

Protection Consumer to Perspective Brand Manipulation Maqashid Syariah (Shopee Marketplace Case Study)

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Abstract: Brand manipulation is one of the most common violations of intellectual property rights in marketplaces, including Shopee. This practice harms consumers and original brand owners by causing confusion, lowering product quality in the market, and threatening user safety. This study aims to analyze the factors causing brand manipulation to protect consumer rights based on the consumer Protection Law (UUPK) and explore the application of Maqashid Syariah justice values. This study uses a library research method with a descriptive qualitative approach. A statute approach is used to analyze relevant regulations, such as Law No. 8 of 1999 on Consumer Protection and Law No. 20 of 2016 on Trademarks and Geographical Indications. . Research suggests that brand manipulation results from a number of major factors: a lack of consumer knowledge of the original, a profitable economic advantage for business owners, a lack of legal supervision and enforcement, tight market competition, and a lack of clear quality standards. This dishonest act costs the consumer dearly. Maqashid sharia views all Islamic laws as aimed at keeping the five main things in human life: religion (ad-din), soul (an-nafs), reason (al-'aql), descendants (an-nasl), and treasure (al-mal). This points out that the importance of increased surveillance, more stringent law enforcement, and education of consumers to be more aware of products circulating in the marketplace. Shopee as an e-commerce platform also has a crucial role in ensuring that the sellers on the platform comply with consumer protection regulations.

Keywords: *Consumer Protection, Brand Manipulation, and Maqashid Shari:*

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1. Introduction

Social media has become a major platform for buying and selling transactions, especially since the pandemic. With easy access and wide reach, many consumers have turned to online shopping (Sari et al., 2020) . However, behind these advantages, there are risks such as default by sellers and the rampant circulation of counterfeit branded goods that are detrimental to consumers (Zulfa et al., 2023) .

One of the problems that often occurs is brand manipulation, where original products are overwritten with fake brands for greater profit. This not only violates the rights of brand owners, but also harms consumers who buy goods in the hope of getting original products. In the context of legal protection, Law No. 8 of 1999 concerning Consumer Protection provides consumers with the right to obtain goods in accordance with the agreement and protects them from misleading trade practices. Article 8 letter (f) expressly prohibits business actors from producing or trading goods that do not comply with the information on the label or promotion (Harisa & Habibah, 2019) .

In addition, Law No. 20 of 2016 concerning Trademarks and Geographical Indications also regulates protection for consumers and brand owners. This principle is in line with the provisions of consumer protection law, where producers are responsible for losses suffered by consumers due to counterfeit products or misleading information. (Bukit et al., 2022) . With the increase in online transactions and the rise in brand counterfeiting, stricter law enforcement is needed so that consumers get maximum protection. The relationship between the Consumer Protection Law and the Trademark Law is an important instrument in ensuring fairness in economic transactions and preventing brand manipulation practices that are detrimental to various parties (Khatimah, 2023) .



Figure 1 Example Brand Manipulation

Source : Tiktok

The image illustrates a case of brand manipulation in an online marketplace, where a single product appears to carry two different brand labels, potentially misleading consumers. This situation raises concerns about transparency, product authenticity, and fair trade. From the perspective of maqashid syariah, such practices conflict with the objectives of preserving wealth (hifz al-mal), upholding trust (amanah), and ensuring justice in commercial transactions. Unlike a purely legalistic approach that focuses on regulatory compliance, the maqashid syariah framework encourages ethical responsibility and moral conduct in business, aiming to protect consumers not only through law but also through integrity and accountability in the marketplace.

According to legal experts, technological developments have made it easier to sell counterfeit goods, considering that digital platforms allow sellers to operate under false identities, making law enforcement increasingly difficult (Syaripudin & Herman, 2024). As seen in Figure 1, a consumer who felt cheated because he bought a Hamlin branded laptop bag for IDR 300,000, initially there was nothing suspicious but after using it for several months, suddenly the brand was removed and behind the brand there was another brand called Rhodey, because he was curious, the owner of the laptop bag traced the original price of the Rhodey brand and it turned out that the price of the item was around IDR 20,000 (Ariany et al., 2022) . Of course, the consumer was shocked and felt very disadvantaged. After the incident, the consumer who happened to be an influencer uploaded a video telling about the incident he experienced. Of course, this became popular on several social media, especially Tiktok and X (Rahman et al., 2023) .

