

Competition in the Digital Era: Challenges and Opportunities for E-Commerce

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ABSTRAK

Pertumbuhan *e-commerce* dapat menyebabkan persaingan bisnis yang semakin ketat. Hukum persaingan usaha dibentuk untuk menyediakan kepastian hukum dan sebagai payung hukum bagi para pelaku usaha, yaitu melalui Undang-Undang Nomor 5 Tahun 1999 tentang Larangan Praktik Monopoli dan Persaingan Usaha Tidak Sehat. Undang-Undang ini bertujuan untuk menciptakan persaingan usaha yang sehat. Penelitian ini melakukan analisis yuridis yang tepat untuk memberikan kepastian hukum terkait masuknya teknologi, terutama di bidang perdagangan. Hal ini penting mengingat belakangan ini banyak pengusaha konvensional yang memprotes karena penurunan penjualan, sementara konsumen lebih memilih berbelanja online dengan harga yang lebih murah dibandingkan harga dari pengusaha konvensional. Penelitian ini bertujuan untuk menganalisis perilaku pengusaha *e-commerce* berdasarkan Undang-Undang Nomor 5 Tahun 1999 dan mengidentifikasi peluang yang ada bagi perekonomian Indonesia dengan perkembangan *e-commerce* di Indonesia. Penelitian ini menggunakan metode penelitian hukum normatif. Hasil penelitian menunjukkan bahwa *e-commerce* merupakan inovasi yang menciptakan peluang bisnis baru. Oleh karena itu, *e-commerce* perlu diawasi oleh pemerintah melalui Komisi Pengawas Persaingan Usaha.

Kata Kunci: Kompetisi, E-Commerce, Teknologi, Kondisi Pasar, Tantangan

ABSTRACT

The growth of *e-commerce* can lead to business competition. Business competition law was formed as a provider of legal certainty and as a legal umbrella for business actors, namely Law Number 5 of 1999 concerning Prohibition of Monopolistic Practices and Unfair Business Competition. From this law, the government aims to create healthy business competition. This research conducted an appropriate juridical analysis in providing legal arise from the entry of technology, especially in the field of trade, considering that recently there have been many conventional entrepreneurs who have been protesting due to their lack of merchandise because consumers prefer to shop online because the prices can be said to be cheaper than the prices of conventional entrepreneurs. This research aims to analyze the behavior of *e-commerce* entrepreneurs based on Law Number 5 Year 1999 and find out what are the opportunities for the Indonesian economy with the development of *e-commerce* in Indonesia. This research uses normative legal research methods. The result of this research is that *e-commerce* is an innovation that becomes a business opportunity. Therefore,

e-commerce is guarded by the government so that it is supervised by the Business Competition Supervisory Commission.

I. INTRODUCTION

Technological advances create digital changes as a breakthrough in economic activity in the world. These digital economic activities require law to organize human life. According to the economic perspective, the law aims to support the science of law and not only as an instrument to achieve legal goals or only applies to facilitators of justice. However, as a means of driving to change the attitude of humans who are the subject of law to achieve the targets and ideals of law (Sugianto, 2014). Therefore, law has a very important role in organizing economic activity in the world.

Indonesia is a state of law that has rules to organize economic activity to maintain the freedom of society to achieve prosperity as outlined in Article 33 Paragraph (1) of the 1945 Constitution, Which states that the economy is assembled as a joint effort based on the principle of kinship (EMC, 2020). This instruction is embodied in Law Number 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition which contains prohibited agreements, activities that are not allowed, and positions of power that can trigger monopolistic practices and unfair business competition in economic activities.

Economic activity creates trade that is conducted digitally using e-commerce. E-commerce or digital market is a buying and selling activity or transaction that uses electronic media, namely the Internet. Until now, e-commerce is much needed and required by the general public. According to data obtained from research firm Momentum Works with the theme "E-commerce in Southeast Asia 2023" which puts forward its report that the largest e-commerce in Indonesia are Shopee, Tokopedia, Lazada, and Bukalapak (Riyanto & Pertiwi, 2023). In the report, business revenue in 2022 obtained from the Indonesian digital market amounted to 51.9 billion US dollars, or equivalent to IDR 773.7 trillion (Wibowo, 2023). This is based on the increase in shopping activities of the Indonesian people.

