

## **The public behavior and the social role of national legal business education**

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### **Abstract**

This study investigates the role between public behavior and the social function of the National Legal Education for the online loan literacy case. The scope of the research includes community behavior integrated with technology and consumer education concerning business law regarding Self Evaluation and Protection of Personal Information in the case of Online Loans. The normative legal study design assesses ten principal legal documents, including nine Rhode Island laws, four government regulations issued by the Minister of Communication and Information and the Financial Services Authority, and one civil code. The study focuses on positive law regarding Self Evaluation and Protection of Consumer Information and Business Law Education on Online Loans. The findings disclose that in national law, online loan literacy cases occur in digital societies. It is necessary to conduct an independent evaluation to control the exploitative attitude of people literate in online loans and determine each area of personal data protection related to rights, obligations, and sanctions based on government regulations. The second finding explains that the social role of business law education on the consumptive behavior of digital society; is shown in primary legal materials. It provides many benefits in self-evaluation and consumer protection, including self-control not to behave wastefully in using online loans, making online loan decisions, and forming a business-savvy personality. Legally, their role for digital society and business law education exists. It includes learning about making humans knowledgeable and having skills in meeting their needs and achieving a better standard of living or progress. The government needs to revise the law, encouraging healthy digital community behavior. Therefore, the rules of honesty, transparency, and justice become applicable.

**Keywords:** *public behavior, social role, national legal business education*

### **Introduction**

The progress of a country in the era of digitalization can involve various dimensions of life. Liu et al. (2021) reported a meaningful relationship between the development and science and technology in developing countries. The ability to manage natural resources, technological advances and economic moderation, the education system, and the rule of law are some addressed issues by scholars. Recent studies have focused on the problems arising in the digital society and have related them to the education system and national law. According to Coccia (2021), the advancement of a digital society driven by technology poses drastic changes in people's behavior.

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These behavioral changes; are felt in physical and mental health. However, scientific, social, and technological advances do not automatically lead to welfare. They may also produce adverse behavioral effects and cause some health problems. Studying science originating from the educational dimension is exceedingly crucial for the digital market and protects society from the probable negative influences. It also manifests opportunities and challenges for developing human resources and social policies during the Industrial revolution 4.0 (Song et al., 2021). Unfortunately, educational infrastructure is purportedly inadequate, specifically in disadvantaged areas during the pandemic (Batubara, 2021; Sari & Nayır, 2020). The low quality education causes failure (Allen & Sims, 2018). The decline in the quality of education accompanies an unfavorable environment with corrupt practices, political instability, or a decreased state efficiency (Fomba et al., 2022).

In Indonesia, technological developments have boosted the needs and inflicted changes in people's consumption patterns. Nevertheless, inadequate legal literacy may lead to exploitative behavior, stumbling into problems with online loan services (Tibrisi et al., 2020). Business law education concerning the role of law with the demands for renewal and development of human resources has become more relevant than ever. The role public behavior and the social role of national education may cover the social influence on consumptive behavior (Chin et al., 2020; Nur Ismail et al., 2021), data leakage, and data access restrictions (Aryana, 2022; Hidayat et al., 2020; Myranika, 2021), legal studies on online business transactions (Aspan et al., 2020; Harahap & Zulkarnain, 2020) and financial literacy in preventing illegal fintech on business (Effendi et al., 2021). Thus, several studies have highlighted the problem of people's wasteful behavior and online lending and related it to the prominence of learning about the relevant laws. It calls for the urgency of increasing public legal awareness so that people will be aware and obedient to their responsibilities and constitutional protections by conforming to the applicable law in their country.

Research on public behavior and the study of normative legal education's social role have become more relevant as the development of online financial services has risen steadily. For example, the work conducted by Noor et al. (2021) has revealed that legally, there exist no regulations specifically regulating online business transactions, including fintech lending. Thus, consumer protection is weak in the eyes of the law. The central factor for the increase in online loans is the community behavior and business people who have not yet obtained access to finance from

banks. It could also be due to not getting capital from any sources. In December 2021 period, there were 103 fintech lending providers with total assets reaching IDR 4060.35, an increase from the January period, reaching IDR 3990.19 billion (OJK, 2021) (See Table 1).

