

## **ABSTRACT**

**ANTHONIO PUTRA HARDIANTO (0000007600)**

### **JURIDICAL ANALYSIS OF LEGAL PROTECTION FOR CONSUMERS IN PURCHASING APARTMENTS IN MEIKARTA**

(ix + 109 pages)

The marketing of Meikarta apartment is carried out by pre project selling technique, where sales are made when the building has not yet been completed, through the signing of a Sale and Purchase Agreement. However, the construction of this apartment does not yet have all the licenses that needed to be legally established based on regulations per law. There have been many cases of apartment sales that have harmed consumers, especially in terms of the sale and purchase agreement, so it is important to know all the legal rules that can protect consumers and to know the aspects of developer accountability in the apartment purchase agreement. Based on this description, this thesis discusses the legal protection for consumers of Meikarta apartments against the sale and purchase agreement with the marketing carried out by pre project selling and the responsibility of the developer in the sales and purchase agreement in the sale of the Meikarta apartment unit. The collection method is carried out with library research and field research. The author takes a sample of 3 people who have a relationship with the Meikarta case, namely: one Meikarta apartment sales agent as the representative from the developer, chairman of the legislation of the West Java Provincial Government and one consumer of the Meikarta apartment. Based on the results of research on legal protection for consumers against the sales and purchase agreement Meikarta apartments conducted by pre-project selling, it can be concluded that the applicable legal rules provide strong legal protection for consumers against the sale and purchase agreement conducted by pre-project selling. Developer responsibility in the case of the sale and purchase agreement is regulated in Article 18 and 19 of Act Number 8 of 1999 concerning Consumer Protection, whereas developers responsibilities is not only limited to those stated in the binding agreement but more than that.

Keywords: Pre project selling, legal protection, responsibility, sales and purchase agreement

References: 38 (1975-2016)