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Legal Protection for Consumers Using Online Motorcycle Taxi Services in the Red Zone Area of Motorcycle Taxi Bases Linked to Law No. 8 of 1999 Concerning Consumer Protection

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Abstract: This study examines legal protection for consumers using online motorcycle taxi services in areas commonly referred to as red zones of conventional motorcycle taxi bases. The issue arises due to operational restrictions imposed on online motorcycle taxi drivers in certain areas, which limit consumers' ability to freely choose transportation services. The purpose of this research is to analyze the forms of legal protection for consumers and the responsibilities of service providers and the government in ensuring consumers' freedom to choose transportation services. This research uses a normative legal research method with statutory and conceptual approaches through the analysis of legislation, legal literature, and legal doctrines related to consumer protection and transportation services. The results indicate that legal protection for consumers of online motorcycle taxi services is guaranteed through consumer protection regulations that recognize the rights of consumers to safety, comfort, and freedom to choose services. In addition, the responsibility of service providers and the government is essential in ensuring a fair transportation system that provides legal certainty for society. Therefore, cooperation between service providers and the government is necessary to ensure optimal protection of consumer rights.

Keyword: Consumer Protection; Online Motorcycle Taxi; Red Zone; Freedom of Choice; Transportation.

INTRODUCTION

The development of information and communication technology in recent decades has brought significant changes to various aspects of people's lives, including the transportation sector. The digital transformation that occurred in the era of the industrial revolution 4.0 has driven the emergence of various application-based service innovations that utilize internet technology and smartphones. One form of innovation that is growing rapidly in Indonesia is application-based transportation services, better known as online motorcycle taxis. The presence of online motorcycle taxis has transformed people's mobility patterns from previously dependent on conventional transportation to more practical, efficient, and digitally

integrated ones. Through smartphone applications, people can easily order transportation services anytime and anywhere, get transparent fare estimates, and receive guarantees of relatively more measurable service standards compared to previous informal transportation services (Oktavian 2023).

From a legal perspective, the presence of online motorcycle taxis also brings consequences to the legal relationship between platform providers, drivers as partners, and the public as consumers using the services. This legal relationship gives rise to rights and obligations that must be protected by law to create certainty, justice, and benefits for all parties involved. Consumers, as parties who use transportation services, have a very important position in the legal protection system, because basically consumers are the parties who have the right to receive safe, comfortable services that meet the standards promised by the service provider. Legal protection for consumers in Indonesia is generally regulated in Law Number 8 of 1999 concerning Consumer Protection, which guarantees various consumer rights in transactions of goods and/or services (Masri, Handayani, Dhianty, and S. Wahyuni 2023).

Normatively (*das sollen*), consumers have the right to choose goods and/or services to be used according to their needs, desires, and economic capabilities. This right is expressly regulated in Article 4 letter b of the Consumer Protection Law, which states that consumers have the right to choose goods and/or services and to receive them according to the promised exchange rate and conditions. In addition, consumers also have the right to comfort, security, and safety in consuming goods and/or services. In the context of using application-based transportation services, these provisions should guarantee the freedom of the public to determine the choice of transportation services that are considered most appropriate to their needs, both in terms of price, time, and quality of service.

However, the reality in society (*das sein*) shows that these consumer rights have not been fully realized optimally. In the operational practices of online motorcycle taxis in various regions in Indonesia, restrictions are still often found on the activities of online motorcycle taxi drivers in certain areas informally claimed as operational areas for motorcycle taxi bases. These areas are often known as "red zones" for motorcycle taxi bases. In these areas, online motorcycle taxi drivers are often not permitted to pick up or drop off passengers due to social pressure, intimidation, and even potential conflict from motorcycle taxi base drivers who feel their operational areas have been taken over by app-based transportation services (Romadhiyah, Hartati, and Widyastuti 2024).

The phenomenon of red zones for motorcycle taxis is essentially a conflict of interest between conventional and technology-based transportation. Motorcycle taxis, a long-standing form of informal transportation, feel that the presence of online motorcycle taxis could reduce the number of passengers that have been their primary source of income. This situation creates competition that often leads to unilateral restrictions on operational areas. As a result, online motorcycle taxi drivers cannot freely provide services to consumers in certain areas, even if those consumers have legitimately placed orders through the app. The existence of red zones for motorcycle taxis not only impacts online motorcycle taxi drivers but also directly harms consumers as users of transportation services. Consumers who have booked online motorcycle taxi services often have to travel far outside their designated areas to be picked up by drivers. In some cases, orders have even been unilaterally canceled by drivers due to the risk of conflict at the pickup location. This situation clearly contradicts the principle of consumer protection, which should guarantee comfort, safety, and easy access to the transportation service chosen by consumers (Nasution 2024).

