

MINISTER OF TRADE REGULATION
REPUBLIC OF INDONESIA
NUMBER 31 OF 2023
REGARDING

BUSINESS LICENSING, ADVERTISING, GUIDANCE, AND SUPERVISION OF BUSINESS ACTORS IN TRADE
THROUGH ELECTRONIC SYSTEMS

BY THE GRACE OF GOD ALMIGHTY

MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA,

- Considering :
- a. whereas to support the empowerment of micro, small, and medium enterprises, as well as business actors in trade through domestic electronic systems, to protect consumers, to encourage the development of trade through electronic systems, and to take into account the dynamic development of technology, it is necessary to reorganize the provisions regarding business licensing, advertising, guidance, and supervision of business actors in trade through electronic systems;
 - b. whereas the Regulation of the Minister of Trade Number 50 of 2020 regarding Provisions on Business Licensing, Advertising, Guidance, and Supervision of Business Actors in Trade through Electronic Systems is no longer in accordance with the development of the law and the needs of the community thus it needs to be replaced;
 - c. whereas based on the considerations as referred to in letters a and b, as well as to implement the provisions of Article 7 paragraph (5), Article 12 paragraph (2), Article 15 paragraph (4), Article 18 paragraph (5), Article 36, Article 77 paragraph (3), Article 78 paragraph (4), Article 79 paragraph (2), and Article 80 paragraph (5) of Government Regulation Number 80 of 2019 on Trade through Electronic Systems, it is necessary to stipulate Minister of Trade Regulations on Business Licensing, Advertising, Guidance, and Supervision of Business Actors in Trade through Electronic Systems.
- In view of :
1. Article 17 paragraph (3) of the 1945 Constitution of the Republic of Indonesia;
 2. Law Number 5 of 1999 regarding the Prohibition of Monopolistic Practices and Unfair Business Competition (State Gazette of the Republic of Indonesia 1999 Number 33, Supplement to State Gazette of the Republic of Indonesia Number 3817);
 3. Law Number 8 of 1999 regarding Consumer Protection (State Gazette of the Republic of Indonesia 1999 Number 22, Supplement to State Gazette of the Republic of Indonesia Number 3821);
 4. Law Number 11 of 2008 regarding Electronic Information and Transactions (State Gazette of the Republic of Indonesia 2008 Number 58, Supplement to the State Gazette of the Republic of Indonesia Number 4843) as amended by Law Number 19 of 2016 regarding Amendments to Law Number 11 of 2008 regarding Electronic Information and Transactions (State Gazette of the Republic of Indonesia 2016 Number 251, Supplement to the State Gazette of the Republic of Indonesia Number 5952);
 5. Law Number 20 of 2008 regarding Micro, Small and Medium Enterprises (State Gazette of the Republic of Indonesia 2008 Number 93, Supplement to the State Gazette of the Republic of Indonesia Number 4866) as amended several times, lastly by Law Number 6 of 2023 regarding the Enactment of Government Regulations in

Lieu of Law Number 2 of 2022 regarding Job Creation into Law (State Gazette of the Republic of Indonesia 2023 Number 41, Supplement to State Gazette of the Republic of Indonesia Number 6856);

6. Law Number 39 of 2008 regarding the Ministry of State (State Gazette of the Republic of Indonesia 2008 Number 166, Supplement to State Gazette of the Republic of Indonesia Number 4916);
7. Law Number 7 of 2014 regarding Trade (State Gazette of the Republic of Indonesia 2014 Number 45, Supplement to the State Gazette of the Republic of Indonesia Number 5512) as amended several times, lastly by Law Number 6 of 2023 regarding the Stipulation of Government Regulation in Lieu of Law Number 2 of 2022 regarding Job Creation into Law (State Gazette of the Republic of Indonesia 2023 Number 41, Supplement to the State Gazette of the Republic of Indonesia Number 6856);
8. Law Number 27 of 2022 regarding the Protection of Personal Data (State Gazette of the Republic of Indonesia 2022 Number 196, Supplement to State Gazette of the Republic of Indonesia Number 6820);
9. Government Regulation Number 71 of 2019 regarding the Implementation of Electronic Systems and Transactions (State Gazette of the Republic of Indonesia 2019 Number 185, Supplement to the State Gazette of the Republic of Indonesia Number 6400);
10. Government Regulation Number 80 of 2019 regarding Trade through Electronic Systems (State Gazette of the Republic of Indonesia 2019 Number 222, Supplement to State Gazette of the Republic of Indonesia Number 6420);
11. Government Regulation Number 5 of 2021 regarding the Implementation of Risk-Based Business Licensing (State Gazette of the Republic of Indonesia 2021 Number 15, Supplement to State Gazette of the Republic of Indonesia Number 6617);
12. Government Regulation Number 7 of 2021 regarding the Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises (State Gazette of the Republic of Indonesia 2021 Number 17, Supplement to State Gazette of the Republic of Indonesia Number 6619);
13. Government Regulation Number 29 of 2021 regarding the Implementation of the Trade Sector (State Gazette of the Republic of Indonesia 2021 Number 39, Supplement to the State Gazette of the Republic of Indonesia Number 6641);
14. Presidential Regulation Number 11 of 2022 regarding the Ministry of Trade (State Gazette of the Republic of Indonesia 2022 Number 19);
15. Minister of Trade Regulation Number 36 of 2018 regarding the Implementation of Trade Activity Supervision (State Gazette of the Republic of Indonesia 2018 Number 338);
16. Minister of Trade Regulation Number 69 of 2018 regarding the Supervision of Circulating Goods and/or Services (State Gazette of the Republic of Indonesia 2018 Number 813);
17. Minister of Trade Regulation Number 29 of 2022 regarding the Organization and Work Procedures of the Ministry of Trade (State Gazette of the Republic of Indonesia 2022 Number 492).

HAS DECIDED:

To stipulate : MINISTER OF TRADE REGULATION REGARDING BUSINESS LICENSING, ADVERTISING, GUIDANCE, AND SUPERVISION OF BUSINESS ACTORS IN TRADE THROUGH ELECTRONIC SYSTEMS

Article 1

In this Ministerial Regulation, the following shall mean:

