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## Legal Protection for Consumer Safety Due to Inconsistencies in Grab Partner Identities

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### Abstract

*This study analyses legal protection for consumer safety arising from inconsistencies between the identities of Grab driver partners displayed in the application and those encountered in practice, as well as the legal remedies available when consumer safety and security are not adequately guaranteed. The research employs an empirical juridical approach with qualitative methods, using a case study at PT Grab Indonesia in Semarang City. Data were collected through in-depth interviews, field observations, and document analysis, and analysed descriptively by linking empirical findings with Law Number 8 of 1999 concerning Consumer Protection. The findings reveal that mismatches in partner identities constitute a recurring issue that undermines consumers' rights to accurate, clear, and honest information, while simultaneously exposing them to heightened safety and security risks. Empirically, consumers experience fear, discomfort, and psychological insecurity during rides, yet often continue the service due to situational constraints, reflecting their weak bargaining position in platform-based service relationships. From the perspective of Gustav Radbruch's legal theory, these conditions demonstrate deficiencies in legal certainty, justice, and legal utility, particularly regarding platform accountability. This study concludes that effective consumer protection requires not only material compensation, but also guarantees of personal safety, transparent information, and corrective-preventive measures by platform providers. Consumers may pursue layered legal remedies, including internal complaint mechanisms, dispute resolution through the Consumer Dispute Settlement Agency (BPSK), litigation, and criminal reporting in cases involving serious threats or criminal elements.*

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## INTRODUCTION

The development of information technology in the era of globalisation has driven significant transformation in the transport sector, particularly through the emergence of app-based transportation services (Simarmata et al., 2025). One such service provider is PT Grab Indonesia, which offers convenience, efficiency, and fare transparency to its users (Wohon et al., 2025). Through its digital application, consumers can obtain information on service types, estimated fares, travel routes, and the identity of partner drivers in real time. As a business operator in Indonesia, Grab is subject to the provisions of Law Number 8 of 1999 on Consumer

Protection (UUPK), which guarantees consumers' rights to comfort, security, and safety in the use of goods and/or services (Juanda & Irawan, 2022).

Although online transportation services offer various conveniences, in practice they still present legal issues, particularly in relation to consumer safety protection (Talan & Suharyanti, 2023; Yohanes et al., 2021). One recurring problem is the inconsistency between the identity of partner drivers displayed in the application and the individuals who actually provide the service. This situation raises concerns regarding consumer security and potentially violates consumers' rights to accurate, clear, and honest information as regulated under the Consumer Protection Law (UUPK). In this context, application providers, as business operators, bear legal responsibility to ensure that the services delivered correspond to the information provided to consumers.

Research on online transportation services has developed with a variety of analytical focuses. Yohanes, Suhartana, and Wisudawan (2021) examined the legal liability of online motorcycle taxi services towards consumers in food delivery services, particularly when food is received in a damaged condition. This study positions consumers as parties entitled to compensation for losses suffered, emphasising the responsibility of business operators in app-based services (Yohanes et al., 2021).

Furthermore, Juanda and Irawan (2022) discussed legal protection for consumers who use online motorcycle taxi applications in general. Their study focuses on consumers' rights and obligations as well as the legal protection mechanisms available under Law Number 8 of 1999 on Consumer Protection, including consumers' access to dispute resolution when they suffer losses (Juanda & Irawan, 2022).

Talan and Suharyanti (2023) broadened the scope of analysis by highlighting legal protection for online motorcycle taxi consumers in cases of sexual violence. This research focuses on victim protection and the role of criminal law in ensuring a sense of security for users of online transportation services, particularly in urban areas (Talan & Suharyanti, 2023).

In 2024, Raska and Wardani examined legal protection for Grab drivers who experienced fictitious orders within the context of the gig economy. This study focuses on the legal position of drivers as partners and the forms of legal protection available to them, thus placing greater emphasis on labour aspects and the partnership relationship between drivers and the platform company (Raska & Wardani, 2024).

