



Challenges and Prospects of State Administrative Law for Enforcing Consumer Rights in the Digital Era

Farmasinta Setyaning Laksono^{1*}, Rahayu Subekti¹, Sapto Hermawan¹

Universitas Sebelas Maret Surakarta, Indonesia

*Corresponding Email: farmasinta98@gmail.com

Abstract

The digital era has significantly transformed consumer behavior while simultaneously presenting new challenges in the protection of consumer rights. This study aims to analyze the juridical challenges and prospects of state administrative law in enforcing consumer rights within the digital context. Employing normative legal research methods, this study is based on secondary data, including statutory regulations, academic literature, and tertiary legal references. The findings reveal a regulatory gap caused by the rapid pace of technological advancement, weak inter-agency coordination, limited digital literacy among consumers, and the complexity of cross-border transactions. Although the Consumer Protection Law serves as the primary legal foundation, its implementation remains insufficient in the digital realm. Consequently, state administrative law must undergo adaptive transformation by enhancing digital public services, personal data protection, and the accountability of public officials. Comprehensive regulatory reform, capacity building for legal apparatus, development of digital infrastructure, and public education are essential to establishing an effective and responsive consumer protection framework in the digital age. This research contributes both theoretically and practically to the renewal of administrative law and the formulation of adaptive public policy for digital consumer protection.

Keywords: Consumer protection, consumer rights, digital era, legal transformation, state administrative law.

1. Introduction

The digital era has brought about drastic changes in various aspects of life (Chang & Chang, 2023; Roztock, Soja, & Weistroffer, 2019), including consumption patterns (Dawam, Subroto, & Sakti, 2025; Jusuf, 2023). The ease of access to a wide range of products and services through digital platforms has opened up new opportunities for consumers (Mulyawan, Alamsyah, & Marimin, 2022), while simultaneously presenting new challenges in terms of consumer rights protection. In this context, the role of administrative law in upholding consumer rights in the digital era has become increasingly critical.

The digital age has fundamentally transformed the landscape of public administration (Amalia & Aldri Frinaldi, 2023). Administrative law serves as the legal

framework that governs the implementation of government functions, including regulation and oversight of the economic sector, particularly in the area of electronic commerce. In the digital era, administrative law faces new challenges in its efforts to enforce consumer rights (Amalia & Aldri Frinaldi, 2023). The rapid development of digital technologies often outpaces existing legal regulations (Daeng, Nelviandi, Refinaldi, & Rizal, 2024; Multazam & Widiarto, 2023; Rusydi, 2025), thereby creating legal gaps that can be detrimental to consumers.

This study aims to analyze the juridical challenges in enforcing consumer rights in the digital age, as well as to explore the prospects of administrative law in adapting to digital transformations. The novelty of this research lies in its analytical focus on the relationship between the dynamics of administrative law and the challenges and prospects of consumer rights enforcement within the context of digital transformation—an area that remains relatively underexplored in contemporary administrative law scholarship. While the study by Karina, Gultom, Flora, Sidabalok, & Butarbutar (2024) focuses on the challenges and opportunities of criminal law enforcement, this research specifically centers on administrative law.

Given this novelty, the study is expected to contribute theoretically by mapping normative gaps that emerge due to delays in regulatory adaptation to the acceleration of digital technological innovations. It also offers a new perspective on repositioning the role of administrative law as a responsive and adaptive instrument in designing a more effective consumer protection and oversight framework.

Furthermore, this research not only enriches academic discourse in the field of administrative law but also provides practical implications for the development of public policy in the digital age, particularly concerning consumer protection. Most importantly, this study is expected to address existing challenges and optimize the prospects of administrative law in enforcing consumer rights in the digital era, while also raising legal awareness among consumers and strengthening the role of government institutions in protecting consumer rights.