**Table 1**  
*Company Overview*

Summary	Total of companies (units)			Total assets (IDR billion)		Total liabilities (IDR billion)		Total equities (IDR billion)	
Conventional organizer	96			3.986.22		1.554,35		2.431.88	
Sharia Operator	7			74.13		45,92		28.22	
Total	103			4060.35		1600.26		2460.09	
Period: December 2021									
Period: December 2021									
* Per 3 Jan 2022									
	Oct-21			Nov-21			Dec-21		
Number of active borrower accounts (entity)	Outstanding loans (IDR billion)	TWP 90	Number of active borrower accounts (entity)	Outstanding loans (IDR billion)	TWP 90	Number of active borrower accounts (entity)	Outstanding loans (IDR billion)	TWP 90	
1.90%	19.949.798	27.905	2.13%	20.877.572	29.127	2.24%	17.287.241	<b>29.880</b>	

Source: (OJK, 2021)

From Table 1, it is evident that online loans substantially contribute to the sustainability of economic activity. Outstanding loans reached IDR 19,949,798 billion, dominated by millennials to hit IDR 15 trillion. It was recorded that throughout 2021, the Financial Services Authority (OJK) recorded online financing of IDR 29.88 trillion, with a realization that grew 95.05 percent compared to the 2020 period reaching IDR 15.32 percent (OJK, 2021). Previous findings elucidate that the public's inadequate understanding of financial products and services is not commensurate with the public's comprehension of the risks (Amidjono et al., 2016). Legal education and education, in general, are critical because they have a social impact on society, handily preventing violations of government regulations (Afhami, 2021; Abidin et al., 2020).

Based on previous studies of the last three years, researchers have not adequately studied the role of business law education in online loan cases. The studies usually center on analyzing the effect of online loan services on business continuity, particularly for MSMEs (Darma et al., 2020), company performance analysis, risk prevention, and law enforcement against privacy and personal data breaches (Harahap & Zulkarnain, 2020; Aspan et al., 2020). The novelty of research reveals the importance of understanding public behavior and business law because it can provide

social knowledge for self-evaluation, self-control, and consumer protection. This study also finds that with the social role of business law education, people have the legal knowledge to meet their standard of living well. Therefore, this study explores the social role of business law education in online loan cases related to public behavior. It is because not all people and business people take formal and non-formal education channels, specifically to use legal consulting services with advocacy. Communities need literacy, achievable through informal education from various sources that can be accessed anytime and anywhere. Therefore, the public as consumers and Pinjol companies comprehend their limitations on national legal rules, allied to online loan literacy. One of them comes from this research, where business law education, personal information protection, and online loans are examined in depth through normative legal studies and relevant literature reviews.

### **Research Questions**

From the described context, this study is to answer the problem concerning the role public behavior and national legal education for online loan literacy in Indonesia. Two research questions are proposed.

1. What is the positive legal review about the social role of national legal education on people's behavior?
2. What are the public behavior and the social role of business legal education in literacy cases for online loans?

### **Literature Review**

#### **Public Behavior**

Consumptive behavior involves a behavior or lifestyle that likes shopping for goods and services without rational and not well-planned considerations, but for the encouragement of personal desires. Dependence on digital technology has no noticeable harmful effect on consumption behavior. However, addictive abuse and dependence drive unhealthy individual behaviors such as overspending and other addiction issues (Grover et al., 2011). The literature articulates that a consumptive digital society tends to use online loans to have goods due to status considerations (Dapp, 2014). The exploitative public with low digital literacy often experiences financial problems and are engaged in online loans. They cannot manage finances because they prioritize

wants over basic needs (Nurjanah et al., 2018). Internal factors affecting consumptive behavior include motivation, self-esteem, learning process, and self-concept. The positive impacts arising from it; comprise providing satisfaction for the public, offering benefits for producers, and improving the economy. Consumer education, manifesting the learning and self-development process, is critical to protecting the community from the adverse effects of consumptive behavior, especially online loan services, such as social inequality and triggering inflation (Li et al., 2020).

### **Business Law Education**

Education can be obtainable through self-taught coming from experiences that occur in everyday life. The goal is, as a means, freeing someone from ignorance to make humans knowledgeable and have the skills to meet their needs and achieve a better standard of living or progress (Moore, 1991). Business law education implies a learning process of knowing, evaluate, and apply business law knowledge gained from classroom learning besides life experiences (Davidson & Forsythe, 2020). Studying global issues and business law can help a person conduct his life tasks related to business and be more independent and responsible (Zakieva et al., 2019; Martin & Manwaring, 2015). In social sciences, business education can offer many benefits in exercising self-control, generating a sensible business-minded personality, and having the business skills needed (Miller, 2018).