From the perspective of maqashid sharia, consumer protection has a strong foundation. Maqashid sharia, or the objectives of sharia, focus on maintaining five

important aspects of human life: religion, soul, mind, descendants, and property. In this context, protecting consumers from brand manipulation is in line with the goal of preserving property and preventing losses that can be experienced by individuals. This is in line with the principles of justice and ethics in business promoted by sharia (Widyastuti et al., 2022) . In the Qur'an AnNisa: 29 Allah says;

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

It means :

"O you who believe, do not consume your neighbor's wealth in a false (unrighteous) manner, except in the form of business based on mutual consent between you. Do not kill yourselves. Indeed, Allah is Most Merciful to you." (QS An-Nisâ` : 29)

Consumer protection against brand manipulation is not only a moral and ethical responsibility, but also an integral part of the maqasid sharia (Soebagio, 2024) . In an effort to create an economic system based on sharia principles, it is important for all parties including the government, business actors, and the community to commit to fair, transparent, and responsible trade practices. As in the Qur'an, Surah Al-Baqarah verse 188 which reads;

وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ وَتُدْخِلُوا بِهَا إِلَى الْحُكَّامِ لِتَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ

It means :

" Do not eat the wealth between you in a false way and (do not) bring (the affairs of) the wealth to the judges with the intention that you can consume some of other people's wealth in a sinful way, even though you know." (QS Al-Baqarah: 188)

Al-Qurthubi in his interpretation said, "This verse is addressed to the entire Ummah of Muhammad SAW. Thus, the meaning of this verse is that none of you should consume other people's property in a way that is not truly tafa. This includes gambling activities, cheating, plundering, refusing the obligation to fulfill people's rights, taking other people's property in a way that is not permitted by the owner, or permitted by the owner but prohibited by the Shari'a, such as wages for lewd acts and shamanism, as well as expenses purchase or sale of liquor, pork and other illicit goods.

In addition, there is a Hadith regarding buying and selling, the Messenger of Allah said: "Honest and trustworthy traders are equal (in their place in heaven) with the prophets, the siddiqin and the martyrs." (HR Tirmidhi). " Manipulation of certain trademarks by others to increase the price of their products without the permission of the Product owner is an act of deception that the person has obtained the right to use it. It is also a false claim that he has something that is not his (Nasrulloh et al., 2024) .

In research conducted by (Harisa & Habibah, 2019) it was explained that in Islam, the problem forgery or manipulation brand No in a way explicit set up in the Qur'an and hadith . However , the action to fake or manipulate similar brands brand original considered as violations that can charged punishment ta'zir . Punishment ta'zir is type the punishment applied as form teaching or warning for perpetrator , without reach provision had syar'i punishment (an existing punishment determined in a way specific by sharia for crime certain things , such as adultery or theft) (Anwa et al., 2021) . Action criminal manipulation brand This categorized as crime ta'zir , namely act criminal acts and threats the punishment No set up in a way detailed by sharia, but handed over to

wisdom ruler or judge (Rizfal Danis Aprilio, 2021) . The judge has freedom For choose form appropriate punishment with level crime and conditions the perpetrator . Therefore that , punishment ta'zir nature flexible and not own fixed limits , but customized with level error or losses incurred (Ayu Widyaningsih, 2023) .

In a study conducted by (Negara, Prawira and Satria, 2021), consumer rights are comprehensively discussed as regulated in Article 4 letter (h) of Law No. 8 of 1999 concerning Consumer Protection, which provides consumers with the right to receive compensation, damages, and/or replacement if the goods or services received do not comply with the agreement or are not as they should be. This confirms that consumers who purchase goods with counterfeit brands or use brands without the owner's permission can claim their rights based on these regulations. However, business actors often try to avoid this obligation by including an exoneration clause in the agreement made with consumers, which attempts to free themselves from responsibility for losses suffered by consumers (Fathony, 2018) . However, in consumer protection law, the use of this type of clause remains questionable because it is not always effective in freeing producers from their responsibilities. In addition, in the context of violations related to trademarks or counterfeiting of goods, the principle of strict liability is often applied , which states that errors or bad intentions are not determining factors in the liability of business actors, so that producers must still be responsible for consumer losses, even though there is no element of intent (Jannah, 2010) .