Based on data sourced from SimilarWeb, in May 2023 the digital market that was in the first position with the highest number of visitors was Shopee, which amounted to 161 million visitors, 106 million visitors were achieved by Tokopedia and 70 million visitors were Lazada (Kumparan, 2023). Based on the visitor data, people have a high interest in e-commerce.

Digital markets in Indonesia such as Lazada and Shopee certainly have strategies to increase the number of sales and the number of consumers so that they can cause business competition. Together with that, entrepreneurs in e-commerce are competing to carry out economic activities to attract consumers such as setting price rates with offers favored by consumers so that flash sales are formed which result in selling at a loss or predatory pricing, money-back promotions, cash on delivery (COD) or free shipping promos (Zero-cost shipping). Consumers will certainly be attracted by the business strategy of e-commerce because judging from the existing reality, the selling price in e-commerce is cheaper than the selling price in the conventional market. Competition in e-commerce

needs to be monitored and reviewed so as not to cause unfair business competition and obey Law Number 5 of 1999.

Previous research provides data in the form of increased industrial development in this digital base has the opportunity for unfair business competition with a fairly high category. The opinion of an expert in this case, namely Hariyadi Sukamdani Chairman of the Indonesian Employers Association (APINDO), states that the emergence of unclear things from the government in the process of developing the economy on a digital basis has a high potential in creating unfair business competition (Efendi, 2020). Thus, the conditions experienced by conventional business actors, let alone startups, are even more significant in terms of unfair business competition.

The rule of law affirmed in Law Number 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition is sufficient to provide rules in line with the emergence of unfair business competition in Indonesia. However, one thing that gives this law uncertainty is that the scope or coverage given in this law is still very minimal in the field of e-commerce. Rules related to the challenges that will be faced by the community in this new transition pattern also lack legal certainty. The law that should provide legal certainty in terms of the application of the digital economy is still considered minimal and lacking in the substance of the law.

This research seeks to conduct an appropriate juridical analysis in providing legal services under Law Number 5 of 1999 concerning the Prohibition of Monopolistic Practices and Unfair Business Competition. Referring to the challenges that may be faced by the community and also the government in implementing this new flow in the digital economy, several components and substances will be found to be lacking in this Law. One of them is the regulation related to e-commerce.

Seen from another perspective, it will be concluded that the emergence of e-commerce is also a positive thing for economic development in Indonesia. This then provides a solution for the author in writing this article related to existing technology, namely the element of novelty in the scope of trade. This research will provide an analysis related to the opportunities that will be faced by the country of Indonesia in the development of trade using this digital technology.

Based on the things that have been described above, to find out what are the challenges and opportunities of e-commerce and analysis of entrepreneur behavior in e-commerce based on Law Number 5 of 1999. So, the problem formulations in this study are (1) what challenges arise from the entry of technology, especially in the field of trade (e-commerce) (2) analyzing the behavior of e-commerce entrepreneurs based on Law Number 5 of 1999 (3) knowing what are the opportunities for the Indonesian economy with the development of e-commerce in Indonesia.

II. METHOD

This research method uses normative legal research. In this study, researchers reviewed aspects of business competition law. This research uses secondary data, namely primary legal materials, secondary legal materials, and tertiary legal materials. Primary legal materials include the 1945 Constitution of the Republic of Indonesia, the Law on Monopolistic Practices and Unfair Business Competition, and the Law on Trade.

Secondary legal materials are auxiliary to primary legal materials to describe primary legal materials. The secondary legal materials are books compiled by legal experts containing the principles of legal science and the opinions of legal scholars, journals, or writings. Meanwhile, tertiary legal materials complement primary legal materials and secondary legal materials, such as dictionaries and encyclopedias. The collection of primary legal materials, secondary legal materials, and tertiary legal materials from this research is obtained from literature or library research related to business competition in the digital era. This research uses a qualitative analysis method. Qualitative research is research that uses a natural background, intending to interpret phenomena that occur and is carried out by involving several existing methods (Moeleng, 2004). Data processing was obtained from observations and literature.

