



RDJ ADVISORY
Tax and Advocate

Tax and
Legal Insight

TAX AND LEGAL INSIGHT

Permendag No. 19 of 2026

When Digital Commerce
Meets AI Governance

Stay informed. Stay compliant.
Stay ahead.



Issue #24
August 2026



quality, trust, expertise



www.rdj-advisory.com

Advisory Note Indonesia has introduced a new framework for electronic commerce through Minister of Trade Regulation No. 19 of 2026 concerning Trade Through Electronic Systems (PMSE).

While the regulation updates various aspects of digital commerce, one of its most notable developments is the formal recognition of Artificial Intelligence (AI) within Indonesia's e-commerce regulatory framework. The regulation introduces responsibilities for businesses utilizing AI while simultaneously strengthening oversight of digital platforms, consumer protection, and cross-border electronic commerce.

This development reflects a broader regulatory trend where digital innovation is increasingly accompanied by governance, accountability, and compliance requirements.

Key Developments The regulation introduces several notable changes:

- Artificial Intelligence is formally recognized within Indonesia's PMSE regulatory framework.
- Businesses utilizing AI must ensure that AI-generated content, recommendations, promotions, and services are accurate, transparent, and accountable.
- Consumers must be informed when products, services, content, or recommendations are generated or supported by Artificial Intelligence.
- Digital platforms are required to establish governance mechanisms and complaint handling procedures related to the use of AI.
- Marketplace operators are subject to expanded responsibilities relating to business licensing, consumer protection, dispute resolution, and monitoring of commercial activities.
- Foreign digital commerce operators meeting certain thresholds must establish local representation in Indonesia.
- Digital platforms are required to support the promotion and visibility of domestic products and MSMEs within their ecosystems.

Why This Matters The regulation demonstrates that digital commerce is no longer viewed solely as a technology-driven activity.

Governments are increasingly focused on ensuring that digital platforms operate within a framework that balances innovation, consumer protection, fair competition, and regulatory accountability.

The inclusion of AI provisions is particularly significant. As businesses increasingly rely on AI-powered tools for marketing, product recommendations, customer engagement, and content generation, questions surrounding transparency, accountability, data governance, and legal responsibility become increasingly important.

RDJ Advisory Permendag No. 19 of 2026 may represent one of Indonesia's earliest regulatory steps toward AI governance within commercial activities.

Historically, regulations governing digital commerce focused primarily on licensing, consumer protection, and electronic transactions. The new framework expands this perspective by acknowledging that emerging technologies can influence consumer decisions, market behavior, and business accountability.

The regulation signals a broader policy direction where technological innovation is expected to coexist with transparency, governance, and responsible business conduct.

In this environment, businesses should begin evaluating not only whether AI can improve operational efficiency, but also whether appropriate governance structures are in place to manage legal, compliance, and reputational risks arising from its use.

Closing Artificial Intelligence is rapidly becoming part of everyday business operations.

As regulatory frameworks continue to evolve, organizations that adopt strong governance practices alongside technological innovation will be better positioned to navigate future compliance expectations.

Permendag No. 19 of 2026 illustrates that the future of digital commerce will not be defined solely by technological capability, but also by transparency, accountability, and responsible use of emerging technologies.

Reference:

Minister of Trade Regulation No. 19 of 2026 concerning Trade Through Electronic Systems (PMSE).

RDJ Advisory – Tax and Advocate

Tax, Transfer Pricing and Legal

www.rdj-advisory.com





RDJ ADVISORY

Tax and Advocate



OUR TEAM CONTACT



Ridzza Djumri

Founding Partner – Tax

✉ ridzza.djumri@rdj-advisory.com



Nadiah Said

Partner and Co-Founder – Finance

✉ nadiah.said@rdj-advisory.com



Yudi S. Gardayudia

Senior Advisor – Tax

✉ yudi.gardayudia@rdj-advisory.com



Agung Suryanto

Technical Advisor –

Corporate Finance & Governance

✉ agung.suryanto@rdj-advisory.com



Ibnu Tindri Ali

Advocate – Legal

✉ ibnu@rdj-advisory.com



Risyad Arhamullah

Advocate – Legal

✉ risyad@rdj-advisory.com



RDJ ADVISORY

Tax and Advocate



CBD Emerald

Bintaro Boulevard, Sector 9

Tangerang Selatan 15428, Indonesia



T: +62 838 5411 7228



M: +62 812 9406 0752



info@rdj-advisory.com



www.rdj-advisory.com

Let's Connect



Providing clarity in
complex tax, legal, and
corporate finance matters.



DISCLAIMER

This material is for general
information only and does
not constitute professional
advice.



quality, trust, expertise



www.rdj-advisory.com