

## **ABSTRACT**

In the current era of globalization, both in Indonesia and worldwide, people are more frequently conducting transactions through online buying and selling. According to the Kamus Besar Bahasa Indonesia (Indonesian Dictionary), buying and selling is a binding agreement between the seller, who delivers the goods, and the buyer, who pays for the goods being sold. The rapid development of electronic media, particularly in Indonesia, has led many people to use social media as a platform for online buying and selling. Therefore, the purpose of this thesis is to examine the legal protection for consumers against counterfeit goods in social media transactions. The method used in this research is normative legal research, with the legal material based on Law No. 8 of 1999. The results of the study indicate that Law No. 8 of 1999 regulates the rights and obligations of both consumers and traders. Additionally, the law governs the responsibilities and prohibitions imposed on traders in marketing and selling products that do not match the description of the goods.

Keywords: Globalization Era, Online Buying and Selling, Consumer Protection

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