

Legal Analysis of Notaries Who Conduct Promotions Reviewed from the UUJN and the Notary Code of Ethics

Fawwaz Nabil Imani

Faculty of Law, Universitas Islam Sultan Agung, Semarang, Indonesia, E-mail:
fwwznbl666@gmail.com

Abstract. *The development of information technology encourages notaries to utilize social media as a means of legal counseling to the public. However, the use of digital media can also be a form of self-promotion which is prohibited under the Notary Public Law (UUJN) and the Notary Code of Ethics. The unclear boundaries between legal counseling and self-promotion give rise to multiple interpretations in the application of norms, thus causing legal uncertainty and differences in the application of sanctions to notaries. This study aims to analyze the legal consequences for notaries who engage in self-promotion in terms of the UUJN and the Notary Code of Ethics, as well as to analyze the application of sanctions and solutions to these violations. This study uses a statutory approach and a conceptual approach in normative legal research, using Hans Kelsen's Theory of Legal Responsibility and Soerjono Soekanto's Theory of Legal Effectiveness as analytical tools. Based on the study, it is concluded that notary self-promotion through social media that contains commercial elements, invitations to use services, or publications aimed at increasing personal gain is contrary to the UUJN and Article 4 paragraph (3) of the Notary Code of Ethics. The legal consequences are in the form of administrative and ethical accountability that can be subject to sanctions in the form of warnings, temporary suspension, or dismissal according to the level of violation. The implementation of these sanctions is not yet fully effective because there are still multiple interpretations regarding the boundaries between self-promotion and legal counseling. Therefore, it is necessary to reconstruct Article 4 paragraph (3) of the Notary Code of Ethics by clarifying the boundaries of publication, self-promotion, and exceptions to legal education through digital media. This reconstruction is expected to increase legal certainty, the effectiveness of code of ethics enforcement, and the protection of notary professionalism in the digital era.*

Keywords: Accountability; Effectiveness; Legal; Media; Promotion.

1. Introduction

A notary is a public official who is authorized by law to create authentic deeds and exercise other powers granted by statutory regulations. This position places notaries as part of the implementation of the state's public function in the field of civil law, particularly in providing legal certainty through authentic deeds.¹In carrying out their authority, notaries are not only required to understand the legal aspects regarding the making of deeds, but must also ensure that the execution of their duties is carried out professionally and in accordance with applicable provisions.² Deeds made by notaries have the status of authentic evidence so that the existence of notaries has a close relationship with legal certainty and protection for the community.³Therefore, the notary profession has characteristics that differ from other service professions because the implementation of the position is not solely oriented towards economic interests or obtaining clients. The principles of professional honor, professionalism, independence, and integrity are important aspects that must be maintained in every notary activity.⁴In this context, the Notary Code of Ethics functions as a behavioral guideline that complements the provisions of the UUJN and serves as an instrument to maintain the dignity and honor of the notary profession.⁵

The increasingly rapid development of information and communication technology has brought changes to the legal profession, including the performance of notaries. The use of technology can increase the effectiveness and efficiency of public services and support the dissemination of legal information to the public.⁶Technology also allows legal documentation and information to be delivered more quickly and accessible to the public through various electronic media.⁷This change is increasingly evident in the use of the internet and social media as means of public communication. In the context of the notary profession, digital media can be used to provide information about the law and the implementation of the office to the public. However, technological developments also present new challenges, as the same media can

¹ Law Number 02 of 2014 concerning Amendments to Law Number 30 of 2004 concerning the Position of Notary.

² Ridho Novia Aulia, 2020, "Implementation of E-Notary in the Implementation of Notary Position Based on the Notary Position Law" Thesis, Faculty of Law, Islamic University of Indonesia, page 15

³ Indah Aulia Putri, 2021, "The Urgency of Implementing Cyber Notary in Notary Services Based on UUJN", Thesis, Faculty of Law, Islamic University of Indonesia, p.: 4

⁴ Riyan Saputra and Gunawan Djajaputra, 2018, "Law Enforcement Against Notaries Who Promote Themselves Through Social Media," Adigama Law Journal, Vol. 1, Issue 1, p. 138

⁵ Niru Anita Sinaga, 2020, "Code of Ethics as a Guideline for the Good Implementation of the Legal Profession," Scientific Journal of Aerospace Law, Vol. 10, Issue 2, p. 4

⁶ Nydia Azaria Phalosa et al., 2022, "Promotion of Webinar Activities (Online Seminars) by Notaries Through Social Media from the Perspective of the Notary Law and the Notary Code of Ethics," NoLaJ, Vol. 1, Issue 4, p. 328

⁷ Arifah Ayundari Dwitriani and Budi Santoso, 2023, "The Influence of Technological Developments on the Ethics of Notary Professionalism," UNES Law Review, Vol. 6, No. 2, p. 4719

be used to build a professional image while promoting notary services.⁸The use of technology in the notary profession must therefore continue to adhere to the ethical and legal constraints inherent in the position. The development of cyber notaries demonstrates that technology has become part of the dynamics of modern notary practice, so professional regulation must be able to respond to these changes.⁹Thus, digital transformation not only provides opportunities for improving notarial services but also requires adjustments to oversight mechanisms and ethical norms to remain relevant to developments in digital communication.

