

# Tinjauan yuridis tanggung jawab Portal terhadap Webvertising melalui E-Commerce di Indonesia = Juridical consideration Portals's responsibilities to Webvertising through E-Commerce in Indonesia

Selly Grace Christine, author

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## Abstrak

Tesis ini membahas mengenai tanggung jawab portal terhadap webvertising melalui e-commerce di Indonesia. Perkembangan teknologi informasi in casu internet merupakan tulang punggung bagi e-commerce. Potensi yang ditawarkan e-commerce sangat besar salah satunya adalah melalui webvertising yaitu iklan melalui web yang erat hubungannya dengan dunia usaha yaitu sebagai jembatan bagi pelaku usaha dan konsumen. Namun dalam praktiknya terdapat webvertising yang melanggar hukum sehingga menimbulkan kerugian yang tidak sedikit terhadap konsumen.

.....This thesis is about the portals's responsibilities to webvertising through e-commerce in Indonesia. This is a normative research with constitutional approach. The development of information technology, in this case internet is very essential to e-commerce. E-commerce offers a great potensials such as webvertising (advertising through web) which has a close relation with the business world as a media between agent and consumers. However pratically, there are some illegal webvertising which have caused great losses to the consumers.