

CIVIL LAW ASPECTS OF PROBLEMATIC DELIVERIES BY PT. POS INDONESIA CENTRAL JAKARTA BRANCH: A REVIEW OF LIABILITY AND DISPUTE RESOLUTION MECHANISMS

Reta Indah Kusmaputri^{1*}, Muthia Sakti²

^{1,2}Faculty of Law, Universitas Pembangunan Nasional "Veteran" Jakarta, Jakarta, Indonesia
retaindah26@gmail.com^{1*}, muthiasakti@upnvj.ac.id²

Received 23 May 2025 • Revised 30 May 2025 • Accepted 31 May 2025

Abstract

This study aims to examine the legal responsibilities of PT. Pos Indonesia Central Jakarta Branch in protecting consumers, with a specific focus on cases of lost, damaged, and delayed deliveries. The research adopts a normative legal methodology to analyze customer complaints and return data from 2023, as well as to review relevant legal frameworks under the Consumer Protection Law and the Postal Services Law. Special attention is given to the case of YouTuber Artodipro, whose import of non-nicotine cigarettes in excess of legal limits resulted in customs seizure, highlighting the intersection of postal services and import regulations. The scope of this study encompasses the legal obligations of PT. Pos Indonesia Central Jakarta in handling consumer complaints, the effectiveness of existing complaint resolution mechanisms, and the regulatory environment governing import restrictions for non-nicotine products. The findings reveal that the top five customer complaints relate to shipment information issues, misdelivery, pre-collecting, pickup requests, and item returns. The study concludes that PT. Pos Indonesia Central Jakarta is legally liable for ensuring compliance with delivery agreements and for providing compensation in cases of delay, loss, or damage. However, current complaint resolution processes are underutilized, and there is a lack of regulatory clarity and consumer awareness regarding import restrictions. In conclusion, PT. Pos Indonesia Central Jakarta is recommended to enhance its tracking systems, increase transparency in complaint handling, and streamline return processes. The study also suggests updating importation regulations for non-nicotine products and improving consumer education on customs procedures to strengthen consumer protection and regulatory compliance.

Keywords: PT. Pos Indonesia Central Jakarta, Consumer Protection, Returned Goods, Customs, Non-Nicotine Cigarettes

INTRODUCTION

Transportation is essential and indispensable in the ever-changing and more complex world of business. The existence of a transportation infrastructure directly affects many facets of trade, including the setting of the ultimate market price of goods, in addition to serving as the main physical channel for transferring items from producers to consumers. The entire expense of distribution, which in turn impacts the selling price of items to customers, can be influenced by the efficacy and efficiency of transportation. As a result, any trader or business actor often aims to get transportation services that are not only dependable and quick but also affordable and in line with their operating budget. By regulating the legal relationships that may develop between different parties, such as between traders and consumers, traders themselves, or traders and goods transportation service providers, these regulations not only serve to maintain public order and ensure safety during the transportation process, but they also play a crucial role in ensuring that all commercial activities are carried out in a fair, transparent, and orderly manner (Achsan, 1981). Given the crucial role of delivery services in today's economy and the potential for legal disputes arising from service failures, this study seeks to examine how delivery providers specifically PT. Pos Indonesia Central Jakarta fulfill their obligations under the consumer protection law. The research focuses on identifying the responsibilities of PT. Pos Indonesia Central Jakarta, particularly its Central Jakarta branch, toward consumers, and addresses the following questions: (1) How does PT. Pos Indonesia Central Jakarta implement legal protection for consumers in delivery services? (2) To what extent does PT. Pos Indonesia Central Jakarta's practice align with Law Number 8 of 1999 concerning Consumer Protection?

Numerous issues in life come up on a daily basis, and they are becoming increasingly complicated in both their nature and the methods by which they need to be resolved. Unexpected difficulties frequently arise, leading to seemingly endless circumstances. The existence of regulations is crucial in these situations. Regulations act as a basis that offers advice and direction in making decisions to address the different problems that come up. Clear and organized standards give both individuals and groups a point of reference for dealing with various challenges, which makes it possible to find more effective and efficient solutions. In order to navigate the increasingly complicated and unpredictable aspects of life, regulations also aid in ensuring that acts continue to be consistent with the values of justice, order, and the common good.

Particularly with the quick development of science and technology, which is a major factor in raising producers' productivity and efficiency in the creation of goods or services, consumer protection, both in material and formal aspects, has grown more and more important. Consumers frequently feel the effects of these advancements, whether directly or indirectly, as they work toward these objectives. Given the complexity of today's consumer protection issues, especially in view of the impending problems provided by free trade, it is crucial and urgent to look for solutions that can offer sufficient protection for consumers, especially in Indonesia (Celina, 2008).

Law Number 8 of 1999, which deals with consumer protection, defines consumer protection as any initiatives that guarantee legal protections to give customers protection. Low consumer awareness of their rights, which is frequently associated with low educational attainment, is one of the primary causes of consumer exploitation. In this regard, the Consumer Protection Act provides a solid legal basis for government and non-governmental consumer protection organizations (LPKSM) to implement training and education initiatives aimed at empowering consumers (Susanto, 2008).