1. Trade shall be an order of activities related to transactions of goods and/or services within the country and that goes beyond national borders with the aim of transferring rights to goods and/or services to obtain rewards or compensation.
2. Trade through Electronic Systems, hereinafter referred to as PMSE (*Perdagangan Melalui Sistem Elektronik*), shall be Trade whose transactions are carried out through a series of electronic devices and procedures.
3. Electronic Systems shall be a series of electronic devices and procedures which serve to prepare, collect, process, analyze, store, display, announce, transmit, and/or disseminate electronic information.
4. Goods shall be every object, both tangible and intangible, both movable and immovable, both consumable and inexhaustible, and can be traded, used, or utilized by consumers or business actors.
5. Services shall be every service and performance in the form of work or work results achieved, which are traded by one party to another in society to be utilized by consumers or business actors.
6. Business Actors of Trade through Electronic Systems, hereinafter referred to as the Business Actors, shall be any individual or business entity in the form of a legal entity or non-legal entity which can be in the form of domestic business actors and business actors domiciled abroad and conducting business activities in the field of PMSE.
7. Domestic Business Actors shall be Indonesian citizens or business entities established and domiciled within the jurisdiction of the Republic of Indonesia that conduct business activities in the field of PMSE.
8. Foreign-Based Business Actors, hereinafter referred to as the Foreign Business Actors, shall be foreign nationals or business entities established and domiciled outside the jurisdiction of the Republic of Indonesia that conduct business activities in the field of PMSE in the territory of the Republic of Indonesia.
9. Trade through Electronic Systems Provider, hereinafter referred to as the PPMSE, shall be a Business Actor that provides electronic communication facilities used for trading transactions.
10. Merchant shall be a Business Actor that conducts PMSE with facilities created and managed by itself directly or through facilities owned by PPMSE, or other Electronic Systems that provide PMSE facilities.
11. Intermediary Services Provider, hereinafter referred to as the PSP, shall be a Domestic Business Actor or Foreign Business Actor that provides electronic communication facilities other than telecommunication providers that only function as intermediaries in electronic communication between senders and recipients.
12. Online Retail shall be a Merchant that conducts e-commerce by means of a website or application on a commercial basis that is created, managed, and/or owned by itself.
13. Marketplace shall be a facility provider where part or all of the transaction process is in an Electronic Systems in the form of a website or commercial application as a place for Merchants to be able to post offers of Goods and/or Services.
14. Online Classified Advertisement shall be a means to conduct an Electronic Systems in the form of a website or application with commercial purposes that brings together sellers and buyers where the entire transaction process occurs outside the website or application.
15. Price Comparison Platform shall be a means to conduct an Electronic Systems in the form of a website or application with commercial purposes that displays price

- comparisons of Goods and/or Services sold on other websites or applications.
16. Daily Deals shall be a means to conduct an Electronic Systems in the form of a website or application with commercial purposes in the form of selling discount coupons and/or other facilities that can be used as a means of payment by consumers to purchase Goods and/or Services to other Business Actors.
 17. Social-Commerce shall be a social media provider that provides certain features, menus, and/or facilities that allow Merchants to post offers of Goods and/or Services.
 18. Social Media shall be a website or application that allows users to create and share content or engage in social networking.
 19. Goods Aggregation shall be a process of activities that include repackaging, management assistance, warehouse provision, and other activities that prevent Merchants from delivering their goods to consumers directly.
 20. Micro Businesses shall be productive businesses owned by individuals and/or individual business entities that fulfil the criteria of micro businesses in accordance with the provisions of laws and regulations governing the facilitation, protection, and empowerment of cooperatives and micro, small, and medium enterprises.
 21. Small Business shall be a stand-alone productive economic business, conducted by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or a part either directly or indirectly of a Medium Business or Large Business that meets the criteria of a Small Business in accordance with the provisions of laws and regulations governing the facilitation, protection, and empowerment of cooperatives and micro, small, and medium enterprises.
 22. Consumers shall be every person who utilize goods and/or services available in the community, both for the benefit of themselves, families, other people, and other living things and not for trade.
 23. Business Licensing shall be the legality given to Business Actors to start and conduct their businesses and/or activities.
 24. Business Licensing in the field of PMSE shall be the legality given to Business Actors to start and conduct PMSE businesses and/or activities.
 25. Business License for Representative of Foreign Trade Company in the field of PMSE Sector, hereinafter referred to as SIUP3A (*Surat Izin Usaha Perwakilan Perusahaan Perdagangan Asing*) in the PMSE Sector, shall be a Business Licensing to carry out business activities of representatives of foreign trading companies in the PMSE sector.
 26. The Electronic Integrated Business Licensing System (Online Single Submission), hereinafter referred to as the OSS System, shall be an integrated electronic systems managed and organized by the Online Single Submission Management and Organizing Institution for the implementation of risk-based Business Licensing.
 27. The Online Single Submission Management and Organizing Institution, hereinafter referred to as the OSS Institution, shall be a government institution that organizes government affairs in the field of investment coordination.
 28. Access Termination shall be the act of blocking access, closing accounts, and/or deleting content.
 29. Electronic Advertisement shall be information for the commercial interest of Goods and/or Services through electronic communication that is loaded and disseminated to certain parties, either on a paid or unpaid basis.
 30. Representative Office of Foreign Trade Companies in the Field of Trade through Electronic Systems, hereinafter referred to as the KP3A (*Kantor Perwakilan Perusahaan Perdagangan Asing*) in the Field of PMSE, shall be an office led by 1 (one) or more individuals of Indonesian citizens or foreign citizens appointed by foreign PPMSE as its representative in Indonesia.
 31. Minister shall be the minister who organizes government affairs in the field of Trade.
 32. Director General of Domestic Trade, hereinafter referred to as the Director General of PDN, shall be the director general in charge of Domestic Trade.
 33. Director General of Consumer Protection and Orderly Commerce, hereinafter referred to as the Director General of PKTN, shall be the director general in charge of consumer protection and Orderly Commerce.

CHAPTER II BUSINESS ACTORS

Article 2

- (1) Business Actors shall consist of:
 - a. Domestic Business Actors which include:
 1. Domestic Merchants;
 2. Domestic PPMSEs; and
 3. Domestic PSPs; and
 - b. Foreign Business Actors which include:
 1. Foreign Merchants;
 2. Foreign PPMSEs; and
 3. Foreign PSPs.
- (2) Domestic Merchants as referred to in paragraph (1) letter a number 1 include merchants conducting PMSE through Social Media that provide PMSE facilities.
- (3) The business model of domestic PPMSEs as referred to in paragraph (1) letter a number 2 and foreign PPMSEs as referred to in paragraph (1) letter b number 2 may be in the form of:
 - a. Online Retail;
 - b. Marketplace;
 - c. Online Classified Advertisement;
 - d. Price Comparison Platform;
 - e. Daily Deals; and
 - f. Social-Commerce.

CHAPTER III REQUIREMENTS FOR CONDUCTING BUSINESS ACTIVITIES

Article 3

- (1) Business Actors are required to have Business Licensing in conducting business activities in the Trade sector in accordance with the provisions of laws and regulations regarding the implementation of risk-based Business Licensing.
- (2) In addition to Business Licensing as referred to in paragraph (1), Business Actors are required to obtain Business Licensing in each sector in accordance with the provisions of laws and regulations regarding the implementation of risk-based Business Licensing.
- (3) PSPs are exempted from the obligation to have Business Licensing as referred to in paragraph (1) if:
 - a. is not a direct beneficiary of the transaction; or
 - b. do not directly involve in the contractual relationship of the parties conducting PMSE.

