

# The Phenomenon of Online Purchase Transactions Reviewed from Legal Sociology

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## Abstract

*Online buying and selling transactions are a matter of pride for everyone, both from the seller and the buyer. Amid the situation of technological development and the industrial revolution 4.0 with the onslaught of the Covid-19 pandemic, every human being who can survive and still be able to carry out his activities, as usual, is a second chance. The phenomenon during the Covid-19 pandemic regarding Community Activities Restriction Enforcement / PPKM has become a shift in cultural values in this nation. Relationships between people took a strange turn. It reduced face-to-face contact in frequency, the closure of many industries and shops, and massive restrictions in every field led to depression and mass layoffs. Various internet services appear to help every human carry out social relations online or lunch, even buying feed ingredients in a circle of disease outbreaks and each of its side effects. Every little thing can do everything online. Sociology of lunch is a new field of science that studies human behavior in society according to its generally recognized legal norms and ethics and the extent to which the law affects the general public.*

## Keywords

legal sociology; online purchase transactions; covid-19



## I. Introduction

The Covid-19 pandemic or *Corona Virus Disease -2019*, which was detected at the end of 2019 to be precise towards the beginning of 2020, became an epidemic that brought various positive and negative things to emerge (Ahmad Ansari Siregar). The Covid-19 pandemic began on March 11, 2020, by the World Health Organization (WHO) worldwide without exception. This pandemic started with the closure of public facilities such as schools, universities, places of worship, self-quarantine, flight restrictions, rules on travel outside the region, enforcement of curfews, closure of regional and state access, and delays and cancellations of events. Covid-19 has caused a global social-economic case with a relatively large number of criminal cases due to the loss of livelihoods due to many factories and offices being closed. The fear of a shortage of food stock is also a matter that it cannot underestimate. Riots, protests, looting in various parts of the world have occurred since 2020, either because of a shortage of food stock or curfew restrictions.

The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

WFH / Work From Home is part of the work being done and has become a beacon for the continuation of life since the Covid-19 pandemic. Students also use the zoom system, and face-to-face schools are temporarily suspended until a time determined by the government. What about entrepreneurs who close their offices or factories that cannot

operate? Several regulations from the government regarding the Implementation of Community Activities Restriction Enforcement (PPKM / CARE = Community Activities Restriction Enforcement), which have been implemented since the beginning of 2021 to reduce the death rate due to Covid-19. They are contained in the Minister of Home Affairs (Inmendagri) Numbers 24 and 25 of 2021 regarding PPKM Level 4 Covid-19 in Java and Bali and Sumatra Kalimantan, Sulawesi, Nusa Tenggara, Maluku, and Papua (CNN Indonesia). Many factories have laid off their employees due to limitations from the government and reduced demand from consumers due to the effects of the Covid-19 pandemic.

One of the positive effects of the Covid-19 pandemic is that many employees, entrepreneurs, young people are starting to change from the way they interact socially, how to invest, how to learn, and even how to make buying and selling transactions. One of the transactions favored by many young people, entrepreneurs, and even homemakers is *Online Shopping* (online shopping) and becoming an *Online Seller* (online seller). Online buying and selling transactions are becoming a phenomenon that is increasingly widespread because, in addition to facilitating purchases, buyers do not have to bother going to places where goods are sold. It is enough to choose the desired *online shopping platform*, choose items that suit your wants and needs. Direct payments either by credit card, debit card of various kinds, bank transfer or virtual account, payment at Indomaret/Alfamart, even payment on the spot or COD (Cash on Delivery). Courier selection according to the speed of delivery or according to the budget for shipping costs and the goods will arrive at the place without having to leave the house.

For someone who wants to try to become a seller, they also get a lot of benefits without paying a rental fee for a place, without providing a shelf for the goods being sold, simply taking pictures of each item they want to sell, then preparing several cellphones to *input* data into In online shopping services, cardboard preparation, and several packing tools, a person can be his boss. For sales with minimal capital, you can become a *reseller* or *drop shipper*. Without having a stock of goods, everyone can become an entrepreneur or, more accurately, an online entrepreneur.

It will discuss this phenomenon on the rise in Indonesian society from legal sociology because online buying and selling transactions have positive effects and adverse effects in several other fields of transactions. Where only 38% of the total Indonesian population can actively carry out *e-commerce*. According to the sub-discipline of sociology incorporated into law and becomes the sociology of law, one acts as an instrument of social change. Slowly or moving at an incredible speed, technology has advanced. It cannot separate human interaction in this universe from a term, namely 'Interconnected Network (Internet),' which changes the social system.

