

IMPLEMENTASI PERLINDUNGAN HUKUM BAGI *FREELANCER* JASA DESAIN GRAFIS DIGITAL TERHADAP TINDAKAN WANPRESTASI KONSUMEN DALAM TRANSAKSI ELEKTRONIK DI KOTA SINGARAJA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi perlindungan hukum dan upaya penyelesaian sengketa bagi *freelancer* desain grafis yang mengalami tindakan wanprestasi di Kota Singaraja. Penelitian ini menggunakan metode yuridis empiris (sosiologis) dengan sifat deskriptif, yang mengkaji keterkaitan antara norma hukum yang berlaku (*das sollen*) dan fakta hukum di lapangan (*das sein*). Data diperoleh melalui observasi, wawancara dengan informan dan responden, serta studi dokumen, dengan menggunakan sumber data primer dan sekunder, yang selanjutnya dianalisis secara kualitatif. Hasil penelitian menunjukkan bahwa implementasi perlindungan hukum bagi *freelancer* desain grafis di Kota Singaraja dapat didasarkan pada pesan atau percakapan digital yang diakui sah sebagai alat bukti perikatan yang mengikat para pihak. Selain itu, dalam menghadapi wanprestasi konsumen, upaya penyelesaian yang dilakukan oleh *freelancer* mayoritas menempuh jalur non-litigasi melalui negosiasi dan teguran, serta melakukan tindakan preventif berupa pembatasan resolusi *file* desain sebelum pelunasan. Peneliti menyarankan kepada Dinas Koperasi dan UKM Kabupaten Buleleng untuk memfasilitasi pembentukan wadah komunitas resmi dan memberikan edukasi standardisasi kontrak kerja guna meminimalisir risiko kerugian bagi *freelancer*.

Kata Kunci: Desain Grafis, *Freelancer*, Perlindungan Hukum, Wanprestasi

Implementation of Legal Protection for Freelance Digital Graphic Design Service Providers Against Consumer Default in Electronic Transactions in Singaraja City

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ABSTRACT

This study aims to analyze the implementation of legal protection and dispute resolution efforts for freelance graphic designers experiencing breach of contract in Singaraja City. This research employs an empirical-juridical (sociological) method of a descriptive nature, which examines the correlation between applicable legal norms (das sollen) and legal facts on the ground (das sein). Data were collected through observation, interviews with informants and respondents, and document studies, utilizing both primary and secondary data sources, which were subsequently analyzed qualitatively. The results indicate that the implementation of legal protection for freelance graphic designers in Singaraja City can be established upon digital messages or conversations, which are legally recognized as valid evidence of a binding agreement between the parties. Additionally, in facing consumer default, the resolution efforts predominantly undertaken by freelancers involve non-litigation routes through negotiation and reprimands, alongside preventive measures such as restricting the resolution of design files prior to full settlement. The researcher recommends that the Department of Cooperatives and SMEs of Buleleng Regency facilitate the establishment of an official community platform and provide education regarding the standardization of work contracts to minimize the risk of financial losses for freelancers..

Keywords: *Breach of Contract, Freelancer, Graphic Design, Legal Protection*