### **Online Loans**

An online loan is a loan spendable through an online application. This application is the fruit of technological innovation in the financial industry (Meyer et al., 2016). Online loans supply financing facilities to consumers through an application system. Consumers can borrow a limited amount of funds through an online loan application by attaching a personal identity, photo, and access to a phone book (contact list) without going through a bank as an intermediary (Balyuk & Davydenko, 2018). Previous studies have stated that online loans carry a mega risk, especially using long tenors where the daily interest expense makes the loan amount much higher than the funds obtained from the borrower (Everett, 2015). Recent literature accentuates several meanings when borrowing online. In addition to the need to study the amount of interest offered, consumers need to know the rules and the entire lending process (Najaf et al., 2022).

## **Methodology**

### **Design**

This study investigated public behavior and the social function of national education. The researcher adopted a legal research design to attain research objectives related to online loan. LLewellyn (1940) remarked that the design of legal research must aim to answer legal issues through a study based on legal principles, laws, and pertinent doctrines. Therefore, the said design was selected because it aligned with the research objective, that is, to investigate the two primary focuses of research in the scope of consumptive behavior in a digital society and business law education concerning the laws and regulations of the government in Indonesia. The researcher referred to legal research design using a content analysis developed by Hall and Steiner (2020) to investigate legal regulations regarding public behavior toward online loan services. According to Hall and Steiner (2020), if a researcher wants to investigate the regulation first and then understand the content of the regulation, the relationship between the content of the regulation and the original purpose of making the regulation or the relationship between the content of the regulation and its impact must be established. Thus, content analysis can be used in legal research in the form of statutory regulations, policy regulations, or judges' decisions. That is, there is no question of what type of regulation will be analyzed as long as the text of the regulation can be reduced to fundamental concepts. The analysis proposed by Krippendorff (2018) was used to guide this research, with the first focus being content analysis of the identification of legal facts/national laws and legal issues regarding public behavior toward online loan services. The second focus was on the inventory of rules as a legal basis for analysis in terms of business laws, including self-evaluation and protection of consumer information.

### **Data and Sources of Data**

This study used secondary data, which can be defined as data gathered through intermediaries or parties who have previously collected the data. The secondary data source in this study is the data issued by the government in the form of laws and regulations. LLewellyn (1940) explained that statutory regulations are written regulations that contain legally binding norms in general and are formed or determined by state institutions or authorized officials through the procedures set out in the legislation. Secondary data were derived from 14 statutory regulations containing legal provisions of self-evaluation and protection of consumer information to reveal important lessons

about the social role of business law education and the service behavior of online loan users. The secondary data in this study consisted of nine Indonesian laws and regulations, four government regulations through the Ministry of Communication and Information, the Financial Services Authority (PJOK), and one Civil Code (KUH *Perdata*).

**Table 2**  
*Secondary Data*

Theme	Data	Destination
Positive laws on self-evaluation and information protection	1. Amendments to the Population Administration Law No. 23 (Law No. 24 of 2013)	It is a review of primary legal documents that aims to provide learning about the self-evaluation that must be carried out in accordance with national regulations.
	2. Implementing Law No. 23 of 2006 on Population Administration (Government Regulation No. 40 of 2019).	
	3. Consumer Protection Law No. 8 was enacted in 1999. (UKP)	
	4. The 2022 Indonesian National Police Act (Law No. 2)	
	5. Minister of Communication & Information Technology Regulation No. 20 of 2016 (Personal Data Protection in Electronic Systems)	
	6. The Indonesian National Police is governed under Law No. 2 of 2022.	
	7. Law No. 14 (The Disclosure of Public Information);	
	8. amends Law No. 11 of 2008 (Law No. 19 of 2016, Information and Electronic Transactions);	
	9. Amendments to Information and Electronic Transactions Law No. 11 of 2008 (Law No. 19 of 2016)	
Business law education on online loans	1. The National Education System Act of 2003 is the first step in establishing a national education system (Law No. 20).	Providing information about online loans within the scope of business law education
	2. The Constitution of the RI was adopted in 1945.	
	3. Application of Law No. 23 of 2006, Government Regulation No. 40 of 2019.	
	4. Indonesian Civil Code (KUH <i>Perdata</i> )	
	5. The Consumer Protection Law No. 8 of 1999 is a law that protects consumers (UUKP)	
	6. PJOK Regulation No. 77 of 2016 (Information Technology-Based Lending and Borrowing Services)	

