

## Legal Protections For Consumer Against Advertisements From Artificial Intelligence

Gertrud Felita Maheswari Andreas<sup>1</sup>, R.M. Gatot P. Soemartono<sup>2</sup>

<sup>1,2</sup>Faculty of Law, Tarumanagara University, Indonesia

Jl. Letjen S. Parman St No.1, RT.6/RW.16, Tomang, Grogol petamburan, West Jakarta City, Jakarta 11440

Email: [gatots@fh.untar.ac.id](mailto:gatots@fh.untar.ac.id) (Corresponding Author)

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### *Abstract*

*Artificial intelligence offers numerous benefits, but its misuse by businesses poses significant risks, particularly in creating misleading advertisements. For instance, companies may exploit AI to fabricate the likeness and voice of public figures in promotional videos, raising ethical and legal concerns. In Indonesia, the absence of specific legislation governing the commercial use of AI allows businesses to evade accountability and regulatory scrutiny. This gap in the legal framework prompts critical questions about liability: should responsibility rest with the business utilizing AI, or with the developers of the AI technology itself? There is an urgent need for clearer regulations that delineate the responsibilities of both parties in cases of AI misuse, ensuring consumer protection and accountability in advertising practices.*

**Keywords:** *Consumer Protection, Advertisement, Artificial Intelligence, Legal Certainty*

## INTRODUCTION

Since the beginning of the emergence of the internet in the middle society, the internet has been considered as a tool for people to make everyday tasks easier. Its benefits also include helping consumers in buying the goods they need. Consumers, as defined by Black's Law Dictionary, are people who use economic goods and reduce or limit their use are consumers who are different from producers. The presence of consumers has an important role for business actors in buying and selling transactions between the two parties so that buying and selling interactions can occur. Along with the progress and development of the internet, these buying and selling activities have slowly moved to online shopping platforms.

Online shopping can be considered a breakthrough in modern society because it is accessible to anyone and the scheme is not complicated. Users can easily see the products they want to buy through a website or application. On the platform, the seller will provide information related to a product, such as size, material, benefits, and other things that potential consumers might want to check. If there is something else that the user wants to check or ask, the platform often provides a chat feature where users can ask various questions to the seller. After the user decides to buy the product, they will be directed to continue the payment via transfer. Then, the product will arrive at the buyer's address a few days later, or it can even

arrive on the same day depending on the shipping method chosen by the user on the payment page.

The efficiency of online shopping has created a new habit for people to make it an alternative to shopping at minimarkets. Business people, especially small and medium enterprises, see this situation as an opportunity for them to reach more consumers by offering a variety of goods they sell. In addition to the variety of goods offered to potential consumers, price and quality factors are also often the main considerations for consumers in buying an item. This is one of the triggers for business competition. Every business person tries to attract the attention of potential consumers in various ways so that at least the products they offer attract the attention and anticipation of potential consumers. Efforts to attract the attention of potential consumers are carried out by using good product marketing, where the main way is through advertising media. They start advertising their products in various styles so that they are more interested in many people, and one of the ways they use is by doing endorsements.

Endorsement is a method of product advertising in the form of support, assistance, and advice given to a company's product or service. This advertisement is carried out directly by someone who has a certain scale of influence in society, such as a public figure, through a promotion. that will be uploaded on the public figure's personal account. Before choosing a particular public figure to promote a product, businesses need to do research to ensure that the content uploaded by the public figure is in accordance with the brand identity well, or whether the product is in accordance with the image of the public figure concerned. Once they find the right person for their product, there is a certain price they need to pay which depends on the ambassador's price level before they can reach an agreement. Then, the ambassador will post a video showing them using the product and how it benefits them in a particular area. This method is usually effective in drawing public attention to the brand, especially when they are launching a new product, and encouraging them to buy the product.