Article 4

Business Licensing for domestic Merchants in the PMSE sector conducting only online retail trade activities through Electronic Systems, use the standard classification of Indonesian business fields Retail trade through postal order or internet.

Article 5

- (1) Foreign Merchants conducting PMSE activities at PPMSE that provides facilities for foreign Merchants are required to submit:
 - a. the identity of the foreign Merchant in the form of the name and address of the foreign Merchant's country of origin;
 - b. a business license issued by the competent authority in the country of origin that is legalized by:

1. the competent authority for a state party to the Convention on the Abolition of Legalization Requirements for Foreign Public Documents; or
 2. representative of the Republic of Indonesia in the country of origin for non-parties to the Convention on the Elimination of Legalization Requirements for Foreign Public Documents;
 - c. evidence of compliance with the standards or technical requirements of the Goods and/or Services required; and
 - d. the bank account number used for the transaction, to the domestic PPMSE that provides facilities for the foreign Merchant.
- (2) In addition to the submission of requirements as referred to in paragraph (1), foreign Merchants in conducting PMSE activities at PPMSE which provides facilities for foreign Merchants shall:
- a. use Indonesian language that is easy to understand in the description of goods and/or services traded; and
 - b. display information on the country of origin of delivery of Goods and/or Services.
- (3) The fulfilment of the requirements as referred to in paragraph (1) letter a and letter b must be accompanied by a certificate or inspection report on the correctness of the data issued by an independent survey institution in the country of origin.
- (4) Evidence of compliance with the standards of Goods and/or Services as referred to in paragraph (1) letter c in the form of:
- a. fulfilment of Indonesian National Standards or other technical requirements for Goods and/or Services for which Indonesian National Standards or technical requirements have been imposed on a mandatory basis in accordance with the provisions of laws and regulations;
 - b. fulfilment of standards or technical requirements in the country of origin for Goods and/or Services that have not been subject to mandatory Indonesian National Standards or technical requirements; and
 - c. halal certificate for Goods and / or Services that must be halal certified in accordance with the provisions of laws and regulations.
- (5) In the event that the foreign Merchant does not fulfil the provisions as referred to in paragraph (1), paragraph (2), and paragraph (3), PPMSE that provides facilities for foreign Merchants must reject the request for registration of the foreign Merchant.
- (6) PPMSEs that facilitate foreign Merchants are required to store data on foreign Merchants registered at their PMSE facilities.

Article 6

- (1) Domestic PPMSEs and PSPs that are not exempted from the provisions of the obligation to have a Business Licensing as referred to in Article 3 paragraph (3) must have a PMSE Business Licensing.
- (2) Domestic Merchants who have their own PMSE facilities are included in the domestic PPMSE category and are required to have a PMSE Business Licensing as referred to in paragraph (1).

Article 7

- (1) To obtain a Business Licensing for the PMSE Sector, domestic PPMSEs and PSPs that are not exempted from the provisions of the obligation to have a Business Licensing as referred to in Article 6 submit an application to the Minister through the OSS Institution.
- (2) The application as referred to in paragraph (1) must fulfil the requirements in accordance with the provisions of laws and regulations regarding the implementation of risk-based Business Licensing.
- (3) Business Licensing in the PMSE Sector as referred to in paragraph (1) is issued by the OSS Institution for and on behalf of the Minister.
- (4) Business Licensing in the field of PMSE is valid as long as the domestic PPMSE and PSP that are not exempted as referred to in paragraph (1) carry out their business activities and/or activities.

Article 8

Business Licensing for domestic PPMSEs, use the standard Indonesian business field classification for web portals and/or digital platforms with commercial purposes.

Article 9

- (1) PPMSE and PSP that are not exempted from the provisions of the obligation to have a Business Licensing as referred to in Article 3 paragraph (3) must have a Consumer complaint service in accordance with the requirements based on the provisions of laws and regulations regarding the implementation of risk-based Business Licensing.
- (2) The Consumer complaint service as referred to in paragraph (1) must be clearly displayed on a page that is easily read by the Consumer.
- (3) Consumer complaint services as referred to in paragraph (1) in the form of contact numbers and/or electronic mail addresses that must be contactable and responded to.

Article 10

In addition to the Consumer complaints service as referred to in Article 9, PPMSE and PSP that are not exempted from the provisions of the obligation to have a Business Licensing as referred to in Article 3 paragraph (3) must display contact information for the Consumer complaints service of the Directorate General of Consumer Protection and Orderly Commerce clearly displayed on a page that is easily read by Consumers.

Article 11

- (1) Merchants are obliged to display information regarding evidence of compliance with the standards of Goods and/or Services, in the form of:
 - a. goods registration number or Indonesian National Standard certificate or other technical requirements for Goods and/or Services that have been applied Indonesian National Standards or mandatory technical requirements in accordance with provisions of laws and regulations;
 - b. halal certificate number for goods and / or services that must be halal certified in accordance with the provisions of laws and regulations;
 - c. product registration number of Goods related to security, safety, health and environment for Goods required in accordance with the provisions of laws and regulations; and
 - d. license number, registration number, or certificate number for cosmetics, drugs, and food products in accordance with the provisions of laws and regulations.
- (2) PPMSE is obliged to facilitate and display information on the country of origin of foreign Merchants, the country of origin of shipments of Goods from abroad, and proof of compliance with the standards of Goods and/or Services as referred to in paragraph (1).

Article 12

- (1) PPMSE must play an active role in fulfilling the Business Licensing requirements for domestic Merchants and foreign Merchants.
- (2) Active role in fulfilling the requirements of Business Licensing as referred to in paragraph (1) is carried out in the form of:
 - a. provision of Business Licensing features in the Merchant registration process on the Electronic System;
 - b. provision of a Business Licensing registration link that is directly connected to the OSS System; and/or
 - c. implementation of socialization for Merchants to register their business.

Article 13

- (1) In carrying out PMSE activities, PPMSE must play an active role in:
 - a. provide equal business opportunities for Merchants; and
 - b. keeping the price of Goods and/or Services free from price manipulation practices either directly or indirectly.
- (2) PPMSE must make efforts to monitor, prevent, and overcome all forms of unfair

- business competition practices and/or price manipulation practices either directly or indirectly as outlined in the standard operating procedures.
- (3) In maintaining fair business competition as referred to in paragraph (2), PPMSE shall ensure:
 - a. there is no connection or interconnection between Electronic Systems used as PMSE facilities and Electronic Systems used outside PMSE facilities; and
 - b. there is no abuse of control of its user data to be utilized by PPMSE and/or affiliated companies in its Electronic System.
 - (4) In the event of allegations of unfair business competition among traders and/or price manipulation practices either directly or indirectly, PPMSE shall coordinate with the institution handling the field of business competition within 3 (three) working days from the discovery of the allegations and/or reports received by PPMSE.