### Data Collection Techniques

This study employed documentation analysis organized into two key areas, responding to the two problem formulations. Document study, i.e., viewing and analyzing documents made by the subjects themselves or by other people about the research subjects, is a qualitative data collection method used by researchers. In this study, the criteria for the selected documents were public documents related to the social role of business education, legal regulations on information protection, and legal regulations on online loans. First, the researcher collected data from primary legal materials concerning independent evaluation and protection of consumer information. Second, the researcher gathered essential legal data on online loans within the scope of public behavior and business law education. The researcher identified problems by selecting articles on

laws and regulations, government regulations, the Indonesian Criminal Code, and literature studies relevant to business law education, personal data protection, and online loans. The first question (RQ1), assesses the positive legal social impact of learning consumer self-evaluation and consumer protection in online loans on public behavior. The second question (RQ2), explores the community consumptive behavior and the social impact of business legal education on online loan services.

**Table 3**  
*Collected Data*

Theme	National Law	Indication RQ	Code(s)
Self-evaluation and information protection	1. Amendments to the Population Administration Law No. 23 (Law No. 24 of 2013), Article 1 point 22 and Article 84 paragraph (1)	RQ 1	10
	2. Article 28D paragraph (1) of the 1945 Constitution and Government Regulation No. 40;		6
	3. Article 2 paragraphs (1) and (2), Article 21 paragraph (1), Article 36 paragraph (2) (the Minister of Communication and Information Technology's Regulation); article 26 paragraph (2) of Law No. 19 of 2016;		2, 3, 4
	4. Amends Law No. 11 of 2008 (Law No. 19 of 2016, Information and Electronic Transactions);		1, 9
	5. the Public Information Disclosure Law No. 14 of 2008;		7
Business law education and online loans	1. The National Education System Act of 2003 is the first step in establishing a national education system (Law No. 20), Article 3;	RQ 2	8
	2. The Constitution of the RI; was adopted in 1945, Article 28G paragraph (1) and Article 28D paragraph (1);		6
	3. Application of Law No. 23 of 2006, Government Regulation No. 40 of 2019, Paragraph 58);		6
	4. Article 1365 of the Civil Code;		5
	5. PJOK Regulation No. 77 of 2016 (Information Technology-Based Lending and Borrowing Services), Articles 7, 20, 29, and 30.		11

### Data Analysis

The researcher used Krippendorff's (2018) data analysis to study the content of visible communication in-depth to explain explicit things (latent). The first step involved determining the content to be analyzed according to the research questions. From this research question, two contents were found, namely, public behavior toward online loans and the social role of business law education. The second step was determining the unit and category of analysis. In this study, the units and categories of analysis are legal facts about self-evaluation, information protection, business law education, and online loans. By simplifying the facts and considering the constructions of thought of specialists in the legal context, the second step involved conceptualization and operationalization. The third step involved developing a set of rules for coding. The self-evaluation and information protection theme data source for coding positive law



for self-evaluation and information protection focused on reviewing legal documents and laws and regulations that provide learning about self-evaluation. The business law education and online loans theme data source for coding online loan business legal education which provides learning about online loans in a business legal education environment that each data source has a code starting from code 1 to 11 (see Table 3). This phase of research involved developing data collection procedures based on the primary legal sources collected. The data sources are divided into two categories, with the first type of data for self-evaluation and information protection consisting of nine data sources, whereas the second data for the theme business law education and online loans contains six data sources. The fourth step involved coding according to the rules to ensure it meets the requirements of content analysis. Irrelevant data were minimized by conducting logical, objective, and systematic research studies depending on the evidence obtained from legal sources and relevant literature studies. In this study, initially, there were 14 data entries, which were then reduced to 10 most relevant entries. Conclusions are drawn by selecting and determining the main idea based on the research theme. The main idea was rewritten in the author's sentence briefly. So that a new statement was obtained which was derived from the truth value of the findings.

## **Results and Discussion**

### **A Positive Legal Review About the Social Role of Business Law Education in the Behavior of Individuals Who Use Online Loan Services**

The research question was centered on self-evaluation and information protection. The positive legal review of the social impact of business law education on the behavior of the public using online loan services includes consumer protection law and business law. The social impact of business law education is presented in the study of consumer self-evaluation and protection of personal information. The themes that the people with consumptive behavior tend to use online loan services based on laws and government regulations. The public, herein referred to as “business people” must protect their data by knowing and understanding the rights in the national law and understanding the defining alternatives in making decisions about their data. The following are data (1).

