

ABSTRACT

The utilization of online transportation services such as ojek makes it easy for consumers to travel anywhere using application, but within the terms and conditions of the company. 'Gojek' is one of the applications that can be used to travel in Indonesia. This application sets its own terms and conditions and made a clear statement "we are not responsible for any injury, damage or loss caused by the behavior of the service provider". In this case, the importance of consumer law protection against the contract standards made by the application of online transportation services were made based on the Indonesian law (UU No. 8 of 1999 on Consumer Protection). This paper focuses on the problems: (1) How to protect consumer rights with reference to the law as standards that occur between the consumer and provider of the online transportation services, and who is responsible should in case an accident occurs; and (2) How does the position of consumer satisfaction relate to consumer rights which is always ignored by online transportation service providers pursuant to Law (UU No. 8 of 1999 on Consumer Protection). This research was conducted using the normative juridical approach and its specification was done by descriptive analysis. The sources of legal research materials used were the primary legal materials and the secondary legal materials. Data collection techniques used were literature study and data analysis. Previous research revealed that, online transportation services 'Gojek' is responsible if the consumer (users of application) has an accident when using the services. The 'Gojek' company is willing to provide financial assistance up to Rp10,000 000, for users who have accidents using the application. This assistance is only valid when the user is picked up by the Service Provider until the user reaches his destination. Once the customer reaches his/her destination without an accident the financial assistance becomes invalid. The position of consumer rights are still considered weak, because there are still consumer rights that are ignored by business actors (provider of ojek online transportation service) in conducting its business activities.

Keywords: Consumer Legal Rights, baseline Contract, Online transport Application.