As the increase of Indonesian work force, many business opportunities offer them various kinds of network marketing systems. Network marketing system, or the so called Multi Level Marketing (MLM) in public knowledge, means a selling method with certain levels. It can be also called direct selling. Network marketing, as the core business of MLM, is taught in many prominent business schools in many countries. According to the research which conducted by Stanford University and the Wall Street Journal in the USA, 50%-60% of goods and services that are sold, in this millennium era, are applying the network marketing. In the US, network marketing has been a huge industry with total value of approximately US$ 36 billons or equal to 324 quintillions Indonesian Rupiahs (IDR). Twenty percent (20%) of one million of billionaires in the US obtain one of their profits from network marketing business. It can be argued that network marketing is one of the business opportunities that grow rapidly. The economic growth of the world results in the increasing of trade transactions between entrepreneurs or business parties that have different nationality, domicile and/or habitual residence. Therefore, it results many cross-border trade activities. In relation to the previous-mentioned, this research is trying to answer several issues such as the perception of the society on the network marketing is and the analysis of this business concept based on the aspects of Private International Law. The legal research method of this research is normative and empirical with a qualitative method.