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**Voluntary Peer Review of Consumer Protection Law and Policy:
INDONESIA**

Presentation by GIZ

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Voluntary Peer Review of Consumer Protection Law and Policy: INDONESIA

Presentation at the Fourth Session of the Intergovernmental Group of Experts (IGE) on
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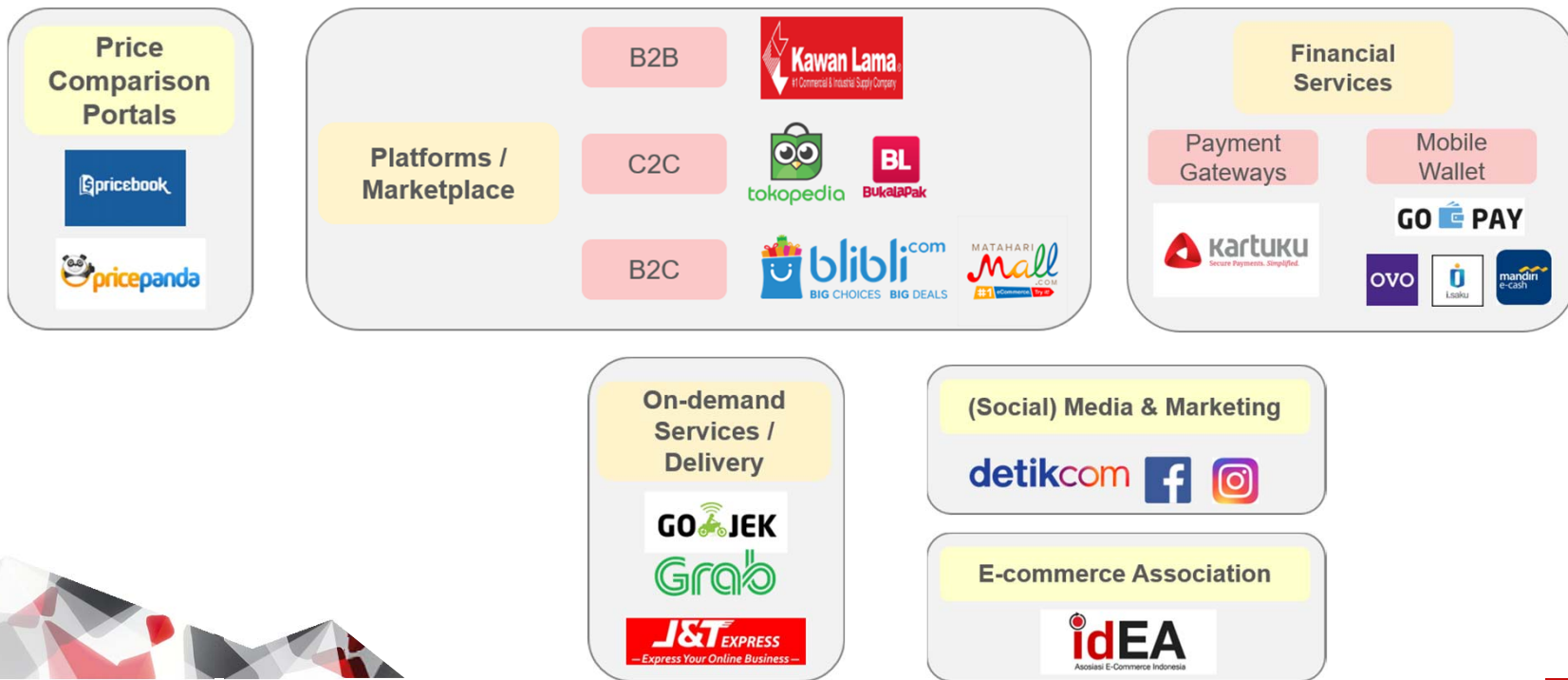
Consumer Protection and E-Commerce in Indonesia

E-Commerce Landscape in Indonesia

- Among the **fastest growing markets in Southeast Asia**, with transactions in the digital economy currently projected to exceed 100 billion USD by 2025.
- More than 150 million **active internet users** in 2018, mostly through mobile phones and social media.
- Fintech transactions in 2016 estimated at 14.5 billion USD, driven by an increase preference for and uptake of **digital payment services** (*Dompetku*).
- Vibrant **tech start-up industry**, with a number of local travel and shopping platforms (*Tokopedia*, *Traveloka*) and ride-share applications (*Go-Jek*) classified as ‘unicorns’ and valued at over 1 billion USD.



Key Private Players in E-Commerce



Regulatory Framework on E-Commerce

- Electronic documents, signatures, domain names, intellectual property and personal rights broadly covered by the **Law No. 11/2008 on Electronic Information and Transactions** and overseen by the Ministry of Communication and Information Technology.
- Amendments to Law No. 11/2008 through Law No. 19/2016, following decisions of the Constitutional Court, among others concerning the **protection of personal data** and owner's consent for the deletion of electronic information and documents.
- Government Regulation No. 82/2012 on the Implementation of Electronic Systems and Transactions, slated for revision in the new legislative period in 2019, notably to **regulate user data collection**.



Notable Developments

- Upon pressure from the consumer association YLKI, the Ministry of Communication and Information Technology reaffirmed that Law No. 11/2008 protects consumers against harm from **misleading information and hoaxes related to electronic transactions**, with possible penalties for violations by businesses (up to 6 years imprisonment and/or fines of 1 billion IDR).
- New **Roadmap on E-Commerce 2017-2019** per Presidential Regulation No. 74/2017, with oversight by an **inter-ministerial committee** chaired by the Coordinating Ministry for Economic Affairs.
- Efforts to formulate a **government regulation** for the roadmap under way, along with the preparation of tax incentives and requirements for online merchants.



**Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH**

Registered offices
Bonn and Eschborn

Friedrich-Ebert-Allee 36 + 40
53113 Bonn, Germany
T +49 228 44 60 - 0
F +49 228 44 60 - 17 66

E info@giz.de
I www.giz.de

Dag-Hammarskjöld-Weg 1 - 5
65760 Eschborn, Germany
T +49 61 96 79 - 0
F +49 61 96 79 - 11 15

Contact:

Ms. Sita Zimpel, Principal Advisor
(sita.zimpel@giz.de)

Ms. Caroline Pratama, Junior Advisor
(caroline.pratama@giz.de)