III. RESULT AND DISCUSSION

3.1. Challenges Arising from the Entry of Technology in the Field of Trade (E-Commerce)

The growth of e-commerce in Indonesia creates an innovation, namely a trading system that can facilitate entrepreneurs and consumers in transactions. Entrepreneurs and consumers will also get other conveniences such as effectiveness in managing time when shopping and transacting. According to Kumbhar, the definition of e-commerce is a forum for utilizing the internet and the web in business transactions, and digitally, e-commerce can provide convenience in commercial transactions of groups with individuals and groups with groups (Kumbhar, 2011).

Electronic economic activities or digital markets are contained in Article 1 Number 24 of Law Number 7 of 2014 on Trade which outlines that electronic e-commerce is a trading activity that conducts transactions through electronic devices. Therefore, e-commerce is trendy among the public because there are many conveniences and useful for everyday life, such as online shopping and conducting transactions electronically.

Electronic commerce in Indonesia is regulated in the Civil Code Article 1320 regarding agreements made in the process of buying and selling transactions in digital markets. An agreement is considered valid if it fulfills the provisions, namely the agreement between the parties, the capacity to agree, the existence of a certain thing, and the existence of a *halal causa*. Electronic trading in terms of electronic transactions is contained in Law Number 19 of 2016 concerning Amendments to, Law Number 11 of 2008 concerning Electronic Information and Transactions (ITE Law), and Government Regulation No. 80/2019 concerning Trading Through Electronic Systems (PP PMSE). Conventional trade is covered by Law Number 7 of 2014 on Trade. The law also covers digital market trading.

The existence of e-commerce in the form of a digital platform in the world of commerce generates profits for various parties (Darmawan & Wiradiputra, 2023). The profit is to provide prosperity for the parties and the development of the economy in Indonesia. However, the effects of the digital era and digital platforms pose many challenges and even competition that will arise that can lead to dangerous actions in the misuse of personal data and cause business competition. Trading in e-commerce has positive and even negative impacts (see Table 1).

Table 1. *Positive and negative impacts of e-commerce*

No	Positive Impact	Negative Impact
1.	Has a strong marketability value so that it can be reached more widely.	Can be detrimental to conventional merchants.
2.	Can make innovations in trade.	Resulting in monopolistic practices and unfair business competition.
3.	Maximum service to consumers so that it can facilitate consumers.	Only concerned with greater profits without seeing the quality of the product.
4.	More choices for consumers and more choices for lower prices	Complicated monitoring as there are many users.
5.	Reducing the operational costs of entrepreneurs.	There is no specific regulation on e-commerce.
6.	Open wide opportunities for people to trade	Algorithm (followers) as a determinant of consumers.

Source: Analysed from the primary source

Electronic commerce or digital market is a buying and selling activity or transaction that uses electronic media is increasing with the existence of e-commerce platforms. The increase is supported by the government in the development of technology and digital banking. The government has adopted a comprehensive National E-Commerce Roadmap, covering aspects of funding, taxation, consumer protection, education and human resources, communication network infrastructure, logistics, cybersecurity, and implementation management of the e-commerce roadmap (Rosmayati, 2023). The causes of e-commerce development are the increase in smartphone users, internet access, the increase in population, and the growing presence of fintech (BRI API).

Digital transformation is challenging society's conventional and established economic systems, not least competition law. Whether realized or just assumptions, competition law needs to meet these challenges proactively. Proactively, lawmakers, courts, agencies, and economists are required to take a role in this regard (Tulung & Yusuf, 2024). The existence of e-commerce poses challenges that will be faced, namely the competitive behavior between entrepreneurs and changes in consumer behavior. Competitive behavior between entrepreneurs can lead to changes in economic activities that are being carried out, so it needs to be controlled by making regulations related to this matter. In addition, the existence of e-commerce also has the convenience offered, namely as a business platform. The business platform can make people switch from conventional markets to digital markets.