Article 14

PPMSEs that provide electronic communication facilities for Merchants must provide facilities that inform and/or connect to the OSS Institution website.

Article 15

The issuance of Business Licensing in the field of PMSE is free of charge.

Article 16

- (1) PPMSE and/or PSP that are not exempted from the provisions of the obligation to have a Business Licensing as referred to in Article 3 paragraph (3) that already have a PMSE Business Licensing are displayed on a special page on the Ministry of Trade website.
- (2) PPMSEs and/or PSPs that are not excluded as referred to in paragraph (1) must place information that is clear and easily seen by Consumers that the PPMSE and/or PSP that is not exempted has been displayed on a special page on the Ministry of Trade website.

Article 17

PPMSE is obliged to submit data and/or information to non-ministerial government institutions that organize government affairs in the field of statistics in accordance with the provisions of laws and regulations.

Article 18

- (1) Foreign PPMSE as referred to in Article 2 paragraph (1) letter b that fulfil certain criteria, must appoint a representative domiciled in the jurisdiction of the Republic of Indonesia who can act as and on behalf of the PPMSE.
- (2) The certain criteria for foreign PPMSEs as referred to in paragraph (1) with the following provisions:
 - a. has conducted transactions with at least 1,000 (one thousand) Consumers in a period of 1 (one) year;
 - b. has delivered at least 1,000 (one thousand) packages to Consumers in a period of 1 (one) year; and/or
 - c. has had an amount of traffic or accessors of at least 1% (one percent) of domestic internet users in a period of 1 (one) year.
- (3) The assessment of the certain criteria as referred to in paragraph (2) is carried out by a team formed by the Minister by involving related ministries or institutions.
- (4) The appointment of representatives as referred to in paragraph (1) shall be carried out in accordance with the provisions of the KP3A in the Field of PMSE as stipulated in this Ministerial Regulation.

Article 19

- (1) PPMSEs that conduct cross-border PMSE activities are obliged to apply the minimum price of Goods on its Electronic Systems for Merchants who sell finished Goods of foreign origin directly to Indonesia.
- (2) The minimum price of Goods as referred to in paragraph (1) shall be Freight on Board

- (FOB) USD 100 (one hundred United States Dollar) per unit.
- (3) In the event that the price of goods as referred to in paragraph (2) is notified in a different currency, conversion shall be done using the exchange rate determined by the minister who organizes Government affairs in the field of state finance.
 - (4) Goods with prices below the minimum price of Goods as referred to in paragraph (2) which are allowed to enter directly through PPMSEs conducting cross-border PMSE activities, are determined by the Minister based on the results of a coordination meeting at the ministerial level/head of relevant non-ministerial government institutions.

Article 20

Every cross-border PMSE must fulfil the provisions of laws and regulations governing export or import as well as laws and regulations in the field of information and electronic transactions.

Article 21

- (1) In conducting PMSE, Business Actors are obliged to fulfil the provisions of laws and regulations in the field of Business Licensing, proof of fulfilment of standards or technical requirements for the required Goods and/or Services, and Goods and/or Services whose trade is prohibited and/or restricted, distribution of Goods, and taxation.
- (2) PPMSEs with the business model of Marketplace and/or Social-Commerce are prohibited from acting as producers in accordance with the provisions of laws and regulations in the field of distribution of Goods.
- (3) PPMSEs with a Social-Commerce business model is prohibited from facilitating payment transactions on its Electronic System.

Article 22

In the event that domestic PPMSEs, PSPs that are not exempted from the provisions of the obligation to possess a Business Licensing as referred to in Article 3 paragraph (3), and foreign PPMSEs that have appointed representatives as referred to in Article 18 paragraph (1) terminate their business activities, the owner, management, or person in charge must submit reports, data, and/or information electronically through the OSS Institution.

CHAPTER IV ELECTRONIC ADVERTISEMENT Section One General

Article 23

- (1) Business Actors may create and/or deliver Electronic Advertisement for marketing or promotional purposes.
- (2) Electronic Advertisement as referred to in paragraph (1) include information conveyed through electronic media facilities and/or electronic communication channels.

Article 24

The creation of Electronic Advertisement as referred to in Article 23 paragraph (1) encompasses the creation, publication, and dissemination of Electronic Advertisement for marketing or promotional purposes.

Article 25

- (1) The delivery of Electronic Advertisement as referred to in Article 23 paragraph (1) can be delivered online in real time or offline with delayed connection through a network of electronic communication facilities, either telecommunication channels, broadcasting, or the internet.
- (2) Electronic Advertisement as referred to in paragraph (1) are delivered independently or through a third-party provider of PMSE application facilities.

Article 26

In the event that Electronic Advertisement are presented through PPMSE facilities, the PPMSE must comply with the provisions of laws and regulations in the field of broadcasting, protection of privacy and personal data, consumer protection, and does not conflict with the principles of fair business competition.

Article 27

Business Actors who create, provide facilities, and/or disseminate Electronic Advertisement shall ensure that the substance or material of the Electronic Advertisement submitted does not conflict with the provisions of laws and regulations and are responsible for the substance or material of the Electronic Advertisement.

Section Two

Airing and Access Termination of Electronic Advertising Access

Article 28

- (1) The airing of Electronic Advertisement must fulfil the following provisions:
 - a. not deceive Consumers regarding the quality, quantity, materials, function, and price of Goods and/or Services rates, as well as the timeliness of the receipt of Goods and/or Services;
 - b. not deceive the guarantee or warranty of the Goods and/or Services;
 - c. does not contain misleading, incorrect, or inaccurate information about the Goods and/or Services;
 - d. contain information regarding the risks of using the Goods and/or Services;
 - e. not exploit events and/or individuals without the permission of those authorized or the consent of the person concerned; and
 - f. provide an exit function from the Electronic Advertisement broadcast indicated by a close, skip, or end sign and placed in a clear place that makes it easier for consumers to close the Electronic Advertisement in question.
- (2) The airing of Electronic Advertisement that show the results of reviews and testimonials from Consumers who have used the Goods and/or Services must include or have and ensure the correctness of the identity information of the legal subject concerned and be carried out responsibly.

Article 29

- (1) The PPMSE is prohibited from airing Electronic Advertisement that contravenes the provisions of laws and regulations on its Electronic Facilities.
- (2) In the event that Electronic Advertisement that contradict the provisions of laws and regulations have been aired, the PPMSE is obliged to conduct an Access Termination to the Electronic Advertisement material on its Electronic Facilities.
- (3) In the event of an Access Termination against the Electronic Advertising material as referred to in paragraph (2) by a PPMSE with a business model other than Online Retail has been done 3 (three) times at most against the same account of the same Business Actor, the PPMSE is obliged to carry out an Access Termination against the Business Actor's account on its Electronic Facilities.