2. Method

This study employs normative legal research, which is primarily based on literature review with a focus on analyzing written legal materials to address the identified legal issues. Normative legal research relies on secondary data sources, which consist of primary legal materials, secondary legal materials, and tertiary legal materials. In the context of this study, primary legal materials include statutory regulations relevant to the protection of consumer rights in the digital era. Secondary legal materials refer to academic literature such as books, scholarly journals, and previous research studies that support the analysis, while tertiary legal materials

consist of legal encyclopedias, legal dictionaries, or indexes that assist in tracing and understanding primary and secondary legal sources.

The data collection technique employed in this study is literature review, which involves systematically collecting and examining legal materials. The data analysis technique used is the syllogistic method through a deductive reasoning pattern. Deductive reasoning is applied to derive specific conclusions from general premises. For example, the general premise that the state has a constitutional obligation to protect the rights of its citizens (including consumer rights) is deductively analyzed in relation to specific cases in the context of digital trade, by examining the extent to which existing legal regulations provide adequate protection for consumers in digital transactions. Through this approach, the study aims to identify normative gaps and formulate the prospects for strengthening administrative law in addressing legal challenges in the digital age.

3. Results and Discussion

3.1 Legal Challenges in Upholding Consumer Rights in the Digital Era

In the current digital era, the development of information and communication technology has fundamentally transformed social, economic, and legal life (Karina et al., 2024). Technology has become a primary driver of change across various sectors of human life worldwide (Wolff, 2021), reshaping the way people communicate, work, and interact with their environment. Rapid advancements such as the internet, artificial intelligence (AI), and automation have not only brought significant progress but have also raised complex legal challenges.

Technological advancement has created unprecedented opportunities while simultaneously generating new issues that affect individuals, corporations, and governments (Jaiswal, Arun, & Varma, 2022). One of the main challenges is how the legal system can quickly adapt to respond to these technological developments (Karina et al., 2024; Tarantang & Pelu, 2024). In this digital age, the law can no longer rely solely on regulations that have been in place for decades, as technology continues to evolve at an extraordinary pace (Al-Fatih, 2024). Table 1 below shows several juridical challenges in enforcing consumer rights in the digital era.

Table 1. Legal Challenges in Enforcing Consumer Rights in the Digital Era

No.	Legal Challenge	Description	Suggested Solutions
1	Regulatory Limitations	Regulations such as Law No. 8 of 1999 are not sufficiently adaptive to the dynamics of digital technology and online transactions, resulting in inadequate protection for consumers.	Amend existing regulations to align with digital developments and enhance consumer awareness regarding legal protection in online transactions.

2	Ineffective Inter-Agency Coordination	The enforcement of digital regulations involves multiple institutions, but coordination among them remains suboptimal, hindering effective law enforcement.	Establish special inter-agency task forces and strengthen institutional coordination in addressing digital issues.
3	Lack of Capacity and Expertise Among Legal Officers	Many law enforcement personnel lack the necessary technical expertise to address issues related to information and communication technology, leading to ineffective handling of digital cases.	Provide specialized training and capacity building for legal personnel in the field of digital technology and communication.
4	Limitations of National Law in Addressing Global Transactions	Cross-border transactions often fall outside the jurisdiction of national consumer protection laws (e.g., Law No. 8 of 1999), complicating law enforcement against foreign parties that harm Indonesian consumers.	Strengthen international cooperation through bilateral or multilateral agreements and harmonize consumer protection laws across jurisdictions.
5	Low Consumer Awareness and Legal Literacy	Many consumers are unaware of their rights in digital transactions, making them vulnerable to fraud and rights violations.	Implement public education programs by the government and related institutions to increase digital literacy and consumer legal awareness.
6	Cybersecurity Threats	Cyberattacks on digital systems threaten consumer data security, while existing regulations such as Law No. 8 of 1999 do not specifically address cybersecurity.	Enhance digital security systems, provide training for relevant personnel, and develop specific regulations on data protection and cybersecurity.