Law enforcement against brand counterfeiting is also strengthened by Law Number 20 of 2016 concerning Brands and Geographical Indications, which strictly prohibits brand counterfeiting and provides protection for the rights of brand owners. Furthermore, Article 8 letter (f) of Law Number 8 of 1999 emphasizes that business actors are prohibited from producing or trading goods and/or services that do not comply with the promises made in the label, etiquette, description, advertisement, or promotion, which is also relevant in the context of selling counterfeit branded goods online, where violations of this kind are increasingly common (. & Handayani, 2021) .

Consumer protection has been regulated very well from a religious perspective, namely the Qur'an and Hadith, as well as from a legal perspective in Indonesia in Law Number 8 of 1999, so that this is very strong to be followed in terms of consumer protection and also the obligations of business actors in carrying out their businesses which can create a society that acts correctly and honestly in the implementation of each.(Iqbal & Hidayat, 2024).

The integration of the maqashid sharia approach with positive law provides a more holistic framework for addressing brand manipulation, particularly in digital marketplaces such as Shopee. While positive law focuses on legal compliance and regulatory enforcement to protect consumer rights, maqashid sharia emphasizes ethical considerations rooted in the preservation of wealth (hifz al-mal), intellect (hifz al-'aql), and trust (amanah). In the context of brand manipulation, such as the selling of counterfeit or misleadingly labeled products, maqashid sharia offers moral accountability that complements legal sanctions. This dual approach not only ensures consumer protection through legal mechanisms but also fosters a marketplace guided by Islamic

ethical values. Therefore, applying both frameworks can produce more applicable and sustainable solutions to protect consumers from deceptive branding practices.

This study highlights the importance of the involvement of private law and public law in consumer protection, where private law regulates the rights and obligations between consumers and producers, while public law provides a role for the state in protecting consumers from detrimental actions and ensuring fairness in economic transactions. Therefore, efforts to prevent the circulation of counterfeit goods with brand manipulation are very necessary to protect the original brand owners and maintain consumer rights from detrimental actions.

2. Materials and Methods

The type of research used in this study is library research (research) as explained by (Utsman, 2014). This literature study aims to collect relevant information related to consumer protection against brand manipulation in the perspective of *maqashid sharia*. This study uses a descriptive qualitative method, which is very appropriate for examining the concept of consumer protection law, especially related to standard clauses and exoneration. This method allows researchers to explore the values of justice in *maqashid sharia*, especially in the context of consumer protection from fraudulent practices such as brand manipulation, which can harm consumer rights.

The most appropriate approach in this research is the statute approach (approach), as expressed by Peter Mahmud Marzuki (2009). This approach focuses on the analysis of applicable laws and regulations in consumer protection, especially from brand manipulation practices. Several important regulations analyzed include Law Number 8 of 1999 concerning Consumer Protection, which regulates the rights and obligations between consumers and business actors, and Law Number 20 of 2016 concerning Trademarks and Geographical Indications, which discusses intellectual property rights and sanctions for brand violations (Muhammad, 2004). Through this approach, researchers can examine in depth the applicable legal provisions, analyze their implementation in the field, and assess the effectiveness of regulations in providing fair and comprehensive protection for consumers from potential losses due to their manipulation.

3. Results and Discussion

3.1 Causes and Effects of Brand Manipulation

Brand manipulation is an act that harms consumers and violates the rights of legitimate brand holders. Some indicators that cause brand manipulation include:

a. Lack of Consumer Knowledge about Authentic Brands

Lack of consumer knowledge about genuine brands can be a main indicator of brand manipulation. Many consumers, especially those who do not have sufficient access to information, often cannot distinguish between genuine and counterfeit brands. This lack of understanding allows unscrupulous business actors to take advantage of consumer ignorance, by offering products that look similar to well-known brands, but are actually fake or low-quality products. As a result, consumers can be trapped into purchasing products that do not meet their expectations, both in terms of quality and safety (Rahman et al., 2023). An example of this problem as has happened in the Shopee marketplace is a fake skincare product (kw) from the brand "Hanasui", at first glance it looks the same but if you look in more detail at the packaging of the Hanasui serum the color is slightly different and the font of the brand is also slightly different even the color

and texture of the serum are different. Due to the lack of knowledge about the original brand, these consumers are deceived and believe that they are buying an original product, when in fact they are getting a fake product that is dangerous for users.

