

CONSUMER PROTECTION EDUCATION IN E-COMMERCE TRANSACTIONS FOR GENERATION Z

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ABSTRACT

The purpose of this PKM (Community Service) activity are to increase the insight/knowledge and understanding of PKM participants about e-commerce activities, increase the insight/knowledge and understanding of PKM participants on e-commerce consumer protection, and increase the insight/knowledge and understanding of PKM participants on e-commerce consumer dispute resolution.

This activity is carried out using lecture, discussion, question and answer methods, problem solving, and evaluation. The target audience in this PKM activity are the administrators and members of the Karang Taruna "Budi Luhur" Wukirsari, Imogiri, Bantul, DIY, a total of 31 (thirty one) people. The first day's activities, starting with exploring the initial insights of PKM participants about e-commerce and e-commerce consumer protection, continued with the provision of materials, discussions, questions and answers about E-Commerce. The second day, continued with the provision of materials, discussions, questions and answers about the problems of e-commerce, and the third day given materials, discussions, and questions and answers about Consumer Protection e-commerce from the perspective of UUPK and UU ITE as well as e-commerce dispute resolution and finally carried out evaluation of the level of understanding of PKM participants.

This PKM activity went smoothly. This can be seen from the enthusiasm of the presence of PKM participants even though they are conducting online activities. In addition, the enthusiasm of the PKM participants from being active in asking questions and discussing was also good. However, there were still some limitations that caused this activity to be not optimal, namely that there were several "Budi Luhur" Youth Organization officials who were unable to attend the activity, so that the target number of participants was not fully achieved.

Kata Kunci: *Education, Consumer Protection, E-Commerce*