The difference between shopping in e-commerce and in conventional markets can have an impact on people's lives. Shopping in conventional markets must-visit stores that sell the goods needed, so the price set is relatively expensive, in contrast to e-commerce which can be opened anytime and anywhere via a smartphone and there are attractive offers. Both online and conventional trading have benefits and drawbacks.

Table 2. *Benefits and Drawbacks*

Market System	Benefits	Disadvantages
Online	Creates flexibility in trading, making it easy to run and the market can be reached more widely.	It is difficult to get regular customers, prone to theft of personal data, and unfair business competition.
Conventional	Easy to get repeat customers and can display goods that match consumer desires	Consumers in the digital era prefer to shop online, resulting in losses to conventional entrepreneurs.

The rise of e-commerce in Indonesia is considered detrimental to conventional merchants. Conventional merchants who do not use or even know about digital technology will be left behind and not earn the same income as when e-commerce was not developed. Another challenge faced is that there are fewer business fields offered by producers and do not require a lot of human resources. Unlike the conventional market, which will require labor to carry out its trading activities ([CNN Indonesia](#)). Therefore, conventional markets are deserted by consumers, as experienced by Tanah Abang Market entrepreneurs (see Table 2).

The Tanah Abang Market entrepreneurs complain that the conventional market is empty of consumers due to the existence of e-commerce such as Shopee, Lazada, Tokopedia, and TikTok Shop which often provide flash sales by selling at a loss below the production price when conducting live broadcasts, so that conventional entrepreneurs are unable to follow this strategy. According to Kompas, Tanah Abang market entrepreneurs are pushing the government to immediately close e-commerce ([Nugraheny & Prabowo, 2023](#)). However, the government will not close the digital market because the digital market has been used by many MSME businesses so that it can build the Indonesian economy ([R. Ramli, 2023](#)). In 2023 the government stipulated Minister of Trade Regulation Number 31 of 2023 concerning the closure of economic activities on the TikTok Shop platform to improve the conditions of MSMEs and business actors in the Tanah Abang market experienced a decrease in turnover ([Humairoh & Rosmiawati, 2023](#)). In this case, digital technology has many consequences that can harm several parties.

The development of technology towards e-commerce innovation creates more consumptive consumer behavior. Therefore, the influence of technological developments on society can present general economic changes ([Mumtaha & Khoiri, 2019](#)). Following the

existing reality, junior high school children can access e-commerce platforms (Purba et al., 2020).

Electronic commerce such as Lazada and Shopee have strategies in doing business, for example, strategies in providing flash sales to consumers. So, this can be a factor in consumer behavior becoming more consumptive. This consumptive behavior can weaken the individual economy. Consumptive behavior is a behavior that exists in consumers who never get a sense of satisfaction with their pleasure and do not think about their benefits or interests. These actions must be controlled by each individual so as not to cause sustainable impacts.

The existence of e-commerce raises challenges that will be faced, namely the competitive behavior between entrepreneurs and changes in consumer behavior. Competitive behavior between entrepreneurs can lead to changes in economic activities that are being carried out, so it needs to be controlled by making regulations related to this matter. In addition, the existence of e-commerce also has the convenience offered, namely as a business platform. The business platform can make people switch from conventional markets to digital markets.

3.2. Analysis of Entrepreneur Behavior in E-Commerce Based on Law Number 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition

The field of marriage law recognizes terms such as Pre-Nuptial Agreement, Property Separation Agreement, and Marriage Agreement. All three expressions share the same meaning, signifying an agreement made within the context of marriage. A Prenuptial Agreement is a contract established before the marriage ceremony and binding both prospective spouses. Its content may encompass the division of wealth between the husband and wife, defining their respective assets and liabilities, or addressing the matter of individually owned assets to distinguish between the prospective wife's and husband's assets in the event of divorce or the death of one of the partners.

Therefore, Law Number 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition was formed to provide legal certainty, as legal protection, and to provide limits as a preventive effort if monopolistic practices and unfair business competition arise. Without regulation, unfair competition will materialize (Paendong, 2017).