Article 30

- (1) The Directorate General of Consumer Protection and Orderly Commerce has the authority to order or conduct an Access Termination against:
 - a. Electronic Advertisement materials aired by the PPMSE that contravenes the provisions of laws and regulations; and/or
 - b. the account of the Business Actor that aired the Electronic Advertisement as referred to in letter a.
- (2) The authority to order or conduct an Access Termination as referred to in paragraph (1) is carried out by the work unit in charge of orderly commerce.

Section Three
Supervision of Electronic Advertisement

Article 31

- (1) The supervision of Electronic Advertisement can be conducted by the public and the minister/head of institution in accordance with their authority.
- (2) In conducting supervision as referred to in paragraph (1), the public can submit complaints on the material of an Electronic Advertisement to Business Actors and/or the Director General of PKTN.
- (3) The Director General of PKTN may request an assistance team to conduct an evaluation of public complaints as referred to in paragraph (2).
- (4) The assistance team as referred to in paragraph (3) is formed by the Minister in conducting supervision which can be cross-sectoral in nature.
- (5) The results of an evaluation as referred to in paragraph (3) shall be in the form of recommendations that are submitted to the unit in charge of supervision within ministries/non-ministerial government institutions in accordance with their authorities and/or the PPMSE that airs the Electronic Advertisement in question.

CHAPTER V
PRIORITIZATION OF DOMESTIC PRODUCTS

Article 32

- (1) In conducting PMSEs, Business Actors are obliged to assist Government programs, such as:
 - a. prioritizing Trade of domestically produced Goods and/or Services;
 - b. increasing the competitiveness domestically produced of Goods and/or Services; and
 - c. domestic PPMSE must provide promotional space facilities for domestically produced Goods and/or Services.
- (2) Besides domestic PPMSE as referred to in paragraph (1) letter c, foreign PPMSEs must provide promotional space facilities for domestically produced Goods and/or Services.

Article 33

- (1) The prioritization of Trade in domestically produced Goods and/or Services as referred to in Article 32 letter a is carried out in the form of:
 - a. business meetings, trade forums, Goods Aggregation, and local trade missions or other types of activities, either online or offline; and/or
 - b. access to the marketing of Micro and Small Businesses products.
- (2) In the event that the activities as referred to in paragraph (1) letter a is carried out with Goods Aggregation, the Business Actor who performed the packaging of Goods must at least still include the name of the producer of the Goods on the label as the identity or main brand.
- (3) Goods Aggregation as referred to in paragraph (2) can only be done for domestic products as proven by the submission of the Producer's business license number to Business Actors who carry out activities of Aggregation of Goods.
- (4) The forms of prioritizing Trade in domestically produced Goods and / or Services as referred to in paragraph (1) is also carried out towards creative economy actors.

Article 34

- The act of increasing the competitiveness of domestically produced Goods and/or Services as referred to in Article 32 letter b is to be carried out in the form of:
- a. education through online or offline media;
 - b. online or offline meetings in the form of workshops, seminars, discussions, communication forums, technical guidance, and trade counseling to Micro and

- Small Business Actors; and/or
- c. other forms of activities that can increase the competitiveness of domestically produced Goods and/or Services.

Article 35

The provision of promotional facilities for domestically produced Goods and/or Services as referred to in Article 32 letter c is implemented in the form of:

- a. carrying out exhibitions of either independent exhibitions or participation exhibitions whether in an online or offline setting;
- b. the provision of a main page and/or landing page to promote potential domestic products; and/or
- c. carrying out of promotional activities in the form of discounts and/or reduction of shipping costs for domestic products.

Article 36

- (1) In order to promote and enhance domestic Trade, the Minister shall organize the online national product shopping day.
- (2) Business Actors must play an active role in carrying out and/or promoting the online national product shopping day program as referred to in paragraph (1).

CHAPTER VI

REPRESENTATIVE OFFICE OF FOREIGN TRADING COMPANIES IN THE FIELD OF
PMSE

Article 37

- (1) Foreign PPMSEs that have fulfilled certain criteria as referred to in Article 18 shall appoint a representative domiciled in the jurisdiction of the Republic of Indonesia in the form of KP3A in the Field of PMSE.
- (2) KP3A in the Field of PMSE as referred to in paragraph 1 is prohibited from representing more than 1 (one) foreign PPMSE.
- (3) KP3A in the Field of PMSE as referred to in paragraph 1 may open a branch office with the approval of the foreign PPMSE that it represents.
- (4) KP3A in the Field of PMSE as referred to in paragraph 1 shall be located at a provincial capital and/or regency/city capital in all regions of the Republic of Indonesia.

Article 38

- (1) KP3A in the Field of PMSE as referred to in Article 37 paragraph (1) must possess a SIUP3A in the Field of PMSE.
- (2) To obtain a SIUP3A for the Field of PMSE as referred to in paragraph (1), the KP3A for the Field of PMSE are required to submit an application to the OSS Institution.
- (3) The application as referred to in paragraph (2) is submitted by completing the following requirements:
 - a. a proof of appointment of a KP3A in the Field of PMSE as a representative by the foreign PPMSE which has been legalized by:
 1. the competent authority for the State parties to the Convention Abolishing the Requirement of Legalisation for Foreign Public Documents; or
 2. the representative official for the Republic of Indonesia in the country of origin for countries that are not State parties to the Convention Abolishing the Requirement of Legalisation for Foreign Public Documents;
 - b. a certificate from the Trade Attaché of the Republic of Indonesia or an official of the representative office of the Republic of Indonesia in the country of the foreign PPMSE;
 - c. the record of article of association/incorporation of the foreign PPMSE;
 - d. proof of identity of the head of the KP3A for the Field of PMSE which is proven by an identity card for Indonesian nationals and a passport for foreign nationals;

- e. a statement letter regarding the quantity of workers that are used accompanied by records of their identity and employment certificates;
 - f. an electronic systems organizer registration certificate issued by the authorized institution;
 - g. website address and/or application name of the represented foreign PPMSE; and
 - h. a screenshot of the contact number and/or electronic mail address of the Consumer complaints service of the foreign PPMSE that is represented and the contact of the consumer complaint service of the Directorate General of Consumer Protection and Orderly Commerce.
- (4) The proof of appointment as referred to in paragraph (3) letter a and the record of the articles of association/incorporation as referred to in paragraph (3) letter c must be translated into Bahasa Indonesia by a sworn translator.
- (5) The proof of appointment as referred to in paragraph (3) letter a at least contains the authority of KP3A in the Field of PMSE to represent the foreign PPMSE in:
- a. fulfilling obligations of consumer protection;
 - b. providing guidance to improve the competitiveness of domestic products; and
 - c. dispute settlement.

Article 39

- (1) The SIUP3A for the Field of PMSE also applies as a Business Licensing for branch offices as referred to in Article 37 paragraph (3).
- (2) The SIUP3A for the Field of PMSE is valid as long as the KP3A for the Field of PMSE carries out its business and/or activities as a representative.