One consequence of these technological developments is the increased use of social media by notaries. Social media can essentially be used as a means of communication and disseminating legal information to the public. However, its use can create problems when the information disseminated is no longer educational in nature but rather directed at promoting services and attracting potential clients.¹⁰Promotion is basically a communication activity that aims to inform, persuade, or remind the public about a product or service.¹¹In the context of notaries, this characteristic is problematic because the position of notary is not a business activity that allows for free marketing, unlike other business actors. Using social media to display identity, position, services, testimonials, or contact information with the aim of attracting service users can shape the public's perception that the notary is offering their services.¹²On the other hand, social media can also be used to build a professional reputation through objective, informative, and educational content.¹³This difference in orientation is important because professional-oriented personal branding is not always synonymous with commercial self-promotion. Therefore, the primary issue lies not in the use of social media itself, but in the purpose, form, substance, and method by which notaries convey information through these media.¹⁴.

Within the framework of professional ethics, the prohibition on notary publication and self-promotion is expressly reflected in Article 4 paragraph (3) of

⁸ Akhmad and Sinung Mufti Hangabei, 2024, "Notary Self-Actualization And Promotion In Social Media: An Analysis Of Notary Ethics Violations In Indonesia," *Journal Scientia Iustitiae*, Vol. 2, Issue 1, pg: 13

⁹Ibid.

¹⁰ Desy Bungdiana and Arsin Lukman, 2023, "The Effectiveness of Cyber Notary Implementation by Improving the Quality of Notary Services in the Digital Era," *Journal of Social Sciences and Education (JISIP)*, Vol. 7, Issue 1, p. 310

¹¹ Law of the Republic of Indonesia Number 8 of 1999 concerning Consumer Protection.

¹² Akhmad and Hangabei, Loc. Cit.

¹³ Dian Fildzan Salsabila, 2022, "Application of Law Against Notaries Who Violate the Code of Ethics Through Social Media Platforms", Thesis, Faculty of Law, Sriwijaya University, pp. 10-11

¹⁴ Tri Noviyanti and Edith Ratna MS, 2022, "Legal Consequences of Notaries Promoting Themselves on Instagram," *Notarius*, Vol. 15, Issue 2, p. 571

the Notary Code of Ethics. This provision prohibits notaries from publishing or promoting themselves by including their name and position in print or electronic media. This prohibition cannot be separated from the character of the notary's position, which prioritizes honor, independence, and professionalism. Publication carried out with the aim of introducing services, attracting potential clients, or increasing personal gain has a different character from the objective delivery of legal information.¹⁵. The issue becomes increasingly complex because digital media allows for continuous publication and can reach a large audience. Several studies included in this thesis indicate that the use of social media as a means of notarial promotion can raise ethical issues, particularly when the content includes persuasive elements, testimonials, service information, or invitations to use certain notarial services. In fact, the practice of social media promotion by certain notaries is considered to create unfair competition with other notaries who adhere to the Notarial Code of Ethics.¹⁶. Thus, the prohibition on self-publication relates not only to overt marketing activities but also to how a notary's identity and position are presented in public communications. This demonstrates the importance of more objective parameters for determining the character of a publication.

Despite the prohibition on publication and self-promotion, notaries still have the authority to provide legal advice or counseling related to the preparation of deeds as regulated in Article 15 paragraph (2) letter e of the UUJN. This provision shows that providing legal information and understanding to the public is part of what notaries can do in carrying out their professional functions.¹⁷The development of social media has opened up opportunities for notaries to carry out this educational function through various forms of digital content. This education can be provided through articles, infographics, seminars, and legal materials sourced from statutory regulations.¹⁸. The use of social media for legal education is fundamentally different from self-promotion because its primary orientation is to increase public understanding, not to acquire clients.¹⁹Personal branding through scientific, social, or educational content activities can also be part of building a professional reputation as long as it doesn't involve soliciting the services of a particular notary. This creates room for notaries to adapt to technological developments without neglecting professional ethics. However,

¹⁵ Dian Restu Salsabila and Ayu Putrijanti, "Violation of Notary Norms in Promoting Positions Through Flower Arrangements," *JIP: Scientific Journal of Educational Sciences*, Vol. 6, Issue 8, p. 6181

¹⁶ Tiara Indah Safitri, 2022, "Legal Settlement of Reports of Behavioral Violations by Notaries" Thesis, Faculty of Law, Islamic University of Indonesia, pp. 59-60

¹⁷ Latifah Latifah, 2021, Notary's Responsibility for Violations of the Notary Code of Ethics, *Officium Notarium*, Vol. 1, Issue 1, p. 147

¹⁸ Theo Anugrah Pakarti, 2022, Notary Position and Notary Code of Ethics: What is the Role and Function of the Notary Honorary Council?, Vol. 10, Issue 7, p. 1664

¹⁹ Vanessa Herman Melati, 2025, "The Meaning of Notary Honor in the Use of Social Media as a Means of Self-Promotion", Thesis, Faculty of Law, Wiraraja University, Madura, page 2

this space requires clear boundaries to prevent the educational function from being used as a cover for marketing services. This lack of clarity has become a major issue in the implementation of the Notary Code of Ethics in the digital era.²⁰.

The next problem lies in the lack of a clear distinction between educational publications and commercial self-promotion. The Notary Code of Ethics prohibits publication or self-promotion by including one's name and title, but this provision does not provide explicit parameters regarding the purpose and nature of the information conveyed.²¹. As a result, the delivery of legal information intended to educate the public can potentially be viewed as job promotion. Conversely, content packaged as education can also be used to build a professional image and attract potential service users if accompanied by persuasive or commercial elements. Research on notary personal branding shows that there is a difference between activities oriented towards building a professional reputation and activities aimed at acquiring clients.²² These differences include the purpose, form of activity, characteristics of the information, and its impact on the dignity of the notary profession. In this context, educational publications should be distinguished from promotional publications based on their orientation and substance, not solely on the presence of the notary's name or title. This ambiguity has the potential to lead to differing interpretations in determining whether a digital activity constitutes an educational function or a violation of the code of ethics. Therefore, this normative issue is directly related to the need to ensure legal certainty for notaries in using digital media.²³.

