

COMMUNICATIONS STRATEGY IN ANTICIPATING  
DECEPTION PRACTICE OF ONLINE SHOP

I Gusti Agung Alit Suryawati

Email:Igaalitsuryawati@yahoo.co.id

Communications Science Department of FISIP, Udayana University

Abstraction

Communications and Information technology these days for example expressed by growth of shop online. Through cybercommunity, activity of advertisement, goods sales transaction and service of online, including accomodation services, travel services, product of fashions, electronics are increasing. This handing out study some case deception of shop online which harming consumer, factors of background, and also do needed to communications strategy step to protect consumer. This Scientific represent in perpective study qualitative communications study. Data obtained to bibliography study, circumstantial interview and observation by 12 informans in Town of Denpasar which related to deception of shop online. All data to be analysed by deskriptif-intepretatif. Result of showing study, fastest activity of shop online have been felt by positive benefit of consumer society because accomplishment of requirement of goods and service can serve more effective and is efficient. But, often still showed deception practice of shop online which harming consumer. From other side factor lack of carefulness and understanding consumer rights, attend "naughty shop online provider". The weakness consumerism policy socialization also become dominant factor. There fore, development of communications strategy to increase awareness of consumer right will require to be sociallised.

Keyword: shop online, communications strategy, consumer right.

## I INTRODUCTION

The fastes of information technology and communications (TIK) these days for example expressed by growth of shop online. Growth of TIK have created commercial activity base on technology of internet namely or e-commerce of online shop. Growth of usage of internet which fast in such a way represent a fact making internet become one of the effective media to civil and also company to introduce and sell service or goods to consumer of whole world. E-Commerce represent modern business model which is non-fice do not attend perpetrator of business physically and non-sign do not wear signature. Internet bring worldwide economy enter more popular new chapter with digital term of digital economics or economic ( Indrajid 2001: 33).

Internet these days as communications media, and colaborations in activity of economics progressively expand. Through shop online, activity of advertisement, goods sales transaction and services, including accomodation services, travel services, product of fashion electronic are increasing. System commerce of or online of online shop have been made by transaction media choice of in the year 2003, more than 95 percentage of all activity of internet represent commercial activity. E-Commers is also applied by service accommodate tourism in Bali. Applying of service of online booking give contribution to hotel occupations level equal to 56%( Sutawa 2015: 6).

According To World Trade Organization (WTO), coverage of e-commerce cover production area, distribution, marketing, sale and delivery of goods and service through electronic, while OECD ( Organization For Economic Cooperation Development) explained that e-commerce transaction pursuant to data transmission and process electronicly, or as all value transaction entangling the transfer of information, product, payment or service through electronic network as media ( Suherman,2002: 179).

As an commerce being based on sophisticated technology, or e-commers of online shop have conventional commerce where interaction among company and consumer which is previous to be done directly become indirect interaction. Shop Online have change classic business paradigm by grow model-interaction model between consumer and producer in world of virtual. Commerce system weared in shop online designed to sign electronicly which is designed to start from purchasing moment, delivery and inspection ( Barkatullah, 2005).

As a technological revolution form of commerce area, shop online have altered behavior of consumer become critical progressively selective and in determining product to select;choose of. Consumer can access immeasurably of product without having to go to self service. Producer side is also profited, can cut cost-saving and band and time. Through shop online, seller needn't open shop/supermarket physically, can degrade operating expenses, and can broaden its consumer candidate reach ( Dikdik, 2005).

Because buyer and seller of online physically do not meet, hence insincerity practice or by mistake which harming potential consumer very. Through Media of internet and print, can know assortedly denouncing of consumer ordered service or goods through shop online. In Indonesia, cases deception of shop online assessed is highest ( Anonim, 2016a, Monday, 30 May 2016). Between cases deception of online in year 2015 and 2016 deception of contract matter house advertisement online, electronic product, cosmetic, travel services. Deception of shop online represent badness form world of cyber (cyber crime) which fighting against law by using network of internet ( Nasrullah, 2014: 128).

Consumer position tend to weaken compared to its merchant position. That way, government side have released some regulation with aim to to protect consumer. The Regulation cover: ( 1) Law Number 8 Year 1999 about is Consumerism ( UUPK); ( 2) Law Number 11 Year 2008 about Information and Transaction of Elektronik; and ( 3) Regulation of Government of Number 82 Year 2012 about Management of System and Transaction Electronic.