Article 40

- (1) The SIUP3A in the Field of PMSE as referred to in Article 38 paragraph (1) is used by the KP3A for the Field of PMSE to act as and on behalf of foreign PPMSEs that are represented in the interest of consumer protection, guidance to increase the competitiveness of domestic products, and dispute settlement.
- (2) The KP3A in the Field of PMSE is prohibited from conducting any other action except from those referred to in paragraph (1).

Article 41

In the event of a termination of representation either unilaterally or jointly, the foreign PPMSE must appoint a new representative within a period of 14 (fourteen) calendar days since one of the parties or the parties declare the termination of the said relationship in writing.

CHAPTER VII GUIDANCE AND SUPERVISION

Article 42

The Minister is authorized to provide guidance and supervision over a PMSE.

Article 43

- (1) The Minister shall provide guidance as referred to in Article 43 by way of:
- a. increasing the competence of the human resources of domestic Business Actors;
 - b. increasing the competitiveness of domestic Business Actos in PMSE;
 - c. facilitating the increase of the competitiveness of domestic products in PMSE;
 - d. facilitating the promotion of domestic products for domestic markets and exports;
 - e. promoting and stimulating the use of PMSE;
 - f. improving financial inclusion for the public through PMSE;
 - g. providing a database of domestic Business Actors and products; and
 - h. strive to provide other facilitations in accordance with the provisions of laws and regulations.

- (2) In providing guidance as referred to in paragraph (1), the Minister shall coordinate and collaborate with related agencies in accordance with respective authorities.
- (3) Coordination and collaboration with related agencies as referred to in paragraph (2) is conducted through the formation of the PMSE guidance team.
- (4) The PMSE guidance team as referred to in paragraph (3) shall be chaired by the Director General of PDN and consists of middle ranking officials from each related agency.
- (5) The PMSE guidance team as referred to in paragraph (3) shall be determined by a Ministerial decree.

Article 44

- (1) The Minister shall carry out the supervision as referred to in Article 42 by prioritizing the protection and safeguarding of national interests from the negative impacts of PMSE from abroad.
- (2) The Minister in carrying out the supervision as referred to in paragraph (1) shall appoint supervisory officer in the field of Trade.
- (3) Supervision as referred to in paragraph (1) shall be carried out based on the supervision parameters in the field of Trade and in the field of Consumer protection in accordance with the provisions of laws and regulations.
- (4) In carrying out the supervision as referred to in paragraph (3), the Minister shall construct an information technology-based supervision system.

Article 45

The Minister shall delegate the authority to carry out supervision as referred to in Article 44 to the Director General of PKTN.

Article 46

- (1) In carrying out supervision, the supervision officer as referred to in Article 44 paragraph (2), shall be assisted by the supervisory assistance team which is cross-sectoral.
- (2) The supervisory assistance team as referred to in paragraph (1) shall be determined by a Ministerial decree.

Article 47

- (1) In the context of guidance and supervision as referred to in Article 42, the Minister may request for company's data and/or information and business activity of Business Actors.
- (2) The request for company's data and/or information and business activity of Business Actors as referred to in paragraph (1) shall be carried out in the event of:
 - a. up-to-date, accurate, and prompt data is required; and
 - b. the requested data is not included in the data and/or information submitted to the government institutions that organizes government affairs in the field of statistics as referred to in Article 17.

Article 48

- (1) In the context of guidance, data and/or information on companies and the business activities of Business Actors as referred to in Article 47 shall be submitted to the Minister.
- (2) The type of data and/or information on companies and the business activities of Business Actors as referred to in paragraph (1) shall be in the form of individual and/or granular data.

Article 49

The submission of company and business activity data and/or information of Business Actors in the context of supervision as referred to in Article 47 shall be carried out in accordance with the provisions of laws and regulations.

CHAPTER VIII
ADMINISTRATIVE SANCTIONS

Article 50

- (1) Business Actors that violate the provisions as referred to in Article 3 paragraph (1), Article 3 paragraph (2), Article 5 paragraph (1), Article 5 paragraph (5), Article 5 paragraph (6), Article 6, Article 9, Article 10, Article 11 paragraph (1), Article 11 paragraph (2), Article 13 paragraph (3), Article 17, Article 18 paragraph (1), Article 19 paragraph (1), Article 20, Article 21 paragraph (1), Article 21 paragraph (2), Article 21 paragraph (3), Article 22, Article 26, Article 27, Article 29, Article 32, Article 37 paragraph (2), Article 38 paragraph (1), Article 40 paragraph (2), and Article 41 are subjected to administrative sanctions by the Minister.
- (2) Administrative sanctions as referred to in paragraph (1) may take the form of:
 - a. written warnings;
 - b. inclusion in the priority supervision list;
 - c. inclusion in the blacklist;
 - d. temporary blocking of the domestic PPMSE service and/or foreign PPMSE by the related authorized institution; and/or
 - e. revocation of business license.
- (3) The Minister shall delegate the authority to impose administrative sanctions as referred to in paragraph (1) to the Director General of the PKTN.
- (4) The authority to impose administrative sanctions in the form of written warnings as referred to in paragraph (2) letter a are carried out by the directorate which in charge of Orderly Commerce.

Article 51

- (1) Business Actors that violate the provisions as referred to in Article 3 paragraph (1) and/or Article 6, are subjected to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be given at most 3 (three) times within 14 (fourteen) calendar days grace period from the date of the issuance of the previous warning letter.
- (3) If within the period as referred to in paragraph (2) Business Actors are still not carrying out the obligations as referred to in Article 3 paragraph (1) and/or Article 6, administrative sanctions shall be imposed in the form of being included in the blacklist and temporary blocking of PPMSE services by the relevant authorized agencies.
- (4) Temporary blocking of PPMSE services as referred to in paragraph (3) shall be carried out based on the request of the Director General of PKTN.

Article 52

- (1) In the event that a Business Actor is subject to sanctions as referred to in Article 51 paragraph (3), PPMSE or PSP are obliged to conduct the blocking of PPMSE services for the Business Actor.
- (2) In the event that PPMSE or PSP does not comply with the provisions as referred to in paragraph (1), administrative sanction shall be imposed in the form of a written warning.
- (3) The written warning as referred to in paragraph (2) shall be given 3 (three) times at most within a 14 (fourteen) calendar days grace period from the date of the issuance of the previous warning letter.
- (4) If within the period as referred to in paragraph (3) the PPMSE or PSP still does not comply with the provisions as referred to in paragraph (1), administrative sanctions shall be imposed in the form of temporary blocking of PPMSE or PSP services by the relevant authorized agency.
- (5) The temporary blocking of PPMSE or PSP services by the relevant authorized agencies as referred to in paragraph (4) is carried out based on the request of the Director General of PKTN.