The unclear boundary between publication and self-promotion also has implications for the oversight mechanism and the imposition of sanctions on notaries. Sanctions in the notary profession are an instrument to ensure compliance with legal provisions and professional ethics. Supervision and sanctions are implemented through a mechanism involving the Notary Honorary Council and Supervisory Board, in accordance with their respective scopes of authority.²⁴ At the regional level, the Regional Honorary Council has the authority to provide guidance, issue warnings, receive and examine reports of alleged

²⁰ Yusticia Wicaksono et al., 2023, "Prohibition of Notary Promotion and Publication in Terms of UUJN," *Jaksa: Journal of Political Science and Legal Studies*, Vol. 1, Issue 3, p. 2

²¹ Agustiana and Yanto Irianto, 2023, "Offering Notary Services Through Websites," *Jurnal Pro Hukum*, Vol. 12, Issue 1, pp. 61-62

²² Salsabila and Endra Wijaya, 2023, "Problems of Website Use by Notaries as Public Officials," *Otentik's: Jurnal Hukum Kenotariatan*, Vol. 5, Issue 2, p. 283

²³ Muhammad Marlo Razzaq Irahanka Syarief Akrabi and Gandjar Laksmana Bonaparta, "Utilization of Social Media by Notaries as a Means of Implementing Legal Counseling," *UNES Law Review* Vol. 6, Issue 2, pp. 4793-4796 <https://doi.org/https://doi.org/10.31933/unesrev.v6i2>.

²⁴ Tri Nadia Samuel Paranna, "Notary's Code of Ethics in Promoting Themselves Through Electronic Media," *Rewang Rencang: Jurnal Hukum Lex Generalis*, Vol. 6, Issue 4, p. 20

violations, and implement mechanisms to enforce the code of ethics. Meanwhile, the Notary Supervisory Board has the function of supervising and examining notaries and imposing sanctions on notaries found to have committed violations in carrying out their duties.²⁵ The Notary Code of Ethics itself recognizes several types of sanctions, ranging from reprimands and warnings to dismissal from association membership. The effectiveness of these mechanisms is greatly influenced by the clarity of the norms that form the basis for the examination and imposition of sanctions. If the boundaries of violations are not clearly defined, there is the potential for differing interpretations in determining whether a publication constitutes legal education or self-promotion. This situation can ultimately impact the consistency of enforcement of the Notary Code of Ethics.²⁶

Based on this description, the use of digital media by notaries requires a balance between the need to provide legal information to the public and the obligation to uphold the honor of their office. Digital media can be a legal education tool if used to convey objective, factual, and educational information. Conversely, publications aimed at attracting clients, highlighting services, or commercializing their position are characterized by self-promotion, which is contrary to the principles of professional ethics. This distinction demonstrates that not all notary activities on social media can automatically be categorized as violations. Assessments must take into account the purpose, substance, form of delivery, and the presence or absence of any element of invitation to use a particular notary's services.²⁷ In the context of technological developments, the principle of information transparency also provides a rationale for notaries to utilize digital media as a means of legal education for the public. However, this transparency must remain limited by the principles of prudence, professional confidentiality, and the provisions of the Notary Code of Ethics. Therefore, an approach is needed that can accommodate technological developments without eliminating the ethical boundaries inherent in the notary's position. A more adaptive regulation will provide space for notaries to carry out their educational function while protecting the public from misleading promotional practices.²⁸

Based on these various issues, this study aims to analyze the legal certainty regarding the use of digital media by notaries is becoming increasingly important. The provisions of Article 4 paragraph (3) of the Notary Code of Ethics need to be understood in the context of technological developments that have

²⁵ Paranna, Ibid.

²⁶ Nadia Pitra Kinasih and Azizahtul Himma, 2024, "Legal Consequences of Notaries Using Personal Websites to Provide Services to the Public," *Acten Journal Review*, Vol. 1, Issue 1, p. 57

²⁷ Nanda Rizky Amalia and Mulyani Zulaeha, "Notaries as Content Creators of Legal Counseling from the Perspective of the Notary Law," *Collaborative Journal of Science*, Vol. 8, Issue 8, p. 5107

²⁸ Sari Dewi Adhistya Wandayani et al., "Reconstructing the Notary Code of Ethics: Answering the Dilemma of Publication and Promotion in the Digital Era," *USM Law Review Journal*, Vol. 8, Issue 3, p. 1728

changed communication patterns between the legal profession and the public. Provisions that only focus on the inclusion of names and positions have not fully answered the issue regarding the difference between educational publications and commercial promotions, so that the boundaries between educational publications and commercial promotions become clearer so that there are no mistakes for notaries in carrying out their duties, as well as for law enforcement officials regarding these violations so that there are no mistakes in imposing sanctions on notaries who commit violations of these promotions.

2. Research Methods

The approach method used in this research is the Statute Approach and the Conceptual Approach with the specification of Normative legal research. The data collection method in this research is carried out using the literature study method with an analysis method using secondary data which contains primary legal materials, secondary legal materials, and tertiary legal materials with a normative qualitative analysis method in order to understand, interpret, and assess legal norms within the framework of the applicable legal system by processing data descriptively, systematically, and coherently in the form of logical and clear descriptions.

