

## ABSTRAK

Lelang *E-Marketplace* adalah aplikasi atau media untuk melakukan lelang berbasis internet, lelang onlinenya disebut *E-auction* melalui website lelang.go.id, Platform *E-Marketplace Auction* harus terdaftar secara resmi. *E-marketplace Auction* harus terdaftar secara resmi baik berupa *E-marketplace* sebagai platform yang dimiliki oleh perorangan, badan, badan usaha yang memiliki kegiatan usaha di Indonesia. Tujuan dari karya tulis ini adalah Menganalisis Pengelolaan bentuk usaha *E-Marketplace Auction* berasal dari luar negeri di negara Republik Indonesia, Menganalisis Proses pelaksanaan Lelang non eksekusi sukarela *E-Marketplace Auction* di Amerika Serikat, dan Menganalisis Kekurangan dan Kelebihan Lelang non eksekusi sukarela melalui sistem *E-Marketplace Auction* di Indonesia dan Amerika Serikat. Penelitian ini diperoleh melalui kunjungan lapangan secara langsung ke Kanwil KPKNL Bandar Lampung dan dari berbagai referensi buku dan jurnal internasional dalam menganalisis aturan hukum dan implementasi dalam pelaksanaannya di masyarakat, dengan melihat dasar hukum lelang PMK 213 Tahun 2020 Terkait Penyelenggaraan lelang online secara lengkap. Dan membandingkan perbedaan hukum lelang non eksekusi sukarela Indonesia *E-auction* dan Amerika Serikat *E-bay*. Disini diperoleh hasil penelitian PT (Perseroan Terbatas) adalah solusi untuk *E-marketplace* luar negeri atau asing, baik itu perorangan atau perusahaan yang ingin memasuki pasar *E-marketplace* di Indonesia karena diwajibkan berbadan hukum, dengan aturan minimal dua pemegang saham. Dalam pendirian *E-marketplace* dalam bentuk Perseroan Terbatas wajib mempunyai modal awal, tetapi setelah Undang-Undang Cipta Kerja yang sudah diberlakukan, tidak diberlakukan lagi aturan yang secara jelas besaran modal yang harus disiapkan untuk pendirian Perseroan Terbatas.

Kata kunci: *E-Marketplace Auction*, *E-auction*, *E-bay*, Lelang, non eksekusi sukarela, Perbandingan Hukum.

## ABSTRACT

*E-Marketplace Auction is an application or media for conducting internet-based auctions, the online auction is called E-auction through the website auction.go.id, the E-Marketplace Auction Platform must be officially registered. E-marketplace Auction must be officially registered in the form of an E-marketplace as a platform owned by individuals, entities, business entities that have business activities in Indonesia. The purpose of this paper is to analyze the management of the E-Marketplace Auction business from abroad in the Republic of Indonesia, to analyze the process of implementing the voluntary non-execution auction of the E-Marketplace Auction in the United States, and to analyze the Weaknesses and Strengths of the non-volunteer execution of the auction through the system. E-Marketplace Auction in Indonesia and the United States. This research was obtained through direct field visits to the KPKNL Regional Office in Bandar Lampung and from various reference books and international journals in analyzing the rule of law and its implementation in the community, by looking at the legal basis for the PMK 213 2020 auction regarding the implementation of a complete online auction. And compare the legal differences between Indonesian E-auction and United States E-bay voluntary non-execution auction laws. Here, the research results obtained that PT (Limited Company) is a solution for foreign or foreign E-marketplaces, be it individuals or companies that want to enter the E-marketplace market in Indonesia because they are required to be legal entities, with a minimum of two shareholders. In the establishment of an E-marketplace in the form of a Limited Liability Company, it is obligatory to have initial capital, but after the Employment Creation Law has been enacted, there are no*

*longer rules that clearly state the amount of capital that must be prepared for the establishment of a Limited Liability Company.*

*Keywords: E-Marketplace Auction, E-auction, E-bay, Auction, non voluntary execution, Comparative Law.*