The Law on Prohibition of Monopolistic Practices and Unfair Business Competition is based on Article 2, that: "business actors in Indonesia in carrying out their business are based on the principle of the populist economy by looking at the harmony between the interests of business actors and the welfare of the community". Economic democracy is expected to improve people's welfare and maintain economic consistency in Indonesia. E-commerce entrepreneurs benefit if they set the selling price above the cost of production (Komisi Pengawas Persaingan Usaha, 2009) Entrepreneurs are individuals or business

entities, whether in the form of legal entities or not, located and carrying out activities in the legal zone of the Indonesian state. Entrepreneurs can be in a dominant position so that they can easily manipulate the market.

The definition of unfair business competition is contained in Article 1 point 6 of Year 1999, Law Number 5 that "Unfair business competition is competition between entrepreneurs in conducting production activities and or marketing goods or services carried out in a manner that is dishonest or against the law or inhibits business competition" (*Undang-Undang Republik Indonesia Nomor 5 Tahun 1999 Tentang Larangan Praktik Monopoli Dan Persaingan Usaha Tidak Sehat.*). Based on this definition, it can be briefly described that such activity is a dishonest act, obstructs competition, and is an illegal act in the production and sale of goods and or services and the table.

The regulation of business competition law in Indonesia is contained in Law Number 5 of 1999 that there are several forms of violations, including:

1. The existence of agreements that are not allowed. Article 4 through Article 16 of Law Number 5 of 1999, prohibited agreements an oligopoly, price fixing, territorial division, boycott, cartel, closed agreements, and agreements with foreign entrepreneurs.
2. Activities that are not allowed. Articles 17 through 24 of, Law Number 5 of 1999 contain activities that are not allowed, namely, control (monopoly), monopsony, selling at a loss, cooperating in divulging company secrets, or conspiring to restrict trade.
3. Dominant position. Positions of control or influence are contained in Articles 25 through 28 of Law Number 5 of 1999, which refer to positions of control, including general provisions, concurrent positions, shareholders, and mergers.
4. Exceptions to the rule. Exceptions to the rules are contained in Article 50 of Law Number 5 of 1999 namely, actions and or agreements between entrepreneurs to comply with applicable regulations.

E-commerce such as Lazada and Shopee are electronic commerce applications that act as intermediaries between entrepreneurs and consumers who are used to shop online or conduct electronic transactions. Lazada and Shopee use the business-to-consumer (B2B2C) model, which is a combined form of business-to-consumer and business-to-business that permits third parties to sell their products through the platform. The form of trade of Lazada and Shopee related to the existence of buying and selling refers to Article 1457 of the Civil Code that buying and selling is an agreement that makes the seller who agrees to provide goods or objects and the buyer who agrees to fulfill the price that has been determined (Buana, 2014). Therefore, a legal correlation arises between entrepreneurs and consumers which is a reciprocal correlation (Agustina, 2020). Entrepreneurs are obliged to fulfill their obligations to consumers, and vice versa.

In the existence of e-commerce in the digital era, e-commerce entrepreneurs do various ways to compete in increasing the number of consumers and the number of sales which

results in changes in entrepreneur behavior. Entrepreneurs fight each other about prices because consumers will choose attractive offers such as lower prices and choose ease of transactions such as cash on delivery (COD). The feud about the price is a flash sale. The definition of a flash sale is the best promo with stock and offers with a certain time limit ([Help Shopee, 2023](#)).

Increased transactions from flash sale activities can result in predatory pricing practices. This condition is an action taken by entrepreneurs so that their businesses can survive and develop faster to improve company performance ([Rizkia & Rahmawati, 2021](#)). Predatory pricing is a tactic implemented by entrepreneurs in trading by providing prices below production capital or selling at a loss ([Febrina, 2017](#)).