3. Results and Discussion

3.1. Legal Consequences for Notaries Who Promote Themselves in Terms of the UUJN and the Notary Code of Ethics

The development of the legal system in Indonesia, advances in digital technology, and increasing public awareness of their legal rights have made the existence of notary professional ethics increasingly important in the performance of their duties. The public views notaries as public officials with the authority to issue authentic deeds and exercise other powers granted by law.²⁹This position demonstrates that notaries exercise some of the state's authority in the civil sector, so that the execution of their duties is not solely based on personal interests, but must also consider the legal interests of the community. In carrying out their duties, notaries are required to provide legal certainty, maintain the confidentiality of the parties, and guarantee the evidentiary power of the deeds they create.³⁰Therefore, professionalism and integrity are elements that cannot be separated from the position of notary because these two elements are directly related to public trust in the notary profession.³¹In the context of

²⁹ Daffa Fa'adillah, 2025, Review Analysis of the Role and Responsibilities of Notaries in Making Deeds of Agreements, Vol. 1, Issue 1, p: 24

³⁰ Dr. Yenny Febrianty, SH, M. Hum., M. Kn, 2023, The Existence of Notary Law in Indonesia, CV. Green Publisher Indonesia, Jakarta, p. 24

³¹ Siti Alfiari Sabihisma Purnama and Budi Santoso, "The Role of Notary Professional Ethics in Maintaining the Dignity and Public Trust in the Notary Office in Indonesia," UNES Law Review,

developments in information technology, this obligation also applies when notaries use digital media as a means of communication with the public. While the use of technology can essentially facilitate the dissemination of legal information, its use must remain within limits consistent with the dignity and honor of the notary's office.

Advances in information technology have transformed the way notaries interact with the public, particularly through the use of social media, which allows for rapid and widespread information dissemination. Instagram, for example, can be used as a means of expression and content dissemination through photos, videos, captions, bios, and hashtags, which can increase an account's popularity and searchability.³² In its development, there are allegations of social media use by several notaries by including their name, office address, work area, position, additional profession, and hashtags such as #Notary and #NotaryServices to make them more easily recognized by the public.³³ The use of social media ultimately creates problems when professional identities are no longer used simply to provide information, but are directed toward attracting the attention of potential service users. In this context, it is necessary to distinguish between publication, as the dissemination of information, and promotion, as an activity aimed at offering services to potential users and generating profit.³⁴ Therefore, notaries' use of social media cannot be judged solely on the basis of its form, but must be viewed in light of its purpose, substance, and the manner in which the information is conveyed. This boundary is crucial to ensure that the use of technology does not transform the notary profession into a marketable profession, similar to other business activities.

Article 1 paragraph (1) of the UUJN emphasizes that a notary is a public official authorized to make authentic deeds and exercise other powers granted by statutory regulations. This position has the consequence that a notary cannot treat his position and authority solely as a commodity for profit. In practice, notaries are still found publicizing their positions through digital media such as Instagram and online buying and selling sites.³⁵

Publication is essentially the dissemination of information to the public, while promotion aims to offer services, attract potential users, and generate profit. Therefore, when publicizing a notary's position is aimed at acquiring clients, such actions may be considered contrary to the principles and ethics of the notarial profession. While utilizing social media can provide benefits in the form of

Vol. 8, Issue 2, p. 595

³² Andriani Andriani, 2024, "Notary Social Media Publications Associated with Self-Promotional Content Based on the Notary Code of Ethics", Thesis, Faculty of Law, YARSI University, pp. 1-2

³³Ibid.

³⁴ Anna Tiffany, 2022, "Sanctions Against Notaries Who Promote and Publish on TikTok," UNES Law Review, Vol. 5, Issue 2, p. 398

³⁵Ibid.

increased visibility and expanded reach of potential clients, it can also pose the risk of disseminating inaccurate information, creating an impression of unprofessionalism, and violating professional ethics. This situation demonstrates that technological developments provide opportunities for notaries to communicate with the public, but also create room for violations if not accompanied by an adequate understanding of the boundaries of publication and promotion.³⁶

Professional ethics plays a crucial role in the performance of a notary's duties, as they not only perform legal functions but also maintain public trust in ensuring the validity of documents and transactions. The development of the legal system and the complexity of the digital environment are increasing the demands on notary professionalism and integrity. The public needs notaries who can carry out their duties responsibly, transparently, and in accordance with legal provisions. In this context, professional ethics serves as an instrument to ensure that the performance of the office remains within the legal framework and professional morals.³⁷ Ethics also relates to efforts to maintain public trust in the notary profession. Therefore, a notary's actions in the public sphere, including when using digital media, must continue to reflect the honor and dignity of the profession. The use of digital media should not shift the orientation of the notary profession to one solely pursuing popularity or economic gain. Therefore, the issue of notary self-promotion needs to be analyzed not only from the perspective of its publications, but also from the nature of the position and the ethical values inherent in the profession.³⁸

The development of social media has created new spaces for notaries to interact with the public. Instagram, for example, allows individuals to share information through photos, videos, captions, bios, and hashtags, which can increase the reach and popularity of an account. This situation is then exploited by some notaries to showcase their professional identity to the public. In the practices found in this thesis, there is the use of names, office addresses, work areas, job titles, additional professions, and specific hashtags related to notary services.³⁹ The use of these elements must be distinguished between simply providing information and actions that substantially aim to introduce and offer services. When professional identity is positioned as an instrument to increase attractiveness to potential service users, the use of social media can shift from

³⁶ Amita Fayzia Handyani and Liza Priandhini, 2024, "The Use of Social Media for Notary Self-Promotion, Intentionally or Unintentionally," *Jurnal Darma Agung*, Vol. 32, Issue 4, p. 270

³⁷ Andriani Andriani, 2024, "Notary Social Media Publications Associated with Self-Promotional Content Based on the Notary Code of Ethics", Thesis, Faculty of Law, YARSI University, pp. 1-2

³⁸ Siti Alfiari Sabihisma Purnama and Budi Santoso, 2025, "The Role of Notary Professional Ethics in Maintaining the Dignity and Public Trust in the Notary Office in Indonesia," *UNES Law Review*. Vol. 8, Issue 2, p. 595

³⁹ Amita Fayzia Handyani and Liza Priandhini, 2024. "The Use of Social Media for Self-Promotion by Notaries, Intentionally or Unintentionally," *Jurnal Darma Agung*, Vol. 32, Issue 4, p. 270

ordinary communication to self-promotion. This issue is further complicated by the far broader reach of social media than conventional media. Published information can also continue to be discovered and disseminated by other users. Therefore, the use of social media by notaries must observe ethical boundaries to avoid giving the impression that the notary position is a commercial activity that can be freely marketed.⁴⁰.