Article 53

- (1) Merchants that violate the provisions as referred to in Article 5 paragraph (1) and/or paragraph (2), foreign Merchants that have violated the provisions referred to in Article 11 paragraph (1), and PPMSE that have violated the provisions referred to in Article 5 paragraph (5) and paragraph (6), and/or Article 11 paragraph (2), are subjected to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be given 3 (three) times at most within 14 (fourteen) calendar days grace period from the date of the issuance of the previous warning letter.
- (3) If within the period as referred to in paragraph (2), the Merchants are still not carrying out the obligations as referred to in Article 5 paragraph (1) and/or paragraph (2), the foreign Merchants are still not carrying out the obligations as referred to in Article 11 paragraph (1), and the PPMSE are still not carrying out the obligations as referred to in Article 5 paragraph (5) and paragraph (6), and/or Article 11 paragraph (2), administrative sanctions shall be imposed in the form of being included in the blacklist and/or temporary blocking of PPMSE services by the relevant authorized agencies.
- (4) Temporary blocking of PPMSE services by the relevant authorized agencies as referred to in paragraph (3) is carried out based on the request of the Director General of PKTN.

Article 54

- (1) PPMSEs and PSPs that are not exempted from the provisions of the obligation to have a Business Licensing as referred to in Article 3 paragraph (3) which violate the provisions referred to in Article 9 and/or Article 10, are subjected to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be given 3 (three) times at most within 14 (fourteen) calendar days grace period from date of the issuance of the previous warning letter.
- (3) If within the period as referred to in paragraph (2), the PPMSEs and PSPs that are not exempted from the provisions of the obligation to have a Business Licensing as referred to in Article 3 paragraph (3) are still not carrying out the obligations as referred to in Article 9 and/or Article 10, administrative sanctions shall be imposed in the form of being included in the blacklist and temporary blocking of PPMSE and PSP services by the relevant authorized agencies.
- (4) Temporary blocking of PPMSE and PSP services by the relevant authorized agencies as referred to in paragraph (3) is carried out by the authorized agency based on the request of the Director General of PKTN.

Article 55

- (1) PPMSEs that violate the provisions as referred to in Article 17 based on reports submitted by government institutions that carry out government affairs in the field of statistics are subjected to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be given at most 3 (three) times within 14 (fourteen) calendar days grace period from date of the issuance of the previous warning letter.
- (3) If within the period as referred to in paragraph (2) the PPMSEs are still not carrying out the obligation as referred to in Article 17, administrative sanctions shall be imposed in the form of being listed in the priority supervision list.
- (4) Administrative sanctions in the form of being listed in the priority supervision list as referred to in paragraph (3) are given with a maximum grace period of 7 (seven) calendar days.
- (5) If within the period as referred to in paragraph (4) the PPMSE are still not carrying out the obligations as referred to in Article 17, administrative sanctions shall be imposed the form of being included in the blacklist and temporary blocking of PPMSE services by the relevant authorized agencies.
- (6) Temporary blocking of PPMSE services by the relevant authorized agencies as referred to in paragraph (5) is carried out based on the request of the Director General of PKTN.

Article 56

- (1) Foreign PPMSEs that violate the provisions as referred to in Article 18 paragraph (1) and/or Article 41, are subjected to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be imposed at most 3 (three) times within a period of 14 (fourteen) calendar days grace period from date of the issuance of the previous warning letter.
- (3) If within the period as referred to in paragraph (2), the foreign PPMSEs are still not carrying out the obligations as referred to in Article 18 paragraph (1) and/or Article 41, they are subjected to administrative sanctions in the form of being included in the blacklist and temporary blocking of PPMSE services by the relevant authorized agencies.
- (4) Temporary blocking of PPMSE services by the relevant authorized agencies as referred to in paragraph (3) is carried out based on the request of the Director General of PKTN.

Article 57

- (1) PPMSE that violate the provisions as referred to in Article 19 paragraph (1), are subject to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be imposed at most 3 (three) times within a period of 14 (fourteen) calendar days grace period from the date of the issuance of the previous warning letter.
- (3) If within the period as referred to in paragraph (2), the PPMSEs are still not carrying out the obligations as referred to in Article 19 paragraph (1), administrative sanctions shall be imposed in the form of temporary blocking of PPMSE services by the relevant authorized institutions.
- (4) Temporary blocking of PPMSE services by the relevant authorized agency as referred to in paragraph (3) is carried out based on the request of the Director General of PKTN.

Article 58

- (1) Business Actors that violate the provisions as referred to in Article 3 paragraph (2), Article 13 paragraph (3), Article 20, Article 21 paragraph (1), Article 21 paragraph (2), Article 21 paragraph (3), Article 22, and/or Article 26 are subjected to sanctions in accordance with the provisions of the laws and regulations.

Article 59

- (1) Business Actors who create, provide facilities, and/or disseminate Electronic Advertisement that violate the obligations as referred to in Article 27 are subjected to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be imposed at most 3 (three) times within a period of 14 (fourteen) calendar days grace period from date of the issuance of the previous warning letter.
- (3) If within the period as referred to in paragraph (2) the Business Actors are still not carrying out the obligations as referred to in Article 27, administrative sanctions shall be imposed in the form of being listed in the priority supervision list.
- (4) Administrative sanctions in the form of being listed in the priority supervision list as referred to in paragraph (3) are given with a maximum grace period of 7 (seven) calendar days.
- (5) If within the period as referred to in paragraph (4) the Business Actor are still not carrying out the obligations as referred to in Article 27, administrative sanctions shall be imposed in the form of revocation of Business Licensing.

Article 60

- (1) PPMSEs that violate the obligations as referred to in Article 29 are subjected to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be imposed at most 3 (three)

times within a period of 14 (fourteen) calendar days grace period from date of the issuance of the previous warning letter.

- (3) If within the period as referred to in paragraph (2) the PPMSEs are still not carrying out the obligations as referred to in Article 29, administrative sanctions shall be imposed in the form of temporary blocking of PPMSE services by the relevant authorized agencies and/or revocation of Business Licensing.
- (4) The temporary blocking of PPMSE services by the relevant authorized agency as referred to in paragraph (3) is carried out based on the request of the Director General of PKTN.

Article 61

Business Actors that violate the obligations as referred to in Article 32, are subjected to administrative sanctions in the form of written warning.

Article 62

- (1) KP3A in the field of PMSE that violate the provisions as referred to in Article 37 paragraph (2), Article 38 paragraph (1), and/or Article 40 paragraph (2) are subjected to administrative sanctions in the form of a written warning.
- (2) The written warning as referred to in paragraph (1) shall be imposed a maximum of 3 (three) times within a period of 14 (fourteen) calendar days grace period from date of the issuance of the previous warning letter.
- (3) If within the period as referred to in paragraph (2), the KP3A in the field of PMSE are still not carrying out the obligations as referred to in Article 37 paragraph (2) and/or Article 38 paragraph (1), administrative sanctions shall be imposed in the form of temporary blocking of PPMSE services by the relevant authorized agencies.
- (4) Temporary blocking of PPMSE services by the relevant authorized agency as referred to in paragraph (3) is carried out based on the request of the Director General of PKTN.