Predatory pricing in Article 20 of Law Number 5 of 1999 is that entrepreneurs are not allowed to sell at a loss or provide prices that are lower than the production price in the activity of supplying goods or services to eliminate competitors in the same market. The part that is not allowed in the article is the process of delivering goods/services, either intentionally or unintentionally selling at a loss. In addition to Article 20, there is a prohibition on selling at a loss in Article 7 Law Number 5 of 1999. However, the article has a provision, namely an agreement with its business competitors to set prices lower than the market ([Nugroho et al., 2012](#)). The Indonesian Ministry of Trade issued Regulation No. 33/M-DAG/PER/8/2012 on the Prohibition of Monopolistic Practices and Unfair Business Competition which outlines the trade practices prohibited in Indonesia ([Simarmata et al., 2023](#)).

Monopolistic practices are the center of economic control in the production of certain goods/services by entrepreneurs or groups that trigger unhealthy competitive activities and harm the public interest (*Pasal 1 Angka 2 Undang-Undang Nomor 5 Tahun 1999 Tentang Larangan Praktek Monopoli Dan Persaingan Usaha Tidak Sehat, n.d.*). From this definition, it can be summarized that monopolistic practices lead to unfair business competition and against the provisions of the law which can make it difficult for other entrepreneurs. Therefore, monopolistic practices are prohibited to achieve fairness in competing in the business world and prevent market control by individuals or groups of entrepreneurs ([Fauzi, 2021](#)).

Monopolistic practices in e-commerce are controlled by large stores that already have big brands. The big store in question is a store that has a big name in the business world where the store has a business strategy that collaborates with influencers. Influencers are celebgrams, artists, YouTubers, and famous and trusted people who have high algorithms that make followers on social media flock to become consumers of the products being marketed. This can be seen in Shopee, which uses the services of influencers for Shopee's campaigns. According to Alessandro Georgie Putra reported by CNBC Indonesia, influencers play an important role in Shopee's campaign stages, from brand campaigns to sales ([Hasibuan, 2019](#)).

The prohibition of monopolistic practices and unfair business competition is overseen by the Commission for the Supervision of Business Competition (KPPU). The Commission for

the Supervision of Business Competition can prohibit agreements that cause monopolistic practices or unfair business competition (Tanjung & Siregar, 2013).

The Competition Law contains prohibited agreements and prohibited activities. Prohibited agreements include price fixing, oligopoly, territorial division, closed agreements, and cartels. Meanwhile, prohibited activities include selling at a loss, control (monopoly), monopsony, and divulging company secrets. Following field conditions, the Commission for the Supervision of Business Competition in 2018 found indications of predatory pricing practices carried out by several e-commerce companies in Indonesia, such as Lazada, Shopee, Tokopedia, and Bukalapak, which made agreements related to the best price with business actors.

A price equalization agreement is an agreement made by several e-commerce companies to fix prices and be given a price loss. Price equalization agreement is considered a predatory pricing practice because it involves several e-commerce platforms to attract consumers. The agreement violates Article 20 of Law Number 5 of 1999. The best price agreement can harm consumers, violate business competition regulations, and make product prices higher. Then in 2020, the e-commerce platforms agreed to remove the best price agreement. In June 2023, Shopee was ordered by The Commission for the Supervision of Business Competition to make improvements to the partnership in profit sharing with drivers (online motorcycle taxis) caused by agreements made by Shopee with driver partners (Realita.co, 2023). This is a strengthening of regulations in conducting business for e-commerce with its partners.

Entrepreneurs apart from e-commerce there are also conventional entrepreneurs. Conventional entrepreneurs protest the presence of e-commerce to the government, such as entrepreneurs in Tanah Abang Market. These entrepreneurs have demands on the government to close e-commerce. The presence of e-commerce is considered to have harmed the conventional market economy because they are unable to compete with e-commerce entrepreneurs and their limitations in using digital technology and even cannot adapt to digital technology.

3.3. Opportunities for E-Commerce Development for the Indonesian Economy

The existence of digital marketplaces provides many conveniences, both for entrepreneurs and for buyers in making buying and selling agreements. Therefore, entrepreneurs and consumers have the opportunity to build the economy towards the presence of e-commerce.