From a consumer protection law perspective, restricting access to online motorcycle taxi services in red zone areas can be categorized as a form of obstruction to the fulfillment of consumers' right to choose their desired transportation service. Consumers, who should have

the freedom to choose their transportation service, are unable to fully exercise their rights due to social pressure and conflicts of interest between transportation business actors. This indicates a discrepancy between applicable legal norms and actual practice. In other words, there is a gap between *das sollen* and *das sein* in the implementation of legal protection for consumers using online motorcycle taxi services. Furthermore, this issue is also related to the aspect of legal certainty in the implementation of application-based transportation in Indonesia. Although the government has issued various regulations governing online transportation operations, including regulations regarding safety standards and partnerships between platforms and drivers, regulations specifically addressing conflicts over operational areas between online motorcycle taxis and motorcycle taxis have not been comprehensively regulated. As a result, conflict resolution is often carried out only through social approaches or informal agreements at the local level, which in practice have the potential to limit consumers' rights to freely access transportation services (Fuskahti and Widyastuti 2024).

The issue of the existence of red zones for motorcycle taxis is fundamentally related to the principle of a state based on the rule of law, which demands legal certainty and protection of public rights. In a state based on the rule of law, every citizen has the same right to public services and the freedom to engage in economic activities as long as they do not conflict with applicable laws. Therefore, restrictions on the use of certain transportation services without a clear legal basis can raise legal issues that require further investigation.

Several previous studies have discussed the legal aspects related to online motorcycle taxi operations in Indonesia. Research conducted by Evelyn, Priska, Hesti Armiwulan, and Utiyafina Mardhati Hazhin in the journal *Sapientia et Virtus* analyzed the position of online motorcycle taxis from the perspective of transportation law in Indonesia. The study concluded that although online motorcycle taxis factually fulfill the characteristics of a transportation service, their status is still not explicitly recognized as public transportation in the national transportation law system. Meanwhile, another study conducted by Farhan Hiola, Lisnawaty W. Badu, and Julius T. Mandjo discussed the factors causing criminal acts of assault against online motorcycle taxi drivers, one of which was triggered by conflicts over operational areas between online motorcycle taxis and base motorcycle taxis (Arrazi and Arifin 2025).

While both studies make important contributions to understanding the legal aspects of online motorcycle taxi operations, they still place greater emphasis on the legal standing of online motorcycle taxis within the transportation legal system and the legal protection of drivers, who are vulnerable to violence. Studies on the legal standing of consumers as users of online motorcycle taxi services, particularly in the context of service restrictions in red zone areas for motorcycle taxi bases, are still relatively limited. Consumers are the ones directly impacted by these restrictions, as they cannot fully enjoy the freedom to choose their preferred transportation service (Pratama and Viana 2025).

Based on the above description, it can be concluded that there is a need to conduct a more in-depth study on legal protection for consumers using online motorcycle taxi services, especially in the context of the existence of the red zone of motorcycle taxi bases. This research is important to determine the extent to which consumer protection laws can guarantee consumers' rights in choosing transportation services, as well as the role of the state in creating legal certainty and resolving conflicts between conventional and application-based transportation. Therefore, this research will focus on a legal analysis of legal protection for consumers using online motorcycle taxi services in the red zone of motorcycle taxi bases by referring to the principles of consumer protection and applicable laws and regulations in Indonesia. Based on this background, the author is interested in conducting research with the title *Legal Review of Legal Protection for Consumers Using Online Motorcycle Taxi Services in the Red Zone of Motorcycle Taxi Bases*.

METHOD

This research uses a normative juridical approach that focuses on the analysis of legal norms contained in laws and regulations, expert doctrines, and court decisions relevant to the research problem. This approach is used to systematically examine how legal protection for consumers using online motorcycle taxi services in areas limited by the existence of red zones for motorcycle taxi bases. Legally, the consumer's right to choose and obtain services that are safe, comfortable, and in accordance with the exchange rate is guaranteed in Law Number 8 of 1999 concerning Consumer Protection, specifically Article 4. In addition, aspects of road transportation implementation are regulated in Law Number 22 of 2009 concerning Traffic and Road Transportation which emphasizes the importance of orderly, safe transportation services and providing legal certainty for the public as users of transportation services.