- (1) National laws are an important part of self-evaluation and consumer protection. This is because, “National law emphasizes the importance of self-evaluation to control consumer behavior. Good self-evaluation in knowing their rights in the Electronic Transaction (ITE) Law (1), where the use of personal information and privacy data through electronic means requires the consent of the consumer involved in the transaction. Personal rights in the use of IT include the right to a life free from any interference; the right to relate to others; and the right to monitor access to information consumers need.”

Based on data (1), the consumer self-evaluation diagnosis function involves identifying the advantages and disadvantages of government regulations to protect consumer data. Noor et al. (2021) explained that no specific rules governing online business transactions, including online loans, were legally present. Thus, consumer protection was weak and inadequate in the eyes of the law. Previous findings show that the rights of consumers in the ITE Law included in the category of online business transactions may be fragile in the eyes of the law. More specifically, the government has mentioned data privacy; consumer rights are as described in the ITE Law. The following are data (2).

- (2) “According to the source of the national law on the Privacy Data in Electronic Systems, privacy information protection in electrical components includes protection against the acquisition, collection, processing, analysis, storage, display, announcement, transmission, dissemination, and ruination of privacy information.”

From data (2) in detail, the Ministerial Regulation elucidates every principle of good privacy data. It is the very reason why the government regulations that support the self-evaluation of data privacy are critical. However, it should be noted that the government conducts the placement function to discover the position of exceptions and sanctions on the protection of private data.

The following are data (3).

- (3) “According to the national law on the protection of privacy data in electronic systems, in certain situations, the public is prohibited from using other people’s private data, and such violations are punishable. Efforts are being made by law enforcement to protect private data. Private data may be used: (a) with permission unless otherwise provided by laws and regulations; and (b) after verification of the accuracy and suitability of obtaining and collecting such privacy data.”

Based on data 3, consumer self-evaluation focuses on law enforcement needs. It means that there are exceptions and sanctions for personal data protection. Identifying exceptions and sanctions in the electronic system can provide an opportunity to improve the community’s ability to assess evaluations as a reference in conducting business actions, including the decision to use online loans. The following are data (4).

- (4) “The national law on the protection of privacy data in electronic systems is described in Article 36. There are administrative sanctions that will be imposed on people who violate compliance with personal data without permission. Administrative sanctions are verbal warnings, written warnings, temporary suspension of operational activities, and/or (d) online site announcements. Article 26 paragraph (2) explains that the community as victims who experience loss or suffering because their data are used without consent has the right to file a claim for compensation in the competent court.”

Self-evaluation in understanding electronic media systems’ use means understanding the sanctions obtained if one takes actions that harm others. The following are data (5).

- (5) “Implicitly, the national law in the Indonesian Civil Code explains that people not obeying the law in electronic transaction activities must compensate for their actions. Furthermore, the national law on Consumer Protection guarantees legal certainty to protect consumers from violating the ITE law.”

As per data (5), data privacy is protected as a fundamental right with four necessary elements for its realization: (i) the existence of protection from the government; (ii) a promise of legality; (iii) citizens’ rights; and (iv) punishment for lawbreakers. Clearly, self-evaluation creates an understanding of caution in using electronic media systems to protect personal data. The following are data (6).

- (6) “According to national law, all levels of society have the right to be recognized by law and are afforded equal legal protection. The general public can seek legal redress by reporting noncompliance to the police. According to the Police Law, the police, as the authority in charge of protecting the Indonesian people, also plays a role in protecting and providing services to the community in ensuring domestic security.”

From data (6), it is evident that in legally ensuring consumers get protection, the role of the police involves providing assurance for consumer protection concerning criminal acts. Accordingly, the privacy data also relate to the disclosure of public information for specific purposes. The following are data (7).

- (7) “According to the national law on Public Information Disclosure, every public agency is required to provide open access to public information. The only exception is when the applicant has access to public information that could reveal a private detail. Personal secrets in question include family members’ histories and conditions, a person’s history, conditions, treatment, including physical and psychological healthcare, financial situation, assets, income, and bank accounts.”

