

e- ISSN: 2988-5140, p-ISSN; 2988-7747, Hal 01-13

# Prohibition of Notary Promotion and Publication in terms of UUJN

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abstract .The purpose is written to remind again that there is a prohibition on promotion and publication based on Law No. 30 of 2004. The method is carried out by the author based on normative juridical methods. The formulation of the research is how the review of UUJN concerns the Position of a Notary on the form of promotion and publication of identity as well as the authority of a notary. Primary data of law no. 30 of 2004 which has been amended to Law no. 2 of 2014. Random secondary data for examples of violation cases in the form of advertisements for notary services from various digital sources. Tertiary data comes from studies such as journals, final research studies, and books that have been published digitally. Data is processed by reduction stages, adjustment of primary, secondary, and tertiary data with author's interpretation, and deduction. The research findings are that there are 3 articles that the authors found, namely article 9 paragraph (1) letter d, article 12 letter c, and article 17 letter a. These three articles indicate that there is a prohibition against promotion and publication.

**Keywords**: advertising, Notary, UUJN

Abstrak .Tujuan penelitian ini ditulis untuk mengingatkan kembali adanya larangan promosi dan publikasi berdasarkan UU No. 30 Tahun 2004 yang telah diubah menjadi UU No. 2 Tahun 2014 tentang Jabatan Notaris (UUJN). Proses penelitian ini dilakukan oleh penulis berdasarkan metode yuridis normatif. Rumusan penelitian bagaimana review UU No. 30 Tahun 2004 yang telah diubah menjadi UU No. 2 Tahun 2014 tentang Jabatan Notaris tentang bentuk promosi dan pengumuman identitas serta kewenangan notaris. Data primer UU No. 30 Tahun 2004 yang telah diubah menjadi UU No. 2 Tahun 2014 tentang Jabatan Notaris. Data sekunder contoh kasus pelanggaran berupa iklan jasa notaris dari berbagai sumber digital secara acak. Data tersier berasal dari studi seperti jurnal, studi penelitian akhir, dan buku-buku yang telah diterbitkan secara digital. Data diolah dengan tahapan reduksi, penyesuaian data primer, sekunder, dan tersier dengan interpretasi penulis, dan deduksi. Hasil penelitian terdapat 3 pasal yang penulis temukan yaitu pasal 9 ayat (1) huruf d, pasal 12 huruf c, dan pasal 17 huruf a dalam UU No. 30 Tahun 2004 yang telah diubah menjadi UU No. 2 Tahun 2014 tentang Jabatan Notaris. Ketiga pasal tersebut menunjukkan adanya larangan promosi dan publikasi.

Kata Kunci: periklanan, notaris, UUJN

#### **BACKGROUND**

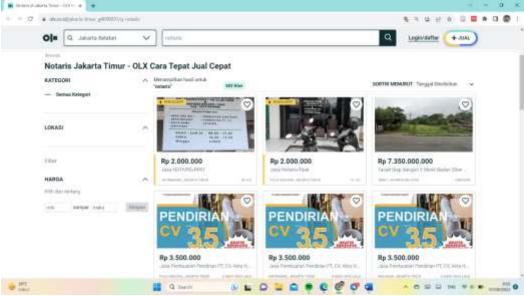
Publication of a business with the aim of being known by the public regarding its services is indeed needed by the holders of the business concerned. The business itself has so many aspects, including in the context of providing services to the community. Even the publication itself is not only for business purposes, it could be in the context of education or something else. Especially now that information technology has provided a lot of space in publishing something, whether the purpose is for business *branding* or just to exist. Even so, when this is done by a notary, whose notaben is to serve the community, it already has a law that regulates all of its performance. A position that is also the profession of a notary, from this point on, the profession as a notary itself really needs *an image* to be known to the public (Putri, 2021).

The course of the profession as a notary can be seen from Law Number 30 of 2004 which has been revised by Law Number 2 of 2014. All forms of authority, rights, obligations and sanctions for violations are contained in the Law. In addition, there is a Notary Code of Ethics which is also a guideline for carrying out his position as a notary. They must implement these guidelines amidst the onslaught of information technology developments and the dynamics of people's lives. In fact, there are also many other factors that become incentives for notaries to carry out everything that has been written in the law.