b. Tempting Economic Benefits

High economic benefits are an attraction for business actors to manipulate brands. Irresponsible business actors see an opportunity to gain quick profits by selling goods with the lure of luxury brands but it turns out that the goods sold do not match their quality, they sell goods for hundreds to millions of rupiah using goods whose original price is tens of thousands. Of course the quality of the goods sold is also ordinary. Of course this is not appropriate and is very detrimental to consumers (Muthiah, 2018)

c. Lack of Supervision and Law Enforcement

Weak supervision and law enforcement from the authorities are significant factors causing brand manipulation. Although there are laws governing brand protection, in practice, many violations occur due to the lack of action taken against violators. The absence of strict sanctions against perpetrators of brand manipulation makes this practice even more rampant, because the perpetrators feel that there is no real risk to them (Widyastuti et al., 2022) . For example, in several marketplaces, one of which is Shopee, products are often found that use well-known brands without permission. Although the authorities have strict regulations regarding brand protection, the lack of supervision means that these products are still sold. This makes it difficult for consumers to distinguish between genuine and fake products, and is detrimental to legitimate brand owners.

d. Fierce Market Competition

In highly competitive industries, companies often feel pressured to increase their sales and market share. Some unethical business actors may be tempted to engage in brand manipulation as a means to compete. By imitating well-known brands, they hope to attract customers who prefer to buy products that are already widely known without doing further research. For example, in the food and beverage industry, some local producers may release products with packaging and names that are similar to well-known brands. (Ariyadi et al., 2024) This is done to attract the attention of consumers who are familiar with the brand. Although the products offered may not have the same quality, unscrupulous consumers may choose the product, which in turn harms the original brand and misleads consumers.

e. Lack of Clear Quality Standards

The absence of clear quality standards in products can trigger brand manipulation, especially in unregulated markets. Without strict regulations regarding product quality standards, business actors can easily release products that do not meet certain criteria but still use similar brands. This creates confusion among consumers and reduces their trust in brands in the market. (Pahlevi et al., 2021).

3.2 Protection of Consumer Rights at the Shopee Marketplace Based on UUPK

Marketplaces like *Shopee* play an important role in facilitating transactions between sellers and buyers. However, in practice, consumers often face the risk of fraud, such as brand manipulation or dishonest information regarding products. Law No. 8 of 1999 concerning Consumer Protection (UUPK) is present as a legal basis to protect consumer rights, including in digital transactions. Article 4 of the UUPK emphasizes that consumers have the right to obtain correct, clear, and honest information about the products they purchase. If business actors on *Shopee* provide false information about the brand or quality of the product, consumers have the right to claim compensation (Khotimah & Apriani, 2022).

In addition, Article 8 of the Consumer Protection Law prohibits business actors from marketing products that do not comply with the label or guarantee stated, so that brand manipulation can be categorized as a serious violation of consumer protection laws regulated in the Consumer Protection Law, including the responsibility of business actors and the obligation of the marketplace to ensure that products sold on their platforms comply with legal standards. (Wiwik Sri Widiarti, 2019). Consumers who feel aggrieved can report the violation to the Consumer Dispute Resolution Agency (BPSK) or take legal action. Article 62 of the Consumer Protection Law provides severe sanctions for business actors who violate, with the threat of imprisonment of up to 5 years or a maximum fine of IDR 2 billion. (Farabi As-Sabili, 2024).

The Consumer Protection Act provides a strong legal basis to protect consumers from brand manipulation on platforms such as *Shopee*. However, its implementation faces several challenges, such as low consumer awareness of their rights and the complexity of prosecuting business actors who are not based in Indonesia. The *Shopee Marketplace* as an intermediary also has a moral and legal responsibility to ensure that sellers operating on its platform comply with consumer protection rules. In practice, the effectiveness of the Consumer Protection Act depends on the synergy between the government, marketplaces, and consumers. Marketplaces can enforce strict policies against sellers involved in brand manipulation, while consumers need to be more proactive in reporting violations. With better supervision and consumer education, the Consumer Protection Act can be an effective tool to encourage fairer business practices and protect consumers from various forms of fraud in the digital era. (Raudhya Alfira, et.al., 2023) The Consumer Protection Act (UUPK) has an important role in protecting consumers who shop on e-commerce platforms such as *Shopee*.

