

The Positive Rules for Using Social Media in Marketing Communication Strategy

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ARTICLE INFO

Keywords:

Rules; Social Media; Marketing; Communication; Strategy.

How to Cite:

Rahma, N. M., Yusmanizar, Y., Sukmarini, A. V., Darwis, M., Prayudi, P., & Purwanda, N. W. (2025). The Positive Rules for Using Social Media in Marketing Communication Strategy. *Amsir Law Journal*, 6(2), 84-93.

DOI:

10.36746/alj.v6i2.655

Received:

April 22, 2025.

Accepted:

April 29, 2025.

Published:

April 30, 2025.

ABSTRACT

The use of social media as a marketing communication tool has also had a positive impact. Diverse and interactive content on platforms such as Instagram, Facebook and TikTok help to increase engagement with customers and extend the reach of the Boska Transportama brand. However, companies must be careful in managing social media content to avoid copyright infringement or the spread of misleading information, in accordance with Law Number 11 of 2008 on Electronic Information and Transactions. This study analyzes the marketing communication strategy of CV Boska Transportama and its legal implications. Using a descriptive qualitative approach, this study evaluates five elements of a company's promotional mix. The results show that the implementation of a comprehensive strategy increases the number of consumers from 6.500 (Year 2022) to 7.000 (Year 2023). The research also identifies legal implications related to consumer protection, personal data, electronic transactions, and business competition that need to be considered in the implementation of marketing strategies.

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1. Introduction

The development of information and communication technology⁷ has significantly changed the business landscape, including in the expedition services industry. CV Boska Transportama, as one of the players in this industry, has adopted the use of social media⁸ as

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⁷ Balla, H., Jumardin, J., Kasim, A., & Pappa, A. K. (2024). Peran Locus dan Tempus Delicti dalam Menentukan Kompetensi Pengadilan pada Kasus Kejahatan Siber. *Jurnal Litigasi Amsir*, 11(4), 390-395. <https://journalstih.amsir.ac.id/index.php/julia/article/view/564>

⁸ Farida, F., Rasda, D., & Mutmainna, M. (2023). Implikasi Media Sosial Dalam Tahapan Kampanye Pemilu Serentak Tahun 2024. *Vijada Assumption Journal of Law*, 1(2), 30-37. <https://doi.org/10.70184/gmt7gs45>

an integral part of its marketing communication strategy.⁹ This utilization of social media¹⁰ has opened up new opportunities as well as challenges in the company's efforts to reach and retain consumers.

Since its establishment on May 12, 2016, Boska Transportama has grown from a local cargo delivery service in Sulawesi to an expedition company serving shipments to Java, Kalimantan, Sumatra, and Papua. In an effort to expand its reach and increase interaction with customers, the company began utilizing various social media platforms such as Facebook, Instagram, TikTok, and YouTube. Boska Transportama's use of social media as a marketing communication strategy has proven effective in increasing the number of consumers. Data shows an increase from 6.500 consumers in 2022 to around 7.000 in 2023. This success shows the great potential of social media in supporting business growth, in line with the increasing trend of digital business transactions¹¹ reported by Ministry of Communication and Information.

Boska Transportama utilizes the strengths of each social media platform for different purposes. Instagram is used to interact directly with customers¹² and share creative content. Facebook, with its vast user base, allows Boska Transportama to build an engaged community¹³ and run focused marketing campaigns. While TikTok is utilized to attract the younger generation with innovative and refreshing content. In addition to social media, Boska Transportama also launched its official website www.boskatransportama.com in 2019. This website is an important platform for the company as a marketing communication strategy in increasing interaction with customers¹⁴ and business partners, as well as to inform the public¹⁵ about the services offered.

This marketing communication strategy through digital media has had a positive impact rule. During the research period, the number of visitors to the Boska Transportama website reached 839 per month, with an average of 27 daily visitors. There were also 138 monthly deliveries, 861 annual projects, and 145 clients served. Although the use of social media has shown positive results, Boska Transportama needs to continue to innovate in its marketing communication strategy. The company should ensure that the content shared on social media is not only engaging, but also provides added value to consumers.

