ABSTRACT

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LEGAL PROTECTION ON HOUSING CONSUMER TO INAPPROPRIATE INFORMATION BY DEVELOPER

(x + 123 pages: 3 appendixes)

Housing is one of the human fundamental needs, in addition to foods and clothes. The need of wood board (house) is something that needs to be fulfilled. This is because the house has important function; it is as residence or domicile, place to build family and as a place to protect family. A good quality and decent housing is very needed by people as consumer in achieving prosperity. Various offer of housing product was made by the businessman, namely marketing brochure that informed the housing that was been offered. Besides that, excessive information that was filled in the brochure can make it become mislead. In fact, not rarely quality and facility of the house that will be lived does not suitable with what already been offered by the developer, so that will cause loss for the consumer. Various role of information in the brochure played a part in determine the consumer’s decision to buy or not to buy the offering product. Developer obliged to give right, clear and honest information about the housing condition and guarantee in the brochure. The law protection was given to the housing consumer because of the bad faith of the developer in running the business and it was regulated in the Consumer Protection Law No.8/1999. The type of law protection is written regulations for the businessman, with firmed sanction for everyone who violates it. The developer action in promoting their product by violating the provisions in the law can be categorized as violating the law so that has consequence to response every action. Consumer can ask for the responsibility from the developer.

References: 33 (1988-2011)