

## ABSTRAK

Fenomena penipuan *online* semakin marak seiring pesatnya perkembangan teknologi dan transaksi digital di Indonesia. Modus penipuan yang mengatasnamakan platform *e-commerce* ternama seperti Shopee menimbulkan kerugian, sehingga memerlukan perhatian khusus dari segi perlindungan hukum. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis bentuk perlindungan hukum yang diberikan kepada korban tindak pidana penipuan *online* akibat undian berhadiah yang mengatasnamakan *e-commerce* Shopee oleh Polda Jambi serta mengidentifikasi dan menganalisis hambatan yang dihadapi Polda Jambi dalam memberikan perlindungan hukum terhadap korban tindak pidana penipuan *online* akibat undian berhadiah yang mengatasnamakan *e-commerce* Shopee serta bagaimana upaya mengatasinya. Metode yang digunakan dalam penelitian ini adalah metode penelitian yuridis empiris. Pengumpulan data dalam penelitian ini dilakukan dengan cara wawancara. Dari hasil penelitian ini dapat disimpulkan bentuk perlindungan hukum yang diberikan kepada korban tindak pidana penipuan *online* akibat undian berhadiah yang mengatasnamakan *e-commerce* Shopee dilaksanakan melalui serangkaian upaya yang mencakup penerimaan laporan dan pelayanan kepada korban, proses penyelidikan dan penyidikan terhadap pelaku, perlindungan hak-hak korban selama proses hukum, upaya pemulihan kerugian, serta langkah-langkah pencegahan melalui edukasi dan sosialisasi kepada masyarakat. Polda Jambi menghadapi berbagai hambatan dalam memberikan perlindungan hukum terhadap korban tindak pidana penipuan *online* akibat undian berhadiah yang mengatasnamakan *e-commerce* Shopee. Hambatan utama terletak pada keterbatasan akses terhadap data perbankan akibat ketentuan kerahasiaan bank, yang berdampak pada lambatnya penelusuran dan pemulihan kerugian korban. Selain itu, perkembangan modus penipuan *online* yang semakin canggih, keterbatasan sarana teknis dan teknologi, rendahnya literasi digital masyarakat, serta kendala dalam koordinasi antar lembaga turut memengaruhi efektivitas perlindungan hukum.

**Kata Kunci: Perlindungan Hukum, Korban, Tindak Pidana Penipuan Online, Polda Jambi**

## **ABSTRACT**

*The phenomenon of online fraud is increasingly prevalent along with the rapid development of technology and digital transactions in Indonesia. Fraudulent methods that use the name of well-known e-commerce platforms such as Shopee cause losses, thus requiring special attention in terms of legal protection. The purpose of this study is to determine and analyze the form of legal protection provided to victims of online fraud crimes due to prize draws in the name of the e-commerce Shopee by the Jambi Regional Police and identify and analyze the obstacles faced by the Jambi Regional Police in providing legal protection to victims of online fraud crimes due to prize draws in the name of the e-commerce Shopee and how to overcome them. The method used in this study is an empirical juridical research method. Data collection in this study was conducted through interviews. From the results of this study, it can be concluded that the form of legal protection provided to victims of online fraud crimes due to prize draws in the name of the e-commerce Shopee is implemented through a series of efforts that include receiving reports and services to victims, the process of investigation and inquiry against the perpetrators, protection of victims' rights during the legal process, efforts to recover losses, and preventive measures through education and outreach to the community. The Jambi Regional Police face various obstacles in providing legal protection to victims of online fraud involving prize draws in the name of the e-commerce platform Shopee. The main obstacle lies in limited access to banking data due to bank confidentiality regulations, which slows down the process of tracing and recovering victims' losses. Furthermore, increasingly sophisticated online fraud methods, limited technical and technological resources, low digital literacy, and challenges in inter-agency coordination also impact the effectiveness of legal protection.*

**Keywords: Legal Protection, Victims, Online Fraud Crimes, Jambi Regional Police**