This method requires a long and detailed series of processes so that some businesses choose to take advantage of technological advances to create similar advertisements. There is a sophisticated technology called artificial intelligence. This artificial intelligence has very broad aspects, for example there are virtual assistants, search engines with predictive keyword search capabilities, m-banking, chatbots, marketplaces, auto correct, GPS, online translators, movie streaming applications, and so on (Russel & Norvig, 2020). By using artificial intelligence, businesses can create advertisements that include certain public figures to promote their products, without making any agreements or providing any notification regarding the use of their brand for advertising with that person for various commercial uses. The business takes video clips of public figures, then they make their facial expressions, hand movements, and voices in such a way as to promote the products owned by the business. The results look authentic and sophisticated as if the public figure is really promoting the product. The narrative conveyed by the advertisement also sounds as if he uses and benefits from the related product in his daily life.

The technology used by this business is deepfake. Deepfake technology is one of the advantages provided by artificial intelligence by manipulating and creating audio, video, and images that can convincingly deceive the audience.(Al-Khazraji, 2023). Deepfake has been widely used because of its ability to produce convincing fakes that are indistinguishable from the original recording. In terms of audio manipulation, deepfake algorithms can imitate voices with incredible accuracy by analyzing the speech patterns, pitch, and intonation of the source recording. This allows the creation of an entirely new audio clip that resembles the voice of a particular individual. As for video and image manipulation, deepfake algorithms can easily swap faces or superimpose one person's face onto another, creating the illusion that the target individual is saying or doing something they never actually did (Haliassos, 2021). This can be achieved by training the system from the related technology to learn facial features, expressions,

and movements from various videos on the internet, then applying this data as a reference in manipulating the target video or image. Deepfakes are a category of digitally altered content that uses artificial intelligence (AI) algorithms to alter videos and/or images to create highly realistic fake content. Deepfakes also depict individuals who are not originally in the given video or image. As a result, deepfakes can mislead viewers by showing people saying or doing things they never said or did. While this is acceptable in the entertainment industry, it can raise serious concerns in advertising due to the potential for fraud.

Deepfakes can be used to spread false information, manipulate public perception, damage reputations, and facilitate various forms of fraud and identity theft (Raymond, 2023). This situation should make everyone wary, as the development of artificial intelligence is used to spread misinformation and get people to buy products. Even though the public figures whose faces are mentioned have spoken out about the issue, the information has spread widely and people will still come to check their pages, especially users who are not familiar with the difference between real and fake videos, or even know if they are possible. One example of deepfake abuse was reported by CNN World in February 2024, where a financial worker in Hong Kong was tricked into paying USD 25 million to a fraudster who used deepfake technology to impersonate the company's chief financial officer in a video conference call. The worker was tricked into attending a video call with what he thought would be several other staff members, but it was all actually a deepfake.

This violation needs to be a concern, because it does not reduce the possibility of potential consumers who see the recommendation advertisement believing the truth of the testimony given by the related public figure, then buying the product without understanding that the advertisement video they saw was not authentic and not an advertisement produced by the advertising star who appeared. There is the potential for financial loss or health problems. Financial losses can occur if the appearance or efficacy of the product does not really match what is advertised. Meanwhile, losses in the form of health problems can occur if the product is a product that is consumed, such as various types of pills that are believed to provide medicinal properties.

With businesses engineering advertisements using deepfake technology as mentioned above, the products of the related technology can be said to be deceptive or misleading advertisements. Given how sophisticated the technology is, consumers can be fooled, resulting in a blurring of the boundaries between reality and engineering, especially if they are not familiar with the results of deepfake products.

Besides that, Indonesia has advertising ethics released by the Indonesian Advertising Council. Based on the advertising ethics contained in the 2020 amendment, it is stated that in terms of advertising actors, these guidelines contain rules on child actors, women, gender, state officials, religious figures, posthumous, actors as brand ambassadors, people with physical disabilities, professionals, other actors, animals, and animated characters. If a public figure is appointed as a brand ambassador in an advertisement, then that person must be someone who actually uses the product in question in their daily lives. In addition, they are not allowed to use products from competitors in the same sector during the contract period, or at least during the advertisement broadcast period, especially if it is broadcast widely in front of the camera.