It is known that in article 1 number 1 of Law Number 2 of 2014 that the notary is a public official with the authority to issue authentic deeds. In addition to this authority, the notary also has other authorities in accordance with the powers contained in the law. Notaries also have other powers contained in other laws as well. So it is clear that the notary himself already has a position as an honorable state official, even written in legal state regulations. If so, in practice the notary should not have to worry about not being recognized as an identity by the public and their authorities (Tabran & Firda, 2023) .

On the other hand, the needs of each individual are different and the increasing competition in the professional life of a notary will provide other ideas to pave the way. The intention is to pave the way in carrying out publications or promotions to the public at large outside the scope of his authority or outside the reach of the area that is his territory (Bethionore, 2023). On the other hand, new notaries appear with conditions that do not yet understand in distinguishing which activities are legally permissible for exposure to internet media which are prohibited. These two conditions ultimately led to the strategy of *branding* identity and authority in digital information media by a notary. In fact, not only digitally, but

posting advertisements on the streets or public facilities such as electric poles, trees on the side of the road, and walls on the edge of the sidewalk or patrol post (Koos, 2023). Like the two



pictures below:

Gambar 2. Contoh Iklan Notaris Digital

Source: Jual.com cv.maciojasa mandiri (2023) .

Source: OLX.co.id (2023)



Gambar 1. Contoh Iklan Notaris Nondigital

Apparently this case phenomenon has been discussed in several studies. Research conducted by Agustina and Irianto (2023) in their research revealed that there is use of the website by notaries with a review of article 4 number 3 of the Notary Code of Ethics and supervision on the website for the notary profession. The second study found that there were indications of advertising through the sentences contained in the relevant website and were in accordance with article 4 of the Notary Code of Ethics. The result for the second problem is that there is a further review for the Notary if he has violated the ongoing Code of Ethics, namely advertising (Agustina & Irianto, 2023).

Research with a similar phenomenon from Salsabila and Wijaya (2023). The research that has been conducted by both shows that there are notaries who also have a margin of authority as public officials. Notaries are not justified or prohibited from carrying out advertising activities in digital media. This research shows that there is opposition to these activities in accordance with the Notary Code of Ethics and Law Number 2 of 2014. So that when this occurs it can be examined through imposing sanctions on notaries who have committed these violations (Salsabila & Wijaya, 2023).

These two studies serve as a reference that there are ethics that need to be obeyed and applied by notaries in branding their *identity* and authority. In order to get greater opportunities to serve the community, it is said in the research that there is digital advertising. Starting from here, the writer knows the research gap. *First*, the publication ban on notaries is clearly written and many are still being violated. *Second*, the textual legal review of the Honorary Council is still not working optimally. *Third*, the application of UUJN or Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Position of a Notary, there are still many articles that are violated through *branding* of authority identity or notary advertising. Based on these three scientific concerns, the author feels that written law, which apparently serves as a guideline for authorities, rights, obligations and sanctions for violations, is still in crisis in its implementation in this country in the context of the Notary profession. So that this research is necessary apart from being a reference as well as a notification or reminder to public officials such as notaries to maintain high honor in accordance with Law no. 2 of 2014 concerning the Position of Notary Article 1 number 1.

The difference between this research and previous research is the method that the authors use, namely normative juridical. Another difference is in the author's data whose primary data is legal data taken from UUJN or Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Office of a Notary and apart from here are secondary and tertiary data.

Another difference between the two differences is that this research only focuses on prohibitions and interpretations of articles that have been violated by notaries whose case examples are taken randomly from digital media.

Meanwhile, there are basically no novelties in this study that stand out. Because this research is more to continue previous research that discusses similar phenomena. It's just that this research is more directed at the interpretation of cases in accordance with Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Office of a Notary in force and there are no additions such as a Notary's Code of Ethics or other laws.

