms of supervision in the digital market are still fragile because it is related to the synchronisation of regulations that must carry out by KPPU so that there is no legal norm vacuum because there are no specific rules governing business competition in the digital market in Indonesia.

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