

Legality of Transitioning Residential Homes for Online Business from the Perspective of Citizen's Rights and Obligations

Alexander Kennedy
Universitas Pelita Harapan, Indonesia

Corresponding Author: Alexander Kennedy 01053230105@student.uph.edu

ARTICLE INFO

Keywords: Online Business, Residential Area, Public Disturbance

Received : 16, December

Revised : 30, December

Accepted: 21, January

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ABSTRACT

This study investigates the legality of using residential homes for online businesses in Indonesia, focusing on the interplay between citizens' rights and obligations. Utilizing a Normative Juridical approach, it examines laws such as Law No. 1 of 2011 on Housing and Residential Areas, which allows limited business activities without compromising residential functions. Data highlights challenges such as noise, increased traffic, and waste management. The findings stress the need for balanced solutions through responsible business practices, adherence to regulations, and community dialogue. This research contributes to sustainable regulatory frameworks for home-based businesses, fostering harmony between economic activities and residential quality of life. Implications emphasize collaboration among stakeholders to achieve economic and social balance.

INTRODUCTION

The development of technology in Indonesia has introduced various ways for people to start and enhance their well-being. The internet serves as a means for the community to connect with others, even those they have never met before, and can also be used to start businesses and create new job opportunities for the surrounding community (Novitasari, 2022). The growth of internet-based businesses, commonly known as online stores, has rapidly expanded in Indonesia due to the ease of use. To establish an online store, an individual simply needs to register with a marketplace platform provider, and once the requirements are met, the online store is ready to operate.

The need for capital to start a business is often an obstacle for people in launching a venture (Styaningrum, 2021). Therefore, marketplace companies try to provide a solution to overcome this challenge, allowing people to start businesses easily and almost without capital through the marketplace system they offer. Anyone who wants to use the marketplace platform can sell their products or services without paying any fees unless there is a transaction made at the opened store (Kennedy & Wartoyo, 2024). The marketplace earns income through commission fees paid by the seller when their goods are purchased by consumers.

The convenience offered by marketplace platforms has resulted in 2,868,178 online stores across Indonesia as of 2022 (Badan Pusat Statistik, 2022). The large number of online stores in Indonesia has contributed approximately \$62 billion, or 76% of the total e-commerce revenue in the country (Badan Pusat Statistik, 2022). This rapid growth is likely due to the low capital required to open an online store and the absence of a need for a physical shop. Many online stores use residential homes as locations for conducting business processes, including product data entry, storage, promotion, packaging, and product delivery (Widyaningsih & Widodo, 2024). Despite being online, the buying and selling processes in these stores still require human labor for various stages of sales, which, directly or indirectly, involves interaction with the surrounding community.

The presence of a business in residential areas often leads to conflicts with the surrounding community. In the case of online store activities, common issues include noise generated during product promotion processes, particularly through "Live Streaming" methods, where store owners must interact with potential buyers to promote and explain the products being sold via marketplace platforms (Iryanti & Wigunastika, 2024). The use of tape in the packaging process also frequently becomes a problem due to the noise pollution it creates. In addition to noise pollution, customer order deliveries often involve pickup services or on-site pickups by delivery couriers, which increases vehicle traffic in the vicinity of the online store.

As individuals living within the territory The Republic of Indonesia which uses law as its foundation, there are rights and obligations that apply to all members of society (Kennedy & Wartoyo, 2024). Rights and obligations are aspects that must be respected and carried out in accordance with the prevailing positive laws in Indonesia. One of the rights of the people is the right to live in

physical and spiritual well-being, to have a place to live, and to enjoy a good and healthy environment (Kennedy, 2023). The obligation of every citizen is to comply with the regulations and legal norms in force in Indonesia, including Pasal 49 ayat (1) Undang-Undang Nomor 1 Tahun 2011 tentang Perumahan dan Kawasan Pemukiman, which states that “The use of houses can be for business activities in a limited capacity, provided it does not endanger or disrupt the residential function.”

This article aims to examine the legality of using residential homes as places for marketplace-based businesses, viewed from the perspective of citizens' rights and obligations. It seeks to provide a new perspective on issues that continue to evolve within the fabric of Indonesian society.