Therefore, the purpose of this study was written to remind again that there is a prohibition on promotion and publication based on Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Position of Notary . So that this study uses "Prohibition of Promotion and Publication of Notaries Reviewed by UUJN" as the research title. Based on this title, the authors formulate the problematic for the continuity of research, how is the review of Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Office of a Notary in the form of promotion and publication of identity as well as the authority of a notary

#### THEORETICAL STUDY

Legal officials in Indonesia are regulated in Law No. 30/2004 concerning Summons for Public Notaries (UUJN), corrected by Law No. 2/2014. The office is directed as a full-time notary. The assignment of a public notary is directed to the Expertise Guidelines. 15 UUJN. In connection with the duty of a notary to provide legal advice to the parties or intercessors, Expertise. 15 Law No. 30 of 2004 is not detailed per point (Harahap, 2023). Strictly paying attention to the notary's duty to provide legal representation in relation to making a deed, it is debated in Indonesian writing how far the dynamics of the notary's admonition task lasts. This depends on whether Indonesian notaries are more like Anglo-American open law officers or mainland European law officers. Really, based on the premise of Gracious Law, and because of the disclosure of various notary obligations in the Work. 15 Section 2 lights up. 3 and Expertise. 15 Article 3 UU 30/2004, the last mentioned is more likely to occur. The high level of curiosity about this theme in Indonesian writing is based on a play that does not appear totally (Nugrahaningsih, 2023).

The Indonesian governing body is most likely hoping to largely open up alternatives to digitizing notary offices without currently addressing the matter as well, perhaps because the assembly does not see itself in a position to expect any further progress in digitalization in this area. This has led to inconsistencies with existing legal regulations and instability as to how Indonesian legal officials can exploit non-compliant computerization. A public notary can be a public official who is given the expertise to make actual deeds as long as making actual deeds is not given to other open authorities (N et al., 2023). It is hoped that a real deed made some time ago by a legal official or made by a legal official is expected that interested parties can guarantee their rights and agreements to obtain legal certainty, legal certainty and arrangements for interested parties, and legal certainty for the general public. Currently, public notaries in carrying out their positions often ignore the morals of their positions. This can be seen where there are still public notaries who are not tame and compliant in terms of ethics, religion, and the spirit of compliance where public notaries may not do something that is disproved by the moral code because a legal official holds and does that respectable position, particularly as an order holder (Chen et al., 2023).

The position of a legal official can be categorized as an open official. An open official is someone who is appointed and rejected by the Government and is given the expertise and commitment to serve the open in certain matters and carry out supervision starting from the Government's expertise. In this position it can be concluded that the position of a public notary can be the characteristics and characteristics that distinguish it from other positions in society (Fadilla & Erni, 2023). Public notaries as open authorities in carrying out their obligations have limitations regulated in the notary's code of ethics. The notary's moral code can be in the form of an arrangement that directs obstacles regarding the nature, will, assumptions, or activities that can be concluded as right or wrong and good or bad. In carrying out his work, a public notary also includes a moral code that must be implemented while still serving as a legal official and must comply with the Public Notary Office Act (UUJN). The ability of the notary's code of ethics to maintain the honor of the notary profession and control the behavior of legal officials in order to minimize the intentionality of the experts possessed by the vocation. In addition to the moral code, there are also prohibitions that make public notaries have to be more careful in carrying out their obligations to serve the public (B & Priyono, 2022).

A Legal Officer is required to be free, fair, and have a sense of obligation in carrying out his work and being in the association of society, laws and regulations, morals, and having a large Indonesian discourse so that a Notary must have a sense of responsibility, professionalism and have high moral integrity. In its expansion, a public notary is required to carry out his profession selflessly and especially for clients who are unable to manage it, professional

administration in prioritizing the client interface that still refers to the interface or respectable values as a standard of study that drives attitudes and activities and has a spirit of solidarity with individual colleagues in the summons so that in carrying out the summons they can guarantee the quality and quality improvement of the position of a public notary (Bungdiana & Lukman, 2023).

Through the progress of innovation, public notaries can easily access them, such as registering a Limited Liability Company (PT), Firma, Komando Venootschaap (CV) which are all online through the Legal Services and Human Rights online registration framework called Substance Trading Organizational Framework (SABU). Because of this, the Notary's job becomes less demanding and more adaptable in managing his organization. Apart from the Notary's work in registering PT, CV, and Firma. The ease of getting innovation can also be felt by an open general public, especially in positions as Legal Officers who can take advantage of mechanical progress to advance themselves through social media and make online applications on behalf of Notaries. This is clearly not in accordance with the attitude of autonomy and trust possessed by a Public Notary because it includes things that are prohibited by the code of ethics for the position of a Public Notary so that it is considered unethical to be carried out by a Legal Officer (Abady & Rahayu, 2023).

