

# Effectiveness of Law Enforcement on Online Gambling Promotion Among Influencers

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**Abstract :** *The sophistication of information technology makes online gambling increasingly developing. This also gives rise to the rampant promotion and advertising of online gambling. The important role of influencers is often associated with the increase in online gambling among the public. This study aims to evaluate the effectiveness of law enforcement against the promotion of online gambling by influencers in Indonesia, focusing on existing regulations, challenges in their implementation, and their impact on society. The research method used in this writing is that this research is designed with a normative juridical method. This research was carried out by researching library materials (secondary data) or library legal research. The results of the study show that despite the law enforcement efforts carried out, their effectiveness is still limited and requires a more comprehensive approach, including inter-agency cooperation and public education about the risks of online gambling. The recommendations include the need for clearer and more specific regulatory revisions and strengthening the capacity of law enforcement agencies to face challenges in this digital era. This research is expected to contribute to the development of more effective legal policies in tackling the promotion of online gambling by influencers in Indonesia.*

**Keywords :** *Effectiveness, Promotion, Online Gambling, Influencers*

**Abstrak :** Kecanggihan teknologi informasi membuat judi online semakin berkembang. Hal ini juga menimbulkan maraknya promosi dan iklan judi online, Peran penting para influencer sering dikaitkan dengan peningkatan perjudian online di kalangan masyarakat. Penelitian ini bertujuan untuk mengevaluasi efektivitas penegakan hukum terhadap promosi judi online oleh influencer di Indonesia, dengan fokus pada peraturan yang ada, tantangan dalam implementasinya, serta dampaknya terhadap masyarakat. Metode penelitian yang digunakan dalam penulisan ini adalah Penelitian ini didesain dengan metode yuridis normatif. Penelitian ini dilakukan dengan meneliti bahan pustaka (data sekunder) atau penelitian hukum perpustakaan. Hasil penelitian menunjukkan bahwa meskipun ada upaya penegakan hukum yang dilakukan, efektivitasnya masih terbatas dan memerlukan pendekatan yang lebih komprehensif, termasuk Kerjasama antar instansi dan edukasi masyarakat tentang risiko judi online. Rekomendasi yang diberikan mencakup perlunya revisi regulasi yang lebih jelas dan spesifik serta penguatan kapasitas lembaga penegak hukum untuk menghadapi tantangan di era digital ini. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan kebijakan hukum yang lebih efektif dalam menanggulangi promosi judi online oleh influencer di Indonesia.

**Kata kunci :** Efektivitas, Promosi, Judi Online, Influencer



## I. INTRODUCTION

This globalization era The development of science and technology (IPTEK) which is increasingly rapid is supporting the development of human life. Human creativity is increasing in encouraging discoveries in the field of technology. One of the products of human creativity is the internet.<sup>1</sup> With the advancement of this technology, it has made it easier for people to communicate with each other, various information and events that occur in several cities in the world can be quickly known by humans in other places. Views related to the development of technological progress are in line with the phenomena that occur in the world. Where the internet has a very significant influence, in Indonesia itself changes in the order of people's lives have also been felt due to the entry of the influence of the internet from current technological advances.

Technological advances have presented a cutting-edge product called the Internet, thus giving rise to a limitless world called "cyberspace", which has become a new realm for humans to carry out various activities virtually. The emergence of the Internet has had a very positive impact on human life, from the ease of obtaining information, helping people's work, to becoming a means of entertainment. However, on the other hand, the internet also has vulnerabilities that are certainly dangerous. The development of information technology also provides various online services without direct interaction between humans. This convenience has also led to the emergence of various new crimes, including crimes such as cybercrime, which are ultimately misused as a medium to commit unlawful acts.<sup>2</sup>

If we refer to Article 1 paragraph (3) of the 1945 Constitution, Indonesia is a country based on law.<sup>3</sup> Therefore, all behavior and actions of state administrators and citizens must be based on and regulated by legal provisions. Law itself can be interpreted as a set of regulations containing orders and prohibitions that must be obeyed by the community and its will gives rise to sanctions if the regulations are violated.<sup>4</sup> Violating existing regulations in Indonesia, including crimes such as cyber crime, is a prohibited act and has strict legal consequences.