The following are Consumer Rights that must be fulfilled according to the Consumer Protection Act, namely; (a) the right to comfort, security and safety in consuming goods and/or services; (b) the right to choose goods and/or services and to obtain said goods and/or services in accordance with the exchange value and conditions and guarantees promised; (c) the right to correct, clear and honest information regarding the condition and guarantee of goods and/or services; (d) the right to have one's opinions and complaints heard regarding the goods and/or services used; (e) the right to receive advocacy, protection and appropriate efforts to resolve consumer protection disputes; (f) the right to receive consumer guidance and education; (g) the right to be treated or

served properly and honestly and without discrimination; (h) the right to receive compensation, damages and/or replacement, if the goods and/or services received do not comply with the agreement or are not as they should be; (i) rights regulated in other statutory provisions.

Overall, UUPK provides a strong legal basis to protect consumers in the Shopee marketplace, but its effectiveness depends on Shopee's implementation of the rules and consumer awareness of their rights.

In the Law Number 8 of 1999 concerning Protection Consumers (UUPK), including right consumers used in the study This among them ; (Ari Apriatman Molle, et.al. , 2023) (a) Right to vote goods or service as well as get goods or service in accordance with mark exchange (article 4 letter b UUPK): Every consumer own freedom on product goods and services offered manufacturer or businessman without reserve. (c) Rights to correct , clear and honest information (Article 4 letter c UUPK) : Consumers must get information accurate products , including description , specifications , and authenticity brand . (d) The right to heard opinions and complaints (Article 4 letter d UUPK) : Consumers own right For submit complain and get solution from the marketplace or party authorized . (e) The right to protection from harmful products and services (Article 4 letter g UUPK) : Consumers must be protected from fake, defective products or products that do not match the seller's claims. (f) The right to consumer dispute resolution (Article 4 letter e UUPK) : If a dispute occurs, consumers have the right to receive a fair resolution through mediation or legal mechanisms.

These five rights are in accordance with the context of transactions in *marketplaces* such as *Shopee* , where the risk of misleading information, dangerous products, and consumer disputes often occur.

Business actors are required to carry out their responsibilities as stipulated in Article 7 of the UUPK, including providing honest and transparent information, guaranteeing product quality, and providing compensation if there is a loss to consumers. The implementation of this regulation is still weak, especially in the supervision of products in the marketplace. In the digital era, consumers can buy products directly from sellers without strict regulations, increasing the risk of violations (Trihafsari & Permata, 2024)

3.3 Consumer Protection Against Brand Manipulation from the Maqasyid Syariah Perspective

Asy-Syatibi, a great scholar in the field of Maqashid Sharia, views that all Islamic law aims to safeguard the five main things in human life: religion (ad-din), soul (an-nafs), reason (al-'aql), offspring (an-nasl), and property (al-mal) . In the context of consumer protection against brand manipulation, Asy-Syatibi's views can be linked to the following aspects ; (Agung Kurniawan , et.al., 2021)

a. Property Protection (*Hifzh al-Mal*)

Islam places great emphasis on honesty in economic transactions. Brand manipulation that deceives consumers is contrary to this principle as it can cause economic loss. In Maqashid Syariah, assets must be protected from being misused or harmed due to unethical practices, such as brand counterfeiting or misleading branding.

b. Protection of Reason (*Hifzh al- ' Aql*)

Consumer must given honest and transparent information so that it can make rational decision in buy product . If the brand manipulated , consumer Can fooled so that No can think clear in choose suitable product with need they .

c. Protection of the Soul (*Hifzh an- Nafs*)

If manipulation brand related with dangerous products or No in accordance standard health , then That can threaten safety Consumers . Products food , medicine , or counterfeit cosmetics can cause effect detrimental side health .

d. Protection of Religion (*Hifzh ad-Din*)

Honesty in business is fundamental teachings in Islam, and manipulation brand contradictory with Islamic values such as amanah (*trust*) and sidq (*honesty*) . In Islamic trade , everything form cheating (*gharar , tadtis , and taghrir*) is prohibited hard .

e. Protection Descendants (*Hifzh an- Nasl*)

If manipulation brand happen in related products with halal and haram food , then This Can impact on holiness consumption Muslims and sustainability a clean generation from products that are not in accordance sharia .

Based on perspective Maqashid Syariah according to Asy-Syatibi , protection consumer from manipulation brand is very important Because related direct with protection wealth , intellect , soul , religion, and descendants . Therefore that , everything form fraud in marketing product must prevented in order to realize justice and welfare public in accordance with principles of sharia. Views This reinforced with rule , "Where there is welfare , there is God's law (Zulham, 2018).