Promotion of a notary's position through online media such as the web is clearly deceptive for a notary because this is often prohibited in the notary's code of ethics. Based on article 4 paragraph 3 of the code of decency it is stated that legal officials are prohibited from advancing their positions alone or together by counting their names and positions using print/electronic media (Fatriansyah, 2023).

This kind of thing has been explained in B and Priyono's research (2022). This consideration is to determine the results borne by a public notary against a public notary who advances positions online and offline based on the notary's moral code. The investigative strategy used can be in the form of a normative juridical approach, (literature research), which can be in the form of an investigation into the approach that uses the law the most, as well as looking at several hypothetical matters relating to legal norms, legal teachings, instructions and legal frameworks. related to investigate What is being examined using additional information incorporating standards, rules, standards, and statutory rules contained in statutes and other controls and directives. The results of this study are that violations of the moral code committed by legal officials will provide directed results in the moral code of public notaries in the form of condemnation, notice, expulsion, conscious refusal, and unfair expulsion chosen by the

Legal Entity. The official Honorary Committee established by the Indonesian Indonesian Notary Association (INI) (B & Priyono, 2022).

#### RESEARCH METHODS

This research process is carried out by the author based on normative juridical methods. This means that this study uses the main legal material in conducting an analysis of the cases that the authors use as examples. The data that the author uses in this study is none other than Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Position of Notary as primary data. Secondary data in this study is data that the authors took as examples of violation cases in the form of advertisements for notary services from various digital sources randomly. Then the tertiary data in this study the authors obtained through various supporting studies originating from studies such as journals, final research studies, and books that have been published digitally.

Data was collected by reading the entire text of Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Position of Notary. Secondary data was collected by searching in general using the keyword "notary advertisement". Tertiary data was collected by reading relevant research abstracts and conclusions.

These data are then analyzed by reducing the data that has been collected. Then the authors adjust the secondary and tertiary data based on the primary data that the authors have reduced. After that the deduction is drawn to find out the general results of this study.

## **RESULTS AND DISCUSSION**

Law No. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Position of Notary which indicates a prohibition on promotion and publication of notaries. *First*, Article 9 paragraph (1) letter d which states that a notary is temporarily dismissed when this notary violates obligations, the Notary Code of Ethics, and a ban on office. *Second*, Article 12 letter c which states that there are notaries who are dishonorably discharged because they have carried out actions that tend to undermine the honor and position of a notary. *Third*, Article 17 letter g which explains the prohibition that a notary is prohibited from having concurrent positions as a PPAT outside the notary's office area. This research continues by linking the reduced primary data with secondary and tertiary data (R. Indonesia, 2014).

*First*, Article 9 paragraph (1) letter d which states that a notary is temporarily dismissed when this notary violates obligations, the Notary Code of Ethics, and a ban on office. In this article, it is necessary to know that in the Notary Code of Ethics in article 4 point 3 it is clear

that there is a prohibition on promotion or publication either individually or in groups by including the name and position that is disseminated through print and electronic media (IN Indonesia, 2015). Based on this, it is necessary to have an interpretation that carrying out promotions or publications, the notary legally violates Article 9 paragraph (1) letter d which the author has written. This of course requires periodic and selective review by the Honor Council or those in authority that the advertisement has legally violated. Examples of ads on the following accounts:

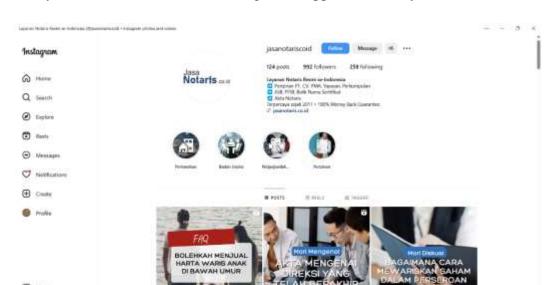
In the account that the author has shown @syntic.niey and @notaris\_trisnawati it is clear that there is a violation of digital advertising. Of these two Instagram profiles, there are no advertising sentences that can be identified except for uploads in the form of advertisements. In addition, violations in this article are known from the point of view of showing office addresses, office telephone numbers, and personal details. In addition, the profile photo also shows his identity. The photo on the homepage of his profile which shares activities regarding notary training is also a reference for him publishing his identity that he is indeed a notary.