In the same year, Mahendra and Faniyah (2024) discussed the resolution of consumer disputes involving users of online transportation applications arising from non-cancellable transactions. This research highlights dispute resolution mechanisms and the role of consumer protection law in providing justice for consumers who suffer losses (Mahendra & Faniyah, 2024).

Based on the foregoing review of previous studies, it can be concluded that existing research remains fragmented, focusing on issues such as service compensation, dispute resolution mechanisms, victim protection in criminal cases, and legal protection for drivers as partners. There has been no study that specifically and comprehensively examines legal protection for consumer safety arising from inconsistencies between the identities of partner

drivers and those displayed in online transportation applications, particularly Grab. In fact, such identity inconsistencies have direct implications for consumer security and safety and are closely linked to consumers' rights to accurate, clear, and honest information.

Therefore, the urgency of the research entitled "Legal Protection for Consumer Safety Due to Inconsistencies in Grab Partner Identities" lies in its effort to fill a gap in legal scholarship concerning consumer safety protection in online transportation services. This study focuses its analysis on the legal responsibility of platform providers, as business operators, to ensure consumer security and safety, while also strengthening the application of Law Number 8 of 1999 on Consumer Protection in the context of app-based transportation services.

The research problems examined in this study are the forms of legal protection available to consumers using Grab services and the legal responsibility of PT Grab Indonesia in ensuring consumer security and safety. This study aims to analyse the implementation of the Consumer Protection Law (UUPK) in the practice of online transportation services, using PT Grab in Semarang City as a case study.

## **METHODOLOGY**

This study adopts an empirical juridical approach using a qualitative method, aiming to examine the implementation of legal protection for consumer safety and security in the practice of Grab's online transportation services, particularly in relation to inconsistencies in partner driver identities. The empirical juridical approach is employed to analyse the relationship between written legal norms and the reality of their application in society (Soekanto, 2009). This research is descriptive-analytical in nature and is conducted as a case study at PT Grab Indonesia in Semarang City. Informants are selected through purposive sampling, including consumers who use Grab services, partner drivers, and parties who are knowledgeable about consumer protection issues. The number of informants is determined based on data adequacy until information saturation is achieved (Sugiyono, 2013).

Data are collected through in-depth interviews, observation, and literature review as the main techniques in qualitative research to obtain a comprehensive understanding of the phenomena under study (Creswell & David Creswell, 2018; Moleong, 2014). The empirical data obtained are analyzed using descriptive qualitative analysis by comparing field findings with the provisions of Law Number 8 of 1999 on Consumer Protection as the normative basis. The analysis process is carried out through the stages of data reduction, data display, and conclusion drawing (Miles et al., 2018). The results of the analysis are presented narratively to comprehensively describe the forms of legal protection and the responsibility of business operators in ensuring the safety and security of consumers who use Grab services.

## **RESULTS AND DISCUSSION**

### **A. Forms of Legal Protection for Consumers Harmed by Inconsistencies in Grab Partner Identities**

Based on the empirical research conducted at PT Grab Indonesia in Semarang City, it was found that inconsistencies between the identities of partner drivers and the identities

displayed in the application constitute a real problem that has the potential to cause serious harm to consumers, particularly in terms of safety and security. In ride-hailing services, consumers rely on trust in the platform's digital representations—driver profiles, vehicles, and trip information—as the basis for their decision-making before a journey begins; perceived safety has been shown to be an important factor influencing users' experience, satisfaction, and loyalty in Indonesia's ride-hailing market (Ricardianto et al., 2024)

In practice, when the identity of the partner driver on the ground does not match the information shown in the application, consumers are placed in a highly vulnerable position because they lose the "initial control mechanism" that ensures the service provider has been properly verified. From a regulatory perspective, identity consistency is not merely a matter of service preference, but part of security standards requiring that the driver and vehicle identities in the application correspond to those actually providing the service, accompanied by complaint channels and safety features. These requirements are reflected in national legal literature discussing the obligations of application-based companies in relation to security, including identity conformity and emergency (panic button) features (Santoso & Sulianto, 2023)