As a result of the high public demand for logistics services that are not only quick and on time but also safe, dependable, and effective, Indonesia's goods delivery service sector is currently expanding significantly and rapidly year after year. The growing number of courier service providers actively participating in the domestic market, including both private national companies and those under state-owned enterprises (BUMN), is indicative of this growth. Since the delivery of goods is nearly always a necessary component of online buying and selling transactions, the growth of digital trade, or e-commerce, has emerged as one of the major forces behind this industry's evolution. Furthermore, the demand for an effective logistics infrastructure that can cover all locations from metropolitan centers to distant regions has been exacerbated by the development of small and medium-sized businesses (SMEs) and the increased movement of commodities between Indonesian regions.

There is now more intense rivalry among delivery service providers as a result of the spike in demand. By providing creative, competitive services that satisfy the constantly changing demands of the digital age, every business aims to gain the trust of its clients. Innovation is sought in a number of areas, including customer service, delivery speed, item security, and the convenience of pickup and drop-off procedures, in addition to information technology, such as real-time shipment tracking or mobile app-based services. Service providers must quickly adjust to consumer demands and market changes in this highly competitive environment. PT. Pos Indonesia Central Jakarta (henceforth referred to as

Pos) is a prominent illustration of a business that has made a substantial contribution and maintained a long-standing presence in this industry. Pos, which was founded during the colonial era and is among Indonesia's oldest state-owned businesses (BUMN), has gone through several stages of change to stay relevant in the face of shifting trends. POS is currently modernizing its business models, information technology systems, and infrastructure in order to meet the demands of the digital age and the growing worldwide competitiveness in the logistics and delivery industry. Pos has the ability to continue playing a significant role in bolstering the national economy, especially in terms of expediting interregional distribution and promoting the expansion of the digital economy, thanks to its extensive experience handling a wide range of shipments and its extensive distribution network that spans practically the whole of Indonesia.

Pos is a business organization that provides postal or delivery services. "Pos" is defined as a communication service that encompasses textual communication, electronic mail, parcels, logistics, financial transactions, and postal agency services meant for the general public's benefit in Article 1 of Law Number 38 of 2009 Governing Postal Services. As commercial organizations, postal operators are in charge of overseeing and controlling every facet of postal service management. The postal network in this context is made up of a number of service locations that are physically and non-physically integrated within a certain region. To increase service efficiency, postal operators must be connected. Furthermore, the government must ensure the Universal Postal Service, which seeks to serve the Republic of Indonesia's whole territory and allow people to send and receive packages anywhere in the world.

The responsibility of PT. Pos Indonesia Central Jakarta for items lost or damaged during the delivery process has become a crucial issue due to the rapid growth of science and technology, which is a major driver of greater production and efficiency for manufacturers of goods and services. Customers must sign a delivery note or engage in an agreement with POS in order to use the company's delivery services. The terms of shipment that POS, as the service provider, must follow are described in this agreement. The agreement, often known as a standard form contract, has terms and circumstances that have been predetermined by the provider. The rights and responsibilities of Pos and the service user are spelled out in detail in this agreement, which makes it possible for the transaction to move forward more quickly and without requiring much negotiation. These kinds of contracts are referred to as boilerplate or standard agreements (Edi, 2019).

Utilising delivery services from PT. Pos Indonesia Central Jakarta necessitates that both the sender and recipient remit a specified shipping price. The calculation of the amount is determined by numerous critical characteristics, including the type of products delivered, the overall weight of the shipment, and the distance or destination of delivery. Upon payment, the sender or recipient obtains a proof-of-shipment document referred to as a *resi*, which acts as formal evidence that the delivery process has initiated and is managed by PT. Pos Indonesia Central Jakarta. This receipt serves as both an administrative record and a formal declaration of the service provider's accountability for the shipped item. Consequently, PT. Pos Indonesia Central Jakarta bears legal liability for the safety and condition of the goods during transit. If damage or loss occurs during delivery, the company is legally required to compensate the affected party, contingent upon demonstrating that the loss resulted from negligence or error within the company, including mishandling, incorrect routing, or inadequate securing of the shipment. Consequently, under consumer protection law, the need to offer compensation is a vital element of accountability for courier service providers to their clients.

Pos offers both domestic delivery services and international shipping solutions. As an intermediary linking consumers with courier services, POS is crucial in facilitating the dispatch of products for both imports and exports, adhering to state-regulated customs regulations. POS seeks to streamline the shipping process for consumers by guaranteeing prompt and effective service. Consequently, Pos aligns its policies and procedures with the Regulation of the Minister of Finance of the Republic of Indonesia Number 96 of 2023 on Customs, Excise, and Tax Provisions for the Import and Export of Consigned Goods. This rule constitutes a compulsory obligation for customers when importing or exporting goods to and from Indonesia. Furthermore, it serves as a mechanism for consumer protection, guaranteeing that the sent items comply with the relevant standards and legislation in Indonesia.