LITERATURE REVIEW

Residential Area Designation

Undang-Undang Nomor 1 Tahun 2011 tentang Perumahan dan Kawasan Pemukiman concerning Housing and Residential Areas explicitly accommodates the use of residential homes for business activities under certain conditions, as outlined in Article 49 paragraph (1). Business activities in residential homes are permitted as long as they do not endanger or disrupt the residential function. This clause emphasizes the importance of maintaining the comfort and safety of homes as living spaces, covering various aspects such as odor, noise, temperature/smoke, waste, and social harmony. This means that business activities must not produce unpleasant odors, excessive noise, harmful temperature increases or smoke, unmanaged waste, or social issues that affect neighborhood harmony.

This requires business owners to operate responsibly and consider the impact of their activities on the surrounding environment (Butarbutar, 2019). For example, businesses involving chemical use or food production must manage odors to prevent them from spreading to neighboring homes. Similarly, businesses should avoid using equipment that creates excessive noise or conducting activities that cause crowding, thus not disrupting the tranquility of residential areas (Harsanto et al., 2022). In terms of waste, effective and responsible management is crucial to ensure that business activities do not add to the environmental burden. Additionally, business owners must consider the social impact of their operations, ensuring they do not negatively alter the dynamics of the local community or cause discomfort to neighbors.

Overall, these provisions encourage a balance between utilizing homes for business purposes and maintaining their essential function as safe and comfortable residences. Therefore, home-based business owners must proactively adopt practices that reduce or eliminate potential disruptions, demonstrating their commitment to the well-being of the environment and the surrounding community (Putra et al., 2022). This is not only about complying with the law but also about building and maintaining good relationships with the neighborhood, which ultimately contributes to the success and sustainability of the business itself. As long as the use of residential homes does not compromise the comfort of the owners or their neighbors, disputes between residents can be avoided. Conversely, if business owners fail to consider the

potential disruptions their activities may cause, the surrounding community has a clear basis for issuing warnings or complaints to the business owners.

Citizens' Right and Obligation

In a discourse on the rights and obligations of citizens, perspectives from various legal scholars and political theorists provide profound insights into the dynamic relationship between individuals and the state. John Locke, for instance, identifies the rights to life, liberty, and property as fundamental rights that must be protected by the government, which exists primarily for this purpose (Leyden, 1956). In return, citizens are expected to comply with legitimate laws and regulations that do not infringe upon these fundamental rights. Meanwhile, Jean-Jacques Rousseau developed the concept of the social contract, emphasizing that citizens agree to establish society and government to safeguard mutual interests (Cladis, 2000). This entails the right to participate in policymaking and the obligation to abide by collective decisions.

From a moral perspective, Immanuel Kant highlights individuals' moral obligations in their interactions with each other and the state, suggesting that every action should be based on principles that can be universally applied (Kant, 2017). This means that citizens have the right to be treated with respect and fairness while bearing the obligation to treat others in the same way and adhere to just laws. Conversely, Thomas Hobbes portrays the government as a powerful entity formed through a social contract to maintain order and security, wherein citizens must surrender some of their freedoms for greater safety (Hobbes, 1651). Through these scholars' perspectives, it is evident that the concept of citizens' rights and obligations forms the foundation of societal and state life, requiring a balance between individual freedom and responsibilities toward the broader community. The right to security, liberty, and participation in democratic processes is accompanied by obligations to comply with laws, contribute to collective decisions, and support shared welfare, underscoring the importance of cooperation and mutual respect between individuals and governmental institutions.

In Indonesia, the rights and obligations of citizens are governed by the Constitution of the Republic of Indonesia 1945 (UUD 1945), which serves as the nation's constitutional foundation. These rights and obligations reflect principles of democracy, justice, and equality before the law. The rights of citizens in Indonesia include fundamental rights guaranteed by the state, such as the right to life, personal freedom, religion, education, employment, and social protection. Additionally, citizens have civil and political rights, including the right to vote and be elected in elections, the right to express opinions publicly, and the right to access information. These rights are guaranteed and protected by the state, and every citizen is entitled to exercise them without discrimination.

