

ABSTRAK

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PERLINDUNGAN HUKUM BAGI KONSUMEN FROZEN FOOD BUATAN UMKM (USAHA MIKRO KECIL DAN MENENGAH) DI INDONESIA

(73 – V + 61 halaman: 5 gambar; 5 lampiran)

Frozen food has become the highest chosen in demand food for consumers lately. This thing is caused by how uncomplicated and quick the serving of food to be enjoyed by consumers. The existence of regulation which made in purpose of managing business actors so they will be able to provide health and safety warranties of their products to consumers, and also to make sure that the processed foods are safe to be consumed. Therefore, this study uses Normatif-Empirical Law type of research, by analyzing a certain case that has relation with this research topic, which is completed with a straightforward questionnaire from writer to consumers. Based on the result from the research we can finally conclude that, to gain the authorization of marketing from The National Agency of Drug and Food Control (NA-DFC) or BPOM, business actors shall follow the provision from Government Regulation No.86 of 2019 concerning Food Safety, Food Law No.18 of 2012 concerning Food which then replaced with Law No.11 of 2020 concerning Job Creation and with an additional protection from Law No.08 of 1999 concerning Consumer Protection. Therefore, the business actors should follow the regulations which have been made by BPOM. But in fact, there are still numbers of Small and Medium Enterprise (SME) or UMKM who fail to comply with the regulation, which caused by the difficulties and ineffectiveness of following the procedure, so that many of the Small and Medium Enterprise business actors leaving the regulations out and focusing on earning profits without paying attention to consumer's safety. There's also found the lack of awareness related to the importance of health and safety warranty for processed foods in purpose of preventing the undesired things that might occur on consumers side.

Keyword: Legal Protection, Consumer Protection, Frozen Food, Small and Medium Enterprise (SME), License, The National Agency of Drug and Food Control (NA-DFC)

Reference: 37 (1945-2022)