From the perspective of consumer protection law, this situation demonstrates a failure to fulfil consumers' rights to accurate, clear, and honest information, which are positioned as fundamental rights in the relationship between consumers and business operators. Under the Consumer Protection Law (UUPK), information is a prerequisite for consumers to make informed and safe decisions; therefore, when the driver identity displayed does not correspond to the factual situation, the information provided by the platform may be regarded as misleading or unreliable as a basis for safety. The importance of "clear identification of parties within applications" as a crucial element of consumer protection in app-based transportation services is also emphasised in accredited national studies that regard identity as an essential component of contractual relationships and consumer protection in online transportation (Bagus Wicaksono, 2017).

Interviews with consumers in Semarang City show that identity inconsistencies generate fear, discomfort, and concern for personal safety during journeys. At this point, the issue of identity goes beyond administrative matters and becomes directly linked to users' expectations of safety and security. International literature likewise indicates that visible driver identity attributes (for example, "real versus fake identity cues" in profiles) can influence users' intention to use ride-sharing or ride-hailing services because they are closely related to trust and risk perception (for instance, studies on the effect of identity cues or usernames on usage intention) (Fu et al., 2023)

Within Gustav Radbruch's theory of legal certainty, inconsistencies in partner driver identities reflect weak certainty in the operational practice of online transportation services. Legal certainty requires clear, consistent, and predictable rules in their application; however, platforms create a "normative promise" through their digital systems that the displayed driver profile has been verified. When a mismatch occurs, a gap arises between law in the books and law in action, leaving consumers without certainty as to who bears direct responsibility if an

incident occurs during a journey. In the context of gig-platform work, HCI studies have also identified identity verification and account-sharing practices as real issues affecting security and accountability, making the strengthening of verification mechanisms an essential element of platform governance (Watkins, 2023)

From the perspective of legal justice, identity inconsistencies place consumers in an unequal position because they must bear risks arising from failures in the partner verification system, which is in fact the responsibility of the business operator. Consumers have no control over the recruitment, verification, and supervision of partners; therefore, justice requires that risks resulting from defective verification should not be imposed on consumers but borne by the business operators who benefit economically from the platform's operations. At this point, fair protection also demands proportional remedies: not only compensation, but also corrective and preventive measures such as stricter verification, consistent sanctions, and the strengthening of safety features. National literature on consumer protection in online transportation likewise emphasises the need for companies to improve security systems and complaint mechanisms to ensure user safety, particularly for vulnerable groups (Amelia et al., 2024)

The principle of legal justice also requires proportional restoration of consumers' rights. Such restoration should not be limited to compensation or damages, but must also include preventive corrective actions, such as improving identity verification systems, enforcing sanctions against non-compliant partners, and providing additional safety guarantees for consumers. Without fair remedial measures, consumers will remain in a disadvantaged position while business operators continue to benefit from the service.

Meanwhile, from the perspective of legal utility, legal protection for consumers arising from identity inconsistencies has broader social impacts as a mechanism of social control and prevention. Enforcing the responsibility of business operators encourages systemic improvements by strengthening internal supervision, raising safety standards, and reducing opportunities for account and identity misuse. This aligns with research on ride-hailing in Indonesia that identifies perceived safety as a key determinant of user satisfaction and loyalty, making enhanced security not only a legal obligation but also a factor in the sustainability of the service ecosystem (Ricardianto et al., 2024)

Based on the overall findings and analysis, it can be concluded that legal protection for consumers harmed by inconsistencies in Grab partner identities encompasses several key aspects. First, the fulfilment of consumers' rights to accurate, clear, and honest information as provided under the Consumer Protection Law (UUPK). Secondly, the guarantee of consumer safety and security as an integral part of legal protection. Thirdly, the responsibility of business operators to improve the verification and supervision systems for partner drivers and to provide fair remedies for affected consumers. By integrating the principles of justice, utility, and legal certainty as articulated by Gustav Radbruch, consumer protection in online transportation services can be realised more effectively and equitably.