On the other hand, the obligations of citizens in Indonesia include the duty to comply with laws and government regulations, pay taxes, and respect the human rights of others. Citizens are also obligated to participate in efforts to defend and secure the nation and contribute to national development. Other obligations include respecting the cultural, religious, and ethnic diversity of Indonesia, as part of the principle of *Bhinneka Tunggal Ika* (Unity in Diversity),

and safeguarding the unity and sovereignty of the nation (Kennedy & Wartoyo, 2024).

Thus, the concept of citizens' rights and obligations in Indonesia aims to create a balance between individual freedom and social responsibility. Every citizen is expected to exercise their rights for both personal and collective benefit while fulfilling their obligations to make positive contributions to society and the state. This balance is crucial for maintaining social harmony, legal order, and collective progress within the framework of the Unitary State of the Republic of Indonesia.

In the context of online business activities conducted in residential areas in Indonesia, there is a set of rights and obligations that citizens must adhere to, as regulated by various laws and regulations (Putra et al., 2022). On one hand, citizens have the right to engage in business and earn a living, including through online ventures, which are recognized and protected by the constitution and national laws. On the other hand, they also have the right to enjoy peace and comfort in their residential environment, meaning business activities must not disturb public order and residential tranquility.

Online business operators, in exercising their right to conduct business, are required to comply with certain obligations to avoid infringing on the rights of others. This includes adherence to laws and regulations such as Undang-undang No. 28 Tahun 2002 tentang Bangunan Gedung, which regulates the use of buildings and restricts business activities in residential buildings to ensure they do not disrupt the surrounding environment. Additionally, local regulations on public order and business licensing often impose further restrictions, such as operational hours and types of businesses allowed in residential zones, which must be observed by business operators.

The obligation not to infringe upon the rights of others also includes managing business activities in such a way that they do not generate excessive noise, produce unmanaged waste, or attract crowds that could disturb the peace of the neighborhood. Business operators are expected to proactively adopt environmentally friendly practices and minimize the negative impact of their operations on the surrounding environment. Undang-undang No. 25 Tahun 2009 tentang Pelayanan Publik regarding Public Services provides a platform for the community to file complaints regarding disturbances caused by business activities, emphasizing the importance of maintaining a balance between the right to conduct business and the rights of other residents to peace and comfort in their residential environment.

Therefore, it is crucial for online business operators operating in residential areas to understand and comply with applicable regulations and strive to conduct their business in a manner that does not disturb the surrounding environment. Awareness and adherence to these rights and obligations will ensure that business activities can proceed harmoniously without compromising the comfort and order of residential neighborhoods.

METHODOLOGY

The research conducted in this article will use the Normative Juridical research method. This method focuses on the use of legal theories, legal concepts,

norms, and applicable laws and regulations as the primary materials for analysis (Suyanto, 2022). The Normative Juridical approach allows the author to systematically study, analyze, and interpret legal data relevant to the research topic.

By utilizing the Normative Juridical approach, this research aims to provide a deep understanding of how legal theories, legal concepts, and legal norms are applied in the context of the legal issues being studied (Sunggono, 2019). The analysis will compare existing legal norms with actual circumstances or relevant legal theories, leading to conclusions that can contribute to the development of legal science and practice in Indonesia. Through this approach, the research is expected to make a significant contribution to the understanding and development of law in Indonesia, particularly concerning the topic under study

RESEARCH RESULT

Online Business Based on Marketplaces: A Breakthrough for Enhancing Community and National Welfare

Online businesses based on marketplaces represent a significant breakthrough in improving the welfare of both society and the nation (Pasaribu, 2024). Such ventures can create vast employment opportunities, thereby narrowing economic and social disparities (Jayani, 2021). Additionally, marketplace-based online businesses can enhance creativity and skill development among people in Indonesia.

This type of business benefits not only business owners or workers but also has a broader impact on all stakeholders involved. Customers are facilitated as they no longer need to physically visit stores to purchase necessities, saving time and energy (RI, 2024). Prices offered by various online stores can also be easily compared, enabling customers to make informed purchasing decisions. Producers and workers in the delivery sector also reap substantial benefits due to high product demand and frequent deliveries.