Cybercrime is a form of crime that has developed in modern times as a negative impact of the development of information technology. The main type of crime is the use of computer facilities or other communication facilities based on computer networks (Antari et al., 2021: 221). One of the recent cybercrimes is the use of the Internet for online gambling. Online gambling is classified as cybercrime because it uses gadgets and internet networks as a means to carry out gambling activities (Amar, 2017).

Gambling is a crime that involves betting a certain amount of money on a game.<sup>5</sup> Gambling is one of the many criminal phenomena that cannot be separated from people's

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<sup>1</sup> Asriadi, "Analisis Kecanduan Judi Online (Studi Kasus Pada Siswa Smk An Nas Mandali Maros Kabupaten Maros)", *Jurnal Ilmu Pendidikan* (2021).

<sup>2</sup> Hernita Aruan dkk, "Pertanggung Jawaban Pidana Selebgram Dalam Mempromosikan Judi Menurut UU ITE", *Jurnal Ilmu Sosial dan Pendidikan (JISIP)* 5, no. 3 (2021).

<sup>3</sup> "Undang-Undang Dasar Tahun 1945, Pasal 1 Ayat (3)," n.d.

<sup>4</sup> H Ishaq, *Hukum Pidana* (Depok: PT. Raja Grafindo Persada, 2020).

<sup>5</sup> Zul Akli, "Eksekusi Tindak Pidana Perjudian (Malisir) Di Mahkamah Syar'iyah Lhokseumawe", *Jurnal Ilmu Hukum* 3, no. 2 (2013).

lives. As time goes by and technology matures, online gambling is increasingly developing in various ways and forms. Online gambling has become an increasingly common and disturbing phenomenon in our modern life. Easy access, interesting types of games, and the lure of financial gain make many people interested in participating in online gambling activities. However, despite the appeal of online gambling, online gambling also has serious negative impacts on the lives of individuals and society as a whole.<sup>6</sup> The emergence of online gambling in society makes this game increasingly popular or increasingly widely played.

Until now, the rampant gambling in Indonesia is one of the most difficult activities to eradicate, with high transactions having a direct impact on the collapse of the economy and the morals of the nation's children. This kind of online gambling addiction can be seen everywhere, generally among the younger generation, both upper and lower middle class. Gambling transactions start with hundreds of thousands and involve jewelry, houses, and other wealth. The consequences of online gambling addiction have a direct impact on the daily lives of the Indonesian people.<sup>7</sup> In line with Heru's opinion, according to him, the rampant online gambling is currently very detrimental to the country's economy because this illegal practice generally targets lower middle class people, so that those who are already poor will become even poorer. Many of them assume that playing online gambling can bring profit and wealth in an instant, but in reality the algorithm of online gambling games has been arranged in such a way that the bookies always make a profit. On the other hand, gamblers often involve online loan money, which worsens their financial condition.<sup>8</sup> Online gambling itself is a serious problem in Indonesia. Based on government records, there are at least 2.37 million Indonesians who are addicted to online gambling, 80% of whom come from the lower class. This is because gambling is no longer limited by space and time, and a lot of information about gambling is generated from advertisements or promotions carried out by several influencers on various social media.

The important role of influencers is often associated with the increase in online gambling among the public. This involves many influencers from various walks of life, including students, celebrities, artists, and singers, who actively promote online gambling sites through social media platforms. Online gambling business actors take advantage of the large number of users surfing social media to promote their online gambling sites to the public through influencer services, namely people who have a large number of followers on social media and have great influence in society, especially social media users. Promotion through influencer services is called endorsement. Endorsement is an activity that supports something/someone. In advertising terms, endorsement is an action taken by a celebrity or influencer to promote a particular product so that other people are

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<sup>6</sup> Ilham Aziz, *Berpisah Dengan Judi Online: Menciptakan Kehidupan Yang Penuh Makna Dan Kebahagiaan* (Yogyakarta: Cahaya Harapan, 2024).