Normatively, Article 1 paragraph (1) of the UUJN positions notaries as public officials authorized to create authentic deeds and exercise other powers granted by statutory regulations. This position indicates that notaries are not business actors who can market their services using promotional patterns as applicable in trade activities. Publication is an activity to disseminate information, while promotion is oriented towards introducing or offering services with the aim of attracting users. This difference becomes important when applied to notary activities in digital media.⁴¹.

Information about the existence of a notary's office or authority can be beneficial to the public, but its dissemination can become promotional if it is accompanied by the goal of acquiring clients. Therefore, the element of purpose is a crucial aspect in assessing the legal consequences of a publication. When publication is aimed at attracting potential service users and generating profit, the act is characterized as self-promotion. From a professional ethics perspective, such actions potentially conflict with the character of the notary's office, which prioritizes service and legal certainty over commercial interests.⁴².

The prohibition on notary self-promotion is more specifically contained in Article 4 paragraph (3) of the Notary Code of Ethics. This provision prohibits notaries from publishing or promoting themselves by including their name and position in print or electronic media, including the internet and social media. This prohibition shows that the use of digital media cannot be separated from the principle of honor and dignity of office. Personal social media is not something that is absolutely prohibited for notaries, but problems arise when this private space is used to market notarial positions or services. The mixing of the private sphere and public office can create uncertainty regarding the notary's position as a public official.⁴³.

⁴⁰Ibid., p. 4

⁴¹ Muhammad Alvin Hidayatullah and Faruq Ahmad Futaqi, 2023, "Analysis of Personal Selling Strategy at Baitul Maal Wat Tamwil (BMT) Beringharjo Dolopo, Madiun on Member Loyalty," Salam: Islamic Economics Journal, Vol. 4, Issue 1, p. 84

⁴² Difqa Alvi Ramadhandiko and Kayus Kayowuan Lewoleba, 2025, "Legal Review of the Use of Social Media as a Means of Online Promotion by Notaries as a Violation of the Code of Ethics," Indonesian Legal Media (MHI), Vol. 3, Issue 3, p. 393

⁴³Ibid.

The use of captions, hashtags, and bios that include job titles can also be a form of self-publication if directed at building interest in notary services. Therefore, evaluating content is not sufficient by simply looking at whether it contains legal information, but also by considering the context and overall purpose of the publication. The provisions of Article 4 paragraph (3) are the primary basis for determining whether a digital activity remains within ethical boundaries or has entered the realm of prohibited self-promotion.⁴⁴.

The issue of self-promotion is becoming increasingly apparent as technological advances blur the line between professional information and promotional content. Social media can be used to provide legal counseling, but at the same time, it can be used to showcase notary services and identities to the public. In such circumstances, content that is formally educational is not necessarily free from promotional elements if it aims to direct the public to use certain services. Conversely, not every mention of professional identity can automatically be categorized as commercial promotion.⁴⁵.

Therefore, an approach that takes into account the substance and purpose of communication is necessary. This issue is also related to the wide reach of digital media, which allows information about a notary to be known to the public outside their area of office. This can influence competitive patterns among notaries and create an imbalance in obtaining service users. The thesis shows that the development of digital media makes oversight more difficult than with conventional media. Therefore, the use of technology by notaries must be placed within limits that maintain a balance between the public's need for information and the prohibition on job promotions.⁴⁶.

The legal consequences for notaries who engage in self-promotion are also related to the non-commercial nature of the notary's position. Open promotion can create the impression that the notary's position is a business activity that can be marketed to the public. In fact, notaries have an obligation to act honestly, carefully, independently, impartially, and protect the interests of the parties, as reflected in Article 16 paragraph (1) letter a of the UUJN. Excessive promotion has the potential to shift this orientation, as the notary's attention can be directed more towards creating an image and acquiring clients.⁴⁷.

⁴⁴ Anna Tiffany, 2022, "Sanctions Against Notaries Who Promote and Publish on TikTok," *UNES Law Review*, Vol. 5, Issue 2, p.398

⁴⁵ Fahri Ramadhan et al., 2022, "A Legal Analysis of Notaries Who Publish and Promote Themselves in Terms of the Code of Ethics in Medan City," *Syntax Literate: Indonesian Scientific Journal*, Vol. 7, Issue 1, p. 1113

⁴⁶Agustiana and Yanto Irianto, *Op. Cit.*, page 62

⁴⁷ Arie Kurniawan et al., 2025, "Notary Personal Branding Practices Regarding Limitations, Ethics, and Legality Reviewed from the Notary Law and the Notary Code of Ethics," *Jurnal Perspektif Hukum*, Vol. 25, issue 2, p. 371

Furthermore, aggressive promotion can foster unhealthy competition among notaries. This ultimately erodes public trust in the notary profession. Therefore, the prohibition on promotion is not merely intended to limit notaries' freedom to use technology, but rather to maintain the profession's character as a public service profession. All publication activities must adhere to the principles of integrity, independence, and the public interest.⁴⁸.