This has indeed clearly violated the existence of Article 9 paragraph (1) letter d which clearly states that there are sanctions for those who violate obligations, the Notary Code of Ethics, and a ban on office. In line with research from Vigo and Prihatini (2021) which shows something relevant to this research. Research from Vigo (2021) itself states that there are notaries who also commit violations by publishing and promoting their identities and services on social media. Even this is done by violators openly. Vigo (2021) also states that notaries should carry out their duties and positions burdened with obligations in order to comply with the rules that have been in force in accordance with the code of ethics (Vigo & Prihatini, 2021)

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Second , Article 12 letter c which states that there are notaries who are dishonorably discharged because they have carried out actions that tend to undermine the honor and position of a notary. In this article, advertising is considered demeaning because of the implied purpose of advertising in the form of promotion and notary publication which will increase income, as previously stated in the background regarding notary advertising factors. However, the advertisement actually demeans the honor and position of the notary himself. The author states that because in Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Position of a Notary in Article 18 concerning the position of a notary who is limited to a place in his city and his position is in his province. So that when advertisements are published digitally, there are indications that they will leave the territory. However, the emphasis in this article is not on that matter but indeed promoting the notary himself has lowered his position and his honor in the eyes of the public.

Based on the picture above, it can be seen on my Instagram @jasanotariscoid that there is education and promotion regarding the group of notaries whose offices are in Jakarta. Other information, such as the complete address and contact number, is available on the <a href="https://www.jasanotaris.co.id/site">https://www.jasanotaris.co.id/site</a> in the Instagram profile. Indeed, there is no element that mentions the identity of the notary on the website, even though it is still



anonymous. However, when returning to the applicable notary's Code of Ethics there is

a violation that there is an advertisement that is quite clear because the account belongs to PT. Penamas Andalan Solusi which as a group have united to display advertisements in media whose basis is education in the form of content. Apart from that, the account is also known to have "trusted since 2011 - 100% Money Back Guarantee", this is clearly an advertisement. It

E D = 8 .

is this group of notaries who become a company that is also a benchmark for indicating that there is an indication of breach of honor and the position of a notary working in one such group.

The research disclosed by Halim and Borahima (2019) also shows that it is illegal to publish and promote identity and authority for personal gain. This form cannot be separated from the shape of the site or the shape of the leaflet. Unless indeed a follow-up review shows no indication of a violation of the Notary Code of Ethics Article 4 paragraph 3 and the law that regulates this problem (Halim & Borahima, 2019).

Third, Article 17 letter a which explains the prohibition that a notary is prohibited from holding office outside his/her territory. This has something to do with the publication or promotion. When self-promotion and publication is carried out, it is not only from the city and province that the notary holds office and is authorized. However, from all regions who also became aware that there was a notary in office. This is the impact of the ad itself. Even though the rules are clear that it is not permissible to carry out activities that are indeed activities outside of their territory. As on the site <a href="https://www.jasanotaris.co.id/">https://www.jasanotaris.co.id/</a> which does this because this PT has dominated all regions nationally.

In line with research from Oktavianti (2021), who in his research provided several relevant points. One of them concerns the prohibition of advertising because the notary is given the authority to perform public services in his own territory. The area where he served to perform services in the field of civil law. So there is something wrong if the notary ignores the applicable etiquette, which is out of the scope of his position. So that it damages the notary's good name only through publication and promotion which are indeed not limited (Oktavianti, 2021).

#### CONCLUSIONS AND RECOMMENDATIONS

The deduction from this entire research is that there are 3 articles that the authors found, namely article 9 paragraph (1) letter d, article 12 letter c, and article 17 letter a in Law no. 30 of 2004 which has been amended to Law no. 2 of 2014 concerning the Position of Notary . These three articles indicate that there is a prohibition against promotion and publication . UUJN has emphasized explicitly or implicitly through several articles listed so that notaries do not necessarily misuse their position and authority for personal gain.

This research is not completely finished, there are still a number of other articles which are indeed implied when the research is carried out with a case approach or the concept of a violation of posting a notary's advertisement wherever and whatever its form. Suggestions to

notaries when carrying out a strategy to demonstrate self-existence to the public should start from socialization and an economic and sociological approach. Not concurrently and taking other people's territory through groups or PTs built by notaries.

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