The importation of goods into a country must adhere to relevant rules and regulations, including limitations on the type and amount of specific things. An essential factor to consider is compliance with rules that establish maximum import thresholds for certain items, especially those that may impact consumer health or safety. Violations of these laws may arise from a misunderstanding of the regulations, particularly regarding the importation of commodities that, while not inherently hazardous, are nonetheless restricted by quantity limitations under specific classifications.

Consumers utilising delivery services are entitled to legal protections to safeguard their interests. Contracts between commercial entities and customers must delineate the rights and obligations that both parties are mandated to uphold. A prevalent concern encountered by consumers is delayed delivery, particularly during festive seasons such as religious holidays or the New Year. When commercial entities neglect their commitments, it may lead to consumer losses. Delivery delays can adversely affect consumers both materially and immaterially, especially when the transported commodities are perishable or become nonfunctional if not delivered promptly. In these instances, consumers are entitled to reimbursement from the business operator as a legal safeguard, pursuant to Article 4 Point 8 of Law No. 8 of 1999 on Consumer Protection, which asserts the consumer's right to compensation. Consumers require confidence that if the items they dispatch are not delivered punctually, they are able to seek compensation from the service provider. This aligns with the stipulations of Article 28 of Law No. 38 of 2009 about Postal Services, which governs reimbursement for losses resulting from shipping loss, damage, delivery delays, or differences between the dispatched and received items (Aisyah, 2018).

With the progression of information technology and digital transformation in the service sector, delivery services have become essential to daily living, especially within the e-commerce framework. The extensive digitalisation has resulted in a rise in cross-border transactions, encompassing the importation of both personal and commercial consumer items from elsewhere. This phenomenon has created significant legal challenges, particularly in safeguarding consumer protection within delivery systems aligned with national customs policies. In this perspective, the postal service functions as a logistics provider in two capacities: as a middleman for transferring goods and as a guarantor of legal certainty in safeguarding consumer rights.

Contemporary digital consumers require openness and robust legal assurances throughout the delivery process, encompassing detailed information on import prohibitions and limits (LARTAs), regulations pertaining to individual goods, and procedures for lodging complaints in instances of errors or damage. Wahyuningsih (2023) asserts that consumer protection in the digital age necessitates the alignment of traditional regulations with online platform trading practices to achieve equilibrium between commercial interests and consumer rights (Wahyuningsih, 2023). Siswanto and Indradewi (2022) underscore the necessity for the development of more adaptive technical rules that align with the evolving landscape of digitalisation to prevent jurisdictional overlap among institutions that may adversely affect consumers. Conversely, the alteration in digital consumption trends underscores the necessity for extensive public education. According to Prastyanti (2023), numerous customers remain uninformed about the legal status of specific items, HS Code classifications, and import documentation processes, rendering them susceptible to administrative challenges upon the entry of their goods into Indonesian territory.

The author intends to examine the duties assumed by the Central Jakarta branch of Pos in relation to its service users. This interest emerges due to the regular occurrence of numerous dangers, prompting the author to investigate whether Pos's actions conform to the stipulations of Law Number 8 of 1999 about Consumer Protection.

RESEARCH METHOD

This research falls into the category of normative legal research, which is a type of research conducted through literature study or analysis of secondary data. This research is also known as doctrinal research, in which the law is understood as something contained in legislation (law in books) or as norms that function as guidelines for human behavior that are considered appropriate or proper (Amiruddin & H Zainal Asikin, 2006).

This research integrates both primary and secondary data sources. Data was gathered directly through fieldwork to obtain genuine and reliable information. The study was conducted in Central Jakarta. It utilises two categories of data: primary data and secondary data. Primary data refers to the main information collected directly from the field through interviews and observations of relevant subjects. This data is authentic and serves as the foundation for analysis. Secondary data consists of references from literature, including academic books, modules, journals, newspapers, and other relevant sources related to the research issue.

Data collection was carried out using various methods: literature review, documentation analysis, in-depth interviews, and direct observation. The data processing involved data reduction, systematic presentation, and the drawing or verification of conclusions. Data analysis was performed descriptively to explain, describe, and comment on the themes investigated in this study with clarity and precision.

RESULTS AND DISCUSSION

Consumer Protection and Concerns at PT. Pos Indonesia Central Jakarta Branch

Consumers who make use of delivery services, commonly known as courier services, must be afforded sufficient and comprehensive legal protection to ensure that their rights and interests are fully safeguarded throughout every stage of the transaction process. This protection is critical to prevent any form of injustice or harm that could arise as a consequence of the service provided. According to the legal framework established in Article 1 Paragraph (1) of Law Number 8 of 1999 concerning Consumer Protection, consumer protection encompasses a wide range of measures that are specifically designed and implemented to guarantee legal clarity and security. These measures are aimed at protecting consumers from any potential harm, loss, or unfair treatment that may occur during their interactions with businesses. The law defines a consumer as an individual who utilizes goods and/or services available in society for personal use, family needs, or for the benefit of others, explicitly excluding activities involving the resale of those goods or services.