RESULTS AND DISCUSSION

1). Forms of Legal Protection for Consumers Using Online Motorcycle Taxi Services in the Red Zone Area of Motorcycle Taxi Bases According to Law Number 8 of 1999

Legal protection for consumers is an important aspect of the modern legal system, aiming to create a balance between businesses and consumers in economic activities. In the context of using app-based transportation services such as online motorcycle taxis, consumers are entitled to receive services that are safe, comfortable, and in accordance with the service standards promised by the service provider. Therefore, the state has an obligation to provide legal protection guarantees for consumers so that their rights are not violated by practices that do not comply with applicable laws. In Indonesia, legal protection for consumers is comprehensively regulated in Law Number 8 of 1999 concerning Consumer Protection, which serves as the main basis for guaranteeing consumer rights in various goods and service transactions, including the use of app-based transportation services (Musarrofa and Rohman 2022).

In the context of using online motorcycle taxi services, the existence of red zones for motorcycle taxi bases often gives rise to legal issues related to restrictions on consumer access to the transportation services they have chosen. Red zones are certain areas that are socially claimed as operational areas for motorcycle taxi bases, so that online motorcycle taxi drivers are not permitted to pick up or drop off passengers in these areas. This condition creates obstacles for consumers who want to use online motorcycle taxi services because they cannot freely obtain the transportation services of their choice. From a consumer protection law perspective, these restrictions have the potential to violate consumer rights guaranteed by law (Soraya et al. 2026).

The first form of legal protection for consumers using online motorcycle taxi services can be seen from the recognition of consumer rights as stipulated in Article 4 of the Consumer Protection Law. This provision emphasizes that consumers have the right to comfort, security, and safety in consuming goods and/or services. In addition, consumers also have the right to choose goods and/or services and to obtain them according to the exchange rate and conditions promised. In the context of using online motorcycle taxi services, this provision means that consumers have the freedom to choose application-based transportation services without any restrictions that have no clear legal basis. If consumers cannot obtain these services due to territorial restrictions imposed by certain parties, then this condition can be categorized as a violation of consumer rights.

In addition to recognizing consumer rights, other forms of legal protection can also be seen in the obligations of business actors as stipulated in Article 7 of the Consumer

Protection Law. This provision states that business actors have an obligation to act in good faith in conducting their business activities, provide correct, clear, and honest information regarding the conditions and guarantees of the services offered, and provide services to consumers correctly and without discrimination. In the context of online motorcycle taxi services, companies providing application-based transportation platforms as business actors have an obligation to ensure that the services offered to consumers can be accessed optimally without any obstacles that could harm consumers. Therefore, service providers also need to coordinate with the government and related parties to resolve conflicts over operational areas that could hinder consumer access to transportation services (Lestari, Bayuaji, and Setiabudi 2023).

Legal protection for consumers can also be seen in the existence of a dispute resolution mechanism if consumers experience losses due to the use of certain goods or services. The Consumer Protection Law states that consumers who suffer losses can file lawsuits against business actors through consumer dispute resolution institutions or through the courts. This provision guarantees that consumers have the legal means to seek redress if their rights are violated. In the context of restrictions on online motorcycle taxi services in red zone areas, consumers who experience losses due to being unable to obtain the transportation services they have ordered essentially have the right to file objections or complaints with the service provider or with a consumer protection institution (Prayuti et al. 2024).

In addition, legal protection for consumers using transportation services is also related to the principle of safe and orderly transportation as stipulated in Law Number 22 of 2009 concerning Road Traffic and Transportation. This law emphasizes that transportation services must provide maximum benefits to the community and guarantee the safety, security, and comfort of transportation service users. Therefore, any form of restriction on access to transportation services that does not have a clear legal basis can be considered contrary to the objectives of transportation services as stipulated in this law.