Furthermore, Boska Transportama needs to consider integrating social media strategies with offline marketing strategies to create a seamless experience for consumers. This could include the use of QR codes on physical promotional materials¹⁶ that redirect to the

⁹ Safrida, S., & Musmulyadi, M. (2021). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Konsumen Produk Kartu Perdana Pascabayar Halo Pada PT. Telkomsel Grapari Makassar. *Journal of Economic, Bussines and Accounting (COSTING)*, 4(2), 771-778. <https://doi.org/10.31539/costing.v4i2.2048>

¹⁰ Rahmat, M., Natsir, M., & Darwis, M. (2023). Penegakan Hukum Terhadap Kejahatan Judi Togel Online. *Jurnal Litigasi Amsir*, 16-23. <https://journalstih.amsir.ac.id/index.php/julia/article/view/271>

¹¹ Darwis, M., & Amir, R. (2022). Transaksi Trapeutik Sebagai Pertanggungjawaban Dokter Terhadap Pasien. *Jurnal Litigasi Amsir*, 10(1), 61-71. <https://journalstih.amsir.ac.id/index.php/julia/article/view/155>

¹² Alfitriani, A., Octavianty, O., Mutmainna, M., & Pransisto, J. (2022). Perlindungan Hukum Terhadap Konsumen Dalam Transaksi Jual-Beli Melalui E-Commerce. *Jurnal Litigasi Amsir*, 24-32. <https://journalstih.amsir.ac.id/index.php/julia/article/view/174>

¹³ Purwanda, S., Rado, R. H., Susanti, D. S., Zainuddin, A., & Syahril, M. A. F. LEGAL PROTECTION OF YEI PEOPLE'S KNOWLEDGE OF LOCAL MEDICINES AND MEDICINAL PLANTS FROM EXTINCTION. *Masalah-Masalah Hukum*, 53(3), 245-256. <https://doi.org/10.14710/mmh.53.3.2024.245-256>

¹⁴ Ahmad, A., Pransisto, J., & Syahril, M. A. F. (2023). Perlindungan Hukum Terhadap Konsumen Dalam Transaksi E-Commerce. *Jurnal Litigasi Amsir*, 10(3), 222-232. <https://journalstih.amsir.ac.id/index.php/julia/article/view/249>

¹⁵ Pransisto, J., Karim, K., & Syahril, M. A. F. (2022). Mewujudkan Kepastian Hukum Pendaftaran Hak Milik Atas Tanah untuk mencegah Timbulnya Sengketa Tata Usaha Negara. *Jurnal Litigasi Amsir*, 9(4), 293-303. <https://journalstih.amsir.ac.id/index.php/julia/article/view/119>

¹⁶ Purwanda, S., Dewi, M. N. K., & Miqat, N. (2025). The Right to Reading Materials. *Arena Hukum*, 18(1). <https://doi.org/10.21776/>

company's social media pages. By maximizing the potential of social media in its marketing communication strategy, Boska Transportama can continue to increase its reach and engagement with consumers. This in turn is expected to drive business growth and strengthen the company's position in the increasingly competitive expedition services industry.

Social media as a marketing communication tool also has a positive impact. Diverse and interactive content on platforms such as Instagram, Facebook, and TikTok help increase engagement with customers and expand the reach of the Boska Transportama brand. However, companies must be careful in managing social media content to avoid copyright¹⁷ infringement or the spread of misleading information, in accordance with Law Number 11 of 2008 concerning Electronic Information¹⁸ and Transactions¹⁹.

2. Method

Using a qualitative approach with a case study²⁰ socio-legal method²¹. Boska Transportama's positive marketing communication rules, applying the approach as proposed by Kotler and Keller²², include five main elements, namely advertising, sales promotion, personal selling, direct marketing, and public relations²³. Each of these elements is scrutinized in depth to understand how Boska Transportama integrates and implements them in finding the positive rules of their marketing communication strategy. The use of this theory allows researchers to identify the strengths and weaknesses of each element implemented by the company.