## **B. Legal Remedies Available to Consumers Where Safety and Security Are Not Guaranteed**

Based on the empirical research conducted at PT Grab Indonesia in Semarang City, it was found that inconsistencies between the identities of partner drivers and those displayed in the application not only cause inconvenience but also create real risks to consumer safety and security. In this context, the availability of legal remedies becomes an important instrument for consumers to protect their rights while ensuring accountability on the part of business operators providing app-based transportation services (Ricardianto et al., 2024; Talan & Suharyanti, 2023).

Conceptually, the legal remedies available to consumers reflect the function of law as a means of protection, social control, and the restoration of rights. Such remedies are not singular, but layered and sequential, ranging from internal company mechanisms to out-of-court and judicial dispute resolution pathways. This tiered approach is consistent with the principles of effectiveness and proportionality in consumer protection law, such as:

### **1. Internal Complaints to the Business Operator as an Initial Legal Remedy**

The first legal remedy most frequently pursued by consumers in practice is a direct complaint to the business operator through customer service mechanisms. In the context of digital platforms, internal complaint mechanisms are regarded as a form of internal dispute resolution aimed at resolving disputes quickly and efficiently before entering formal legal channels (Mahendra & Faniyah, 2024). Consumers typically report inconsistencies in partner driver identities via the in-app reporting feature, accompanied by supporting evidence.

From the perspective of consumer protection law, internal complaints constitute a form of preventive and corrective remedy that allows business operators to rectify errors and restore consumers' rights. However, national studies indicate that this mechanism often fails to provide legal certainty because follow-up actions depend entirely on the company's internal policies (Bagus Wicaksono, 2017). Therefore, although beneficial in terms of speed and cost, internal complaints cannot be regarded as the sole instrument of legal protection.

Within Gustav Radbruch's theory of legal utility, this internal complaint mechanism has practical value because it enables rapid resolution at low cost and encourages business operators to improve their systems internally (Hamid, 2017). However, from the perspective of legal certainty, internal complaints have inherent limitations, as they rely entirely on corporate policy and do not always provide clarity regarding sanction standards or the form of redress available to consumers. Consequently, internal complaints should be understood as an initial step rather than the only form of legal protection.

### **2. Dispute Resolution through the Consumer Dispute Settlement Agency (BPSK)**

Where internal complaints do not produce satisfactory results or the consumer continues to feel aggrieved, the consumer may pursue a non-litigation remedy through the Consumer Dispute Settlement Agency (Badan Penyelesaian Sengketa Konsumen—BPSK). The legal basis for this mechanism is found in Article 45(1) of Law Number 8 of 1999 on

Consumer Protection, which grants consumers the right to bring claims against business operators through out-of-court dispute resolution bodies (Juanda & Irawan, 2022).

BPSK functions as an alternative dispute resolution forum that is relatively simple, speedy, and low-cost. In cases of inconsistency in partner driver identities, consumers may submit claims concerning violations of their rights to information, security, and safety. BPSK has the authority to examine disputes, summon the parties, and issue binding decisions.

Empirically, the BPSK mechanism provides a more balanced forum for consumers to submit formal complaints compared with internal company procedures. From the perspective of legal justice, BPSK represents the State's effort to protect the structurally weaker party—namely, the consumer—in legal relations with large business operators. Consumers are no longer in a passive position dependent solely on corporate policy, but instead have access to an institution with legal legitimacy (Yohanes et al., 2021).

In terms of legal certainty, the existence of BPSK offers a clear and predictable pathway for consumers to resolve disputes. Consumers are informed of the procedures, their rights, and the possible outcomes of the process. Meanwhile, from the perspective of legal utility, resolution through BPSK serves as a preventive instrument that encourages business operators to take greater responsibility for ensuring the accuracy of partner driver identities and the safety of their services.

### **3. Litigation through the General Courts**

In certain circumstances, particularly where inconsistencies in partner driver identities cause serious harm or pose a real threat to consumer safety, non-litigation remedies may be considered inadequate. In such situations, consumers have the right to pursue litigation through the general courts, as guaranteed by Article 45(1) of the Consumer Protection Law (UUPK) (Mahendra & Faniyah, 2024).