## II. Review of Literature

The sociology of law comes from the words sociology and law. Auguste Comte first introduced sociology, and sociology itself comes from the Latin *socius*, which means friend, and *logos* which means knowledge. Experts from various parts of the world provide many definitions for sociology. According to Soerjono Soekanto, sociology is a science that focuses on general aspects of society and seeks to obtain available patterns of people's lives. In general, sociology is a science that discusses various parts of society and their influence on human life. Meanwhile, Law/Recht (Dutch) also has many definitions. Such as the law, according to Plato, is a system of rules that are organized and well structured that binds judges and the community, according to Mochtar Kusumaatmadja, who views

law as a tool to maintain, protect, and promote justice. Order in society or the conclusion that it can draw is that the laws and regulations are always there wherever humans are, which has the function of maintaining and maintaining order and order in society.

The unification of the two variables above, namely sociology and law, becomes one of the sociology of law sciences, according to Pedro Scuro Neto, Sociology of law or socio-legal studies and legal science (or *jurisprudence* ) focuses on principles and rules regarding institutional problems based on conditions. Social and political environment) meet, for example, with the interdisciplinary domains of criminology or economic analysis applied to legal issues, which broaden the scope of the standard but also make its impact on scientific interest. Internet is a term for Interconnected Network from worldwide network services or global computer networks that provide various kinds of information and communication facilities following communication standards. With the development of the world of technology, in addition to the ease of communicating, buying, and selling transactions that previously had to be done face-to-face between the two parties, namely the seller and the buyer, can now be done via virtual/invisible physically but can appear because of an application to display data.

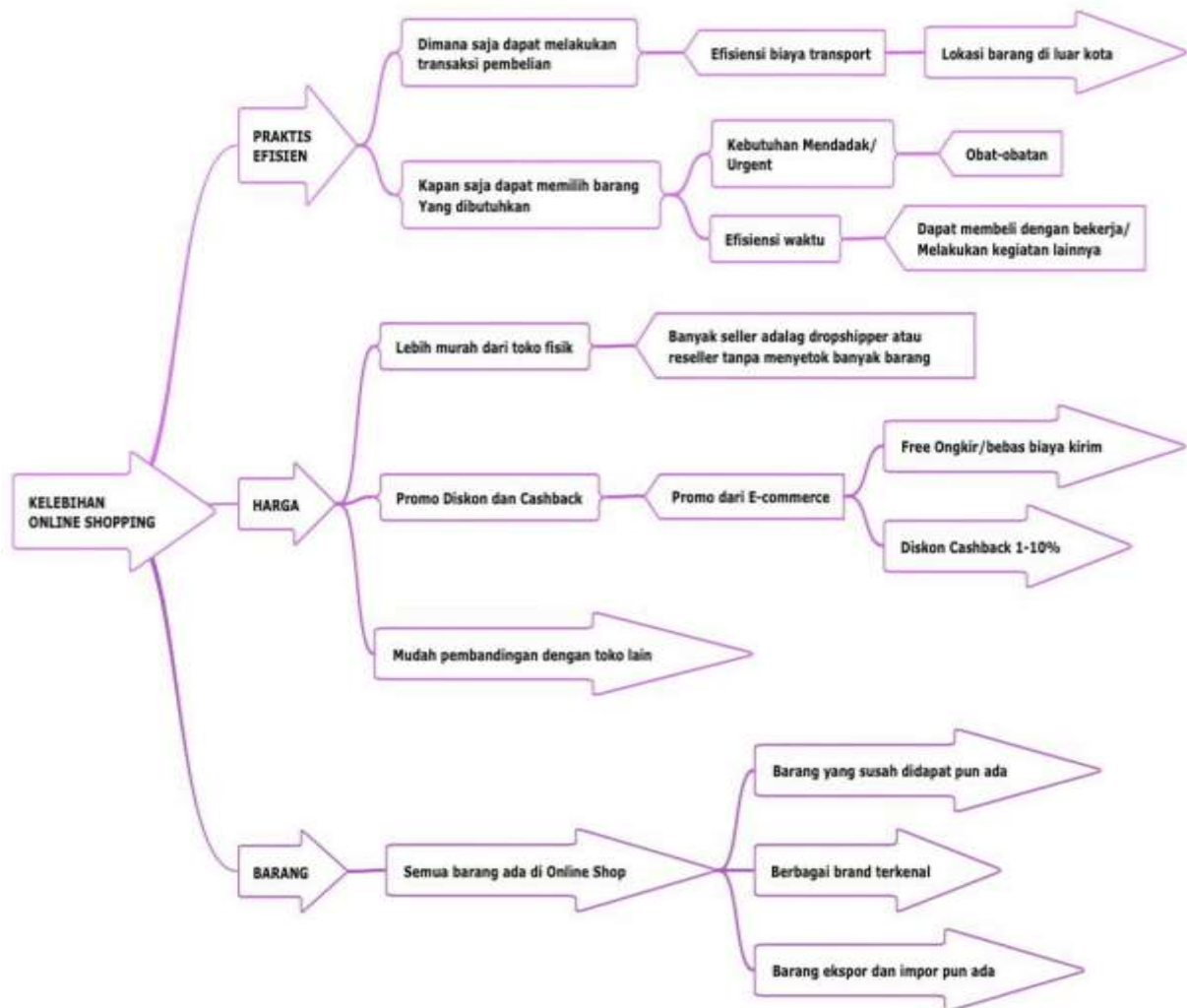
According to Marketbusinessnews.com, *"Online shopping is the activity or action of buying products or services over the internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or online service with a credit or debit card or upon delivery"*, or online shopping is an activity or an activity of purchasing goods or services through internet services. Online means landing on the seller's website, selecting something, and arranging for it to be shipped. Buyers can pay for goods or services purchased with a debit or credit card or paid when the goods are sent to the address. According to experts, this online shopping will take over the position of traditional markets in financial matters. Tambunan stated that Online shopping is part of E-commerce or electronic commerce, a collection of technologies, applications, and businesses that connect companies or individuals as consumers to conduct electronic transactions, exchange goods, and exchange information via the internet or television, www, or other computer networks. In online buying and selling transactions, there are two activities, namely selling and buying online. Strengths and weaknesses also appear in these two activities that are on the rise.