In today's context, where the national market is progressively opening up due to the forces of economic globalization, it becomes even more imperative to continuously enhance the welfare of the public by ensuring that the goods and services circulating in the market meet stringent standards of quality, quantity, and safety. These factors are crucial because they directly influence the level of consumer trust and satisfaction. As Irwan (2024) highlights, the increased openness of the national market must be accompanied by simultaneous improvements in public welfare and the security of goods and services, ensuring that consumers consistently receive products that conform to established standards. This legal and policy framework aims to provide a solid foundation upon which consumer confidence can be built and maintained in an increasingly competitive marketplace.

However, the practical execution of goods delivery agreements often faces numerous challenges and difficulties, which can compromise the anticipated benefits of such services. Various complications frequently arise during the delivery process, many of which have the potential to result in significant losses or inconveniences for consumers. Common issues include the loss of shipping items or physical damage to the goods by the time they reach the recipient. Such incidents inevitably lead to consumer disappointment and dissatisfaction, raising important questions about the accountability and responsibility of the delivery service provider. In such circumstances, it is imperative that courier service providers acknowledge both their legal and ethical responsibilities to offer appropriate compensation to affected consumers. Companies are held accountable when they violate contractual agreements or engage in prohibited practices during commercial operations that result in harm to consumers.

Compensation provided in these cases may take various forms, including financial reimbursements, replacement of the lost or damaged items, or the provision of comparable services as a form of restitution. Recent research on e-commerce platforms in Indonesia further emphasizes that liability for consumer losses may extend not only to individual sellers but also to the platforms themselves, especially when verified business actors are involved in fraud or negligence. This principle of shared responsibility is crucial for strengthening consumer protection and ensuring that platforms and service providers, such as PT. Pos Indonesia, actively support dispute resolution and compensation processes (Rasyid et al., 2024). The legal protection of consumer rights is underpinned by the principle of legal certainty, which functions as a deterrent against business practices that are unreasonable or detrimental to consumers (Rasyid, 2024). This responsibility is firmly grounded in contractual agreements that legally entitle consumers to seek compensation for any damage or loss incurred during the delivery process. Typically, such losses are attributed to negligence on the part of the business operator, whether in the handling, packaging, or transportation of goods. Therefore, it is essential that consumers possess a thorough understanding of their rights and the legal protections available to them. This knowledge not only empowers consumers to pursue justice effectively in the event of loss or damage but also raises awareness of the importance of choosing delivery service providers who demonstrate reliability and a commitment to customer satisfaction.

Moreover, it is crucial that both consumers and business entities involved in commercial transactions fully comprehend and diligently fulfill their respective rights and responsibilities. On one hand, commercial entities have the right to receive appropriate remuneration for the sale of goods or the provision of services, which is necessary to sustain and develop their business operations. On the other hand, consumers are entitled to receive goods and services that meet the promised standards and specifications outlined in the sale and purchase agreement (Made, 2023). The mutual recognition and fulfillment of these rights and obligations form the cornerstone of trust between consumers and service providers, thereby fostering a healthy and sustainable commercial environment.

Goods delivery service providers play an essential role in enhancing the convenience and efficiency of shipping processes in modern commerce. Nevertheless, unforeseen situations, such as

damage to products or loss during transit, frequently occur. Hence, clear legal guidelines are indispensable to ensure that clients who use delivery services receive guarantees for the safety of their shipments and that there are clearly defined mechanisms for redress should loss or damage occur (Nadia, 2021). Equally important is the need for legal clarity that protects delivery service providers, ensuring that customers meet their obligations, such as making timely payments for shipping services rendered. This dual requirement underscores the necessity for legal safeguards that protect the interests of both parties, which should be formalized through agreements that clearly outline the rights and responsibilities of both consumers and providers. The presence of such clear legal provisions, as stipulated in laws such as Law No. 8 of 1999 and Law No. 38 of 2009, provides a framework for dispute resolution and ensures that service standards are well-defined, enforceable, and adhered to.

A service is considered to be of high quality when it meets or exceeds the expectations established by the consumer. Such quality positively influences consumer satisfaction and reinforces their trust in the service provider. Conversely, if the service falls short of consumer expectations, it results in disappointment and dissatisfaction, signaling that the service was inadequate or substandard. In this regard, it is particularly important to evaluate the accountability of PT Pos Indonesia in relation to its consumers, especially concerning incidents involving the loss or damage of items during the delivery process. This evaluation must be conducted in accordance with relevant legal statutes, particularly those outlined in Law Number 8 of 1999 concerning consumer protection. The Central Jakarta branch of PT Pos Indonesia, operating in a densely populated area with significant delivery activity, serves as a representative operational unit for such assessment.

The enforcement of these legal standards not only protects consumer interests but also encourages the development of a fair, transparent, and competitive business environment. Ultimately, this contributes to the overall enhancement of public welfare and the strengthening of consumer confidence in delivery services, promoting sustainable growth and reliability in the logistics sector.

