

ABSTRAK

PERLINDUNGAN KONSUMEN DALAM PENGGUNAAN JASA PENYEDIA INTERNET BERDASARKAN UNDANG-UNDANG NOMOR 8 TAHUN 1999 TENTANG PERLINDUNGAN KONSUMEN (Studi pada Layanan Internet Zitline)

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Praktik penyelenggaraan jasa layanan internet masih sering ditemukan permasalahan yang berpotensi merugikan konsumen, seperti gangguan jaringan, ketidaksesuaian antara kecepatan layanan dengan paket berlangganan, serta kurang optimalnya pemberian informasi dan penanganan keluhan oleh penyedia jasa. Penelitian ini mengkaji hubungan hukum antara konsumen dan pihak penyedia jasa layanan internet Zitline serta perlindungan konsumen terhadap jasa layanan internet Zitline ketika terjadi gangguan layanan.

Jenis penelitian ini adalah normatif empiris dengan pendekatan perundang-undangan dan pendekatan empiris. Data diperoleh melalui studi kepustakaan dan penelitian lapangan berupa wawancara dengan konsumen layanan internet Zitline serta pihak terkait. Data dianalisis secara kualitatif untuk menilai penerapan ketentuan perlindungan konsumen dalam praktik.

Hasil penelitian dan pembahasan menunjukkan bahwa hubungan hukum antara konsumen dan penyedia jasa internet Zitline merupakan hubungan hukum perdata yang timbul dari perjanjian berlangganan layanan internet. Hubungan ini menimbulkan hak dan kewajiban timbal balik antara konsumen dan pelaku usaha, serta diatur dan dilindungi oleh ketentuan Undang-Undang Perlindungan Konsumen untuk menjamin terpenuhinya hak konsumen dan tanggung jawab penyedia layanan. Perlindungan konsumen dalam layanan internet Zitline belum sepenuhnya optimal karena masih terjadi wanprestasi seperti internet mati dan kecepatan internet tidak sesuai. Pemenuhan hak konsumen atas kenyamanan, keamanan, dan informasi yang jelas masih menghadapi kendala, terutama terkait kualitas jaringan dan responsivitas pelayanan pelanggan. Oleh karena itu, diperlukan peningkatan kualitas layanan dan konsistensi pelaku usaha dalam melaksanakan kewajibannya guna mewujudkan perlindungan konsumen yang efektif.

Kata Kunci: Hak Konsumen, Jasa Layanan Internet, Perlindungan Konsumen.

ABSTRACT

Consumer Protection in the Use of Internet Service Providers Based on Law Number 8 of 1999 on Consumer Protection (A Study on Zitline Internet Services)

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The practice of providing internet services still frequently presents problems that may cause harm to consumers, such as network disruptions, discrepancies between the promised internet speed and the subscribed package, as well as the lack of optimal information disclosure and complaint handling by service providers. This research examines the legal relationship between consumers and the internet service provider Zitline, as well as consumer protection in cases of service disruptions.

This study employs a normative-empirical research method using both statutory and empirical approaches. The data were collected through library research and field research, including interviews with Zitline internet service consumers and related parties. The data were analyzed qualitatively to assess the implementation of consumer protection regulations in practice.

The results of the research and discussion indicate that the legal relationship between consumers and the Zitline internet service provider is a civil legal relationship arising from an internet service subscription agreement. This relationship gives rise to reciprocal rights and obligations between consumers and business actors, and is regulated and protected by the provisions of the Consumer Protection Law to ensure the fulfillment of consumer rights and the responsibilities of service providers. Consumer protection in Zitline internet services is not yet fully optimal because there are still defaults such as internet outages and inadequate internet speeds. Fulfillment of consumer rights to convenience, security, and clear information still faces obstacles, especially related to network quality and responsiveness of customer service. Therefore, it is necessary to improve service quality and consistency of business actors in carrying out their obligations to realize effective consumer protection.

Keywords: Internet Service, Consumer Protection, Consumer Rights.