The potential for misuse of this technology is quite high, considering that there is no law in Indonesia that regulates artificial intelligence. Current legal protection may not be adequate enough to handle the complexity of advertising that uses artificial intelligence. Seeing how artificial intelligence is increasingly integrated into advertising, critical questions arise about consumer rights, ethical advertising practices, and legal accountability. Related to the legal issues raised in this article, the author will describe how violations committed by business actors in the form of broadcasting advertisements using artificial intelligence according to consumer protection laws and laws on information and electronic transactions, and to explain

the ambiguity of responsibility by knowing who is responsible for advertisements that use artificial intelligence; whether the responsibility lies with the business actor or the developer of the artificial intelligence technology itself.

## **RESEARCH METHOD**

The research method applied in this study is a normative research approach that emphasizes norms, regulations, or principles that should be followed. This research is prescriptive in nature, examining the relationship between legal principles, legal norms, legal rules, and individual behavior in the context of legal science. The approach used is library research. This library research was conducted by reviewing various relevant literature sources, both theoretical and practical, to analyze legal aspects, policies, and the implementation of well-known trademark protection in Indonesia.

## **DISCUSS AND ANALYSIS**

Consumer protection is an effort made to ensure legal certainty in order to provide consumer protection. This consumer protection is carried out so that the wider community does not consume or use products or services that can endanger their safety and health (Widiarty, 2016). and also understands how the product can provide benefits to them and the side effects it will cause. In addition, consumer protection law is an effort to ensure legal certainty in the form of rights and obligations to provide protection to consumers is the definition of consumer protection. This consumer protection law contains principles, obligations, and rights that need to be protected in order to avoid losses that will be experienced by consumers. Consumer protection includes two aspects, namely the possibility that the goods received by consumers are not the same as what has been agreed with the consumer, and protection against consumers who experience discrimination from business actors. He stated that the existence of law has the aim of uniting and aligning the interests of people who may be in conflict with each other, so that the unity of the law needs to be guaranteed in order to participate in minimizing the occurrence of disputes. In minimizing the occurrence of such disputes, it is realized through restrictions and protection of interests and needs related to the general public and the daily lives of the community. A person's interests are protected by law by directing a power to him to act in his interests, which in the sense of determining its breadth and depth. This power is referred to as a right that only exists in certain cases. While consumer protection law is a relationship and its provisions that are regulated in the name of a principle and rule that is intact and protected by law, including the use of consumer products in their lives (Nasution, 2000), where the rights and obligations between consumers and business actors are stated in the Consumer Protection Law itself.

In its general definition, advertising is the presentation of a product, brand, company, or sponsored outlet with non-personal information. Advertising aims to influence the image, beliefs, and attitudes of consumers towards a product and brand, including influencing the behavior of the target consumers of the advertisement. As image management, advertising is able to create and instill images and meanings in the minds of consumers. In general, advertising is delivered through TV, radio, print media, billboards, or other media such as the internet (Firmansyah, 2020). In broadcasting an advertisement, there are various functions that can be obtained. Swastha stated the first function, namely through advertising, complete information related to goods, prices, or other information that has benefits for consumers can be conveyed properly which results in the value of the information benefits. The use of this one advertisement plays a very important role in trying to ensure that potential consumers know information about an item without having to ask the business actor directly. The second function

of advertising is that advertising can persuade, influence, or convince people to see the advantages of its products, so that potential consumers are influenced and eventually buy the advertised goods. The creation of an impression or image is also inseparable from advertising, the creation of which is done well through advertisers who pay attention to colors, illustrations, and shapes that attract attention in an instant. This can influence the purchase of goods that are made without looking at their economic value, but because of interest in the prestige value of the product. Satisfaction of desires in the process of choosing and buying products is also a further function in advertising, namely potential consumers can see in advance the advantages and disadvantages of the product (Dharmmesta, 2011).