Structuring Common Complaints

In an interview with Mr. Tubagus Arif, Corporate Sales Manager, on April 25, 2025, it was disclosed that the primary five concerns or complaints reported at the Central Jakarta branch of Pos Indonesia over the last year arose from multiple contributing reasons, specifically: PT. Pos Indonesia Central Jakarta Branch has received numerous complaints concerning delivery services that failed to fulfil customer expectations. These complaints are diverse and can be classified into several key categories, each presenting unique challenges and requiring specific responses to ensure customer satisfaction and compliance with legal standards.

1. Returns

Returns frequently occur as a result of defective items, incorrect deliveries, or when the products received do not meet customer expectations. According to Widyastuti & Wahyuningtyas (2021), PT. Pos Indonesia Central Jakarta is obligated to provide compensation to consumers regardless of whether the fault lies with the company or not. This obligation is rooted in the principle of strict liability, which is explicitly enforced by Law No. 8 of 1999 on Consumer Protection and Law No. 38 of 2009 on Postal Services. The application of this principle ensures that consumers are protected and can claim compensation without the burden of proving fault or negligence on the part of the service provider.

2. Shipment Information

Another common issue involves inaccurate or incomplete shipment declarations made by consumers. Such inaccuracies can lead to processing errors, delays, or even loss of packages. Article 29 of Law No. 38 of 2009 clearly stipulates that consumers are required to provide truthful and accurate information regarding their shipments. If errors or losses occur due to misinformation provided by the consumer, liability for the resulting issues may shift accordingly. However, if the misrepresentation originates from the service provider, then the responsibility remains with PT. Pos Indonesia Central Jakarta. This legal framework aims to promote honesty and transparency between consumers and service providers.

3. Delays

Delivery delays are a frequent source of dissatisfaction among customers and can be caused by a variety of factors, both internal and external. These include adverse weather conditions, logistical challenges, and operational inefficiencies. Santoso (2022) highlighted that such delays can give rise to compensation claims, even if there is no evidence of intentional wrongdoing by the service provider. Furthermore, Kurniawan & Fauziah (2021) emphasized the importance of transparency and the implementation of robust operational systems to mitigate the risk of delays and to manage customer expectations effectively.

4. Redelivery Requests

Redelivery requests typically arise when initial delivery attempts fail due to the recipient's unavailability or issues related to cash-on-delivery (COD) arrangements. In such cases, redelivery becomes necessary to fulfill the service obligation. According to Article 28 of Law No. 38 of 2009 and Article 4 Paragraph 5 of Law No. 8 of 1999, consumers retain the right to claim compensation if they incur losses as a result of failed or delayed deliveries, regardless of the circumstances that led to the need for redelivery. This legal protection ensures that consumers are not unfairly disadvantaged by factors beyond their control.

5. Misdelivery

Misdelivery refers to the incorrect delivery of packages, which can occur due to errors in sorting, labeling, or routing. Article 31 Paragraph 1 of Law No. 38 of 2009 holds service providers liable for any negligence that results in misdelivery. Compared to private courier services, PT. Pos Indonesia Central Jakarta is often perceived as slower in resolving such issues, partly due to its state-owned administrative protocols and bureaucratic processes (Handayani et al., 2020). This perception underscores the need for the company to streamline its procedures and improve efficiency to match or exceed industry standards.

These recurring issues clearly indicate that PT. Pos Indonesia Central Jakarta must take proactive steps to enhance its internal systems and strengthen accountability mechanisms. By addressing these areas, the company can not only improve service quality and customer satisfaction but also ensure compliance with applicable laws and regulations, thereby reinforcing its reputation as a reliable postal service provider.

Consumer Rights and Legal Mechanisms

Consumer rights in Indonesia are safeguarded by Law No. 8 of 1999 on Consumer Protection and Law No. 38 of 2009 on Postal Services. These laws provide a strong legal foundation to ensure that consumers receive fair treatment, safety, and access to accurate information when engaging in transactions. To address complaints, consumers can utilize various mechanisms such as hotlines and social media platforms. If these initial efforts do not resolve the issue, disputes may be escalated to the Consumer Dispute Settlement Agency (BPSK), which is authorized to mediate and resolve consumer disputes outside the general court system (Pratama & Widyastuti, 2023).

In addition to these conventional mechanisms, the implementation of Online Dispute Resolution (ODR) is increasingly relevant for e-commerce and delivery service disputes in Indonesia. While ODR adoption is still in its early stages compared to countries like the United States, it holds significant promise for providing efficient, accessible, and cost-effective resolution for digital consumers. Regulatory development and public trust remain challenges to wider ODR adoption in Indonesia, highlighting the need for clear legal frameworks and increased digital literacy among consumers (Haryanto & Sakti, 2024).