*"Studying scientifically with a knife analysis using the butterfly effect is very interesting because the use of the butterfly effect can not only be applied to mathematics and meteorology as the discoverer's scientific field, namely Edward Norton Lorenz. But is far developed and can be applied in various fields of law, economics, political psychiatry, democracy, insurance and so on."* (Sigit Irianto, 2021). In Indonesian means "Scientific studies using knife analysis using the butterfly effect (Butterfly Effect) are very interesting because the use of the butterfly effect can not only be applied to mathematics and meteorology as a scientific field, the inventor is Edward Norton Lorenz, but it has developed far. it can apply it in various fields of law, economics, political psychiatry, democracy, insurance, and so on." The butterfly effect has scientific origins, stemming from the questioning of the flapping of a butterfly's wings in Brazil that caused a tornado in Texas, which concluded that the unstable behavior of the atmosphere was the result of minor amplitude disturbances. This symbolic statement explains that the consequences of small actions or actions can have a significant and unexpected, or even massive impact in the future because the butterfly effect tends to be associated with a substantial chaos effect.

### III. Results and Discussion

Factors that support changes in people's behavior from conventional buying and selling transactions to online buying and selling transactions are various conveniences obtained from economic and legal perspectives that regulate and protect. The Covid-19 pandemic, in addition to changing the way of life ordinary as human beings, has changed to a 'new normal.' Reducing the quantity of meeting time between each other and termination of employment (PHK) has changed many perspectives and ways of thinking of many people as human beings to survive and continue to innovate so that not eroded by time. It must admit that the popularity of E-commerce in the country, such as Tokopedia, Shopee, Bukalapak, and Lazada, has increased the level of consumerism of most people where not only people with the upper-middle economic class, those belonging to the middle and lower-middle classes are also affected by this trend. Even in the next few years, the growth rate of e-commerce will continue to increase to US\$ 82 billion in 2025, according to Managing Director of Google Indonesia, Randy Jusuf, launching from Okezone. But everything must have advantages and disadvantages, which are side effects of every breakthrough.

Purchasing online and the reasons people are attracted to it are:



From the scheme above, it can seem that judging from its practicality and efficiency. Shopping online is one solution for everyone with their respective activities. Whether from various places, in the office, or even in bed, everyone can choose and buy the desired item without spending transportation costs to leave the house and look for open shops near their homes. The time required is only 5 minutes unless the selection is based on ambiguous desires. Choosing the desired item is quite long because of the 'thirst of the eye' to shop and choose. The goods sold also vary. Even goods that are difficult to obtain or *branded* () can be quickly received, including imported goods from any country following the wishes and needs. According to data obtained, consumers aged 20-34 years tend to shop online because it saves it can deliver time and goods on the same day.