From data (7), it is clear that consumer self-evaluation regarding positive law is not only limited to consumer decision-making but also involves a diagnostic function and a placement function. Consumer self-evaluation implies the value assessment process includes determining each aspect

of personal data protection and conducting an internal government regulation assessment. The public as consumers should be shrewder in using Pinjol even though it has a prestigious name and good credibility. Several studies have remarked that legal protection efforts against borrowing cases have involved several laws and policies (Aryana, 2022; Myranika, 2021; Hidayat et al., 2020; Disemadi et al., 2020). A study by Kharisma (2021) illuminates that it is extremely crucial to intervene in the government and the House of Representatives (DPR) in ratifying the Draft Law (RUU) on Personal Data Protection as an instrument to protect the public. Violations of consumer rights in the ITE Law can lead to sanctions. Meanwhile, the rule of law should not overlay as it hinders the justice process (Fischer et al., 2021). According to the theory of legal protection, national law regulates the protection and limitation of conflicting stakeholders in coordinating diverse interests in societal structure (Philipus, 1987).

The digital community needs to understand well the online loan literacy they have on the decisions they make to meet their life needs. De Waal & Maritz (2022) reported that sustainable solutions for education in developed and developing markets require unique innovative design combinations that can offer potential opportunities to become the first movers in education contributing to the nation's progress. Studies have revealed that optimizing the excellence in education demands quality, social justice, and accountability, as the critical keys for states (Aithal & Aithal, 2020; Beerkens, 2018; Rossouw, 2015; Stewart, 2012; Bush, 1992). It is the reason for the social impact of business law education through self-evaluation learning and consumer protection as an alternative to minimizing the consumptive behavior of the digital community by using illegal online loan services. Thus, self-potential can support better life behavior.

### **The Public Behavior and the Social Impact of Consumer Education in Online Loan Services in Terms of Business Law**

This research question was centered on public behavior and national law, focusing on business law education and online loans. It explored the digital community behavior and the social role of business law education in online loan services. The first finding of the consumer self-evaluation and personal information protection dimensions revealed that the consumptive behavior of people using online loan services, especially illegal loans, should be tracked. The findings revealed that the social role of business law education can reinforce consumer self-evaluation through learning by providing an understanding of business law conceptually and by government regulations using

sustainability principles. Likewise, when referring to the national law on the education system and data privacy, business law does not only relate to the procedures for running a business, but it is also identical to the legal rules regulating public behavior in making business decisions and financial matters related to meeting the needs of making business decisions. Certain risks for certain benefits. The following are data (8).

- (8) “The National Education System is governed by national law to develop students’ potential. People can grow into human beings who believe in and fear the Almighty, have a noble character, are healthy, knowledgeable, and capable, and citizens who are innovative, self-sufficient, and democratic. As a result, it is hoped that by supporting teaching in the context of developing the potential of students, in this case, the community to understand the rules of business law, consumer evaluation in information protection, and online lending, the community will become more aware of the law and capable of reducing the negative impact of business law education. People with enough morals and knowledge about a subject that involves addressing their needs will be able to respond to economic and social challenges in a creative, competent, independent, and democratic manner.”

From data (8), it is obvious that business law education means a learning process of knowing, evaluating, and applying business law. Davidson and Forsythe (2020) explained that business law education could be acquired from experiences. Thus, this study showed that business law education should not be restricted to classroom education and should rather include informal education obtained from the family and social environment independently, as long as humans have the knowledge and morals to perform independent evaluations (Gordon & Howell, 1959). For the online credit incidence, the first conclusion demonstrates that one of the sources of knowledge for consumer self-evaluation in internet-related decision-making is government legislation governing the security of personal data. The public cannot learn about independent evaluation of all forms of citizen rights concerning privacy and personal data, besides the obligations of electronic system administrators, without government regulations and specific laws. The following are data (9).

- (9) “According to the national law on Information and Electronic Transactions, every electronic system operator is required to delete irrelevant electronic information and/or electronic documents at the request of the public who may feel legally disadvantaged over data privacy due to court decisions. As a result, these business actors must provide a method for deleting electronic information and/or electronic documents.”

According to data (9), the law affirms that people have the right to file a lawsuit if they are harmed by the misuse of private data. The misuse of private data is mostly by illegal loans, namely, online

loans not officially registered with the OJK. Seventy percent or more are by illegal loans and the remainder by legal ones (OJK, 2021). In case of online loans, for delinquent consumers, who have not repaid the loans, personal information is made available to the entire contact list of the consumer concerned.