Notaries' self-promotion in practice can be found through various digital media, including websites and social media. One example discussed in this thesis is the advertisement for notarial deed preparation services on the OLX website. This practice demonstrates that digital media can be used directly as a means of offering notarial services to the public. Similar forms are also found on several Instagram accounts offering notarial deed and PPAT preparation services, such as the establishment of PTs, CVs, foundations, PPJBs, powers of attorney, certificate transfers, roya (royalty deed), cooperatives, inheritances, and grants.

The use of these accounts demonstrates a shift in social media's function from a communication tool to a marketing tool for services. While the notary's identity in some accounts is not always clearly displayed, the presence of an account name, service listing, contact address, or service offering form can indicate the commercial nature of the publication. If such practices are allowed to continue, there is the potential for unfair competition between notaries. Therefore, digital promotional practices need to be assessed based on the provisions of the Notary Code of Ethics and the nature of the notary's position as a public official.⁴⁹.

Promotion through digital media can have legal consequences because such actions are not only related to communication ethics, but also to the obligations of notaries as public officials. The thesis shows examples of notaries with the initials FA who use Instagram by including testimonials and slogans in their bio, and notaries with the initials BC who use TikTok by including a WhatsApp link and office address for consultations. These actions are considered to be in conflict with Article 4 paragraph (3) of the Notary Code of Ethics because they contain elements of self-promotion and notarial services.⁵⁰.

This practice also does not fall under the exceptions referred to in Article 5 of the Notary Code of Ethics. If left unaddressed, such actions could create injustice for other notaries who continue to adhere to the provisions of the code of ethics.

⁴⁸ Dr. Lily Kalyana, SH, M.Kn, 2026, Professional Ethics and Responsibilities of Notaries in Indonesia, Insight Media, Jakarta, p. 12

⁴⁹ Fadila Ildawati, 2023, "Imposing Sanctions on Notaries Who Violate the Code of Ethics by the Supervisory Board (Study of Law No. 30 of 2004 in conjunction with Law No. 2 of 2014)", Thesis, Faculty of Law, Panca Marga University, Probolinggo, page 319

⁵⁰ Yustisia Zaharon et al., 2025, "Legal Consequences of Self-Promotion by Notaries Through Social Media," *Mimbar Yustisia: Jurnal Hukum Dan Hak Asasi Manusia (Journal of Law and Human Rights)*, Vol. 9, Issue 2, p. 142

Furthermore, allowing violations to continue could reduce the effectiveness of the code of ethics because established norms are not consistently enforced. Therefore, self-promotion through digital media can result in ethical and administrative consequences for notaries who engage in such practices. Determination of these consequences must still be carried out through an inspection mechanism appropriate to the authority of the supervisory agency and the Honorary Council.⁵¹

Notaries' accountability for self-promotion can be analyzed through the theory of legal responsibility. This study explains that notaries' responsibilities are not only related to the creation of authentic deeds, but also include civil and criminal liability, liability under the UUJN, and liability under the Notary Code of Ethics. From Hans Kelsen's perspective, legal liability can be individual, collective, based on fault, or absolute liability. In the context of self-promotion, individual liability becomes relevant because notaries are responsible for their own actions through digital media. Therefore, the use of social media that violates ethical provisions cannot be separated from the notary's personal responsibility.⁵²

This responsibility also relates to the notary's position as a public official. Violations of the code of ethics can impact not only the notary in question, but also professional organizations and public trust. Therefore, the legal consequences of self-promotion ultimately encompass professional, ethical, and administrative accountability, which must be applied according to the severity of the violation. The notary's responsibility for self-promotion can be analyzed through the theory of legal responsibility.⁵³

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⁵¹ Amir Machmud and Muktar, 2023, "Law Enforcement Against Notaries Who Promote Themselves Through Social Media," *Jurnal Pro Hukum*, Vol. 12, Issue 2, p. 489

⁵² Ramadhan et al., *Op. Cit.*, p: 142

⁵³ Ramadhan et al., *Loc. Cit.*

the theory of legal responsibility.⁵⁴ This study explains that a notary's responsibility is not only related to the creation of authentic deeds, but also includes civil and criminal liability, liability under the UUJN, and liability under the Notary Code of Ethics. From Hans Kelsen's perspective, legal liability can be individual, collective, based on fault, or absolute liability. In the context of self-promotion, individual liability becomes relevant because notaries are responsible for their own actions through digital media. Thus, the use of social media in violation of ethical provisions cannot be separated from the personal responsibility of a notary. This responsibility also relates to the notary's position as a public official. Violations of the code of ethics can impact not only the notary in question, but also professional organizations and public trust. Therefore, the legal consequences of self-promotion ultimately encompass dimensions of professional, ethical, and administrative responsibility, which must be applied according to the severity of the violation.

3.2. Implementation of Sanctions and Solutions for Notaries Who Promote Themselves in Terms of the UUJN and the Notary Code of Ethics

Sanctions are a crucial instrument in law enforcement because they ensure compliance with established provisions. In the context of the notary profession, sanctions serve as a mechanism to maintain discipline and ensure that notaries carry out their duties in accordance with the UUJN and the Notary Code of Ethics. Sanctions against self-promotion are relevant because such violations relate to the honor and dignity of the position. When a notary uses digital media to engage in prohibited promotion, such actions must be placed within the code of ethics enforcement mechanism. Sanctions are not solely intended to punish the notary, but also to provide guidance to prevent recurrence of violations. Consistent application of sanctions can be an instrument to maintain professionalism and provide a deterrent effect for other notaries. Conversely, indecisive sanctions can undermine the binding force of ethical norms. Therefore, effective sanction enforcement is crucial to maintaining the integrity of the notary profession.⁵⁵