<sup>7</sup> Vanda Affan Yusuf Saefudin, "Tinjauan Kriminologis Terhadap Influencer Yang Mengiklankan Judi Online (Studi Putusan Nomor: 871/Pid.Sus/2022/PN Tjk)", *Jurnal Ilmu Sosial dan Humaniora* 3, no. 1 (2023).

<sup>8</sup> Alinda Hardiantoro Rizal Setyo Nugroho, "Marak Di Medial Sosial, Bisaka Akun Yang Promo Judi Online Dipidana?," 2025. <https://www.kompas.com/tren/read/2023/10/21/180000365/malralk-di-medial-sosial-bisalkalh-alkuln-yang-promo-juldi-online-dipidaln-palge=all>.

interested and use/buy it.<sup>9</sup> Gambling is a social phenomenon that can be found in various parts of the world. Initially, gambling came in the form of games or activities to fill free time and provide entertainment. Thus, its nature at that time was recreational and neutral. However, as time went by, new elements were added to stimulate the excitement of playing and increase tension and the hope of winning, namely "betting items" in the form of money, objects or something of value.<sup>10</sup>

In the end, this online gambling phenomenon is no longer unfamiliar to the public. In October 2024, an online gambling promotion case was discovered which resulted in 5 (five) perpetrators suspected of being online gambling influencers in Serang Banten. They were suspected of helping to promote online gambling sites via Instagram and were arrested by the police via cyber patrol. The cyber patrol was carried out throughout May 2024. The police then arrested the five people on different days. PW alias Sipiuts was arrested on May 1, TO alias Ocete was arrested on May 3, BR alias Restybungaa was arrested on May 7, EA alias Kema on May 15, and ZC alias Ara on May 17. They are suspected of earning tens of millions from promoting online gambling. The suspects have thousands of followers. Suspect EA, for example, has up to 20 thousand followers and suspect TO has 35 thousand followers on IG. They are suspected of being recruited by online gambling sites by being contacted via direct message (DM). The wages, he continued, were obtained from each post on Instagram. In one day, at least they send online gambling links on their respective social media. The five suspects were charged with articles in the ITE Law for promoting gambling. This is regulated in Article 45 paragraph (3) in conjunction with Article 27 paragraph (2) with a threat of 10 years in prison.

Thus, Based on the background explanation above, it is important for the author to understand how effective law enforcement is against online gambling promotions carried out by influencers on social media, and what are the obstacles in law enforcement against online gambling promotions by influencers. With the following research title "Effectiveness of Law Enforcement of Online Gambling Promotion Among Influencers".

## II. RESEARCH METHOD

This research is designed with a normative legal method. This research was conducted by examining library materials (secondary data) or library legal research. The research specifications in this writing are descriptive analytical, namely describing the applicable laws and regulations associated with legal theories and practices of implementing positive law concerning the problems in this research.<sup>11</sup>

The approach method used is the legislative, conceptual, social and theoretical approach. The legislative approach in this case is the 1945 Constitution of the Republic of Indonesia, the Criminal Code, Law Number 1 of 2024 concerning the Second

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<sup>9</sup> Jesslyn, "Pertanggung Jawaban Penerima Endorse Judi Dan Kosmetik Ilegal Melalui Instagram," *Jurnal Lex Librum: Jurnal Ilmu Hukum* 6, no. 2 (2020).

<sup>10</sup> Zulkifli Ismail, "Peran Hukum Pidana Dalam Menanggulangi Tindak Pidana Perjudian Sabung Ayam Pada Masa Yang Akan Datang Melalui Pendekatan Non Penal," *Krtha Bhayangkara* 13, no. 1 (2019): 140–163.