3. Positive Rules for Using Social Media in Marketing Communication Strategy in Boska Transportama

Boska Transportama has implemented rules a comprehensive marketing communication strategy, covering the five main elements of the promotional mix: advertising, sales promotion, personal selling, direct marketing, and public relations. The strategy aims to increase the number of consumers and build customer loyalty, while keeping in mind relevant legal aspects.²⁴

In terms of advertising, Boska Transportama applies a two-pronged approach: online and offline advertising. For online advertising²⁵, the company utilizes social media platforms such as Instagram, Facebook, and TikTok, as well as the Google search engine. The use of paid and organic advertising aims to expand reach and increase brand visibility. Meanwhile,

¹⁷ Asmaul, A., Karim, K., & Adhilia, L. T. F. (2023). Perlindungan Hukum Terhadap Pelanggaran Hak Cipta Melalui Internet. *Jurnal Litigasi Amsir*, 239-253. <https://journalstih.amsir.ac.id/index.php/julia/article/view/254>

¹⁸ Rahmat, R., & Yusuf, M. (2023). Tinjauan Terhadap Wewenang Komisi Informasi Dalam Menguji Keputusan Tata Usaha Negara. *Jurnal Litigasi Amsir*, 11(1), 70-78. <https://journalstih.amsir.ac.id/index.php/julia/article/view/306>

¹⁹ Tijiang, B., Ilahi, A. A. A., Hasan, H., & Beddu, M. (2024). Pengaruh Word Of Mouth Dan Kemudahan Transaksi E-Commerce Shopee Terhadap Keputusan Pembelian Pada Generasi Milenial Di Kota Parepare. *MANOR: JURNAL MANAJEMEN DAN ORGANISASI REVIEW*, 6(1), 63-70. <https://doi.org/10.47354/mjo.v6i1.753>

²⁰ Walzl, B., Bonczek, G., Scepankova, E., & Matthes, F. (2019). Semantic types of legal norms in German laws: classification and analysis using local linear explanations. *Artificial Intelligence and Law*, 27(1), 43-71. <https://doi.org/10.1007/s10506-018-9228-y>

²¹ Purwanda, S., & Wulandari, A. S. R. (2023). Socio-Legal Studies: Methodical Implications of Legal Development in Indonesia. *Al-'Adl*, 16(2), 152-163. <http://dx.doi.org/10.31332/aladl.v16i2.6129>

²² Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). *Marketing Management* 14/e. Pearson.

²³ Rohman, M. M., Mu'minin, N., Masuud, M., & Elihami, E. (2024). Methodological Reasoning Finds Law Using Normative Studies (Theory, Approach and Analysis of Legal Materials). *MAQASIDI: Jurnal Syariah dan Hukum*, 204-221. <https://doi.org/10.47498/maqasidi.v4i2.3379>

²⁴ Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). *Op.Cit.*

²⁵ Rahman, M. S. (2024). A Comparative Study of Fair Online Buying and Selling Regulations: A Legal Comparison Between Indonesia, Malaysia, and Singapore. *SASI*, 30(2), 157-168. <https://doi.org/10.47268/sasi.v30i2.2021>

offline advertising is done through the distribution²⁶ of brochures in strategic locations and participation as sponsors in various activities.²⁷ In its implementation, Boska Transportama ensures that all advertising materials comply with applicable advertising regulations, including the Consumer Protection Law.²⁸

Sales promotion is Boska Transportama's key strategy to attract new customers and retain existing ones. The company offers various incentives, such as discounted shipping costs for large cubic shipments, discounts for fleet charters, and seasonal promotions.²⁹ This strategy has proven effective in increasing sales volume and attracting the attention of potential customers. In implementing sales promotions, Boska Transportama ensures that all offers and terms and conditions are clearly conveyed to consumers, in accordance with the principle³⁰ of transparency in the Consumer Protection Law.³¹

Personal selling is implemented through the canvassing method, where Boska Transportama employees directly visit potential service users. This activity is carried out regularly every week, with a focus on strategic locations. This approach is still considered effective in reaching certain market segments that may be less active in digital media.³² In conducting personal selling, Boska Transportama equips its employees with knowledge on business ethics and consumer protection law to ensure ethical and legal sales practices.³³

In terms of direct marketing, Boska Transportama utilizes several communication channels, including email marketing, telemarketing, websites, and social media. Social media is used to reach a wider audience and increase interaction with customers. Shared content includes photos of shipments, warehouse ambience, entertainment, customer testimonials, and special promotions. Email marketing is used to offer Boska Transportama's services to target companies, while telemarketing is done to follow up with customers based on the company's database. Boska Transportama's website serves as a platform to introduce the company's services and advantages, and provides a feature to check shipping rates. In carrying out direct marketing, Boska Transportama pays attention to regulations related to data privacy and anti-spam, especially in the use of email marketing and telemarketing.