In 2020 there was a 29.6% increase in nominal e-commerce transactions from Rp 205.5 trillion in 2019 to Rp 266.3 trillion. The most impressive thing is that the prices are pretty slanted compared to prices in stores and supermarkets. Even with the various kinds of promotions offered, free shipping, discounts, and cash back, it doesn't escape the keen eye of an online *shopper*. What does not need to be doubted is that it can make payments anywhere and anytime. The term that is often used is 'no hassle.' Payments can be transferred via automated teller machines (ATM), M-Banking, Virtual Accounts, credit payments from respective e-commerce such as shop pay later, go-pay, go-pay later, ovo, balances from each e-commerce such as Tokopedia balances, shop pay, funds, cash payments at retail outlets Indomaret, Alfamart, JNE, post offices, etc., even cash payments when the goods arrive or *Cash On Delivery* (COD) can also be made to make it easier for every customer/buyer. With various things happening in society, both seem to be difficulties and obstacles when disease outbreaks change the social basis of humans in communicating and transacting to survive; various conveniences are also offered by technological advances that continue to develop without leaving difficulties.

Research on the sociology of law regarding the shift in society's values that adapt to the times following digitalization, which is spreading its wings in the Indonesian economy. According to Satjipto Rahardjo, Sociology of Law (sociology of law) is legal knowledge of the behavior patterns of society in a social context, with several principles concerning the relationship between law and its social basis as follows:

- a. Law is not made but is discovered and grows from a continuous community behavior process that does not stand alone and is separate from society.
- b. The law grows from a simple legal relationship into a large, developing, and complex law following the growth of the social situation of the community.
- c. The law does not have the same application for every country and nation because of the differences in the habitats of the residents and the historical value and life spirit of each resident, which will display the type and nature of the law of each country.

A rule is a standard or principle, or measure that humans use as a guide. The practice of law is a formulation of behavior that may or may not be carried out from the relationship between individuals and each other, either directly or indirectly, both general and specific. The rule of law is always made to create peace and order. There is a threat for every violation. *Das Sollen* and *Das Sein* are two opposite variables. *Das sollen* is a normative reality and not factual, or rather a hope/ideal from making the law. At the same time, *Das sein* is an empirical juridical rule in which the reality of facts occurs in social society. To activate the rule of law, needed *das sein* is so that the application of the rule of law can be carried out. With the power of law without an actual event in society, the rule of law becomes passive or off. Legal events occur because of the rule of law, and conversely, the rule of law in the process of occurrence is influenced by actual social events in society.



A value shift is a change that occurs in society either due to the industrial revolution, technological developments, and the internet, which at first is considered flawed but, in the end, has a significant impact on social structures and functions in people's lives. Judging from the sociology of law according to Roscoe Pound considers the law a tool of social engineering (*Law as a tool of social engineering and social control*), aiming to optimally create harmony and harmony to meet human needs and interests in society. Online buying and selling transactions that have changed and shifted society's values and paradigms in obtaining goods or services that were previously through physical stores or traditional markets or modern markets that have to be done face to face hurt the market or physical store. The adverse effects, primarily on conventional markets, conventional market traders, and all small and medium-sized enterprises (MSMEs), increased unemployment, mass layoffs occurred, and malls also felt the changes from the shift in values in society.

Sociology of law is viewed from an empirical juridical view of the problems that occur from an era of development with the unpreparedness of society for changes and shifts in values that force humans to move forward and develop. The law, which was initially born from culture and for the community in its social relations, is expected to protect various circles of society and harmonize it with fast-moving technology.

#### IV. Conclusion

This paper concludes that the sociology of law is a field of law that can realize the social conditions of society in general and can respond to it with its power to protect a harmony of all variables in human life as social beings. Online buying and selling transactions bring enormous changes in the lives of every individual, and every generation in all circles of society will continue to develop following the advancement of industry and internet technology.

Suggestions that it can put forward are the government's action in formulating a rule to in addition to protecting business actors who have become pillars of this nation's economy, protection of producers, distributors, and consumers from this online shop without blocking progress in communication and the development of increasingly sophisticated technology.

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