Along with the utilization of artificial intelligence, including deepfake technology which has been known to have advantages and disadvantages as something that can manipulate sound and video, it needs to be balanced with the existence of laws that can regulate regulations related to this technology. Thus, the misuse of technology that was originally created with the aim of user convenience can be minimized. In reality, in Indonesia there are no regulations that specifically regulate this technology. The laws used by policy makers to be applied to society today do not fully regulate how artificial intelligence produces content independently.

Alessandri stated that commercial advertising is a means of introducing a good brand product identity or branding image to the public. The goal is to provide motivation in increasing awareness and influencing marketing influence or influence on the market. Ultimately, the identity owned by the product can outperform public opinion and interest in terms of identity leading to image so that it is in accordance with the wishes and the results of its production sell in the market in significant quantities. However, in terms of the behavior of business actors to create advertisements from artificial intelligence technology, there are two laws whose elements of violation most fulfill the scope, namely provisions originating from the Consumer Protection Law and the Electronic Information and Transactions Law.

In the case of violations related to the creation and broadcasting of advertisements using artificial intelligence whose advertising material is created without the consent of public figures whose voices and videos are used as advertising promotions for the use of a product, the Consumer Protection Law regulates in Article 9 number (1) where business actors are prohibited from offering, promoting, advertising goods and/or services incorrectly and as if in accordance with a provision. More specific matters are regulated in letter c which states that "the goods and/or services have obtained and/or have sponsorship, approval, certain equipment, certain benefits, job characteristics, or certain equipment".

In terms of violations related to the use of facial manipulation and a person's data, the law on Electronic Information and Transactions has regulated Article 35 which states that anyone who intentionally and without rights or against the law manipulates, creates, changes, removes, or destroys Electronic Information and/or Electronic Documents with the aim of making the Electronic Information and/or Electronic Documents appear to be original data.", which with this definition, then the results of production originating from artificial intelligence are also included in electronic information. Electronic information is one or a set of electronic data including but not limited to writing, sound, images, maps, designs, photos, electronic data exchange, electronic mail, telegrams, telex, telecopy or the like, letters, signs, numbers, access codes, symbols, or perforations that have been processed and have meaning or can be understood by people interested in the field related to it. While electronic transactions are actions that have legal value and are carried out through computer media, the internet, and/or other electronic media. By looking at the definition stated in the Electronic Information and Transactions Law, it can be concluded that the laws and regulations governing artificial intelligence technology as expressly stipulated in this law previously, can also apply to the use of deepfake in Indonesia. These laws and regulations provide the same limitations on the existence of artificial intelligence technology in the country, where the main responsibility for

the application of artificial intelligence technology as an electronic agent lies with the entity that oversees its development. However, if we draw parallels between human interaction and technology itself, it becomes clear that without more comprehensive laws and regulations governing artificial intelligence technology in Indonesia, the debate around this issue will continue without a known end (Abidin, 2023).

Advertisements that utilize the sophistication of artificial intelligence are among those that have been circulating on the internet for quite some time. In December 2020, a YouTube channel called Channel 4 Entertainment featured Queen Elizabeth II in a video titled “Deepfake Queen: 2020 Alternative Christmas Message” (Channel 4 Entertainment, 2020). In the video, Queen Elizabeth II discusses how the toilet paper shortage that occurred at the beginning of the COVID-19 pandemic affected the situation in the kingdom. In the video description, it is clearly stated that the creation of the advertisement involved deepfake technology, which is a product of artificial intelligence.