Sanctions against notaries are implemented through a supervisory mechanism involving the Honorary Council and the Notary Supervisory Board, in accordance with their respective authorities. At the first level, the Regional Honorary Council plays a role in providing guidance and issuing warnings to notaries suspected of violating the code. The Honorary Council can also report violations to higher organizational levels and recommend the temporary dismissal of notaries found

⁵⁴ Novita Listiyani, 2022, "Legal Analysis of the Implementation of Cyber Notary in Indonesia in Relation to the Obligation of the Parties to Sign Deeds Electronically", Thesis, Faculty of Law, Sultan Agung Islamic University, page:16

⁵⁵ Sigit Budiarto Catur Putro, 2021, "Implementation of the Notary Code of Ethics in Carrying Out the Profession and Position of Notary as a Public Official in the City of Magelang" Thesis, Faculty of Law, Sultan Agung Islamic University, page 114

to have committed violations. This mechanism demonstrates that enforcement of the code of ethics is carried out in stages and not solely based on unilateral action. The existence of a supervisory mechanism is necessary to ensure that violations of the prohibition on self-promotion can be examined objectively.⁵⁶

This is important because not every digital publication can be immediately categorized as a violation. Audits must consider the publication's form, purpose, substance, and the action's relationship to professional obligations. Therefore, oversight bodies play a crucial role in determining whether a digital activity has crossed the permissible line.⁵⁷ The investigation into alleged violations of the code of ethics is conducted through a mechanism that provides notaries with the opportunity to provide information and defend themselves. The Regional Honorary Council may conduct an investigation based on a written report accompanied by evidence or on its own initiative. The notary public being reported must be summoned to provide an explanation regarding the actions in question. The results of the investigation are then recorded in minutes as part of the decision-making process.⁵⁸

This mechanism demonstrates the importance of objective review principles in enforcing the code of ethics. In cases of self-promotion through digital media, the review process becomes even more crucial because the nature of a publication can lead to different interpretations. The review must be able to determine whether the content constitutes legal education or contains promotional elements. Once the review process is complete, a decision must be made within a specified timeframe and communicated to the relevant organizational level. With this mechanism, sanctions should not be imposed solely based on assumptions or subjective assessments of digital content.⁵⁹ Notaries who disagree with the decision of the Regional Honorary Council have the right to appeal to the Regional Honorary Council. At this stage, the case is re-examined, giving the notary an opportunity to present their defense. This tiered mechanism demonstrates an effort to provide procedural protection for notaries suspected of committing violations. If the decision of the Regional Honorary Council is overturned, the decision at the regional level becomes the basis for implementation. Furthermore, an examination at the Central Honorary Council is available as a final step. If the notary is found not guilty at the final stage, their membership status is retained and their reputation must be restored. This mechanism is important in the context of self-promotion, as the unclear line

⁵⁶Ibid., pp. 117-118

⁵⁷ Ferdinand Renaldi and Tiurma M. Pitta Allagan, 2024, "Comparison of Publication and Self-Promotion by Notaries in Indonesia and the Netherlands," *UNES Journal of Swara Justisia*, Vol. 8, Issue 1, p. 55

⁵⁸Ibid., p. 118

⁵⁹ Matthew Edbert and Yoan Nursari Simanjuntak, 2024, "Creating Notary Educational Content Using Social Media Based on the Notary Code of Ethics and the Theory of Legal Certainty," *Acta Comitatus: Journal of Notary Law*, Vol. 9, Issue 2, p. 214

between publication and promotion can lead to differences in assessment. Therefore, the opportunity for appeal can be an instrument for correcting decisions deemed inappropriate. This tiered system also demonstrates that enforcement of the code of ethics must balance the interests of enforcing discipline with the protection of notaries.⁶⁰ Violations of the code of ethics can have broader consequences than simply imposing sanctions on the notary. Self-promotion violations can impact the profession's image and undermine public trust in the notary's integrity. Therefore, oversight of the code of ethics serves both a preventative and repressive function.

Preventive supervision is necessary to provide an understanding of the limits of permissible behavior, while repressive enforcement is necessary when violations have already occurred. In the digital era, this need is increasingly crucial because technology allows for rapid and widespread promotion. The ease of use of social media can also increase competition among notaries. If left unchecked, this competition can encourage notaries to prioritize popularity and personal gain over the principles of independence and the honor of their position. Therefore, supervision needs to be directed not only at violations that have already occurred, but also at efforts to build professional awareness. Enforcement of the code of ethics must therefore be able to shape notary behavior that is consistent with the character of their position as public officials.⁶¹

From an administrative sanctions perspective, there are distinctions based on the purpose and severity of the violation. Reparative sanctions are aimed at correcting violations of legal procedures, for example through a written warning to require a notary to correct their actions without losing their authority to perform their duties. Punitive sanctions are punitive in nature, one of which is temporary dismissal, which prevents a notary from performing their duties for a certain period. Meanwhile, regressive sanctions are a form of revocation of rights granted to a notary and can take the form of honorable or dishonorable dismissal for serious violations.⁶²

This distinction demonstrates that sanctions should be applied based on the severity of the offense and the resulting consequences. In the case of self-promotion through social media, sanctions should not be applied uniformly without considering the nature and impact of the violation. Minor actions that do not contain commercial elements need to be distinguished from actions that openly offer services. Therefore, proportionality is an important principle in imposing sanctions on notaries.⁶³

⁶⁰ Putro, Location. Cit.