From the perspective of a state governed by the rule of law, consumer protection is also linked to the principles of legal certainty and justice for all citizens. The state is obligated to ensure that every citizen can enjoy public services fairly without discrimination or unlawful restrictions. The existence of red zones for motorcycle taxis, which restrict access to online motorcycle taxi services, essentially indicates a gap between applicable legal norms and actual practices. Therefore, government efforts are needed to create clearer and more comprehensive regulations regarding the operation of app-based transportation services to ensure that conflicts between online and base motorcycle taxis do not harm consumers as service users. Furthermore, legal protection for consumers can also be realized through the government's role as a regulator responsible for overseeing the implementation of business activities in the transportation sector. The government has the authority to create policies that can create a balance between the interests of conventional transportation businesses and app-based transportation. In this regard, the policies adopted must prioritize the interests of consumers as users of transportation services. Therefore, any policy related to the regulation of transportation operational areas should not eliminate consumers' right to choose their desired transportation service (Rahmanda and Jonathan 2022).

Legal protection for consumers using online motorcycle taxi services in the red zone for motorcycle taxi bases according to the Consumer Protection Law includes recognition of consumers' rights to choose transportation services, the obligation of business actors to provide good and non-discriminatory services, and the existence of dispute resolution mechanisms if consumers experience losses. In addition, this legal protection is also strengthened by provisions in transportation laws and regulations that emphasize the importance of providing safe, comfortable transportation that provides benefits to the community. Therefore, the existence of red zones that limit access to online motorcycle taxi

services needs to be reviewed legally so as not to conflict with the principles of consumer protection and legal certainty guaranteed by Indonesian laws and regulations.

2. Legal Protection for Consumers Who Cannot Exercise Their Right to Choose Transportation Services, Thus Potentially Experiencing Insecurity, Losses, Tariff Imposition, and Tariff Uncertainty by Motorcycle Taxis in Red Zone Areas

Legal protection for consumers in the use of transportation services is an important part of the legal system in Indonesia, particularly in the context of the development of digital technology-based transportation that is increasingly used by the public. Consumers as service users have the right to receive safe, comfortable services and the freedom to choose transportation services according to their needs without pressure from any party. However, in practice, conflicts often arise between conventional transportation service providers such as motorcycle taxis and app-based or online transportation. These conflicts often result in losses for consumers, as reflected in the incident at Tigaraksa Station, Tangerang Regency, when a mother carrying her baby was forced to get out of an online taxi by several motorcycle taxi drivers. This action clearly creates insecurity, coercion, and eliminates the consumer's right to choose the transportation service they desire (Hutapea, Sidabalok, and Samosir 2023).

Normatively, consumer protection in Indonesia is expressly regulated in Law Number 8 of 1999 concerning Consumer Protection. Article 4 letter a of the law states that consumers have the right to comfort, security, and safety in consuming goods and/or services. This right includes the freedom of consumers to choose transportation services without intimidation, threats, or coercion from certain parties. Furthermore, Article 4 letter b also emphasizes that consumers have the right to choose goods and/or services and to receive them in accordance with the exchange rate, conditions, and guarantees promised. Therefore, if a consumer has chosen to use an online taxi service through an official application, no other party has the right to force the consumer to switch to another transportation service. The coercive actions carried out by the motorcycle taxi drivers in this case can be categorized as a violation of consumer rights because they have hindered the consumer's freedom to determine their choice of transportation services (Masri, Handayani, Dhianty, and Wahyuni 2023).

In addition to the Consumer Protection Law, aspects of protection for transportation service users can also be seen in Law Number 22 of 2009 concerning Traffic and Road Transportation. This law emphasizes that transportation providers must provide safe, secure, orderly, and regular services to the public. This principle indicates that every transportation provider, whether conventional or app-based, must uphold the interests of the safety and comfort of passengers as service users. If there are acts of intimidation, threats, or coercion against passengers in public spaces, such as what occurred at Tigaraksa Station, then this is contrary to the principle of safe and orderly transportation as mandated by the law (Rahmalia, Rahmatiar, and Abas 2025).

Furthermore, blocking vehicles, forcing passengers to disembark, and threatening to damage them can also be linked to criminal law provisions in the Criminal Code (KUHP). These actions have the potential to fulfill the elements of unpleasant or unlawful acts that harm others. Threats to damage vehicles can even be categorized as threats of violence against another person's property. Furthermore, forcing passengers to disembark can also be linked to elements of unlawful acts that disrupt public order in public spaces. Therefore, the actions carried out by these motorcycle taxi drivers not only violate consumer rights but also have the potential to result in criminal consequences if proven to fulfill the elements of a crime.