In Indonesia, the use of deepfake in advertising has also been used. However, the purpose of using deepfake in advertising is the main focus in this article. The misuse of artificial intelligence in creating product recommendation advertisements has "utilized" the faces and voices of various public figures in the country. In July 2023, the General Chairperson of PERGIZI Pangan Indonesia Prof. Dr. Ir. Hardinsyah, MS provided clarification via detikcom (Kharisma, 2023) regarding the use of his face and video to recommend the OPTI FIT slimming brand. In the video, Prof. Hardinsyah, who is said to be a nutritionist, has found a unique formula that is effective in reducing weight in a significant time and invites the public to buy OPTI FIT products to experience the same benefits. Prof. Hardinsyah himself has tried to clarify that the advertisement is a lie via Facebook and Instagram Beauty Blog, both of which have provided statements in the comments column where the pill brand is promoted on the account in question but were later deleted by the account manager. In addition, in January 2024, top Indonesian artist Melaney Ricardo (Lova & Maharani, 2024) also experienced something similar. This time, Melaney's video adapted from a podcast event uploaded on her personal YouTube page was edited in such a way that it became a video testimonial of losing 25 kg in a month thanks to a brand of diet pills. Melaney then spoke up to provide clarification via her personal TikTok account with the username @melaney\_ricardo that in the video it was indeed her, but the statement made was not her and the editing of the entire narrative was done without Melaney's knowledge. In addition, Melaney also found many of her friends who had believed that the video was actually made by Melaney herself because of the indistinguishable similarity to Melaney's real way of speaking. In Indonesia, the misuse of artificial intelligence technology to create deceptive advertisements is exacerbated by inadequate tax regulations and enforcement. As noted by (Wala and Rasji, 2023), the lack of comprehensive laws governing taxation and artificial intelligence in Indonesia has led to various fundamental problems, including weak law enforcement, inconsistent regulations, and insufficient oversight of business activities. This regulatory gap enables businesses to evade accountability when using AI-generated content for commercial purposes without proper disclosure or permission. The authors highlight how the absence of strict sanctions and consistent law enforcement has created an environment where businesses feel emboldened to exploit technological advances at the expense of consumer protection and market integrity

As stated in the previous introduction, the presence of deepfake as a product of artificial intelligence technology itself is a good and bad thing; as if there are two sides that are interrelated like a coin. There are various benefits obtained from the use of artificial intelligence, one of which is the ease of improving the quality of the final results of a product. This is supported by increased resolution and quality of image sensors, the availability of data taken from all over the internet, and rapid advances in artificial intelligence technology itself so that the artificial and fake versions of reality produced by deepfake have higher credibility,

and become more convincing (Diakopoulos & Johnson, 2021). People will find it increasingly difficult to distinguish facts from very realistic fake content. Previously, we took it for granted. We tend to believe what we see with our own eyes and what we hear with our own ears (Granot et al., 2018).

Basically, business actors understand that such a method, namely by promoting products with advertisements resulting from artificial intelligence engineering that are produced without the consent of the relevant brand ambassador, is the same as not providing incorrect information. Despite their understanding towards basic things like this, the law in Indonesia that has not accommodated this violation actually encourages business actors to continue to do it. Until this article was written, not a single consumer had openly and clearly conveyed how the misuse of the use of advertisements resulting from artificial intelligence engineering can encourage potential consumers to buy goods without knowing that all the contents conveyed were just fabrications from the business actor without any openness of information whether what was conveyed in the advertisement was true or not. However, public figures who have been involved in having their images created as promotional advertising materials have spoken out and expressed their support for potential consumers to better recognize the types of advertising engineered by artificial intelligence and to research it further before purchasing a product from an advertisement circulating on social media.

Although the existence of artificial intelligence has been widely used in recent years when this article was written, artificial intelligence has not been a major concern for regulators in Indonesia to be one of the priorities in making provisions. There is no legal definition in Indonesia regarding artificial intelligence, so although there are several articles that are slightly less than fulfilling some elements of the misuse of artificial intelligence as advertising engineering, there is not a single article that can truly fulfill the protection for individuals who are harmed by artificial intelligence through law.