Table 1 outlines the six primary legal challenges in enforcing consumer rights in the digital era, ranging from outdated regulations and weak inter-agency coordination to insufficient expertise among legal practitioners, jurisdictional limitations in international transactions, low consumer awareness, and cybersecurity threats. These challenges illustrate the urgent need for adaptive legal reforms, capacity building, improved inter-institutional collaboration, enhanced consumer education, and the development of comprehensive cybersecurity regulations. Addressing these issues is essential to ensure robust consumer protection in an increasingly digitalized economic landscape.

Research by Rahman, Sahrul, Mayasari, Nurapriyanti, & Yuliana (2023) indicates that despite the existence of consumer protection laws, there remains a significant gap in enforcement, awareness, and implementation. Consumers face issues such as data privacy violations, deceptive advertising, counterfeit products, and difficulties in dispute resolution (Azi et al., 2024; Dana, Edison, Darajat, & Citra, 2024). These challenges not only erode consumer trust but also hinder the realization of the full potential of digital commerce.

While the digital transformation of commerce offers numerous benefits to consumers, it also introduces complex issues related to consumer rights, privacy, data security, product quality, dispute resolution, and electronic contracts (Lase, 2024). Consumers who suffer losses in online transactions may seek redress either through alternative dispute resolution mechanisms or through the courts. However, enforcement challenges such as inadequate legal responses, limited resources, and low consumer awareness remain prevalent (Natamiharja, Sabatira, Fakhri, Davey, & Anam, 2022). Therefore, policy reforms, increased investment, and stronger coordination among stakeholders are required to achieve effective consumer protection in the digital age (Kaffah & Badriyah, 2024).

Based on the results and discussion concerning juridical challenges in enforcing consumer rights in the digital era, it is clear that overcoming these challenges necessitates collaborative efforts from the government, businesses, and society at large. Such efforts should aim to improve regulation, enhance legal awareness, and promote cross-border cooperation to safeguard consumer rights in the digital age.

3.2 The Conformity of State Administrative Law in the Development of the Digital Era to Consumer Rights

According to Karim & Hayya (2024), administrative law is at the forefront of legal domains being influenced by information technology. Therefore, in the face of the rapidly evolving impact of information technology, administrative law must adapt to maintain its relevance and effectiveness in addressing emerging challenges. One crucial aspect of this adaptation lies in the transition toward digital public services (Kosassy, Yanuardi, Marzalisman, Marwandizal, & Yurismen, 2025).

Governments worldwide are increasingly leveraging information technology to deliver public services more efficiently and conveniently to their citizens. This includes issuing documents, processing permits, and providing other administrative services that can now be accessed online. However, the implementation of digital public services also brings challenges related to data security and privacy protection.

The alignment of administrative law with the digital era is an imperative in the context of digital transformation (Palempung & Rumimpunu, 2024). While there are numerous opportunities to enhance the efficiency and quality of public services,

substantial challenges remain in terms of data security, privacy, and ethical considerations. It is essential for governments to proceed judiciously when adopting new technologies, ensuring the preservation of core values such as transparency, accountability, and the protection of human rights.

Administrative law must play a vital role in ensuring that the digital era delivers maximum benefits to society and fosters a more efficient and accountable government. The evolution of the digital era has brought significant transformations and challenges to administrative law.

