

## ABSTRAK

Tesis ini berjudul “**PERJANJIAN JUAL BELI MAINAN SEKS (SEX TOYS) MELALUI MEDIA ONLINE**” dengan 2 Rumusan Masalah, yaitu : 1. Karakteristik Jual Beli Mainan Seks (*Sex Toys*) melalui media online. 2. Tanggung Jawab Terhadap Jual Beli Mainan Seks (*Sex Toys*) Melalui Media Online.

Penelitian ini adalah Jenis Penelitian hukum dengan metode penelitian hukum normatif. Penelitian ini menggunakan Pendekatan Perundang-undangan (*Statute Approach*) dan Pendekatan Konseptual (*Conseptual Approach*).

Hasil dari penelitian ini antara lain jual beli mainan seks (*sex toys*) ialah batal demi hukum karena melanggar Pasal 4 ayat (1) Undang-Undang Pornografi, Pasal 27 ayat (1) Undang-Undang Informasi dan Transaksi Elektronik, melanggar norma yang dianut masyarakat, dan ketentuan Pasal 1320 BW syarat keempat yaitu kausa yang diperbolehkan. Kemudian tanggung gugatnya atas kerugian dapat diajukan oleh konsumen terhadap kerugian yang dideritanya baik secara litigasi maupun non litigasi, akan tetapi selain itu karena objek melanggar pidana maka para pihak juga harus bertanggung jawab dipengadilan pidana.

**Kata Kunci: Jual beli, Mainan Seks, Online**

**ABSTRACT**

This thesis is titled "**AGREEMENT FOR BUY AND SEX TOYS (TOYS SEX) THROUGH ONLINE MEDIA**" with 2 Problem Formulations, namely: 1. Characteristics of Buying and Selling Sex Toys through online media. 2. Responsibilities for the sale and purchase of sex toys through online media.

This research is a type of legal research with normative legal research methods. This study uses statutory approval (*Statute Approach*) and Conceptual approval (*Conceptual Approach*).

The results of this study include the sale and purchase of sex toys (sex toys) are null and void by law because they violate Article 4 paragraph (1) of the Pornography Act, Article 27 paragraph (1) of the Information and Electronic Transactions Act, violating norms adhered to by the community, and the provisions of Article 1320 BW the fourth condition is the cause that is allowed. Then the liability for losses can be filed by consumers for losses suffered both litigation and non litigation, but other than that because the object violates the criminal, the parties must also be held responsible in criminal justice.

***Keywords: Buy and Sell, Sex Toys, Online***