The public relations aspect is also a focus for Boska Transportama. The company actively publishes news related to major events, cooperates with the media to cover internal activities, and sends press releases to various media. Boska Transportama also participates in social actions and sponsorships to strengthen relationships with communities and related industries. In carrying out public relations activities, the company ensures that all published information is accurate and not misleading, in accordance with the principle of honesty in public communication.

²⁶ Andirwan, A., Putra, P., Alimuddin, F., Tijjag, B., & Hasan, H. (2024). Dinamika Pemasaran PT. TASTI ANUGRAH MANDIRI: Bagaimana Citra Merek, Distribusi, Dan Harga Mempengaruhi Keputusan Pembelian Konsumen. *JURNAL MANAJEMEN & ORGANISASI REVIEW (MANOR)*, 6(1), 84-92. <https://doi.org/10.47354/mjo.v6i1.765>

²⁷ Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). *Op.Cit.*

²⁸ Erfan, M., Pransisto, J., & Syahril, M. A. F. (2023). Perlindungan Hukum Bagi Konsumen dari Peredaran Makanan Kedaluwarsa. *Jurnal Litigasi Amsir*, 10(2), 94-107. <https://journalstih.amsir.ac.id/index.php/julia/article/view/228>

²⁹ Interview with Erny Rahmawati and Wulan, Supervision and Staff of Boska Transportama on July 8, 2024 and July 9, 2024.

³⁰ Purwanda, S., Wiwin, W., Pransisto, J., & Musran, A. (2024). Testing the Omnibus Law Concept in Legal Theory: Evaluating its Effectiveness as a Tool for Social Engineering. *Indonesia Private Law Review*, 5(1), 11-22. <https://doi.org/10.25041/iplr.v5i1.3370>

³¹ Interview with Winda, Marketing Staff of Boska Transportama on July 9, 2024.

³² Sulo, R., Putra, P., Darmawansah, D., Tijjag, B., & Ali, S. M. (2024). Studi Pengaruh Personal Selling dan Digital Marketing terhadap Tingkat Kepuasan Nasabah di PT. Bank Mandiri Taspen KCP Parepare. *Jurnal Ilmiah Manajemen & Kewirausahaan*, 10(4), 268-277. <https://www.journal.stieamsir.ac.id/index.php/man/article/view/496>

³³ Interview with Winda, Marketing Staff of Boska Transportama on July 9, 2024.

In addition, Boska Transportama also pays attention to the legal aspects of business competition in carrying out its marketing communication strategy. The company ensures that its marketing practices do not violate the principles of fair business competition as stipulated in the Anti-Monopoly Law³⁴. This includes avoiding unfair pricing practices or exclusive agreements that may harm competitors. By implementing a comprehensive marketing communication strategy and paying attention to relevant legal aspects, Boska Transportama has not only succeeded in increasing the number of customers and building customer loyalty, but also ensuring ethical business practices and compliance with applicable regulations. This approach helps the company build a good reputation and strengthen its position in the increasingly competitive expedition services industry. Boska Transportama's implementation of a comprehensive marketing communication strategy has had a positive impact on increasing the number of customers. Data shows a significant year-on-year increase, with the number of customers reaching around 7.000 in 2023, up from 6.500 in 2022. This increase not only reflects the success of marketing strategies, but also gives rise to greater legal responsibility for companies in terms of consumer data protection in accordance with Law Number 27 of 2022 on Personal Data Protection.

The use of websites as a means of marketing communication technology³⁵ has proven effective in attracting new consumers. Based on the pre-research conducted, the majority of consumers admitted to getting their first information about Boska Transportama through the company's website. This shows the importance of an official website as a marketing communication medium. However, Boska Transportama must ensure that the information presented on the website is accurate and not misleading, in accordance with Law Number 8 of 1999 on Consumer Protection. During the research period, it was recorded that the number of visitors to the Boska Transportama website reached 839 per month, with an average of 27 daily visitors. In addition, there were 138 monthly deliveries, 861 annual projects, and 145 clients served. This data reflects Boska Transportama's significant operational activity and business impact. With this increase in activity, the company needs to ensure compliance with regulations related to the transportation of goods, such as Law Number 22 of 2009 on Road Traffic and Transportation.