Legal certainty plays a crucial role in consumer protection by making consumers aware of their rights and ensuring that service providers fulfill their obligations as mandated by law. This framework not only empowers consumers to seek redress and compensation when necessary but also encourages businesses to act responsibly and comply with regulations. As a result, both consumer confidence and a fair business environment are promoted (Rasyid, 2024).

Case of Problematic Imports

A notable issue arose involving YouTube content creator ArtoDipro, who in an interview on April 30, 2025, disclosed that he faced complications during customs clearance when attempting to import non-nicotine cigarettes. Although the cigarettes were unconventional and devoid of nicotine or any active components, they nonetheless violated prevailing customs restrictions, prompting further investigation and enforcement action.

This problematic import occurred in 2024 when ArtoDipro attempted to bring 10 packs of non-nicotine cigarettes into Indonesia. The import exceeded the permissible limit as regulated by the Minister of Finance Regulation No. 96 of 2023, which governs customs, excise, and tax provisions for consigned goods. Under this regulation, individuals are only allowed to import up to 20 sticks or two packs of cigarettes per shipment for personal use. Any amount above this threshold constitutes a violation and is subject to strict enforcement. Consequently, only two packs were allowed to enter, while the remaining eight were confiscated and destroyed by customs officers in accordance with official procedures.

PT. Pos Indonesia Central Jakarta acted strictly as an intermediary in this process, facilitating the delivery from sender to recipient and ensuring compliance with customs clearance protocols. As

stipulated in Article 35 of Law No. 38 of 2009 concerning postal services, Pos Indonesia bears no liability for goods that are seized, inspected, or destroyed by customs or other authorized entities. Its responsibility is limited to delivering shipments in line with applicable regulations; once the goods enter customs jurisdiction, compliance becomes the sole responsibility of the importer and the authorities.

This incident highlights several key aspects of Indonesia's import control system. Firstly, it demonstrates the government's firm stance on regulating excisable goods, such as tobacco products. This case also illustrates the critical importance of consumer education and transparency in the delivery and importation process. As digital commerce expands, both service providers and platforms must ensure that consumers are well-informed about their rights, obligations, and the relevant regulatory requirements to prevent inadvertent violations and losses (Rasyid et al., 2024; Haryanto & Sakti, 2024). Despite the cigarettes' intended use as film props and their non-nicotine content, they were still classified as "cigarettes" under Indonesian law. Importantly, Indonesia does not recognize the category of "property cigarettes" cigarettes meant solely for non-consumption purposes such as filming. All such products, regardless of usage, are still governed by existing tobacco regulations. Therefore, the importation of ArtoDipro's cigarettes was treated with the same legal consequences as conventional tobacco products.

Moreover, this case underscores the need for improved pre-clearance systems and increased public awareness regarding import regulations. Many individuals and businesses are unaware of the legal limits and documentation requirements tied to importing regulated items. In ArtoDipro's case, a lack of familiarity with import restrictions led to an unintentional breach, resulting in loss of goods. Similar misunderstandings could also occur with other sensitive imports such as alcohol, pharmaceuticals, or electronics.

In response, PT. Pos Indonesia Central Jakarta has intensified efforts to improve transparency by providing detailed information on customs procedures, import limits, documentation requirements, and potential consequences of violations. This information is readily accessible on the company's official website, and updates are sent to recipients via WhatsApp, SMS, and formal letters to ensure customers are well-informed throughout the clearance process.

Additionally, the government has strengthened its enforcement of import laws. Recent high-profile crackdowns have resulted in the confiscation and destruction of non-compliant goods, business license revocations, and legal prosecution. The Ministry of Finance and Ministry of Trade work closely with customs, postal services, and relevant agencies to ensure that imported goods meet national standards. This coordinated enforcement safeguards the country's economic integrity and consumer welfare.

The ArtoDipro case serves as a cautionary tale for both the public and service providers. It emphasizes the importance of understanding import laws regardless of perceived harmlessness or intended usage. As highlighted by Santoso (2022), robust internal control systems are essential to avoid breaches of contract (*wanprestasi*) and to uphold compliance throughout the logistics chain. Enhancing legal literacy and offering accessible, accurate information are crucial steps toward preventing similar issues.

In sum, the case of ArtoDipro's problematic importation illustrates the rigidity and complexity of Indonesia's import regulations, especially regarding excisable goods like cigarettes. Despite their non-nicotine nature and film-related purpose, the goods were legally treated as standard tobacco products and consequently confiscated. PT. Pos Indonesia Central Jakarta fulfilled its legal role as an intermediary without bearing liability for the seized goods. The incident underlines the importance of public education, regulatory clarity, and efficient compliance systems to ensure legal certainty, protect consumer rights, and support broader governmental regulatory objectives.