While marketplace-based online businesses have already yielded numerous positive effects on the environment and local economies, it is crucial to acknowledge the potential negative impacts, both direct and indirect, that may arise from their practices. Unhealthy price competition is considered one of the main reasons why some offline businesses are forced to close, as online stores typically have significantly lower operational costs (Adam, 2023). Therefore, the continuous growth of such businesses can lead to new challenges for society.

The evolution of promotional methods, such as live streaming, also brings new challenges. Hosts or presenters often employ marketing techniques that they deem effective, frequently involving loud speaking tones and background instruments that contribute to noise pollution. Even though online businesses do not deal with customers in person, physical work is still required, especially for packaging and shipping orders (Asida et al., 2022). Online businesses that have not yet adopted sustainable management practices may generate business waste, such as single-use adhesive materials, cardboard boxes for product storage, and excessive plastic packaging. Addressing this issue necessitates special attention to waste management strategies and the use of more environmentally friendly materials (Madani, 2018). As a solution, online businesses can adopt sustainable

business practices that not only reduce environmental impact but also support long-term business viability.

Using residential homes for online business purposes provides convenience and efficiency for entrepreneurs but can lead to various disturbances for nearby residents. One of the most concerning issues is the increased traffic of vehicles coming and going for product deliveries. This not only causes noise but also raises safety concerns, particularly for children playing in the area. Such conditions may conflict with housing regulations aimed at mitigating disaster risks and ensuring safety, as stipulated in Peraturan Pemerintah Nomor 12 Tahun 2021 Pasal 1 ayat (4). Restrictions on vehicle traffic also aim to prevent violations of other regulations, such as parking on public roads (Undang-Undang No. 22 Tahun 2009 tentang Lalu Lintas Dan Angkutan Jalan and Peraturan Pemerintah Nomor 34 Tahun 2006 tentang Jalan) and exceeding the residential speed limit of 30 km/h (according to Peraturan Menteri Perhubungan Nomor 111 Tahun 2015 tentang Tata Cara Penetapan Batas Kecepatan).

Noise generated by business activities, such as packaging goods and operating equipment, can disturb the peace of nearby residents. This violates residents' right to a quiet and comfortable living environment, as outlined in Peraturan Pemerintah Nomor 22 Tahun 2021 tentang Penyelenggaraan Perlindungan dan Pengelolaan Lingkungan Hidup Pasal 482 ayat (4) huruf d. The environmental impact is another serious concern, as business activities increasing waste production, particularly packaging waste, can harm the environment. This violates waste management principles regulated in the aforementioned government regulation and local waste management laws.

The use of space and structural modifications to buildings for business purposes can disrupt neighborhood aesthetics and violate zoning or urban planning regulations set by local governments. Peraturan Pemerintah Nomor 21 Tahun 2021 tentang Penyelenggaraan Penataan Ruang ensures that any land-use changes in residential areas do not disturb environmental functionality and harmony.

To address these issues, business owners must implement mitigation strategies, such as scheduling deliveries outside peak hours, using soundproofing materials, maintaining exterior appearances consistent with the neighborhood, managing waste and energy sustainably, and communicating with local residents. This can help achieve a balance between running an online business and maintaining the comfort and harmony of residential neighborhoods.

DISCUSSION

The rapid growth of online marketplace businesses in Indonesia has significantly influenced the country's economy and society. These businesses have introduced a new avenue for individuals to achieve economic stability, contributing to both community and national welfare. However, this growth, particularly the practice of using residential homes for business operations, brings with it a range of challenges that require careful consideration and

management to maintain a balance between individual entrepreneurial rights and community well-being.

Undang-undang (UU) No. 1 Tahun 2011 on Housing and Residential Areas provides the legal basis for using residential homes for business activities, under the condition that these activities do not disrupt or endanger the primary function of the residence. This regulation highlights the need for balance, ensuring that homes retain their primary purpose as safe and comfortable living spaces while accommodating limited business activities. However, in practice, many challenges arise in maintaining this balance, particularly as online businesses grow.