Consumerism Congeniality there are in Section 1 number 1 Law of No. 8 Year 1999 about Consumerism which affirm that " all effort guarantying the existence of rule of law to give protection to consumer". That rule of law cover all effort pursuant to law to be powered of consumer taking choice of its requirement services and goods and also maintain or advocate its rights. Empowers of consumer that is by improving awareness, ability, and independence protect ownself ( Sutedi, 2008: 9).

Consumer position in shop online practice is true tend to weaken to be compared to its seller. Practice deception of shop online still often happened which harming consumer. For that, this handing out will study: ( 1) growth of service of online cases and shop deception of shop online any kind of which harming consumer, ( 2) factors which him, and also ( 3) strategic step needed to communications protect consumer.

## II.METHODOLOGY

This scientific represent result using research qualitative with communications science perspective. Data obtained through document study, observation, circumstantial interview by 12 informans knowing the problem deception of shop online. Accumutated data to be analysed by deskriptif-intepretatif

## III.RESULT AND DISCUSSION

### 3.1 Growth of shop online and some case deception of shop online

Growth of sales transaction of internet (e-commerce) of online shop show the existence of very improvement, not even in state - developed countries but also in nations expand, specially Indonesia. Many advantage which is shop online which is difficult to be obtained through the way of conventional transaction. Advantage of usage of shop online can be divided to become two, namely advantage to buyer and seller. To seller ( merchant), applying of shop online for example: ( a) can obtain;get earnings generation revenue inaccessible through the way of is conventional, ( b) degrade operating expenses, needn't prepare room place or outlet, operational staff which many, big warehouse etcetera; ( c) cut short cycle product and of management supplier. Company can order raw material or product of supplier direct when there is ordering so that rotation of quicker goods; ( d) widen consumer reach without limited by room ( global of reach); ( e) operation time is not limited, during 24 hours per day, 7 days per week; ( f) services to better client.

Through shop online, consumer also profited, namely: ( a) the existence of shopping home, buyer transaction from home; ( b) transaction easily; ( c) have immeasurable product variation desired; ( d) limited by time and room; ( e) can look for product which is not available in outlet - traditional market or shop ( Dikdik, 2005: 150 ). Fast activity of shop online have been felt by positive benefit by consumer society because accomplishment of requirement of goods and services can serve more effective and is efficient. Through shop online all procedure smelling formality such as those which go into effect in negated conventional transaction. Consumer side become more free to in collecting and comparing related/relevant information searched goods, before buying without limited by regional boundary and time.

Whenever, consumer easily can order hotel room reservation, electronic goods, fashions, goods of cosmetic shop online. But, at the opposite of amenity which on the market, in the reality shop online also there is its weakness. Insincerity Practice and deception which harming potential consumer party very happened in transaction of online shop like shown at cases following:

Case 1: in the year 2015, a housewife order cosmetic by online, seller is beyond country. ordered Cosmetic package through system payment by bank credit card. However, the ordered goods package still hooking in custom. The buyer have to pay expense again because no label from BPOM to manage cosmetic goods which still reside in custom Benoa. Surrenderness consumer, allowing its cosmetic package still in custom Benoa.

In case of I this expressed that consumer not yet known position seller of goods which beyond country, before buying goods. She nor comprehend distribution procedure and delivery process and consignment of goods. She newly feel getting disadvantage after bought goods hooking in part of airport tax of Ngurah Rai, Denpasar

Case 2: in Februari 2016, swallow the bait in of contract matter house advertisement of online. He have money transfer 3,5 million rupiah to make an advance house contract matter, but after checked, house location to be contracted there no address mentions. He report its case to Polresta Denpasar ( Yudha,12 Februari 2016).

Case second deception of sales of online this happened because in course of transaction among seller and buyer do not meet directly. Consumer trust off hand to advertiser, even do not meet physical directly. Hitherto, just still similar deception modus happened, including deception with modus " SMS have prize" to all customer of operator phone celluler with iming-iming have prize millions of rupiah.

Case 3: in the early 2016 happened deception case which harming owner of goods. Hasan ( 31 year), advertising its merchandise of Kaskus handphone media . He perforced to report Sigit Lesmana ( 31 year) as to Glorious Polda Metro because because voucher for the purchasing of telephone grasp to pass the transfer of accepted BCA of Sigit in the reality counterfeit ( Siswanto , 05 January 2016).