Recommendations

Recommendations for improving consumer protection and service quality at PT. Pos Indonesia Central Jakarta include several key actions. First, implementing a structured complaint handling system is essential. Given the rapid growth of digital transactions, there is also an urgent need for clear regulatory standards governing online dispute resolution (ODR) in Indonesia. Current legal frameworks do not yet comprehensively address the unique challenges of digital consumer disputes, underscoring the importance of developing robust ODR standards to provide legal certainty and enhance consumer trust in both public and private logistics providers (Sakti, 2021). This involves categorizing different types of complaints and developing tailored response strategies for each category, ensuring that every issue is addressed efficiently and appropriately. By doing so, the company can respond more effectively to customer concerns, reduce response times, and provide more satisfactory resolutions. Additionally,

establishing clear protocols for escalation and follow-up will help maintain transparency and accountability throughout the complaint resolution process.

Second, there is a need to improve consumer legal literacy by providing ongoing education about consumer rights and responsibilities. This can be achieved through public campaigns, informational materials, and digital resources that empower consumers to understand and exercise their rights under the law. Third, enhancing operational systems is crucial. This includes upgrading tracking technologies, optimizing logistics networks, and refining redelivery mechanisms to minimize delays and lost items. Finally, implementing a pre-verification process for imported goods by collaborating closely with customs authorities will help verify shipments and prevent clearance issues before they arise. Collectively, these recommendations will not only strengthen PT. Pos Indonesia Central Jakarta's service accountability and boost customer satisfaction but also ensure better alignment with the principles and requirements of the Consumer Protection Law.

Comparative studies indicate that Indonesia's ODR infrastructure is less mature than that of the United States, where fully online processes are already standard for e-commerce disputes. Learning from international best practices and adapting them to the Indonesian context will be vital for improving dispute resolution efficiency and consumer protection in the logistics sector (Haryanto & Sakti, 2024; Sakti, 2021).

CONCLUSION

This study concludes that the Central Jakarta branch of Pos is legally obligated to ensure consumer protection in all facets of delivery services, as stipulated by Law Number 8 of 1999 on Consumer Protection and Law Number 38 of 2009 on Postal Services. This responsibility encompasses indemnification for delays, loss, or damage to goods, together with the duty to furnish clear and precise information to service users. The study indicates that the predominant consumer grievances pertain to shipping information, item returns, misdelivery, delays, and redelivery, underscoring the necessity for enhancements in service quality and risk management systems at the Central Jakarta Post Office. Furthermore, regarding the importation of film property as non-nicotine cigarettes, it was determined that Pos is required to guarantee consumer adherence to relevant customs procedures and to improve consumer awareness of import limitations. This research underscores the necessity for Pos to enhance its real-time tracking system, augment transparency in the complaint process, and streamline return procedures to bolster consumer trust and happiness. Additionally, it is advised that an internal assessment be performed on the execution of consumer protection principles and the adjustment to legislative modifications, especially within the logistics and customs domains.

Recommendations for Practitioners: It is strongly recommended that practitioners in the logistics and service industry focus on improving service responsiveness to better address consumer needs and expectations. This includes implementing efficient communication channels and rapid response protocols to ensure timely updates for consumers regarding their shipments or inquiries. Additionally, practitioners should work on enhancing internal coordination among departments, which is crucial for minimizing errors, streamlining complaint handling, and delivering consistent service quality. Ensuring ongoing and consistent compliance with consumer protection laws is also vital, particularly in areas such as the timely resolution of disputes, proper management of consumer complaints, and transparent information sharing. By prioritizing these aspects, practitioners can foster greater consumer trust and satisfaction, while also reducing the risk of legal disputes and reputational harm.

Directions for Future Research: For future research, it is important to broaden the analytical scope to include the integration of consumer protection mechanisms in private logistics service providers, enabling a comprehensive comparison of the effectiveness of legal protection programs across various types of service providers. Further studies should also delve into the impact of consumer rights education on both consumers and service providers, as increased awareness can empower consumers and encourage higher standards of service. In addition, research into technology-driven service improvements such as the use of digital platforms, artificial intelligence, and real-time tracking could provide valuable insights into how innovation enhances consumer protection and operational efficiency. Finally, there is a need for deeper exploration of cross-border logistics regulation, including the challenges and best practices for ensuring consumer rights are upheld in international transactions. These research directions will contribute significantly to the existing literature and help shape more robust frameworks for consumer protection in the evolving logistics landscape.

ACKNOWLEDGEMENTS

The author extends profound appreciation to the Faculty of Law at Universitas Pembangunan Nasional Veteran Jakarta (UPNVJ) for the assistance rendered during the execution of this research.

Gratitude is also expressed to the academic adviser for their invaluable help, insights, and encouragement during the development of this study. The author expresses gratitude to the staff and employees of PT. Pos Indonesia Central Jakarta, Central Jakarta Branch, for their support and transparency in supplying the requisite data and information for this research. Furthermore, sincere gratitude is extended to colleagues who assisted with proofreading and offered constructive criticism to enhance this article. This research did not obtain support from governmental bodies, commercial enterprises, or nonprofit organisations.