Residential areas are designed for living, and their zoning regulations aim to ensure tranquility, safety, and social harmony. The use of residential homes as business hubs, particularly for online businesses, often leads to disturbances such as noise pollution, increased traffic, and waste generation. These disruptions can violate residents' rights to live in a peaceful and comfortable environment, as guaranteed under various legal provisions, including the Constitution of the Republic of Indonesia 1945 and laws on environmental protection and urban planning.

Noise pollution is one of the most frequently cited complaints against online businesses operating in residential areas. Activities such as live streaming promotions, packaging processes involving adhesive tape, and frequent courier pick-ups generate disturbances that can disrupt the daily lives of nearby residents. For instance, live streaming, which is a popular promotional method, often involves loud speaking tones and background music, causing significant discomfort to neighbors. Additionally, the operational noise from packaging and storage activities further aggravates the issue.

Noise pollution not only affects the quality of life for residents but can also lead to legal repercussions for business owners. According to Peraturan Pemerintah Nomor 22 Tahun 2021 tentang Penyelenggaraan Perlindungan dan Pengelolaan Lingkungan Hidup, business activities must avoid creating excessive noise that disrupts the community's peace. Therefore, online business operators must adopt measures such as soundproofing and limiting noisy activities during specific hours to mitigate the impact on their neighbors.

Increased vehicle traffic caused by frequent courier pick-ups and deliveries is another major concern. Residential areas often have limited road capacity, and the influx of delivery vehicles can lead to congestion and safety risks, especially for children playing in the neighborhood. These conditions may conflict with housing regulations and traffic laws aimed at ensuring public safety and maintaining order.

For instance, Undang-Undang Nomor 22 Tahun 2009 tentang Lalu Lintas dan Angkutan Jalan and related local regulations specify limits on vehicle traffic and speed in residential zones to minimize safety risks. Business owners can address this issue by scheduling pick-ups and deliveries outside peak hours, designating specific areas for couriers, and ensuring that their operations do not interfere with community access to public spaces.

Online businesses often generate significant amounts of waste, including packaging materials such as single-use plastics, cardboard boxes, and adhesive tapes. Improper waste management can lead to environmental degradation and violate waste management principles outlined in Peraturan Pemerintah Nomor 22 Tahun 2021 tentang Penyelenggaraan Perlindungan dan Pengelolaan Lingkungan Hidup. Businesses operating from residential homes must take responsibility for managing their waste effectively to minimize environmental harm.

Adopting sustainable practices is essential. Business owners should consider using environmentally friendly materials, reducing single-use plastics, and participating in local waste management programs. By doing so, they not only comply with legal obligations but also contribute positively to the community and environment.

The aesthetic impact of using residential homes for business purposes is another significant concern. Structural modifications and the use of exterior spaces for storage or delivery purposes can disrupt the visual harmony of the neighborhood. Such changes often violate zoning and urban planning regulations established by local governments to preserve the character and functionality of residential areas, as regulated in Peraturan Pemerintah Nomor 21 Tahun 2021 tentang Penyelenggaraan Penataan Ruang.

To address this issue, business owners must ensure that any modifications to their properties align with zoning regulations and do not detract from the neighborhood's overall aesthetic appeal. Maintaining the outward appearance of homes as residential structures helps preserve community harmony and prevents disputes with neighbors.

The challenges of integrating online businesses into residential areas underscore the importance of balancing the rights and obligations of all stakeholders. While business owners have the right to engage in economic activities, they must also respect the rights of their neighbors to live in peace and comfort. This balance can be achieved through proactive communication, responsible business practices, and adherence to legal regulations.

Government authorities and local communities also play a crucial role in fostering this balance. Clear and enforceable regulations, coupled with effective monitoring and complaint mechanisms, can help address conflicts and ensure compliance. Community engagement and cooperation are equally important, as they enable stakeholders to find mutually acceptable solutions to potential disruptions.

The use of residential homes for online business activities presents both opportunities and challenges. While these businesses contribute to economic growth and provide valuable employment opportunities, they also pose risks to community harmony and environmental sustainability. By understanding and respecting the legal framework governing residential and business activities, business operators can mitigate these risks and ensure that their operations align with the rights and expectations of their neighbors.