From the perspective of the law on the education system and private data, the personal identity information is confidential, not public; only online loan business actors and consumers should know the occurrence of debts between them. The function of business law education has accentuated the importance of preparing people to understand and practice the rules. The following are data (10).

- (10) “The public has privacy, according to Article 1 number 22 of the national law on population administration, namely, the privacy of their family, honor, dignity, and property under their control. As a result, the community has the right to a sense of security and protection from threats to exercise a universal right.”

According to data (10), the law on population administration specifies privacy data as a fundamental right. The goal serves as a medium for freeing someone from online loans not complying with government regulations in their implementation. Thus, the public needs to conduct an independent assessment concerning online loans. The following are data (11).

- (11) “The national law concerning Information Technology-Based Lending and Borrowing Services in Article 7 explains business actors’ obligations for registration and licensing to OJK. Suppliers who register officially are required to follow all online loan requirements. Article 20 governs the existence of electronic documents, as well as the parties’ identities and respective rights and obligations. According to the article, access to information for loan recipients regarding the status of the loan received, as mentioned in paragraph (3), does not include information about the identity of the loan company.”

As per data (11), the legal regulations emphasize the vitality of studying the online loans’ implementation. Although it provides convenience, the billing method and the prescribed fines should meticulously be considered as they are not specified in the law. Thus, a negative stigma forms from the self-evaluation of consumers having unpleasant experiences with online loans. Moore (1991) explained that by conducting self-evaluation, humans have become knowledgeable and developed skills required for meeting their needs and attaining a better standard of living or progress.

Business law education derived from primary legal materials can benefit in conducting independent evaluations involving self-control and forming a shrewd business-minded personality. Miller (2018) stated that business law education through informal channels is

necessary for an individual and the community; the higher an individual's education, the greater is their knowledge. With better education, an individual is more likely to have a better career, job, and position in the present and future (Hirst, 2013). This study investigated the role of government regulations in online loans, stressing the relevance of providing clear rules on online loans without violating the lending rules using the principle of fairness. Legal clarity and government policies are critical to supporting the economy (Brown-Hruska & Zwirb, 2007). This finding supported previous studies showing that efforts to protect the law against borrowing cases required several regulations and policies (Aryana, 2022; Disemadi et al., 2020). The novelty of the present research is that it shows the social role of business law education in online loans in Indonesia. Business law not only covers legal provisions for business people but is also relevant for the digital public as consumers. The society can obtain literacy; thus, legal education becomes beneficial for their lives through relevant legal sources. The study findings reveal the implications of the enactment of legislation on consumer protection and business law. The laws and regulations bring hope and legal certainty for the protection of the public in the financial services sector in Indonesia. The implications of laws and regulations that describe the social role of business law bring benefits that help people make decisions on using online loans more wisely, i.e., according to their needs to avoid adverse impacts on the future such as fraud and misuse of personal data. Hopefully, by understanding the law better, the community will avoid consumptive behavior and illegal loans, which may harm them and others. Therefore, the social role of business law education has high relevance in the consumer self-evaluation and protection of personal information. The consumptive public using online loans should follow the rules for the sustainability of economic life and social roles.

### **Conclusion**

This study concludes that consumer self-evaluation determines every detail of personal data protection to conduct an internal evaluation of rights, obligations, and sanctions based on government regulations. In this case, the social role of business law education sourced from primary legal materials can be useful in conducting independent evaluations, such as self-control, online loan decision-making, and the formation of intelligent business-minded people. Therefore, through legal review, humans can acquire knowledge and skills to meet their needs and achieve a better standard of living. The novelty of this study is that it demonstrates the social role of

business law education in encouraging people to make online loan decisions carefully. Thus, with regard to legal research methods, legislation on consumer protection and business law not only study business affairs but can also be used to study public behavior. This study theoretically provides new insights related to the development of consumer protection theory, corporate law theory, and social behavior theory. This study has limitations that can be taken into consideration for future researchers to obtain better findings. The limitation of this study is that it only covers the laws and regulations of the Republic of Indonesia regarding consumer protection and business law, and thus, the research results cannot be generalized to a wider region. In addition, this study only focuses on the social role of business law in online loan problems; therefore, conclusions are drawn only based on these problems. Future studies can add other factors that can influence public behavior in online loan decision-making and explore international laws that play a role in solving consumer data protection legal issues.

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