In this third case, exactly owner of swallow the bait goods by its consumer. Goods receipt of transfer ( condition to get goods) spurious which raised buyer in the reality succeed to delude owner of goods. Many cases deception of goods merchant by online similar which consumer loss.

Case 4: April 2016, happened deception of service of online travel. Counted 120 people have money millions of getting taken journey bureau with a purpose to to Japan ( Siswanto, Wednesday, 06 April 2016).

Deception of have journey service mask to out country tend to net victim massly that happened various town in Indonesia, including cases deception of journey of religious service of umrah religious service and of haji which is recurring continuously. Action deception of have modus to journey or journey of religious service ( and umrah of haji) likely will increasingly in line with lack of care ( consumer awareness) to " rule of the game" managed travel by online booking.

In line with growth of service of online shop, progressively occurrence of deception of shop online that happened. Some of site web situs which installing advertisement service of online fictitious in the reality. This matter as according to result of study of the John Marshall School law, Chicago, ACE that more or less 30 subjek which have opportunity to peep out badness of internet, including copyrights problem and is consumerism ( Bungin, 2011: 185).

### 3.2 Factors of Deception Of Online Shop

Pursuant to various case which is mass media, in general factor resulting the happening of deception of shop online is factor of konsumen, factor of goods / service provider of online shop, and also factor of is straightening of policy of consumerism related/relevant government.

**First**, consumer accessing service of online shop through HP, tablet, and also computer tend to to have perception that service of online existing is realistic, which assist them. They less neglectless and chosen service of online shop visited. Consumer still have knowledge which is minim about sales system of online and not yet comprehended rights will its.

**Second**, some of seller of goods of online intend to do insincerity deception. Some of organizer of service of online shop beyond country, so that difficult consumer side get of goods which disagree with ordering.

**Third**, still its minim of policy socialization /relevant order sales of online. Consumer in a mood for weak position and harmed because: ( a) seller of goods internet ( merchant internet the) do not have address physically in an certain state. This matter of consumer to return product which disagree with order; ( b) difficult consumer obtain;get guarantee to get repair or service up follow local; ( c) product bought [by] consumer disagree with local conditions ( Riswandi, 2003: 62 is).

**Fourth**, strive protection of konsumen not yet is optimal. Protection of law to consumer in Indonesia of exploiting of service or goods of producer / perpetrator of is effort arranged in Invitor - Consumerism Invitor [of] No 8 Year 1999 ( UUPK). Although this consumerism policy have

been published in the year 1999, but still many consumer society which have never heard of existence of UUPK. Besides, ignorance of consumer. This problem needs solution in urgent.

### 3.3 Step Strategy Communications Mass To Anticipate Deception Of Online Shop

Service of Online shop in Indonesia more and more arised But, consumer respon to service of online shop still in phase of euphoria ( stage fright). Existence of shop online not yet direspon critically, rational and neglectless attitude. Consumer tend to not yet known sales procedure of online, its rights and obligations, and also consequence ( law ) purchasing of online which possible accepting of .

In general can be expressed that especial principle of transaction by online in Indonesia still more is placing forward of trust aspect or trust" to buyer and also seller. Principal of transaction infrastructure security by online like guarantee to the truth of seller identity, payment process security guarantee, security guarantee and reliability of web commerce electronic site not yet become especial attention to buyer and also seller, particularly at small scale transaction until medium, including sales transaction through social networking, community of online, shop of online. Such as those which mirror at cases deception of given by online is mass media ( print and electronic), nowadays more and more denouncing report about deception through media of internet accepted by police side.

Consumer side need more selective again in doing transaction by online and place forward transaction security aspect and carefulness as especial consideration in conducting sales transaction by online. Need the make-up of knowledge of sales system consumer of online, including knowledge concerning seller position / commercialized goods provider and also its delivery procedure to location. Some of consumer not yet known if seller of goods beyond country, so that he find difficulties if there is related problem of bought goods.