Table 3. *Opportunities for entrepreneurs and consumers with e-commerce*

Entrepreneurs	Consumers
1. As an opportunity to trade with a wide range.	1. Easy to find the goods and/or services needed
2. Develop IT infrastructure, logistics, and e-commerce operations.	2. Easily find out the form of goods from video testimonials or videos in e-commerce.

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- | | |
|---|--|
| <ol style="list-style-type: none"> 3. Facilitate transactions with consumers. 4. Reduce stall rent and worker salaries. 5. Increase competitiveness. | <ol style="list-style-type: none"> 3. Reach a wider range of products. 4. Opportunity for consumers to choose the product to be purchased. |
|---|--|
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Source: Analysed from the primary source

In Table 3 we can see the opportunity for Indonesian economy existence of e-commerce is an opportunity that benefits Indonesia, causing the formation of the ASEAN Economic Community (AEC 2015) which aims to realize ASEAN as an internal market and production where there is a free flow of services, goods, and investment and funds (Merdeka, 2020). The presence of AEC can provide opportunities to reach a wider market for Indonesian products and in the field of investment. Together with that, entrepreneurs in Indonesia must be able to compete in conventional markets and ASEAN markets.

The internal market realized by the AEC can be utilized by entrepreneurs to develop product quality (Sugiarto, 2020). Together with that, entrepreneurs can make superior products with innovations created and highly competitive. The internal market can also introduce Indonesia's diverse cultures, thus attracting consumers from other countries. The AEC creates international cooperation and international transactions. International cooperation is a cooperation between Indonesia and ASEAN countries. Thus, these activities are an opportunity for Indonesia to build the domestic economy and even the global economy.

When viewed from the consumer side, the ease of access provided in the online trading e-commerce system increases the right opportunities in the economic buying and selling process. A wider range of products is also one of the conveniences provided to consumers to be able to buy the desired product quickly and on an easier platform. Such things provide positive value for consumers in terms of shipping and payment. In another context, convenience is also felt by entrepreneurs who are involved in the world of online trading. Some of them are a wider range of trade for entrepreneurs in selling their goods. Given a wider range, more consumers will see their goods. The target market owned by entrepreneurs is also increasing from what was originally only domestic, it may reach some overseas consumers. In addition, entrepreneurs will also save on employee salary costs because the e-commerce offered in the industrial world minimizes labor so that some things that were done previously required labor, became more systemized with this digital arrangement that might be done by just one person.

From the opportunities presented, people both in the concept of consumers or entrepreneurs need to be more literate in technology. The emergence of more modern technology will provide positive opportunities for the sustainability of the existing trading system. Efforts to upgrade to new things following current developments are needed. If you only depend on one or two systems that are categorized as lagging in this era, it will be difficult to eventually arrive at a condition that cannot keep up with the times.

IV. CONCLUSION

The presence of e-commerce in the form of digital platforms in the world of commerce generates profits for various parties. However, the effects of the digital era and digital platforms pose many challenges and even competition that will arise can lead to dangerous actions in the misuse of personal data and cause business competition. In the existence of e-commerce in the digital era, e-commerce entrepreneurs do various ways to compete in increasing the number of consumers and the number of sales which results in business competition. The challenges that arise with the development of e-commerce are the competitive behavior between entrepreneurs and changes in consumer behavior. Therefore, Law Number 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition was established. The prohibition of monopolistic practices and unfair business competition is supervised by the Commission for the Supervision of Business Competition (KPPU). The Commission for the Supervision of Business Competition in 2018 found indications of predatory pricing practices carried out by several e-commerce companies in Indonesia, such as Lazada, Shopee, Tokopedia, and Bukalapak, which made agreements related to the best price with entrepreneurs in violation of Article 20 of Law Number 5 of 1999. In addition, there are many business opportunities for entrepreneurs and consumers. The opportunities include a wide range of businesses and products, developing IT infrastructure, and logistics, facilitating transactions, and reducing business operating costs. Thus, it is expected for entrepreneurs and consumers to understand the applicable regulations. On the other hand, the government must form regulations regarding e-commerce that follow field conditions and implement them firmly.

Authors' Declaration

Authors' contributions and responsibilities - The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

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