REFERENCES

- Achsan, I. (1981). *Hukum Dagang*. Jakarta: Pradnya Paramita.
- Aisyah, A. M., Khasna, H. W., & Turisno, B. E. (2018). Perlindungan konsumen jasa pengiriman barang dalam hal terjadi keterlambatan pengiriman barang. *Jurnal Law Reform*, 14(2), 153.
- Amiruddin, & Asikin, Z. (2006). *Pengantar metode penelitian hukum*. Jakarta: RajaGrafindo Persada.
- Kristiyanti, C. T. S. (2008). *Hukum perlindungan konsumen* (hlm. 1). Jakarta: Sinar Grafika.
- Yanto, E. (2019). Tinjauan yuridis tanggung jawab PT. Pos Indonesia terhadap pengiriman barang konsumen. *Media Keadilan: Jurnal Ilmu Hukum*, 10(1), 65–66.
- Handayani, R., Sari, D. K., & Purwanto, E. (2020). Analisis perbandingan layanan pengaduan pada perusahaan ekspedisi swasta dan BUMN. *Jurnal Manajemen dan Pelayanan Publik*, 11(2), 122–135.
- Haryanto, I., & Sakti, M. (2024). Implementation of online dispute resolution (ODR) in Indonesia's e-commerce disputes (Comparative study with USA). *JHK: Jurnal Hukum dan Keadilan*, 1(3), 1–12. <https://doi.org/10.61942/jhk.v1i3.121>
- Indrawan, M. B., & Shara, M. C. P. (2023). Perlindungan hukum bagi konsumen jasa pengiriman barang atas kerusakan atau kehilangan barang. *Jurnal Kertha Desa*, 11(7), 2952–2962.
- Manurung, I. M., & Ratnawati, E. (2023). Perlindungan konsumen terhadap pengguna jasa pengiriman barang (ekspedisi) terkait kehilangan paket. *Ensiklopedia of Journal*, 6(4).
- Kurniawan, R. A., & Fauziah, D. A. (2021). Analisis kepuasan pelanggan jasa ekspedisi dalam perspektif perlindungan konsumen. *Jurnal Ilmu Sosial dan Humaniora*, 10(2), 115–130.
- Indrawan, M. B., & Shara, M. C. P. (2023). Perlindungan hukum bagi konsumen jasa pengiriman barang atas kerusakan atau kehilangan barang. *Jurnal Kertha Desa*, 11(7), 2952–2962.
- Nadia, F. (2021). Perlindungan hukum terhadap konsumen jasa pengiriman barang. *Jurnal Hukum Lex Generalis*, 2(8), 791–797.
- Prastyanti, R. A. (2023). Perlindungan hukum terhadap konsumen dalam transaksi jual beli online (Studi pada aplikasi Grab Toko). *Sanskara Hukum dan HAM*, 4(1), 98–109.
- Pratama, A., & Widyastuti, L. (2023). Penyelesaian sengketa konsumen melalui BPSK: Studi efektivitas di Indonesia. *Jurnal Ilmu Hukum Legal Opinion*, 11(1), 20–34.
- Rasyid, M. H., Jannah, G. R., Fiana, V. A., Latisha, N., Nurfajriana, S., & Sakti, M. (2024). Pertanggungjawaban platform e-commerce terhadap penipuan oleh pelaku usaha terverifikasi yang mengakibatkan kerugian konsumen. *Media Hukum Indonesia*, 2(2), 642.
- Sakti, M., & Yuli, Y. W. (2017). Tanggung jawab Badan Arbitrase Syariah Nasional (BASYARNAS) dalam penyelesaian sengketa perbankan syariah. *Jurnal Yuridis*, 4(1), 77.
- Santoso, S. (2022). Konsep wanprestasi dalam perjanjian jasa pengiriman barang. *Jurnal Hukum dan Pembangunan Indonesia*, 52(2), 300–314.
- Siswanto, C. A., & Indradewi, A. A. (2022). Perlindungan konsumen terhadap pembelian obat mengandung psikotropika pada online marketplace. *Jurnal USM Law Review*, 5(2), 121–135.
- Susanto, A. (2008). *Perlindungan konsumen di Indonesia*. Jakarta: Sinar Grafika.
- Wahyuningsih, W. T. (2023). Perlindungan hukum terhadap konsumen dan pelaku bisnis dalam bisnis digital e-commerce. *Demagogi: Journal of Social Sciences, Economics and Humanities*, 1(1), 34–48.
- Widyastuti, P., & Wahyuningtyas, S. Y. (2021). Tanggung jawab mutlak dalam hukum perlindungan konsumen: Implikasi bagi pelaku usaha jasa. *Jurnal Hukum dan Pembangunan Ekonomi*, 9(1), 45–58.
- Widyastuti, R. A., & Wahyuningtyas, D. P. (2021). The development of employee selection decision support system at PT Pos Indonesia. *JCRBE (Journal of Current Research in Business and Economics)*, 3(1), 1004–1040.
- Yanto, E. (2019). Tinjauan yuridis tanggung jawab PT. Pos Indonesia terhadap pengiriman barang konsumen. *Media Keadilan: Jurnal Ilmu Hukum*, 10(1), 65–66.