Litigation provides consumers with the opportunity to seek a more comprehensive form of legal accountability from business operators, including claims for material and immaterial damages. In specific cases, inconsistencies in partner driver identities may be classified as an unlawful act where there is evidence of systemic negligence on the part of the business operator in supervising and verifying its partners.

From the perspective of legal certainty, litigation offers the clearest and most binding formal mechanism. Court judgments provide certainty as to which party bears responsibility and how that responsibility must be discharged (Raska & Wardani, 2024). Nevertheless, research indicates that consumers rarely choose this route because of constraints related to cost, time, and legal knowledge. This underscores the importance of optimising non-litigation mechanisms so that consumer protection can be accessed more broadly.

### **4. Reporting to Law Enforcement Authorities in Cases Involving Criminal Elements**

Where inconsistencies in partner driver identities involve criminal elements, such as identity fraud, deception, or acts of violence, consumers may also report the matter to law

enforcement authorities. This remedy lies beyond the scope of civil law and consumer protection alone and falls within the domain of criminal law (Talan & Suharyanti, 2023).

In this context, criminal reporting serves as a form of maximum protection for public safety. From the perspective of legal utility, the enforcement of criminal law not only protects the individual consumer who becomes a victim, but also prevents the recurrence of similar conduct by others (Burci & Toebes, 2018). Meanwhile, from the perspective of legal justice, criminal reporting ensures that perpetrators who engage in harmful conduct are not merely subject to administrative sanctions, but also to proportionate legal accountability.

## **5. Integration of Legal Remedies from the Perspective of Gustav Radbruch's Theory**

An analysis based on Gustav Radbruch's theory shows that the full range of legal remedies available to consumers reflects the application of the three fundamental values of law, namely justice, utility, and legal certainty (Afdhali & Syahuri, 2023). Legal justice is reflected in the recognition of consumers' rights to protection and to the restoration of losses suffered. Legal utility is evident in the preventive and systemic impacts generated, namely encouraging business operators to raise standards of safety and partner verification. Legal certainty is realised through the clarity of the legal pathways available to consumers, ranging from internal complaints to litigation and criminal reporting.

Accordingly, the legal remedies available to consumers function not only as instruments of individual protection but also as mechanisms of social control over the operation of online transportation services. Consistent law enforcement against violations involving partner driver identities is expected to enhance safety standards, strengthen public trust, and promote the accountability of business operators within the app-based transportation service ecosystem.

## **CONCLUSION AND SUGGESTION**

Based on the results of the empirical juridical research conducted, it can be concluded that inconsistencies between the identities of partner drivers and those displayed in the Grab application constitute a real problem that has a direct impact on consumer safety and security. This condition indicates that consumers' rights to accurate, clear, and honest information, as stipulated in Article 4 of Law Number 8 of 1999 on Consumer Protection, have not been fully realised. Empirically, consumers are in a weak and vulnerable position because they must bear risks arising from deficiencies in the verification and supervision systems for partner drivers. From the perspective of Gustav Radbruch's theory, this problem reflects a disruption of legal certainty, the failure to achieve legal justice for consumers, and the suboptimal realisation of legal utility in creating a safe and sustainable online transportation service ecosystem. Accordingly, legal protection for consumers in Grab's online transportation services cannot be understood merely as a normative obligation, but as a concrete necessity that must be consistently implemented in operational practice.

In this regard, the study recommends that PT Grab Indonesia strengthen the verification and supervision of partner drivers on a continuous basis, accompanied by firm and consistent sanctions for identity violations. In addition, greater transparency in complaint

handling and consumer redress mechanisms is required so that consumers can obtain effective and accessible protection. From the regulatory perspective, enhanced supervision of app-based transportation service providers is essential to ensure the optimal implementation of the Consumer Protection Law. For consumers, improved legal literacy and awareness of their rights are also key factors in promoting legal protection that is just, beneficial, and characterised by legal certainty within the online transportation ecosystem.

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