

ABSTRACT

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**“MANUFACTURER PRICE POLICY AGAINST DISTRIBUTORS ABOUT
RESALE PRICE MAINTENANCE (RPM) ACCORDING TO LAW
NUMBER 5 OF 1999 CONCERNING PROHIBITION OF UN HEALTHY
MONOPOLY AND BUSINESS COMPETITION”**

(xii+ 70 pages)

Business competition carried out by the company. The problem is Determination of Resale Prices Maintenance which are often a way for companies to structure strategies in their development. Determination of resale prices maintenance is regulated in Article 8 of the Competition Law No. 5 of 1999. These problems are carried out because of the existence of vertical business relationships that become intra-brand competition, such as producers who set distributor selling prices to consumers. With these problems must be seen from the reasons and the impact of determining resale prices maintenance in vertical business relations and seeing this problem measured as an illegal per se approach or rule of reason. By using the normative juridical legal research method in descriptive analytical form, this research based on interview from two principal companies and two distributor companies. In this case the price competition in the market becomes unhealthy but can be transferred to service competition so that consumers are not very disadvantaged. The impact given is positive and negative, in general the parties that have the greatest loss are consumers because consumers do not have a variety of price choices in buying something. Indonesian business competition stipulates that the resale price maintenance can be said to violate if there is evidence of the element of the impact given so that it is concluded that this activity is permissible based on the Rule of Reason.

References: 25 (1965-2017)

Keywords: Pricing, Vertical Business Relations, Intra-brand Competition, and Resale Price Maintenance.