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Implementation of Law Number 8 of 1999 on the Development of Information Technology in the Economic Development

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Abstract-MSME is the meaning of a business or business carried out by individuals, groups, small business entities, or households. Indonesia as a developing country makes MSME the main foundation of the community's economic sector, this is done to encourage the ability of independence that develops in society, especially in the economic sector. In Law No. 8 of 1999 concerning Consumer Protection regulates matters relating to the Rights and obligations of business actors and consumers. Information Technology (IT) plays a role as a means of transaction for two elements of online business, namely in providing media facilities in the form of the internet. The web is provided as a place for consumers to choose the goods they want, then in this transaction other technologies are needed to support the online business. namely telephone communication technology is needed (as a communication medium), banks (consumer payment media with producers), shipping agents such as Pos Indonesia. So, Information Technology plays a very important role in the development of online business in Indonesia which can also improve the economy in this country. Information Technology or commonly called Information Technology has played an important role in various fields in this world, especially the economy and others.

Keywords*: Information Technology, Economy, Micro, Small and Medium Enterprises*

I. INTRODUCTION

Information technology has changed the way of transacting and opened up new opportunities in conducting business transactions. In addition, the development of information and communication technology has caused world relations to become borderless and caused significant changes in social, economic and cultural order to occur so quickly. Information technology is currently a double-edged sword because in addition to contributing to improving human welfare, progress and civilization, it is also an effective means of committing unlawful acts. The rapid growth of internet users is a reality that makes the internet one of the effective media for business actors to introduce and sell goods or services to potential consumers throughout the world.

The Internet pioneered the growth of trade transactions using electronic means or what is then called electronic commerce (Electronic Transactions) or what is commonly called e-commerce. E-commerce is a modern business model that is non-face (does not present business actors physically) and non-sign (does not use original signatures) and is more practical without paper (paperless). Basically, e-commerce buying and selling transactions are also the same buying and selling contracts as conventional buying and selling that are usually carried out by the public. The only difference is that the media used is electronic media, namely the internet, so that the agreement or contract created is online.

Considering the importance of this, in 2008 Indonesia issued special regulations governing transactions via electronic information, namely Law Number 11 of 2008 concerning Information and Electronic Transactions, hereinafter abbreviated as the ITE Law, which in 2016 was amended with considerations to guarantee recognition and respect for the rights and freedoms of others and to meet fair demands in accordance with considerations of security and public order in a democratic society, for which Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions was issued.

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The development of information and communication technology has implications for community activities, both on a regional, national and global scale. These implications include changes in the paradigm and mindset of the community, which were initially only active to being proactive in seeking sources of information according to their needs and desires. Indonesian society has diverse abilities in processing its natural resources, many skilled craftsmen and many people have the creativity that has the potential to build MSMEs that will have high competitiveness. Law No. 8 of 1999 concerning Consumer Protection regulates matters relating to the Rights and obligations of business actors and consumers. However, many business actors are not familiar with digital technology to support their marketing. In fact, by utilizing digital technology, it can facilitate their business so that it is easily accessible and the products made can be known to the wider community.

MSMEs as the main foundation of the community's economic sector, this is done to encourage the ability of independence that is developing in the community, especially in the economic sector. As a Small Business, namely a stand-alone productive economic business, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly a Medium Business or Large Business that meets the criteria of Small Business as referred to in the Law. As a Medium Business, namely a stand-alone productive economic business, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly a Small Business or Large Business with the amount of net assets or annual sales results as regulated in the Law.

In the practice of electronic commerce (e-commerce), there are several laws that can be associated with this type of transaction such as the Consumer Protection Law (Law No. 8 of 1999 concerning Consumer Protection) which is used to protect buyers (consumers). However, according to Edmon Makarim (expert in Telematics Law), one of the weaknesses of using the Consumer Protection Law to protect buyers (consumers) in e-commerce transactions is that it can only be applied to business actors operating within the jurisdiction of the Republic of Indonesia. Although it has not yet reached e-commerce as a whole, for companies with clear addresses and domiciles (in Indonesia), if the business actor commits a breach of contract, he can still be sued under Indonesian law. If the business actor is outside our legal jurisdiction, then the issue of choice of law depends on the agreement between the seller and the buyer (by stating it in one of the clauses in the e-commerce agreement). Business transaction activities, interactions between producers and consumers, are phenomena that can be assumed to continue and last. Technological innovation, in this case network and information security, will continue to change, in line with increasingly sophisticated efforts to thwart it.

National economic development is the embodiment of a national economy that is able to grow stably and sustainably, create broad and balanced employment opportunities in all sectors of the economy, and provide welfare fairly and equally for all Indonesian people. This national economic development program must be implemented in a transparent and accountable manner guided by the principles of economic democracy. This national economic development is supported by the development of information technology through the growth of the digital economy and electronic information by utilizing information technology and electronic transactions. This is as regulated in the Regulation of the National Cyber and Crypto Agency Number 8 of 2020 concerning the Security System in the Implementation of Electronic Systems).