Table 2. Key Aspects of Administrative Law Adaptation in the Digital Era

No.	Aspect	Description
1	Transparency and Digitalization	The digital era enables faster and easier access to information, which demands greater transparency in public administration and increases government accountability. Technology allows the public to monitor government activities more effectively, requiring authorities to ensure data integrity and be prepared to answer public inquiries about decisions and actions.
2	Regulatory Reforms	Existing regulations must be reviewed and updated to align with the realities of the digital era. New regulations should be flexible and adaptable to technological changes and societal needs. Administrative law must ensure adequate protection of citizens' personal data, following standards such as the GDPR.
3	Digital Infrastructure Development	Governments must invest in comprehensive digital infrastructure to support public administration, including internet access, cybersecurity, and the development of digital applications and information systems. Establishing supervisory agencies and training civil servants on digital technology and cybersecurity are also essential.
4	Digital Dispute Resolution	Online platforms should be developed to allow citizens to file complaints and administrative disputes efficiently without attending court. These systems must be time- and cost-effective and provide real-time monitoring of complaint statuses. However, challenges remain, such as limited internet access and public unfamiliarity with digital tools, along with persistent cybersecurity threats.

Table 2 outlines the key aspects of how administrative law must adapt to the digital era, highlighting four main components: transparency and digitalization, regulatory reforms, digital infrastructure development, and digital dispute resolution. These aspects reflect the increasing need for public institutions to operate transparently and accountably, supported by digital technologies that facilitate public access to information. Regulatory frameworks must evolve to address the legal gaps arising from digital advancements (Efendi, Frinaldi, & Roberia, 2024), particularly in

protecting personal data (Susilowati, 2025). Furthermore, robust digital infrastructure is essential to enable effective and secure public administration (Romanenkov, 2021; Virendra, Hauzan, & Abbad, 2025). Finally, digital platforms for dispute resolution offer efficient alternatives to conventional court processes, though they also introduce challenges related to access, digital literacy, and cybersecurity.

In general, consumer protection is regulated under Law Number 8 of 1999 concerning Consumer Protection. This law was enacted to protect consumers by outlining the rights and obligations of consumers and businesses, as well as the responsibilities of the government. Unfortunately, the provisions of this law only address the right to comfort and safety when consuming goods and/or services. There are no specific articles aimed at protecting consumers' personal data, indicating that the law does not yet regulate recovery mechanisms in the event of personal data breaches.

In practice, most applications apply “standard provisions” when requesting users' personal data. These provisions often do not specify the extent to which commercial entities are allowed to use such data, potentially leading consumers to unknowingly grant permission for their personal data to be used or distributed – sometimes to third parties. More concerningly, economic actors often do not give consumers the opportunity to choose whether to accept certain data disclosures and instead issue disclaimers stating that they cannot be held liable for any reason (Safitri, 2023).

4. Conclusion

This study reveals that the enforcement of consumer rights in the digital era faces significant legal challenges, primarily due to regulatory lag behind technological advancements, weak inter-agency coordination, limited capacity of legal apparatus, and the complexity of cross-border transactions. Although the Consumer Protection Law serves as a legal foundation, its implementation struggles to keep pace with the rapidly evolving digital marketplace. Furthermore, low levels of consumer digital literacy and the increasing threat of cyberattacks exacerbate consumer vulnerability within the digital ecosystem. Administrative law is expected to undergo adaptive transformation to address these issues by strengthening the digitalization of public services, personal data security, as well as the transparency and accountability of state administrators.

Comprehensive regulatory reform is urgently needed to ensure that the law evolves in tandem with technological progress, including the formulation of flexible, risk-based legal norms to anticipate emerging digital legal issues. The government is advised to develop robust digital infrastructure, enhance the technological competence of legal personnel through targeted training, and strengthen international cooperation in addressing cross-border digital disputes. Moreover,

public education on consumer rights and personal data protection should be intensified, alongside the development of efficient digital dispute resolution platforms. The transformation of administrative law must be directed toward a holistic strengthening of consumer protection to uphold justice and legal certainty amid ongoing digital transformation.