<sup>11</sup> Peter Mahmud Marzuki, *Penelitian Hukum (Edisi Revisi)* (Jakarta: Kencana Prenada Media Group, 2013).

Amendment to Law Number 1 of 2008 concerning Information and Electronic Transactions and Law No. 7 of 1974 concerning the Control of Gambling.

The technique of collecting materials in the research uses the library research technique, namely reading, recording, quoting, summarizing, and reviewing data information from regulations or literature related to the problem.

### III. DISCUSSION

#### Effectiveness of Law Enforcement Against Online Gambling Promotion by Influencers

Promotion is an effort or attempt to advance or improve, for example to increase trade or advance a business sector.<sup>12</sup> Promotion comes from the word promote in English which means to develop or improve. This understanding when associated with the sales sector means as a tool to increase sales turnover.<sup>13</sup> With promotional activities, it can support income from sales obtained by business actors. Law Number 8 of 1999 concerning Consumer Protection, in Article 1 paragraph (6) states that promotional activities are providing information to the public about a product traded by business actors with the aim of attracting public interest in buying the product.

Social media is chosen as a promotional media because currently everyone uses or has a social media account, so that the effectiveness of carrying out promotions will be more successful. The social media that are often used for promotion are: Instagram, Instagram is a social media that is currently a favorite among the world community. With the feature that can display very good photos, Instagram is very effective in carrying out promotions.<sup>14</sup> The increasing development of promotional activities, now promotions are carried out by celebrities on Instagram social media or often referred to as selebgrams.

The influence of promotions carried out by celebrity grams is very effective so that business actors get a lot of profit from posts made by celebrity grams through their Instagram accounts, because they get a lot of profit so that this is what motivates them to carry out business activities. So many businesses choose to promote their products using influencer services because they feel that the public is more interested and trusts the products they promote through social media. The influencer is also part of the business actor, as a business actor they are obliged to guarantee that the information conveyed through the fish contains truth. If someone is positioned as a mode that provides testimony on the reliability of a product, this testimony can be seen as misleading consumers, for example if it turns out that he has never used the product or service within a certain time.

This also happens on online gambling sites. Online gambling agents use influencers to promote their online gambling sites with fantastic fees every month. Celebgrams who receive payment from online gambling sites will promote and invite their followers to play on the online gambling site. This action can have a negative impact on themselves and their followers, the majority of whom are young people or teenagers, these

<sup>12</sup> Rivai Wirasasmita and dkk, *Kamus Lengkap Ekonomi* (Bandung: Pionir Jaya, 2002).

<sup>13</sup> Freddy Rangkuti, *Strategi Promosi Yang Kreatif Dan Analisis Kasus Integrated Marketing Communication* (Jakarta: Anggota IKAPI, 2009).

<sup>14</sup> Pande Putu Rastika Paramartha Dkk, "Sanksi Pidana Terhadap Para Pemasang Dan Promosi Iklan Bermuatan Konten Judi Online", *Jurnal Preferensi Hukum* 2, no. 1 (2021).

young people/teenagers are still unstable and easily influenced. Here are some of the main dangers associated with online gambling:

1. Financial Loss
2. Mental Health Disorders
3. Physical Health Disorders
4. Deteriorating Social Relationships
5. Decreased Quality of Education & Employment
6. Legal Issues
7. Data Security Risks<sup>15</sup>

The benefits of advertising and promotion itself, namely providing advertising convenience in introducing products or services to all levels of society. Online advertising and promotion will certainly provide convenience in introducing, distributing and disseminating information related to the business.