In the era of globalization, people's activities follow the development of technological systems. With increasingly sophisticated technological systems, all aspects, including business, require trade through technological systems in order to accelerate and smooth the running of their business/trade. Business actors, in doing business, are not only business people in the country, but also abroad with one or even several countries. Therefore, business actors for the sake of the smooth running of their business, run their business/trade through a technological system. Trade occurs through this technological system because business people and users/consumers do not need to face each other in making transactions (buying and selling), they can do it in different locations. As a result of the transaction process (buying and selling), there is a legal relationship between business people and users/consumers, as regulated in the Civil Code. Article 1457 of the Civil Code states that, "Buying and selling is an agreement by which one party binds himself to hand over an object to another party to pay the agreed price". Article 1458 of the Civil Code states, "A sale and purchase is deemed to have occurred between the two parties, immediately after these parties reach an agreement regarding the object and its price, even though the object has not been delivered and the price has not been paid.".

Related to the use of digital technology, both for consumers or the public and for business actors.

The law is here to provide protection to citizens. According to Sacipto Rahardjo, legal protection is how to provide protection for human rights (HAM) which are harmed by other people and this protection is given to the community so that they can enjoy all the rights provided by law. Meanwhile, according to Phillipus M. Hadjon, legal protection for the people is a preventive and repressive government action. Preventive legal protection aims to prevent disputes that direct government actions to be careful in making decisions based on discretion. Meanwhile, repressive protection aims to prevent disputes, including their handling in judicial institutions.

II. METHODS

This research was conducted using a qualitative descriptive method with a jurisprudential model. In using this method, the primary and secondary data obtained will be elaborated in order to obtain a picture of the situation and conditions in the research area. The population in Besilam Village is 2,456 families. From the results of the interview with Mr. Rahmat as Secretary of Besilam Village, Langkat Regency. This open interview technique can be the right means to obtain real information. This study aims to test and provide empirical evidence related to the implementation of Law Number 8 of 1999 on the development of information technology in economic development in the field of MSMEs in Indonesia.

III. DISCUSSION

From the results of the Researcher's interview on March 12, 2024 in Besilam Village, Langkat Regency. The results of the Community Service were obtained, namely: How is the development of information technology in building the economy in the MSME sector? In this interview, we spoke with several residents of Besilam Village, especially those who have Micro, Small and Medium Enterprises. From the results of interviews with the people of Besilam Village. The community informed that the current development of information technology has greatly helped the community, especially MSME business actors in developing their businesses. Due to the development of information technology, several platforms and marketplaces have emerged that help in marketing their businesses to the wider community. In addition, the payment system for buying and selling transactions between business actors and consumers is also very practical, it can use digital payments.

However, not all Besilam villagers can use or follow technological developments. In the digital era like today, it is very unfortunate if people do not take advantage of this advanced technology properly, even though there are many benefits if people open their businesses online. That way, in addition to being able to expand opportunities to find new customers, increase work effectiveness, open up jobs and can develop business opportunities. By utilizing technology, it will be profitable for MSME actors because we may not need to rent a shop or place to sell, but now we can take advantage of marketing through the marketplace and can use our place of residence for a place of business.

With increasingly sophisticated technology systems, all aspects, including business, require trade through technology systems to accelerate and smooth the running of their business/trade. Business actors, in doing business, are not only business people in the country, but also abroad with one or even several countries. Therefore, business actors for the sake of the smooth running of their business, run their business/trade through a technology system. Trade occurs through this technology system because business people and users/consumers do not need to face each other in making transactions (buying and selling), they can do it in different locations. As a result of the transaction process (buying and selling), there is a legal relationship between business people and users/consumers.

The convenience of digital transactions using QRIS, Gopay and other features is currently truly enjoyed by the public. The process is easy and safe and there is no need to bother carrying cash. This has also influenced customer behavior today. After all, we cannot avoid changes in the times and technological advances. Including technological advances in the field of digital transactions.

IV. CONCLUSION

Based on the results of the study, several things can be formulated or discovered, including the following:

1. With the existence of information technology, it helps the people of Besilam Village, Langkat Regency in developing the community economy through Micro, Small and Medium Enterprises (MSMEs).
2. With the existence of Law Number 8 of 1999, it has become a benchmark for the public in knowing the rules for protecting consumers and business actors, both in terms of the rights and obligations contained therein.
3. The Besilam Village community must be able to follow current technological developments in order to facilitate their business activities in the Micro, Small and Medium Enterprises (MSMEs) sector.

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