Article 63

- (1) In the event that Business Actors who are subjected to administrative sanctions in the form of being listed in the priority supervision list as referred to in Article 55 paragraph (3) and Article 59 paragraph (3) have fulfilled the provisions as referred to in this Ministerial Regulation, Business Actors may submit an application to be removed from the monitoring priority list to the Director General of PKTN.
- (2) In the event that Business Actors who are subjected to administrative sanctions in the form of being included in the blacklist as referred to in Article 51 paragraph (3), Article 53 paragraph (3), Article 54 paragraph (3), Article 55 paragraph (5), and Article 56 paragraph (3) have fulfilled the provisions as referred to in this Ministerial Regulation, Business Actors may submit an application to be removed from the blacklist to the Director General of PKTN.
- (3) In the event that Business Actors who are subjected to administrative sanctions in the form of temporary blocking of PPMSE services by the relevant authorized agencies as referred to in Article 51 paragraph (3), Article 52 paragraph (4), Article 53 paragraph (3), Article 54 paragraph (3), Article 55 paragraph (5), Article 56 paragraph (3), Article 57 paragraph (3), and Article 60 paragraph (3), as well as KP3A in the field of PMSE that is subjected to sanctions in the form of temporary blocking of PPMSE services by the relevant authorized agencies as referred to in Article 62 paragraph (3) have fulfilled the provisions as referred to in this Ministerial Regulation, Business Actors may submit an application for opening the temporary blocking of PPMSE services to the Director General of PKTN.
- (4) The application format as referred to in paragraph (1), paragraph (2), and paragraph (3) are as set out in the Appendix which is an inseparable part of this Ministerial Regulation.

Article 64

- (1) The Director General of PKTN shall evaluate the application as referred to in Article 63 paragraph (1) to paragraph (3) no later than 5 (five) working days from the time the

- application is received.
- (2) If the results of the application evaluation as referred to in paragraph (1) are approved, the Director General of PKTN:
- a. removes Business Actors from the monitoring priority list;
 - b. removes a Business Actor from the blacklist; and/or
 - c. submits a request to temporarily unblock PMSE services to the relevant authorized agency.

CHAPTER IX CLOSING

Article 65

Business Licensing that have been obtained by domestic PPMSEs, domestic Merchants, domestic PSPs, and KP3A in the PMSE Sector before this Ministerial Regulation comes into effect, remain valid to the extent:

- a. the validity period has not expired or has not been revoked; and
- b. registered to the OSS System.

Article 66

When this Ministerial Regulation comes into force, Minister of Trade Regulation Number 50 of 2020 regarding Provisions for Business Licensing, Advertising, Guidance, and Supervision of Business Actors in Trade Through Electronic Systems (State Gazette of the Republic of Indonesia 2020 Number 498), is revoked and declared invalid.

Article 67

This Ministerial Regulation shall come into force on the date of its promulgation. For public cognizance, it is hereby ordered that this Regulation of the Minister be promulgated in the Official Gazette of the Republic of Indonesia.

Stipulated in Jakarta
On September 25, 2023

THE MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA

[signed]

ZULKIFLI HASAN

Promulgated in Jakarta
on September 26, 2023

DIRECTOR GENERAL OF
LEGISLATION
MINISTRY OF LAW AND HUMAN RIGHTS
OF THE REPUBLIC OF INDONESIA

[signed]

ASEP N. MULYANA

STATE GAZETTE OF THE REPUBLIC OF INDONESIA YEAR 2023 NUMBER 763

The copy is in accordance with the original
Secretary General
Ministry of Trade
Head of Legal Bureau,

[signed and stamped]

SRI HARIYATI

APPENDIX
MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA REGULATION
NUMBER 31 OF 2023
REGARDING
BUSINESS LICENSING, ADVERTISING, GUIDANCE, AND SUPERVISION OF
BUSINESS ACTORS IN TRADE THROUGH ELECTRONIC SYSTEMERS

FORMAT OF APPLICATION LETTER FOR TEMPORARY UNBLOCKING OF PPMSE SERVICES AND REMOVAL
FROM THE MONITORING PRIORITY LIST/BLACK LIST

I. Format of Application Letter for Temporary Unblocking of PPMSE Services

(Company letterhead)	(city), (date, month, year)
Number :	
Description : Important	
Attachment : ... (...) file	
Subject : Application for Temporary Unblocking of PPMSE Services	
To: Director General of Consumer Protection and Orderly Commerce, Ministry of Trade at Place.	
Along with this letter, PT (.....) submits a request to be able to temporarily unblock the PPSME services on the site and/or application (.....). As a form of compliance with the provisions of laws and regulations in the field of Trade through Electronic Systems, we convey the following matters:	
1. PT (.....) has complied with the provisions in Article (.....) of Regulation (.....), namely (.....); and	
2. PT (.....) is committed to comply with the laws and regulations in the field of PMSE.	
Together with this letter we submit supporting evidence as an attachment to this letter.	
Thus conveyed, thank you for your attention, Mr. Director General of Consumer Protection and Orderly Commerce.	
Person in Charge of the Company, (signature and company seal) (Full Name)	
Copy to:	
1. Director General of Domestic Trade, Ministry of Trade;	
2. Director of Orderly Commerce, Ministry of Trade; and	
3. Director of Trade Through Electronic Systems and Services Trade, Ministry of Trade.	

II. Format of Application Letter for Removal from the Monitoring Priority List/Black List*

(Company letterhead)

	(city), (date, month, year)
Number :	
Description : Important	
Attachment : ... (...) file	
Subject : Application for Removal from Monitoring Priority List/Black List*	
To:	
Director General of Consumer Protection and Orderly Commerce, Ministry of Trade	
at	
Place.	
Along with this letter, PT (.....) submits a request to temporarily unblock the PPSME services on the site and / or application (.....). As a form of compliance with the provisions of laws and regulations in the field of Trade through Electronic Systems. we convey the following matters:	
1. PT (.....) has complied with the provisions in Article (.....) of Regulation (.....), namely (.....); and	
2. PT (.....) is committed to comply with the laws and regulations in the field of PMSE.	
Together with this letter we submit supporting evidence as an attachment to this letter.	
Thus conveyed, thank you for your attention, Mr. Director General of Consumer Protection and Orderly Commerce.	
	Person in Charge of the Company, (signature and company seal) (Full Name)
Copy to:	
1. Director General of Domestic Trade, Ministry of Trade;	
2. Director of Orderly Commerce, Ministry of Trade; and	
3. Director of Trade Through Electronic Systems and Services Trade, Ministry of Trade.	

*) Select one.

THE MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA

The copy is in accordance with the original
Secretary General
Ministry of Trade
Head of Legal Bureau,

[signed]

ZULFIKAR HASAN

SRI HARIYATI