Online gambling has become an increasingly common and disturbing phenomenon in our modern life. Easy access, interesting game variations, and the lure of financial gain have attracted many people to engage in online gambling activities. However, behind its appeal, online gambling also has serious negative impacts on the lives of individuals and society as a whole.<sup>16</sup>

Clear and comprehensive legal regulations are essential to identify types of violations related to online gambling. The old Law Number 11 of 2008 concerning Information and Electronic Transactions (ITE) is the legal basis often used to prosecute influencers who promote online gambling sites, which has now changed to Law Number 1 of 2024 concerning the Second Amendment to Law Number 11 of 2008 concerning Information and Electronic Transactions (ITE). Celebrities who own accounts that promote online gambling sites on their social media accounts can be subject to criminal liability based on the provisions contained in Article 27 Paragraph (2) of the ITE Law which regulates the prohibition on distributing or transmitting or accessing electronic content containing gambling, which reads:

*“Any person who intentionally and without the right distributes, transmits, and/or makes accessible Electronic Information and/or Electronic Documents containing gambling content.”<sup>17</sup>*

In addition, Article 303 (1) of the Criminal Code also regulates gambling. In the Criminal Code, gambling is not only an act regulated by law, but also includes acts that are criticized by the public for promoting online gambling sites. Which reads:

*“Threatened with a maximum imprisonment of ten years or a maximum fine of twenty-five million rupiah, anyone who without permission:*

1. *intentionally offers or provides an opportunity for gambling and makes it a livelihood, or intentionally participates in a company for that purpose;*

<sup>15</sup> Ranga Adi Negara dkk, *Judi Itu Candu Panduan Anti Judi* (Jakarta: Kementerian Komunikasi dan Informatika, 2024).

<sup>16</sup> Ilham Aziz, *Berpisah Dengan Judi Online: Menciptakan Kehidupan Yang Penuh Makna Dan Kebahagiaan* (Yogyakarta: Cahaya Harapan, 2024).

<sup>17</sup> “Undang-Undang Republik Indonesia Nomor 1 Tahun 2024, Pasal 27 Ayat (2),” n.d.

2. *intentionally offers or provides an opportunity for the general public to gamble or intentionally participates in a company for that purpose, regardless of whether to use the opportunity there are conditions or the fulfillment of certain procedures;*
3. *makes participation in gambling a livelihood”<sup>18</sup>*

Based on this, the promotion of online gambling sites carried out by celebrities is said to fulfill the elements contained in the ITE Law (Rahardjo, 2003).<sup>19</sup> With the existence of this ITE Law, the problem of online gambling is even more specific in accordance with the principle of *ex specialis derogate ex generali*, which states that every law that has a special nature will override every law that has a general nature (Wahyu Tris, 2019:121).<sup>20</sup> Criminal sanctions can be applied based on Article 27 Paragraph (2) of the ITE Law, which threatens violators with a maximum prison sentence of 10 years and/or a maximum fine of IDR 10 billion as stipulated in Article 45 paragraph (3) of Law 1/2024. The regulation of online gambling in this article is more directed at perpetrators of the dissemination of online gambling, either directly or indirectly.

The legal regulation of the placement of advertisements and promotions of online gambling on the internet has been regulated in Article 27 paragraph 2 of Law Number 1 of 2024 concerning the Second Amendment to Law Number 1 of 2008 concerning Information and Electronic Transactions. Although it has a clear purpose, there are several shortcomings in the effectiveness of this article, especially in the context of online gambling promotion by influencers. This article mentions the prohibition of information that contains gambling content, but there is no clear explanation regarding gambling promotions specifically. Many influencers may not explicitly show or provide direct access to online gambling sites, but they only provide "codes" or affiliate links, which indirectly refer to gambling sites. In this context, this article may not clearly regulate this kind of covert promotion. Then in the article there are elements contained in it, the author argues that although the ITE Law has regulated the prohibition of activities related to gambling, the author feels the need to regret the phrase "intentionally" contained in the regulation. This phrase indicates that only people who are conscious and know the consequences of their actions can be punished. Therefore, the author believes that the phrase should be removed, so that anyone involved in gambling activities, whether intentionally or unintentionally, can be considered a perpetrator of a crime.