In the context of consumer protection, the state has an obligation to guarantee the fulfillment of the public's rights to obtain fair and safe services. The government, through law enforcement officials, transportation regulators, and local governments, plays a crucial role in

regulating and enforcing regulations in transportation operational areas to prevent conflicts that harm the public. The term "red zone," often used by motorcycle taxi drivers to prohibit online transportation from operating in certain areas, is essentially legally ineffective unless it is based on official regulations from the government or the relevant transportation authorities. If such regulations are merely unwritten agreements among certain groups, they cannot be used as a basis for restricting consumers' rights to choose transportation services (Soraya et al. 2026).

The Tigaraksa Station incident demonstrates that the conflict between conventional and online transportation remains a significant issue requiring serious attention. In this incident, consumers were the ones most affected, losing their sense of security and freedom to choose their transportation options. Even in rainy conditions, a mother carrying her baby had to get out of the vehicle due to pressure from a motorcycle taxi driver. This situation demonstrates a potential violation of consumer protection principles and the public's right to feel safe in public spaces. Therefore, the police's immediate action of investigating, apprehending the alleged perpetrator, and mediating between the two parties is the right measure to maintain order and protect the public's interests as users of transportation services (Kusumadewi and Sharon 2022).

Furthermore, resolving the conflict between motorcycle taxis and online transportation requires a clearer regulatory approach from the government. The government needs to establish strict rules regarding passenger pick-up areas in public transportation areas such as stations, terminals, and airports. With clear regulations, there will be no more differences in understanding regarding operational areas, which often trigger conflicts in the field. These regulations must also prioritize the interests of consumers as users of transportation services, as the primary goal of providing transportation is to provide easy mobility for the public. Furthermore, educating transportation business operators is crucial to preventing similar conflicts in the future. Both motorcycle taxi drivers and online transportation drivers need to be educated on the importance of respecting consumer rights and maintaining order in public spaces. Every transportation service provider must recognize that consumers have complete freedom to choose the service that best suits their needs. If competition arises between conventional and online transportation, such competition should be conducted in a healthy manner and should not harm consumers (Widiarty and Saragih 2024).

Legal protection for consumers in using transportation services is crucial to ensure the safety, comfort, and freedom of choice. The incident of coercion against passengers at Tigaraksa Station demonstrates that practices that violate consumer rights and have the potential to cause harm to the public persist. Therefore, the Consumer Protection Law, the Road Traffic and Transportation Law, and law enforcement against acts of intimidation or coercion must be strictly enforced to prevent similar incidents from recurring. The state, through law enforcement officials and transportation regulators, must ensure that every citizen can use transportation services safely, freely, and without pressure from any party (Pratama and Viana 2025).

Beyond the normative aspects outlined above, it's important to view consumer protection from a broader perspective, namely as part of the protection of human rights in everyday life. The freedom to choose transportation services is part of an individual's right to independently determine their mobility needs. When this freedom is unilaterally restricted by certain groups through intimidation or coercion, it not only violates positive law but also undermines the fundamental principle of individual freedom in a democratic society. In this context, the state has a constitutional obligation to protect every citizen from any form of arbitrary action that could interfere with their basic rights, including access to safe and adequate transportation services (Rahmatiar 2024).

Furthermore, the "red zone" phenomenon that has developed in various regions is essentially a form of social practice that lacks formal legal legitimacy, yet is often enforced as if it were binding. In practice, red zones are often used by motorcycle taxi drivers to prohibit online transportation from picking up passengers in certain areas. However, in the Indonesian legal system, restrictions on business activities or public access can only be implemented through legislation or official policies from the authorized government. Therefore, the existence of red zones without formal regulations can be categorized as an illegal restriction on the rights of consumers and app-based transportation businesses (Putri, Rahmatiar, and Abas 2024).

From a competition law perspective, the actions of certain motorcycle taxi drivers can also be analyzed as a form of unfair competition. Coercing consumers into using certain services and preventing competitors from operating are practices that violate the principles of fair competition. Competition should be fostered through improving service quality, setting reasonable rates, and providing added value to consumers, not through intimidation or pressure. If these practices continue, they will create market distortions that ultimately harm consumers, as they no longer have the freedom to choose the best service (Setiadi, Rahmatiar, and Abas 2024).

