

ABSTRAK

Pelaksanaan sistem penawaran harga tertinggi (lelang) melalui aplikasi Shopee Live di Kabupaten Merangin serta untuk menganalisis efektivitas dan kendala dalam penerapannya. Metode yang digunakan dalam penelitian ini adalah metode yuridis empiris dengan pendekatan kualitatif, yaitu dengan cara melakukan wawancara di wilayah hukum Bpsk (Badan Penyelesaian Sengketa Konsumen) serta observasi langsung terhadap proses penawaran harga yang dilakukan secara real-time dalam aplikasi. Data primer diperoleh melalui wawancara dan studi lapangan, sedangkan data sekunder diperoleh dari literatur, peraturan perundang-undangan, dan dokumen pendukung lainnya. Hasil penelitian menunjukkan bahwa sistem penawaran harga tertinggi melalui Shopee Live di Kabupaten Merangin cukup diminati oleh masyarakat karena dianggap lebih interaktif dan memberikan kesempatan mendapatkan harga terbaik. Namun, pelaksanaannya masih menghadapi beberapa kendala, seperti belum adanya regulasi spesifik yang mengatur mekanisme lelang daring di platform e-commerce, potensi kecurangan dari pihak penjual atau pembeli, serta minimnya perlindungan hukum bagi konsumen apabila terjadi sengketa. Oleh karena itu, diperlukan regulasi dan pengawasan yang lebih jelas agar sistem ini dapat berjalan dengan transparan dan adil bagi semua pihak.

Kata Kunci: *Penawaran Harga Tertinggi, Shopee Live, E-Commerce, Konsumen.*

ABSTRACT

The implementation of the highest price bidding system (auction) through the Shopee Live application in Merangin regency and to analyze the effectiveness and obstacles in its implementation. The method used in this study is an empirical legal method with a qualitative approach, namely by conducting interviews with jurisdiction who actively use the Shopee Live feature, as well as direct observation of the price bidding process carried out in real time in the application. Primary data was obtained through interviews and field studies, while secondary data was obtained from literature, laws and regulations, and other supporting documents. The results of the study indicate that the highest price bidding system through Shopee Live in Merangin regency is quite popular with the public because it is considered more interactive and provides the opportunity to get the best price. However, its implementation still faces several obstacles, such as the absence of specific regulations governing the online auction mechanism on the e-commerce platform, the potential for fraud from sellers or buyers, and the lack of legal protection for consumers in the event of a dispute. Therefore, clearer regulations and supervision are needed so that this system can run transparently and fairly for all parties.

Keywords: *Highest Price Bidding, Shopee Live, E-Commerce, Consumers.*