Effort of Sosialisations related to good shop online to side of provider or organizer of shop online, and also to ( public) not yet intensively. Development of communications strategy to increase awareness of its rights consumer will require to be intensified. Consumer rights cover:

( 1) rights of freshment, security, and safety in consuming service or goods; ( 2) the right to chosen service or goods and also get the service or goods as according to exchange rate and condition and also promised guarantee; ( 3) rights of real correct information, clear, and downright regarding goods guarantee and condition or service; ( 4) the right to be heard by opinion and his sigh of used service or goods; ( 5) the right to get protection advocation, and effort of is solving of consumerism dispute properly; ( 6) the right to get construction and education of consumer: ( 7) the right to be treated or served real correctly and downright and also do not diskriminatif; ( 8) the right to get compensation, compensatory or replacement, if accepted service and/or goods do not with

agreement or do not properly; and ( 9) rights which is arranged in rule of other law and regulation ( Section 4 UUPK ).

In transaction of online shop, this is consumer rights very risk once to be impinged. Consumer do not get rights - its rights fully. Shop Online residing in Indonesia there no institute of authenticity of shop, so that enabled consumer transact with shop of online fictious. Need rule of law to protect consumer of deception of online ( Riawan, 2010: 4).

Consumer require to comprehend its rights and obligations. Care and attitude carefulness of improved proper consumer to anticipate sales service dupe of online. Beside that, strive the straightening of related law act badness of deception of online by government must be done

## VI. CONCLUSIONS AND SUGGESTION

### 4.1 Conclusions

( 1) is Fast of activity of shop online have been felt by positive benefit of him by consumer society because accomplishment of requirement of goods and service can serve by more effective and is efficient

( 2) Practice deception of shop online which tend to harm consumer in general because of factor: less awarness about consumer rights, attend him " naughty shop online provider", and also weaken socialization him and straightening of consumerism policy

( 3) Socialization policy related to shop online to party of provider, organizer of shop online, and to public not yet been conducted intensively

### 4.2 Suggestion

Development of communications strategy to increase awareness of its rights consumer will require to be intensified



## REFERENCES

- Anonim. 2016. Daftar Situs Bisnis Online Palsu;  
<http://tokoonlinepalsu.blogspot.co.id/p/daftar-situs-bisnis-online-penipuan.html>
- Anonim. 2016a. Penipuan Online di Indonesia Tertinggi Senin, 30 Mei 2016;  
<https://m.tempo.co/read/news/2016/05/30/172775347/penipuan-online-di-indonesia-tertinggi>
- Barkatullah, Abdul Halim dan Teguh Prasetyo. 2005. *Bisnis E-Commerce*. Yogyakarta: Pustaka Pelajar
- Bungin, Burhan. 2006. *Sosiologi Komunikasi. Teori:Paradigma, dan Diskursus Teknologi Komunikasi di Masyarakat*. Jakarta:Kencana.
- Dikdik M. dkk.2005. *Cyber Law (Aspek Hukum Teknologi Informasi)*. Bandung: Refika Aditama
- Hartono, Sri Redjeki.2000. *Kapita Selekta Hukum Ekonomi*. Bandung: Mandar Maju
- Indrajit, Richardus Eko.2001. *E-Commerce: Kiat dan Strategi Bisnis Di Dunia Maya*. Jakarta: PT.Elex Media Komputindo
- Maruta, Yudha. 2016. Waspada Penipuan Modus Baru di Situs Online, 12 Februari 2016;  
<http://regional.liputan6.com/read/2434168/waspada-penipuan-modus-baru-di-situs-online>
- Riawan, Belly, Mahartayasa, I Made. 2010. Perlindungan Konsumen dalam Transaksi Jual – Beli Online di Indonesia (Makalah Lepas). Denpasar: Fakultas Hukum, Universitas Udayana.
- Riswandi, Budi Agus.2003. *Hukum dan Internet di Indonesia*. Yogyakarta: UII Press
- Siswanto , Agung Sandy Lesmana. 2016. Tertipu Promosi Plesir ke Jepang, Belasan Orang Lapor Polda Metro; Rabu, 06 April 2016;

<http://www.suara.com/news/2016/04/06/145153/tertipu-promosi-plesir-ke-jepang-belasan-orang-lapor-polda-metro>

Suherman, Ade Maman. 2002. *Aspek Hukum Dalam Ekonomi Global*. Jakarta: Ghalia Indonesia

Sutawa, I Gusti Kade. 2015. Upaya Mengoptimalkan Tingkat Hunian Hotel Berbintang Di Bali; *Orasi Ilmiah* Pada Pelantikan Alumnus S1 & S2 Stiepar, Badung, 18 Agustus 2015.

Sutedi, Adrian. 2008. *Tanggung Jawab Produk dalam Hukum Perlindungan Konsumen*. Bogor: Ghalia Indonesia.