

TANGGUNG JAWAB HUKUM PEMILIK AKUN DALAM PERJANJIAN JUAL BELI BARANG VIRTUAL PADA GAME ONLINE *MOBILE LEGENDS*

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ABSTRAK

Perkembangan teknologi informasi mendorong lahirnya transaksi digital atas aset tidak berwujud, termasuk akun dan barang virtual dalam permainan daring *Mobile Legends*. Praktik jual beli akun dan item virtual berkembang pesat melalui media sosial dan platform digital, tetapi juga menimbulkan persoalan hukum seperti penipuan, wanprestasi, dan ketidakpastian mengenai status hukum serta tanggung jawab para pihak. Permasalahan penelitian ini adalah bagaimana praktik jual beli barang virtual tersebut dilakukan dan bagaimana bentuk tanggung jawab hukum pemilik akun apabila terjadi pelanggaran perjanjian. Penelitian ini bertujuan menganalisis praktik jual beli barang virtual serta mengkaji tanggung jawab hukum pemilik akun berdasarkan hukum Indonesia. Metode yang digunakan adalah yuridis normatif dan yuridis empiris dengan pendekatan deskriptif-analitis. Data diperoleh melalui studi kepustakaan terhadap peraturan perundang-undangan yang relevan dan wawancara dengan pihak-pihak yang terlibat langsung dalam transaksi akun. Hasil penelitian menunjukkan bahwa transaksi umumnya dilakukan secara informal antar pemain melalui media sosial dan aplikasi pesan instan dengan sistem berbasis kepercayaan, sehingga berisiko tinggi karena minim perlindungan hukum. Secara yuridis, hubungan hukum antara penjual dan pembeli dapat dikualifikasikan sebagai perjanjian yang sah sepanjang memenuhi syarat Pasal 1320 KUH Perdata. Tanggung jawab hukum pemilik akun timbul apabila terjadi wanprestasi, seperti akun tidak diserahkan, tidak dapat diakses, ditarik kembali, atau tidak sesuai kesepakatan, yang menimbulkan kewajiban ganti kerugian. Penelitian ini menyimpulkan bahwa praktik tersebut dapat diakui secara hukum, namun masih memerlukan pengaturan yang lebih jelas guna menjamin kepastian dan perlindungan hukum bagi para pihak.

Kata Kunci: Transaksi Digital, Perjanjian, Wanprestasi, Tanggung Jawab Hukum, *Mobile Legends*.

**LEGAL RESPONSIBILITIES OF THE ACCOUNT OWNER IN THE SALE
AND PURCHASE AGREEMENT OF VIRTUAL GOODS IN THE MOBILE
LEGENDS ONLINE GAME**

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ABSTRACT

The rapid development of information technology has encouraged the emergence of digital transactions involving intangible assets, including accounts and virtual items in the online game Mobile Legends: Bang Bang. The buying and selling of accounts and virtual items have grown significantly through social media and digital platforms; however, these practices also give rise to legal issues such as fraud, breach of contract, and uncertainty regarding the legal status and liability of the parties involved. The main issues addressed in this research are how the practice of buying and selling virtual goods is conducted and what form of legal liability arises for account owners in the event of a contractual breach. This study aims to analyze the practice of virtual goods transactions and to examine the legal responsibility of account owners under Indonesian law. The research employs normative juridical and empirical juridical methods with a descriptive-analytical approach. Data were collected through literature review of relevant statutory regulations and interviews with individuals directly involved in account trading practices. The findings indicate that transactions are generally conducted informally between players via social media and instant messaging applications, relying heavily on trust-based agreements, which create high risks due to minimal legal protection. From a juridical perspective, the legal relationship between seller and buyer may be qualified as a valid contract provided that it fulfills the requirements set forth in Article 1320 of the Indonesian Civil Code. Legal liability arises when a breach of contract occurs, such as failure to deliver the account, inability to access it, unilateral retrieval, or non-conformity with the agreement, resulting in an obligation to compensate for damages. This study concludes that while such practices may be legally recognized, clearer regulations are needed to ensure legal certainty and protection for the parties involved.

Keywords: Digital Transactions, Agreements, Breach Of Contract, Legal Liability, Mobile Legends.