Sales promotion strategies, such as discounted freight rates for shipments in large cubic quantities and discounts for fleet charters, proved effective in attracting corporate and business customers. This is evidenced by testimonials from customers who find the promotions helpful. In implementing this strategy, Boska Transportama must ensure that promotional practices do not violate Law Number 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition. The use of social media as a marketing communication tool has also had a positive impact. Diverse and interactive content on platforms such as Instagram, Facebook and TikTok help to increase engagement with customers and extend the reach of the Boska Transportama brand. However, companies must be careful in managing social media content to avoid copyright infringement or the spread of misleading information, in accordance with Law Number 11 of 2008 on Electronic Information and Transactions.

Personal selling through the canvassing method is still considered effective in reaching certain market segments. Some customers claimed to be interested in using Boska

³⁴ Purwanda, S. (2022). Hilangnya Hak Eksklusif Tanaman Rempah Asli Indonesia. *Pangadereng*, 8(1), 137-152. <https://doi.org/10.36869/pjhpish.v8i1.235>

³⁵ Ani, L. S., Arifah, A., Martodiryo, S., Astyandini, B., Daud, I., Widuri, I. L., & Tijang, B. (2025). The Role of Social Media Marketing, Brand Image and Products Quality on Purchasing Decisions of SMES Online Shop in Indonesia SME Products to Support the 2030 Sustainable Development Goals (SDGs). *Journal of Lifestyle and SDGs Review*, 5(3), e04697-e04697. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n03.pe04697>

Transportama's services after meeting directly with the canvassing team, indicating that the personal approach is still relevant in marketing strategies. In conducting canvassing, the Boska Transportama team must understand and comply with local regulations related to business licensing and promotional activities. Direct marketing through email marketing and telemarketing also contributed to increasing the number of customers. This approach allows Boska Transportama to reach potential customers in a more personalized and effective manner. However, the company must ensure compliance with anti-spam and personal data protection regulations in conducting these direct marketing activities.

The success of Boska Transportama's marketing communication strategy is reflected in the significant increase in the number of shipments and projects handled. With 138 monthly shipments and 861 annual projects, the company demonstrated its ability to maintain and increase its business activities amidst intense industry competition. This increase in business volume indicates the effectiveness of the marketing strategies implemented, including the use of social media, website, and personal selling approach. However, along with the increase in business volume, Boska Transportama must increasingly pay attention to safety and security aspects in shipping. This is in line with Government Regulation Number 74 of 2014 on Road Transport, which emphasizes the importance of safety standards in freight transport operations. The company needs to ensure that the increasing number of shipments does not compromise on safety and security aspects, which could impact its reputation and long-term business sustainability.

Although Boska Transportama's marketing communication strategy³⁶ has shown positive results, there is still room for improvement. In the face of increasing competition in the expedition services industry,³⁷ the company needs to continue to innovate in its marketing strategy. These innovations can include developing new services³⁸, improving operational efficiency, or utilizing the latest technology in the process of shipping and tracking goods. One potential area for innovation is the development of mobile applications for customers. This application can make it easier for customers to place orders, real-time tracking of shipments, and payments. In addition, Boska Transportama may consider implementing a more sophisticated Customer Relationship Management (CRM) system to improve customer loyalty and service personalization.

