

## TABLE OF CONTENT

	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	v-viii
TABLE OF CONTENTS.....	
CHAPTER I INTRODUCTION.....	1-13
<b>1.1 Background.....</b>	<b>1-9</b>
<b>1.2 Formulation of Issues.....</b>	<b>9</b>
<b>1.3 Research Purpose.....</b>	<b>9-10</b>
<b>1.4.1 Theoretical Benefits.....</b>	<b>10</b>
<b>1.4.2 Practical Benefits.....</b>	<b>11</b>
<b>1.5 Framework of Writing.....</b>	<b>11-13</b>
CHAPTER II LITERATURE REVIEW.....	14-27
<b>2.1 Theoretical Framework.....</b>	<b>14</b>
<b>2.1.1 Theory of Contract.....</b>	<b>14-15</b>
<b>2.1.2 Theory of Consumer Protection.....</b>	<b>15-19</b>
<b>2.2 Conceptual Framework.....</b>	<b>19</b>
<b>2.2.1 Disputes in Consumer Protection.....</b>	<b>19-22</b>
<b>2.2.2 False Advertisement.....</b>	<b>22-24</b>
<b>2.2.3 Contract of Sales.....</b>	<b>24-27</b>
CHAPTER III METHODOLOGY OF RESEARCH.....	28-35

<b>3.1 Introduction</b> .....	28-29
<b>3.2 Types of Research</b> .....	29-32
<b>3.3 Procedures to Obtain Research Materials</b> .....	32
<b>3.4 Type of Approach</b> .....	32-34
<b>3.5 Nature of Data Analysis</b> .....	34-35
<b>CHAPTER IV DATA AND ANALYSIS</b> .....	36-58
<b>4.1 The Legal Protection on Consumers From Disputes That Stem From False Advertisement</b> .....	36-45
<b>4.1.2. Disputes That Stem From False Advertising</b> .....	41-45
<b>4.2 The Current State of Laws on Advertising</b> .....	45-48
<b>4.3 Ratio decidendi of Case Number 659 K/PDT.SUS/2012 in Protecting Consumers Towards Dispute of Sale Arisen From False Advertisement</b> .....	48-58
<b>4.3.1 Case of PT. Nissan Motor Indonesia Vs. Ludmilla Arif</b> .....	48-50
<b>4.3.2. Form of Protection on Consumers Based on PT. Nissan Motor Indonesia’s False Advertising Scheme</b> .....	50-53
<b>4.3.3. Responsibility of PT. Nissan Motor Indonesia as a Producer</b> .....	53-57
<b>4.3.4. Ratio Decidendi of Case Number 659 K/PDT.SUS/2012</b> .....	58
<b>CONCLUSION</b> .....	59-61
<b>5.1 Conclusion</b> .....	59

5.2 Recommendation.....	60-61
BIBLIOGRAPHY.....	62-64
APPENDIX.....	65-73
Appendix 1.1.....	65-67
Appendix 1.2.....	68
Appendix 2.1.....	69-72
Appendix 2.2.....	73