References

- Al-Fatih, S. (2024). How Should Legislation Be Made During the Digital Age? Indonesian Outlook. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v8i21.14806>
- Amalia, D., & Aldri Frinaldi. (2023). Tantangan Dalam Penegakan Hukum Administrasi Negara Di Era Digital: Perspektif Perlindungan Data Pribadi. *Jurnal Manajemen, Ekonomi Dan Akutansi (JUMEA)*, 1(1), 1-8. <https://doi.org/10.69820/jumea.v1i1.14>
- Azi, S., Priatni, R. D., Pujiati, I., Wijaya, A., Rahmani, A. D., Gumanti, J., ... Ruslina, E. (2024). Peran UU ITE dalam Regulasi E-Commerce di Era Digital. *Jurnal Ilmu Hukum, Humaniora Dan Politik*, 5(1), 258-267. <https://doi.org/10.38035/jihhp.v5i1.2900>
- Chang, C.-W., & Chang, S.-H. (2023). The Impact of Digital Disruption: Influences of Digital Media and Social Networks on Forming Digital Natives' Attitude. *Sage Open*, 13(3). <https://doi.org/10.1177/21582440231191741>
- Daeng, M. Y., Nelviandi, U., Refinaldi, R., & Rizal, Y. (2024). Peran Teknologi Dalam Penegakan Hukum Pidana Memberikan Andil yang Besar Terhadap Keadilan. *Jurnal Multidisiplin Teknologi Dan Arsitektur*, 2(2), 863-875. <https://doi.org/10.57235/motekar.v2i2.4050>
- Dana, H. S., Edison, B. A., Darajat, H., & Citra, H. (2024). Perlindungan Konsumen Dalam Perdagangan Elektronik (E-Commerce). *Jurnal Kajian Hukum Dan Pendidikan Kewarganegaraan*, 1(1), 101-111.
- Dawam, A., Subroto, W. T., & Sakti, N. C. (2025). Changes in Consumer Behavior of Millennials and Generation Z Towards Purchasing Consumer Goods in the Digital Era in Bator Village. *International Journal of Research and Innovation in Social Science*, IX(I), 884-897. <https://doi.org/10.47772/IJRISS.2025.9010073>
- Efendi, T., Frinaldi, A., & Roberia, R. (2024). Perkembangan Teknologi Digital dan Tantangan Bagi Hukum Administrasi Negara. *Polyscopia*, 1(3), 101-106. <https://doi.org/10.57251/polyscopia.v1i3.1359>
- Jaiswal, A., Arun, C. J., & Varma, A. (2022). Rebooting employees: upskilling for artificial intelligence in multinational corporations. *The International Journal of Human Resource Management*, 33(6), 1179-1208. <https://doi.org/10.1080/09585192.2021.1891114>
- Jusuf, D. I. (2023). Digital Technology And Changes In Consumer Behavior : Case Study Of The Millennial Generation. *Jurnal Ekonomi*, 12(04), 1338-1343.
- Kaffah, A. F., & Badriyah, S. M. (2024). Aspek Hukum Dalam Perlindungan Bisnis Era Digital Di Indonesia. *Lex Renaissance*, 9(1), 203-228. <https://doi.org/10.20885/JLR.vol9.iss1.art10>

