

## ABSTRAK

### PERLINDUNGAN KONSUMEN DALAM JUAL BELI AKUN *GAME* *ONLINE MOBILE LEGENDS: BANG-BANG* MELALUI *MARKETPLACE* ITEMKU

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Perkembangan *game online* telah menjadi salah satu sektor ekonomi yang paling berpengaruh, *Mobile Legends: Bang Bang* (MLBB) menjadi *game online* yang paling populer dan mendominasi pasar *game mobile*, terdapat unsur kekayaan virtual, yang membuatnya dapat diperjualbelikan, dalam praktiknya terdapat peristiwa penarikan kembali akun milik konsumen oleh penjual walaupun sudah ada sistem anti *hack-back* yang diterapkan oleh *marketplace* Itemku. Permasalahan penelitian ini adalah: (1) mekanisme transaksi jual beli akun *game online Mobile Legends: Bang-Bang* melalui *marketplace* Itemku (2) perlindungan hukum terhadap konsumen dalam jual beli akun *game online Mobile Legends: Bang-Bang* melalui *marketplace* Itemku.

Penelitian ini menggunakan metode normatif-empiris terapan dengan pendekatan perundang-undangan. Pengumpulan data menggunakan dua metode yaitu metode studi kepustakaan, mempelajari bahan-bahan pustaka yang relevan dengan permasalahan, dan metode wawancara kepada pihak terkait. Kemudian data diolah serta dianalisis secara kualitatif.

Hasil penelitian menunjukkan bahwa mekanisme transaksi jual beli akun *Mobile Legends* di Itemku, dimulai ketika penjual mendaftarkan akun mereka, hingga masuk dalam display *marketplace*. Pembeli mencari akun sesuai preferensi yang diinginkan hingga melakukan proses pembayaran. Kurangnya verifikasi kelengkapan data akun yang dijual dalam *marketplace* Itemku, menyebabkan terjadinya peristiwa wanprestasi yaitu mengambil kembali akun yang sudah dijual (*hack-back*) oleh penjual. Perlindungan hukum yang disediakan itemku adalah sistem *escrow*, jaminan anti *hack-back*, pengembalian dana, dan penyelesaian sengketa melalui layanan *customer service*. Terdapat upaya perlindungan hukum preventif dan represif yang bisa di dapat oleh konsumen, untuk memastikan bahwa hak konsumen terlindungi jika mengalami kerugian. Undang-undang Perlindungan Konsumen menawarkan dua jalur penyelesaian sengketa yaitu melalui penyelesaian di luar pengadilan (nonlitigasi) dan penyelesaian di pengadilan (litigasi).

**Kata kunci:** Perlindungan Konsumen, Game Online, Itemku

## **ABSTRACT**

### **CONSUMER PROTECTION IN BUYING AND SELLING MOBILE LEGENDS: BANG-BANG ONLINE GAME ACCOUNTS THROUGH ITEMKU MARKETPLACE**

**By**

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*The development of online games has become one of the most influential economic sectors, Mobile Legends: Bang Bang (MLBB) is the most popular online game and dominates the mobile game market, there is an element of virtual wealth, which makes it tradable, in practice there are events of withdrawing consumer accounts by sellers even though there is an anti-hack-back system implemented by the Itemku marketplace. The problems of this research are: (1) mechanism for buying and selling Mobile Legends : Bang-Bang online game accounts through the Itemku marketplace (2) legal protection of consumers in the sale and purchase of Mobile Legends: Bang-Bang online game accounts through the Itemku marketplace.*

*This research uses an applied normative-empirical law method with a statutory approach. Data collection uses two methods, namely the literature study method, studying library materials relevant to the problem, and the interview method to related parties. Then the data is processed qualitatively.*

*The results showed that the transaction mechanism for buying and selling Mobile Legends accounts at Itemku, starts when the seller registers their account, until they enter the marketplace display. Buyers search for accounts according to their preferences until they make the payment process. The lack of verification of account data sold in the Itemku marketplace, causes the occurrence of default events, namely taking back accounts that have been sold (hack-back) by the seller. The legal protection provided by Itemku is an escrow system, anti-hack-back guarantees, refunds, and dispute resolution through customer service. There are preventive and repressive legal protection efforts that can be obtained by consumers, to ensure that consumer rights are protected if they experience losses. The Consumer Protection Law offers two dispute resolution paths, namely through out-of-court settlement (nonlitigation) and court settlement (litigation).*

**Keywords: Consumer Protection, Online Games, Itemku**