Online shopping habits will continue to grow, rise, and develop throughout the year, especially with the increasing use of mobile phones along with the convenience offered by various applications on each smartphone. Reflecting on this situation, the position of online shop customers who rely on advertising as one of the benchmarks for information about a product also needs to be protected and ensured that all information received is something that is commensurate with the money that will be spent by consumers. What is meant by a commensurate product is a product that is truly in accordance with consumer expectations when seeing the advertisements that are displayed, and receiving the product on condition that the product has the same form and nature as that conveyed by the business actor through the advertisements that are displayed. In addition, because the online shopping situation limits buyers from being able to ensure the quality of the product directly, this needs to be a concern for business actors to be honest in conveying information about their products. The initial step that needs to be considered and developed first to equalize the position of business actors and consumers is that the laws that regulate it need to be made more specific than existing laws. Moreover, because there is no law that specifically regulates artificial intelligence, a derivative question arises to determine the legal subject in cases of using artificial intelligence as product promotion advertising engineering. In this case, clear and firm regulations become an important foundation before the follow-up misuse of artificial intelligence technology for use as detrimental actions can be reduced or its negative impacts can be stopped from the start.

The gap created by the lack of strong laws to protect consumers from AI-engineered advertising is surprising, because deepfake technology introduces a completely new quality to advertising, necessitating the search for new disclosure strategies that will effectively communicate the change of perspective to consumers in such a way that they understand that the person depicted in the ad is not real. In other words, there is an urgent need for a new

disclosure dedicated to deepfakes that will openly label deepfake content as untrue (Campbell & Grimm, 2019).

The gap caused by the absence of an Indonesian Law governing artificial intelligence also has an impact on the lack of legal certainty. Certainty comes from a certain basic word, namely about a certain condition, has been determined, or has been determined for a condition. If the words certainty and law are combined, then legal certainty can be said to be a belief that the law applied to an event, or the law applied as protection is a strong and truly fair law according to the needs and circumstances of each citizen and the legal event concerned. This legal certainty is also in line with the objectives of the law conveyed by Kansil CST, where legal regulations need to be made to ensure the sustainability of balance in relations between members who live in society based on the will and awareness of each member of society. Its implementation is carried out with a series of legal regulations that are regulatory and force members of society to obey them, with the aim of being able to provide an impact in the form of balance in every relationship in society (Kansil, 2018). Legal certainty was first introduced by Gustav Radbruch where this idea was mentioned in his book entitled "einführung in die rechtswissenschaften" (Julyano & Sulistyawan, 2019). He stated that in law there are 3 (three) basic values that underlie the legal field, namely justice (Gerechtigkeit), benefit (Zweckmassigkeit), and legal certainty (Rechtssicherheit).

This teaching of legal certainty, according to Achmad (2002), comes from the Juridical-Dogmatic teaching. This teaching has a basis that is fixed on the positivist legal school of thought, in the form of viewing law as something that stands alone, which is viewed as nothing more than a collection of rules for adherents of this view. Proof that the law aims solely to depart as a general from legal rules with the aim of achieving certainty; without having the aim of realizing justice or its usefulness. This certainty can also be said as a guarantee that the law contains justice. Various social rules that advance this justice must actually be useful as regulations that are obeyed (Tarigan, 2017). The formation of this legislation is based on the existence of legal certainty as an effort to regulate the law. Through a concept that aims to implement the implementation of the law as well as possible, the principle of legal certainty is present so as not to cause harm to any party. Thus, the presence of this principle of legal certainty is important to exist in order to provide guarantees for citizens, especially Indonesian citizens, to have a sense that every citizen has a feeling of equal position before the law and according to its principles the implementation and provision of law are consistent for each legal case that is similar to that.

In relation to the current real situation where there are no regulations governing the use of artificial intelligence, it is suggested to policy makers to accommodate products based on artificial intelligence in the form of laws or amendments to laws that can provide definitions and limitations on the extent to which artificial intelligence can be used for their interests. In addition, the rules that can be conveyed in the law should also contain provisions on the use of artificial intelligence for commercial purposes; it is necessary to provide clear limitations on whether or not the use of artificial intelligence is permitted, and whether in the creation of artificial intelligence engineering there must be a statement that the advertisement made is a video resulting from artificial intelligence engineering on the condition that the person concerned has known whether or not his face is being used for advertising promotion purposes, as well as the limitations of artificial intelligence that can be used to engineer content to increase the appeal of an advertisement without manipulating any information that potential consumers should have obtained before being able to buy a product from the business actor offering it. In this case, collaboration between technology and law is important to do, the aim of which is to emphasize the need for collaboration between artificial intelligence developers, business actors, and regulators to ensure consumer protection. Thus, the misuse of artificial intelligence as a medium for advertising promotion can be minimized, and can clarify the legal position of