In innovating, Boska Transportama should keep in mind legal aspects³⁹, including the protection of intellectual property rights⁴⁰ and compliance with applicable industry regulations. For example, if the company develops new applications or systems, they need to

³⁶ Putri, N. D., Putra, P., Asike, A., & Tijjang, B. (2024). Eksplorasi Konten Marketing, Endorsement, Dan Diskon Terhadap Keputusan Pembelian Konsumen Generasi Z Melalui Tiktok Shop Di Kota Parepare. *MANOR: JURNAL MANAJEMEN DAN ORGANISASI REVIEW*, 6(1), 54-62. <https://doi.org/10.47354/mjo.v6i1.764>

³⁷ Ruruk, F., Muslimin, U., & Sulawati, S. (2023). Kualitas Pelayanan dan Citra Perusahaan Terhadap Kepuasan Pasien Rawat Inap RS. Fatima Parepare. *Jurnal Ilmiah Manajemen & Kewirausahaan*, 10(2), 94-101. <https://journal.stieamsir.ac.id/index.php/man/article/view/535>

³⁸ Tijjang, B. (2024). Exploring the Dimensions of Assurance, Empathy, and Evidence in Improving Service Quality and Customer Satisfaction: A Service Dominant Logic Theory Perspective. *International Journal of Artificial Intelligence Research*, 6(1.2). <https://mail.ijair.id/index.php/ijair/issue/view/24>

³⁹ Astuti, T., Purwanda, S., Prasisto, J., & Prayudi, P. (2024). PENEGAKAN HUKUM TERHADAP TINDAK PIDANA PEREDARAN OBAT TANPA IZIN EDAR:(Studi Putusan Nomor 1/Pid. Sus/2023/Pn. Pre). *Jurnal Hukum Positum*, 9(1), 1-16. <https://journal.unsika.ac.id/positum/article/view/11132>

⁴⁰ Sadeghi, M. (2024). A critical research on the innovations and inadequacies of the industrial property protection law approved in 2024 from the point of view of trade secrets. *Research and development in private law*, 1(1), 299-342. <https://doi.org/10.22034/jpl.2024.718558>

ensure that copyrights and patents are protected.⁴¹ In addition, the use of customer data in CRM systems must comply with applicable Personal Data Protection Laws.

Companies also need to consider broader logistics industry trends, such as the increasing demand for environmentally friendly shipping. Boska Transportama may consider integrating sustainable practices in its operations, such as the use of eco-friendly vehicles or route optimization to reduce carbon emissions. This move will not only help the company comply with increasingly stringent environmental regulations, but can also be a unique selling point in their marketing strategy.

Furthermore, Boska Transportama can utilize data from its increased business volume to conduct in-depth analysis⁴² on shipping patterns, customer preferences, and operational efficiency. Insights from this analysis can be used to refine marketing and operational strategies, as well as to identify new growth opportunities in the market. By continuously innovating and adapting to market changes, while keeping legal and regulatory compliance in mind, Boska Transportama can maintain its growth momentum and strengthen its position as a key player in the expedition services industry in Indonesia.

4. Closing

Boska Transportama has implemented a comprehensive marketing communications strategy, covering the five main elements of the promotional mix: advertising, sales promotion, personal selling, direct marketing, and public relations. In advertising, the company uses both online and offline media, including social media platforms and brochure distribution. Sales promotion is done through discounted shipping, fleet charter discounts, and seasonal promotions. Personal selling uses the canvassing method, while direct marketing utilizes email marketing, telemarketing, websites, and social media. In terms of public relations, Boska Transportama actively publicizes company news and participates in social activities.

The implementation of these strategies has increased the number of Boska Transportama customers from 6,500 in 2022 to around 7,000 in 2023. However, in carrying out its marketing strategy, Boska Transportama needs to pay attention to legal aspects, especially regarding the Consumer Protection Law in the delivery of product information, the Personal Data Protection Law in managing customer data, and the Electronic Information and Transaction Law in the use of digital media. The company must also ensure that its marketing practices comply with the Anti-Monopoly and Unfair Business Competition Law to maintain healthy competition in the expedition services industry.

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⁴¹ Rossi, E., & Bianchi, M. (2024). The Role of Intellectual Property Law in Protecting AI Innovations in the Digital Economy. *Legal Studies in Digital Age*, 3(2), 30-37. <https://jlsda.com/index.php/lstda/article/view/42>

⁴² Dewi, M. N. K., Miqat, N., & Purwanda, S. (2024). Analysis of the Legal Substance of Indonesia's Bilateral Investment Treaty (BIT): Balance of Rights and Obligations Based on National Interest. *Pena Justisia: Media Komunikasi dan Kajian Hukum*, 23(3), 3216-3232. <https://doi.org/10.31941/pi.v23i3.5619>

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Conflict of Interest Statement:

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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