According to (Fauzan Hanafi, et.al., 2023) in his research explain that protection consumer to manipulation brand aiming For guard benefit , both aspects *dharuriyat* (primary), *hajiyyat* (secondary) , as well as *tahsiniyat* (tertiary) . The following is analysis : (Fauzan Hanafi, et.al., 2023)

f. Maintenance of Property (*Hifz al-Mal*)

Brand manipulation involves deception that harms consumers economically. Consumers spend money on products in the hope of getting the quality that matches the brand offered. However, when the product does not meet the expected standards or is counterfeit, this harms the consumer's wealth. In Islam, wealth is a trust that must be guarded and used properly, both by the seller and the buyer. Therefore, protecting consumer wealth from fraud in the form of brand manipulation is a moral and legal responsibility. Islam teaches that business must be run with the principles of justice and transparency. Sellers are required to provide clear and correct information about the products being sold. Brand manipulation, which misleads consumers, is contrary to the values of honesty advocated by Islam. By preventing this practice of manipulation, Muslims can

maintain blessings in transactions, avoid losses to consumer wealth, and create trust in trade.

g. Maintenance of the Soul (*Hifz al-Nafs*)

Brand manipulation involving food, beverage, pharmaceutical, or cosmetic products can have a direct impact on consumer health. Counterfeit products that use well-known brands to deceive consumers often do not go through established quality and safety standards. This risks endangering the lives of users. In Islam, preserving the soul is one of the main objectives of sharia, so protection from harm caused by brand manipulation is highly emphasized. In addition, Islamic law views that every individual is responsible for not only protecting themselves, but also protecting others from harm. Therefore, it is important for manufacturers and business actors to ensure that the products they offer are safe and do not endanger the health of consumers. In this way, business actors can help maintain the safety of the lives of the community, which is a form of compliance with sharia principles.

h. Maintaining Honesty and Integrity in Muamalah

Honesty is the main foundation in every form of muamalah (interaction or transaction) in Islam. Brand manipulation involving forgery or misleading claims is a form of dishonesty that damages the relationship of mutual trust between the seller and the buyer. This dishonesty also tarnishes the principle of integrity that should be maintained in trade. Therefore, consumer protection from brand manipulation includes efforts to uphold honesty as a core value in business. When honesty is upheld, the benefits are not only felt by consumers, but also by business actors, who will gain a good reputation and greater trust. On the other hand, brand manipulation that contains elements of fraud will only bring long-term losses, both morally and materially. In Islam, every business actor is asked to carry out transactions with transparency in order to create mutually beneficial trade relations .

4. Conclusion

To address the issue of brand manipulation, a normative roadmap should promote synergy between state authorities, platform providers, and communities through a set of anticipatory and collaborative strategies. This synergy can begin with regulatory reform, where the state enforces stricter laws and real-time monitoring mechanisms for e-commerce platforms. Platform providers, such as Shopee, must develop and implement advanced verification systems, transparent seller ratings, and active reporting features to detect and prevent counterfeit product listings. At the same time, consumer communities and civil society need to be empowered through public education campaigns that raise awareness about original product characteristics and the risks of counterfeit goods. This multi-stakeholder approach is essential because brand manipulation not only harms original brand owners but also exploits uninformed consumers, often endangering their safety. The roadmap should include short-term actions like enhancing digital literacy and long-term reforms such as establishing industry-wide quality standards and cross-sectoral cooperation to build a safer and more ethical digital marketplace.

In the context of digital transactions, Law Number 8 of 1999 concerning Consumer Protection (UUPK) is an important legal basis that regulates the rights and obligations between consumers and business actors. UUPK guarantees consumers' rights to obtain clear information, protection from defective products, and a sense of security in transactions. Marketplaces such as Shopee have a moral and legal responsibility to ensure that the products sold have met consumer protection provisions. However, the implementation of this protection still faces various obstacles, such as low consumer awareness of their rights and the difficulty of prosecuting online business actors who operate without strict regulations. Therefore, synergy is needed between the government, marketplaces, and consumers themselves to overcome this problem. Marketplaces must tighten supervision of unscrupulous sellers, the government needs to strengthen regulations and law enforcement, while consumers are required to be more careful and critical in choosing products. With ongoing education and effective regulations, brand manipulation can be minimized, creating a fairer and more trusted digital trading ecosystem .

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