artificial intelligence as something that has encompassed the law of society. This is one form of fulfillment of the progressive legal theory conveyed by Satjipto Rahardjo, where he wrote in his book that the law must be able to keep up with the times, be able to respond to changes in the times with all the foundations in it, and be able to serve the interests of society by relying on the morality aspect of the human resources of law enforcement itself.

As long as Indonesian law cannot accommodate consumer protection in terms of the use of artificial intelligence as a means of conveying inappropriate product information, then what can be done is for consumers to find advertisements that are the result of artificial intelligence engineering and are indicated that the advertisement is the result of fabricating the voice and face of a public figure to make it seem as if what is conveyed is very convincing, then consumers can report the violation to the National Consumer Protection Agency to be followed up legally so that businesses can stop using similar methods to promote advertising. If the result of a consumer purchasing a product from an advertisement engineered by artificial intelligence experiences financial loss or health loss if the product used is for consumption, then the consumer can file a lawsuit through the Consumer Dispute Resolution Agency for follow-up action. If there is a dispute related to the civil matters, then the parties can resolve it based on good faith in their hearts to eliminate the settlement through the green table through alternative dispute resolution. In addition to litigation, dispute resolution can also be resolved outside the court (non-litigation) which is also called Alternative Dispute Resolution (ADR). Alternative dispute resolution is a body for resolving differences of opinion or disputes with the parties agreeing to a series of certain steps in the form of out-of-court settlement. This series of steps can be carried out through consultation, negotiation, mediation, conciliation, or expert assessment (Usman, 2012).

As stated in the Consumer Protection Law, a consumer has the right to obtain clear and correct information related to the product that will be sold to the consumer in order to minimize consumer losses, especially if the consumer will use the product for the first time, or the consumer can anticipate what side effects will be born when using the product. It is the responsibility of the regulators to provide a law wherein the consumers will have their rights be protected legally without the fear of having their rights be used by the business without their acknowledgement, even if it is a shopping through online. Business fraud is not something that can easily being slide in just because the business does not have to show their face in front of the public, but being in a business also means no matter what they distribute in the public as long as it is products that are legal to be sold in Indonesia, business has to acknowledge that they have a responsibility to make sure their consumer knows what they want to buy. This act will also benefit the business in the future to avoid any further dispute made in between before anything else, and the honesty will also bring the trust in consumers.

## **CLOSURE**

### **Conclusion**

When consumers choose a product to buy, they set some expectations that consumers want to achieve for a product that will be purchased and consumed, including knowing what needs to be anticipated when buying a product. The role of business actors before this buying and selling activity occurs is very important to be accepted by consumers because consumers can only know what is visible from the outside, both physically for product offerings and fleeting activities for service offerings, without understanding how a product works. This is also important for business actors as a form of compliance with consumer regulations and business ethics in order to become a comfortable medium for consumers to shop.

However, it's undeniable that many business actors still misuse the use of artificial intelligence to create advertisements quickly by manipulating and engineering a person's voice and face to attract the attention of a wider audience in order to increase their sales. Moreover,

in Indonesia there are no laws and regulations that completely or specifically regulate the use of artificial intelligence, especially in the commercial realm, so that business actors will not hesitate to take advantage of what already exists because there are no laws and regulations that can ensnare them in producing and broadcasting promotional advertisements for their products produced by artificial intelligence in the form of the use of deepfake technology without the consent of the public figure whose face image is used as a medium for promoting their products. In this case, regulators and law enforcers need to continue to follow the development of artificial intelligence to ensure transparency, fairness, and accountability in advertising, so as to minimize the possibility of business actors continuing to convey false information to consumers.

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