Achieving a balance between entrepreneurial freedom and community well-being requires commitment from all parties involved. Business owners must

adopt responsible practices, local governments must enforce regulations effectively, and communities must engage in constructive dialogue. Together, these efforts can create a harmonious environment where online businesses thrive without compromising the quality of life in residential neighborhoods.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The use of residential homes as locations for running online businesses has become a common phenomenon in Indonesia, driven by technological advancements and easy access to marketplace platforms. While this practice offers significant economic opportunities for individuals and contributes to national economic growth, it also raises various challenges and considerations related to the order and comfort of residential neighborhoods. Conflicts often arise regarding noise, increased traffic, and waste management, which can disrupt the rights of other residents to enjoy a peaceful and comfortable living environment.

Amid this dynamic, it is important for business operators and surrounding residents to understand and adhere to the existing legal framework, including the rights and obligations of citizens as outlined in the 1945 Constitution and other laws and regulations. Law Number 1 of 2011 on Housing and Residential Areas provides clear guidance on the use of residential homes for business activities, stipulating that such use must not interfere with the residential function and the comfort of the neighborhood. Balancing the economic opportunities offered by online businesses and maintaining the harmony of residential environments becomes essential. Business operators should strive to adopt responsible and environmentally friendly business practices, while the government and related institutions need to provide supportive regulations and effective monitoring mechanisms to ensure compliance.

Collaboration and good communication between business operators, residents, and the government are key to finding harmonious and sustainable solutions to challenges arising from the use of residential homes for online businesses. Thus, an environment conducive to inclusive economic growth can be created, while simultaneously preserving the quality of life and comfort of residential neighborhoods in Indonesia.

Recommendations

To create a harmonious environment between online business operations and community life in residential areas, integrated steps are needed that prioritize sustainability and mutual comfort. As a starting point, it is crucial for online business operators to adopt waste management strategies that are not only effective but also environmentally friendly. Utilizing recyclable or biodegradable packaging and reducing the use of single-use materials can significantly help mitigate the negative environmental impact.

Additionally, addressing noise disturbances, particularly from promotional activities, requires creative solutions such as employing sound-dampening technology or restricting promotional activities to certain hours to ensure the surrounding neighbors' peace remains undisturbed. Coordination with logistics

service providers is also key to reducing the frequency of vehicles operating in residential areas, which will not only minimize noise but also alleviate congestion caused by delivery vehicles.

On the other hand, building good communication with local residents through constructive dialogue will allow business owners to understand their expectations and concerns, leading to mutually acceptable solutions. A deep understanding of regulations and legislation related to business operations is also essential. Online business operators should proactively understand and comply with local regulations regarding public order and zoning to avoid legal conflicts that could harm their businesses. By doing so, online businesses can operate responsibly and support local economic growth without compromising the comfort and order of residential environments.

These suggestions are expected not only to assist online business operators in conducting their activities more responsibly and sustainably but also to raise awareness about the importance of maintaining a balance between business interests and community well-being. Implementing these recommendations can also strengthen collaboration between business operators, local communities, and the government in creating a harmonious online business ecosystem that supports healthy and productive community life.

ADVANCED RESEARCH

Advancing research on the utilization of residential homes for online business activities necessitates a multidisciplinary approach that integrates urban planning, legal studies, and socio-economic analysis. Future studies should explore the spatial dynamics of residential-business hybrids, employing geospatial analytics and neighborhood-level data to identify patterns of conflict and harmony. Legal frameworks, such as Law Number 1 of 2011, can be critically examined using comparative legal methodologies to assess their adequacy in addressing the evolving needs of digital entrepreneurship while preserving residential integrity. Furthermore, qualitative research focusing on stakeholder perceptions – residents, business operators, and local authorities – can uncover nuanced tensions and cooperative opportunities within these shared spaces. By leveraging data-driven insights and participatory action research, policymakers can develop tailored regulatory mechanisms that balance economic innovation with urban livability. Such research not only supports the sustainable integration of online businesses into residential areas but also contributes to broader discussions on urban resilience, community cohesion, and the equitable distribution of economic benefits in Indonesia's digital economy.

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