Article 45 paragraph (3) of the ITE Law discusses the elements of criminal aggravation. If related to Law Number 1 of 2024, there is an increase in terms of criminal penalties, both in the form of imprisonment and fines. In the previous ITE Law, namely Law Number 11 of 2008 and Law Number 19 of 2016, the maximum prison sentence regulated was six years and/or a maximum fine of one billion rupiah. However, in Law Number 1 of 2024, the prison sentence can reach ten years and/or a fine of up to ten billion rupiah. This significant difference, according to the author, is very appropriate to

<sup>18</sup> Kitab Undang Undang Hukum Pidana, "Kitab Undang-Undang Hukum Pidana," *Indonesia* 5, no. 8 (2021): 1–143.

<sup>19</sup> Ignasius Yosanda Nono dkk, "Penegakan Hukum Terhadap Selebgram Yang Mempromosikan Situs Judi Online," *Jurnal Analogi Hukum* 3, no. 2 (2021).

<sup>20</sup> Davin Gerald Parsaoran Silalahi Dkk, "Pengaturan Hukum Positif Di Indonesia Terkait Promosi Judi Online Di Media Sosial," *Jurnal Hukum, Pendidikan dan Sosial Humaniora* 1, no. 2 (2024).

be added as an effort to aggravate the criminal offense in order to provide a deterrent effect for online gambling perpetrators.

In addition to the ITE Law, the provisions in the Criminal Code (KUHP) also regulate gambling, although it does not specifically cover online gambling promotions carried out by influencers. Based on the explanation above, the author concludes that although Indonesia itself has laws regulating gambling and digital promotion, its effectiveness in overcoming online gambling promotion by influencers is still limited. This is due to the lack of more specific regulations regarding gambling promotion by influencers.

### **Obstacles in Law Enforcement Against Online Gambling Promotion by Influencers**

In general, the challenges in implementing positive law include several things, such as the lack of legal norms, unclear formulation of legal norms, conflicts between legal norms, and the inconsistency of outdated legal norms. Conceptually, these problems have their own approaches or strategies for solving them. However, in decision making, caution is needed in choosing the theory because the theory is a subjective choice that must be carefully considered by the decision maker (Samet Suhartono, 2020:205). In terms of online gambling promotion by influencers on social media, it has become a serious problem in Indonesia, resulting in legal and public attention. Although there are regulations that regulate it, such as the Electronic Information and Transactions Law (UU ITE) and the Criminal Code (KUHP), law enforcement still faces many obstacles, including from law enforcement such as the police, prosecutors, and courts (M. Gazai Rahman, 2020). Law enforcement against online gambling promoters and online bookies may be hampered by a number of factors, both internal factors and external inhibiting factors. Including:

#### **1. Internal Inhibiting Factors**

##### **a. Law enforcement actors/Human resources**

Fikri, H. (2023: 23) argues that human resource factors play an important role in efforts to eradicate online gambling criminal behavior. In this context, the lack of mastery and understanding of personnel in the field of information technology is one of the major challenges that affects the performance of the police. Success in eradicating cybercrime, especially online gambling crimes, is highly dependent on the readiness and understanding of the police regarding information technology. AKBP Nanang Prihasmoko also said that police officers often lack adequate training or skills related to criminal acts in the digital realm, especially in the context of cybercrime. This lack of understanding can provide opportunities for online gambling criminals to operate without detection or effective follow-up (Fikri, 2023).