⁶¹ Akrabi and Bonaparta, Op. Cit., p: 4793

⁶² Kinasih and Himma, Op. Cit., p. 57

⁶³ Founy Yulinisyah, 2022, "Implementation of Sanctions by the Medan City Notary Honorary Council (DKN) Against Notaries Who Promote Their Positions," Jurnal Notarius, Vol. 1, Issue 1, p. 47

This research shows that the implementation of existing sanctions still faces effectiveness issues. One such issue is the lack of uniformity in understanding the boundaries between educational publications and commercial self-promotion. This situation can lead to differences in judgments regarding whether a digital activity constitutes a violation of the code of ethics. Furthermore, enforcement of the code of ethics can also be affected by the lack of firmness in imposing sanctions, slow handling of reports, and a tendency for notaries to protect each other. If these conditions persist, sanctions, which should be a disciplinary instrument, may lose their effectiveness. Notaries who commit violations may assume that their actions will not have serious consequences.⁶⁴ Conversely, notaries who adhere to the code of ethics may experience injustice if violations committed by others are allowed to continue. Therefore, the effectiveness of sanctions depends heavily on the clarity of norms, the firmness of the supervisory body, and the consistency of their decision implementation. This issue demonstrates that improvements to enforcement mechanisms need to go hand in hand with improvements to norms regarding publication and self-promotion.⁶⁵ The solution to the problem of notary self-promotion is not simply through increasing sanctions, but also requires clear norms. The UUJN does not explicitly use the terms personal branding or self-promotion, while Article 15 paragraph (2) letter e authorizes notaries to provide legal counseling related to the preparation of deeds. This situation indicates that there is room for notaries to build a professional reputation through educational activities, as long as these activities do not turn into commercial promotion. Legal counseling can be provided through seminars, workshops, articles, and digital media.⁶⁶

However, the use of such media must remain limited to prevent solicitations for the use of certain services. Furthermore, Article 19 paragraph (1) of the UUJN stipulates that a notary must have only one office at their domicile, so digital activities must not create the impression that the notary has a network of offices extending beyond their jurisdiction. Therefore, the necessary solution is to create parameters that differentiate legal education from self-promotion. These parameters will provide space for notaries to utilize technology while maintaining the ethical boundaries of their profession.⁶⁷ The main solution offered by this thesis is to reconstruct Article 4 paragraph (3) of the Notary Code of Ethics to accommodate developments in digital media. Reconstruction is necessary because existing norms do not provide a clear enough boundary between educational publications and commercial self-promotion. One form of reconstruction is to provide a definition of self-promotion as a direct or indirect action aimed at inviting or influencing the public to use certain notary services. In

⁶⁴ Eka Ermala et al., 2024, "Publication and Promotion of Notaries Through Electronic Media from the Perspective of Codes of Ethics and Legislation," *Jurnal Komunikasi* Vol. 2, Issue 8, p. 597

⁶⁵ Zaharon et al., *Op. Cit.*, p: 142

⁶⁶ Amalia and Zulaeha, *Op. Cit.*, p: 1734

⁶⁷ Kurniawan, et al., *Op. Cit.*, p. 371

addition, it is necessary to provide an exception for the use of digital media to convey information that is informative and educational as long as it does not contain commercial persuasive elements. More detailed regulations also need to explain the form, media, purpose, and limits of permitted publications.⁶⁸ With these parameters, the Notary Supervisory Board and the Honorary Council will have more objective guidelines in determining whether or not violations have occurred. The reconstruction can also provide protection for notaries who use digital media professionally to carry out their legal education function. At the same time, notaries who use digital media to attract clients or gain personal gain may still be subject to proportionate sanctions. Therefore, the reconstruction of norms is not intended to eliminate the prohibition on promotion, but rather to clarify the line between permissible legal education and prohibited self-promotion.⁶⁹

4. Conclusion

Based on the research results, Article 4 paragraph (3) of the Notary Code of Ethics still gives rise to multiple interpretations because it does not provide a clear boundary between educational publications and commercial self-promotion, thus creating legal uncertainty and potentially causing differences in interpretation and application of sanctions by the Notary Supervisory Board (MPN) and the Honorary Council. Viewed from Hans Kelsen's theory of legal responsibility, notaries as public officials are personally responsible for every action in carrying out their duties, including the use of digital media that violates the UUJN and the Notary Code of Ethics, with administrative and ethical sanctions according to the level of violation. Meanwhile, based on Soerjono Soekanto's theory of legal effectiveness, the unclear substance of norms is one of the factors that makes the enforcement of the code of ethics less than optimal and has the potential to cause inconsistency in the application of sanctions. Therefore, it is necessary to reconstruct Article 4 paragraph (3) of the Notary Code of Ethics by clarifying the limits of publication, self-promotion, and exceptions to education and legal information services through digital media, so that it can become an objective guideline for the MPN and the Honorary Council, provide legal protection for notaries who carry out educational functions professionally, and realize legal certainty and enforcement of the code of ethics that is fair, proportional, consistent and effective. To the Indonesian Notaries Association (INI), it is necessary to reconstruct Article 4 paragraph (3) of the Notary Code of Ethics by clarifying the limits of educational publications and commercial self-promotion, including the use of digital media as a means of legal counseling. The Notary Supervisory Board (MPN) and the Notary Honorary Council need to have objective and uniform technical guidelines in assessing violations so that the application of sanctions is proportional and consistent.

⁶⁸ Wandayani et al., Op. Cit., p: 1728

⁶⁹ Wandayani et al., Op. Cit., p: 1733

Notaries should utilize social media for legal education and information services while maintaining the honor, independence, neutrality, and confidentiality of their position and avoiding commercial elements, persuasion, and unfair competition. Meanwhile, those who formulate laws and regulations need to harmonize the UUJN and the Notary Code of Ethics with developments in digital technology so that the legal education function can run optimally without reducing the dignity and integrity of the notary profession.

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