Furthermore, from a civil law perspective, coercive actions that cause harm to consumers can be categorized as unlawful acts (*onrechtmatige daad*). The elements of an unlawful act, namely the existence of an act, the act being unlawful, the existence of a loss, and a causal relationship between the act and the loss, can be fulfilled in this case. Consumers who are forced to get out of a vehicle in unsafe conditions, for example when it is raining or while carrying small children, clearly suffer both material and immaterial losses. Therefore, consumers have the right to claim compensation for the losses they experience as a result of these actions (Adiguna, Rahmatiar, and Abas 2025).

Furthermore, consumer protection must also be viewed from the perspective of the responsibilities of app-based transportation businesses. Online transportation service providers are obligated to ensure the safety and security of passengers while using their services. Under certain circumstances, companies may also need to provide additional protections, such as emergency buttons, trip tracking systems, and responsive complaint mechanisms. This is crucial for providing a sense of security to consumers, especially when facing conflict situations on the ground, such as those occurring in red zones. Therefore, consumer protection is not solely the responsibility of the government, but also of business actors as service providers (Ekasari, Rahmatiar, and Abas 2024).

On the other hand, local governments have a strategic role in creating orderly and equitable transportation governance. One step that can be taken is to provide official pick-up points for online transportation in public areas such as train stations, terminals, and shopping centers. The determination of these pick-up points must be carried out transparently and involve all stakeholders, including representatives of motorcycle taxis and online transportation companies. With clear regulations, the potential for conflict in the field can be minimized, allowing consumers to use transportation services more comfortably and safely. In addition to a regulatory approach, a social approach is also key to resolving conflicts between motorcycle taxis and online transportation. The government, along with law enforcement officials, needs to provide guidance and outreach to motorcycle taxi drivers regarding the importance of respecting consumer rights and understanding the changing dynamics of transportation in the digital era. Technological transformation is unavoidable, making adaptation crucial for all business actors. In this regard, the government can also provide training or facilitation for motorcycle taxi drivers to transition or join an app-based transportation system, so they can remain competitive (Suryadi, Rahmatiar, and Abas 2023).

Furthermore, it is crucial to build legal awareness in the community that any action that violates the rights of others has legal consequences. This awareness applies not only to transportation businesses but also to consumers, encouraging them to report any adverse actions they experience. Easily accessible complaint mechanisms, whether through the police or consumer protection agencies, must be continuously strengthened to ensure the public feels no fear or hesitation in seeking justice (Aircheny, Rahmatiar, and Abas 2024).

With increased legal awareness, it is hoped that practices of intimidation and coercion can be significantly reduced. Police must act firmly and proportionally against any actions that disrupt public order and harm consumers. Consistent law enforcement will have a deterrent effect on perpetrators and serve as a warning to others to avoid similar actions. However, a repressive approach must also be balanced with a preventive approach, such as routine patrols in conflict-prone areas and coordination with public transportation operators to ensure passenger safety. Legal protection for consumers using transportation services in red zones must be understood as a shared responsibility between the state, businesses, and the public. The state must be present through strict regulations and law enforcement, businesses must uphold business ethics and consumer safety, and the public must have a strong legal awareness. With this synergy, it is hoped that a transportation system will be created that is not only efficient and modern, but also fair, safe, and respectful of the rights of every individual (Sauri, Rahmatiar, and Abas 2023).

CONCLUSION

The conclusions in this study are as follows:

1. Legal protection for consumers using online motorcycle taxi services in the red zone for motorcycle taxi bases according to Law Number 8 of 1999 is realized through the recognition and guarantee of consumer rights, especially the right to comfort, security, safety, and freedom in choosing the desired transportation service. In addition, this protection is also reflected in the obligation of business actors to act in good faith, provide non-discriminatory services, and guarantee optimal service access. In addition, the existence of a dispute resolution mechanism provides a legal means for consumers to claim their rights if they experience losses, which is also reinforced by provisions in the transportation sector that emphasize the importance of providing safe, orderly, and community-oriented services.
2. Protection for consumers who cannot exercise their right to choose transportation services includes guarantees of freedom from all forms of intimidation, coercion, and unfair treatment that can cause insecurity or loss, both material and immaterial. Red zone practices that have no legal basis have the potential to violate consumer rights, hinder the freedom to choose services, and can be classified as unlawful acts and even lead to criminal acts if accompanied by threats or violence. Therefore, strict law enforcement, the establishment of clear and comprehensive regulations, and the active role of the government, business actors, and the community in creating a transportation system that is safe, fair, and guarantees legal certainty for consumers.

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