- Karim, A., & Hayya, N. A. (2024). Hukum Administrasi Negara Dalam Era Digital - Analisis Yuridis Ketentuan Administrasi Kependudukan Berbasis Teknologi Informasi Dan Komunikasi. *WASAKA HUKUM*, 12(1), 58-73.
- Karina, I., Gultom, M., Flora, H. S., Sidabalok, J., & Butarbutar, E. N. (2024). Implications of Digital Technology for Criminal Law Enforcement: Challenges and Opportunities in the Age of Digitalization. *UNES Law Review*, 6(4), 10039-10047. <https://doi.org/10.31933/UNESREV.V6I4.1946>
- Kosassy, S. M., Yanuardi, A., Marzalisman, M., Marwandizal, M., & Yurismen, Y. (2025). Analisis Transformasi Kualitas Pelayanan Berbasis Digital Di Era Vuca. *Jurnal Review Pendidikan Dan Pengajaran*, 8(1), 1072-1077. <https://doi.org/10.31004/jrpp.v8i1.40927>
- Lase, I. N. (2024). Dampak Transformasi Digital terhadap Hukum Bisnis: Menghadapi Tantangan Hukum dalam Perdagangan Elektronik. *Jurnal Ilmu Hukum, Humaniora Dan Politik*, 5(1), 159-170. <https://doi.org/10.38035/jihhp.v5i1.3021>
- Multazam, M. T., & Widiarto, A. E. (2023). Digitalization of the Legal System: Opportunities and Challenges for Indonesia. *Rechtsidee*, 11(2). <https://doi.org/10.21070/jihr.v12i2.1014>
- Mulyawan, A., Alamsyah, Z., & Marimin. (2022). How digital platform changing people way to buy FMCG products. *IOP Conference Series: Earth and Environmental Science*, 1063(1), 012050. <https://doi.org/10.1088/1755-1315/1063/1/012050>
- Natamiharja, R., Sabatira, F., Fakhri, M., Davey, O. M., & Anam, H. (2022). Covid-19 Challenges: Socio-Legal Issues Concerning the Patient Rights and Privacy During the Pandemic Era. *The Age of Human Rights Journal*, (19), 121-136. <https://doi.org/10.17561/tahrj.v19.7004>
- Palempung, L. W., & Rumimpunu, I. (2024). HUKUM ADMINISTRASI DALAM ERA DIGITAL. *Civilia: Jurnal Kajian Hukum Dan Pendidikan Kewarganegaraan*, 3(2), 392-399.
- Rahman, I., Sahrul, Mayasari, R. E., Nurapriyanti, T., & Yuliana. (2023). Hukum Perlindungan Konsumen di Era E-Commerce: Menavigasi Tantangan Perlindungan Konsumen dalam Lingkungan Perdagangan Digital. *Jurnal Hukum Dan HAM Wara Sains*, 2(08), 683-691. <https://doi.org/10.58812/jhhws.v2i08.605>
- Romanenkov, A. M. (2021). Digital public administration infrastructure and its effectiveness. *Personality & Society*, 2(3), 4-10. <https://doi.org/10.46502/issn.2712-8024/2021.3.1>
- Roztocki, N., Soja, P., & Weistroffer, H. R. (2019). The role of information and communication technologies in socioeconomic development: towards a multi-dimensional framework. *Information Technology for Development*, 25(2), 171-183. <https://doi.org/10.1080/02681102.2019.1596654>
- Rusydi, M. T. (2025). *Pengantar Hukum Teknologi*. Bekasi Utara: PT Penerbit Naga Pustaka.
- Safitri, S. S. (2023). Interaksi Persaingan Usaha dan Perlindungan Data: Menelaah Bundeskartellamt v. Facebook. *Jurnal Persaingan Usaha*, 3(1), 44-53. <https://doi.org/10.55869/kppu.v3i1.99>

- Susilowati, I. (2025). LEGAL PERSPECTIVES ON DATA PRIVACY AND CYBERSECURITY IN THE DIGITAL AGE. *INTERNATIONAL JOURNAL OF SOCIETY REVIEWS* , 3(2), 471–481.
- Tarantang, J., & Pelu, I. E. A. S. (2024). Neo-Digitalism in the Legal System: Adapting Law to Technological Developments. *Jurnal Ilmu Hukum Tambun Bungai*, 9(2), 519–530. <https://doi.org/10.61394/jihtb.v9i2.495>
- Virendra, A. Z., Hauzan, E. C., & Abbad, J. U. (2025). Analysis of the Role of Information Technology in Public Administration Transformation. *Inspirasi & Strategi (INSPIRAT): Jurnal Kebijakan Publik & Bisnis*, 15(2), 65–72.
- Wolff, J. (2021). How Is Technology Changing the World, and How Should the World Change Technology? *Global Perspectives*, 2(1). <https://doi.org/10.1525/gp.2021.27353>