##### **b. Facilities and Infrastructure**

Due to the complexity of the technology used in online gambling, handling cybercrime cases requires facilities and infrastructure that support the performance of investigators, which is certainly more complex than traditional gambling. Digital forensic laboratories are the main facilities and infrastructure for uncovering digital data and recording and storing evidence in soft copy

form (images, programs, html, sound, etc.). The process of implementing digital forensics involves several steps, including: identification of digital evidence, preservation of digital evidence, analysis and presentation of digital evidence. The ITE Law has widely recognized electronic evidence as an extension of legal evidence, both criminal and civil, and as a means of proof in applicable procedural law. In order to be considered evidence, it is stored and managed using a computer device, then the data is processed as usual by entering initials into a computerized recording management system and reviewing the data after it is too late the information is written and checked by someone who understands the legal process (P Goose, 2008). Digital forensics uses methods to find evidence that is easily lost, easily modified and deleted, or has its traces removed, making it difficult to detect cybercrime cases. In addition, there are no specific rules and guidelines that apply to digital forensics. So there is no legal certainty that causes difficulties for law enforcement officers.

## 2. External Inhibiting Factors

### a. Server Factors Located in Countries That Legalize Gambling

One of the obstacles to law enforcement related to online gambling crimes is that servers are located in countries that legalize gambling. The server is the main place where online gambling platforms in the form of websites operate and becomes the center of activities for gamblers from all over the world.

### b. Virtual Private Network (VPN) Usage Factors

Many online gamblers use VPNs to hide their identities and locations, making it difficult for authorities to track their activities. Often, efforts to block these sites often fail to suppress online gambling crimes, because these online gamblers use VPN applications to unblock online gambling sites that have been blocked by the Ministry of Communication and Information.

### c. Obstacles to lack of awareness and concern from the community

AKBP Nanang Prihasmoko said that the community may reject regulations due to a lack of legal knowledge. People who do not obey the law are often indifferent to the norms that apply in life. As a result, people can live without a legal order, which can lead to disobedience and chaos, which ultimately encourages the growth of crime, including online gambling.

In addition to the above factors, there are other factors in law enforcement against online gambling promotions by influencers, namely the Lack of Education and Socialization to Influencers. Influencers often use promotional services as their main source of income. Due to lifestyle pressures and high societal expectations, influencers can accept any offer from business actors to promote their products with high compensation, thus gaining financial benefits. In addition, influencers who focus on gambling-related content or niche markets such as online games or casino lifestyles may find online gambling promotions suitable for their audience. They may find the offer relevant and interesting to their followers. This can also increase their followers, and online gambling promotions can provide opportunities for influencers to increase their

visibility and expand their follower base.<sup>21</sup> This is very ironic considering the many influencers who accept online gambling promotion offers without considering the social, health, or ethical implications.

The rise of online gambling has a very bad impact on society. Therefore, all levels of society must work together to prevent those closest to them from getting involved in online gambling. Preventing online gambling is a complex approach that requires collaboration between the government, the gambling industry, and the wider community. A combination of prevention strategies can help reduce the risks and negative consequences associated with online gambling.

It is undeniable that online gambling also promotes its sites through electronic media ranging from photos to videos. The misuse of this media is an urgent problem that must be given more attention by the government in eradicating online gambling, the types and sites that are increasingly rampant.

#### IV. CONCLUSION

Based on the discussion above, this study reveals that although there are regulations governing online gambling promotion, such as the Electronic Information and Transactions Law (UU ITE) and the Criminal Code (KUHP), the effectiveness of law enforcement against influencers involved in online gambling promotion is still limited. Various factors contribute to this low effectiveness, some of which are the unclear definition of gambling, lack of human resources in law enforcement agencies, and difficulty in finding and prosecuting perpetrators who work abroad. In addition, the use of social media as a medium for promotion by influencers allows the public, especially the younger generation, to access online gambling sites, which can have a negative impact on society and individuals. From the results of the analysis, it can be concluded that to increase the effectiveness of law enforcement against online gambling promotion by influencers, a more comprehensive approach is needed. This includes revising regulations to be clearer and more specific, increasing the capacity of law enforcement agencies through training and provision of adequate resources, as well as cooperation between agencies and public education about the risks of online gambling. With these steps, it is hoped that a more effective legal environment can be created in dealing with online gambling promotion by influencers in Indonesia.

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