

ABSTRACT

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LEGAL PROTECTION FOR CONSUMERS AGAINST THE LONG-TERM EFFECTS OF CONSUMING SOFT DRINKS

(xi + 73 page; 2 image; 1 table; 0 attachment)

The current regulatory norms on consumer protection still have some shortcomings. Among them are the provisions contained in Article 4 letters (a) and (c) of Law Number 8 Year 1999 on Consumer Protection (UUPK) which state that consumers are entitled to comfort, security and safety in consuming goods or services, and consumers are entitled to correct, clear and honest information regarding the condition and guarantee of goods or services, but in reality, the information in the two articles does not regulate the provisions regarding products that are safe for consumer health. Furthermore, based on Article 7 letter (b) of the GCPL Law, it has been regulated that there is an obligation of business actors to inform consumers about the products they produce correctly, clearly and honestly, but in practice business actors do not carry out the obligation to inform the composition of the products produced correctly, clearly and honestly, especially not informing consumers whether packaged processed food and beverage products such as soft drinks are safe for consumers' health in the long term if consumed continuously. This research is a normative juridical research with a statutory approach. The research data was obtained through the library method with three types of legal sources used, namely primary legal sources in the form of laws, secondary legal sources in the form of legal textbooks, publication documents or reports of an agency and legal journals related to this research, and tertiary legal sources in the form of complementary, which aims to provide additional guidance or explanation of the previous legal material in the form of Legal Encyclopedia. The results of this study indicate that there are still business actors who have not fully followed the provisions of the Consumer Protection Law to fully and honestly inform the composition of ingredients contained in packaged food or beverage products such as soft drinks produced and circulated in the community. The circulation of soft drink products containing hazardous ingredients, even in small doses, still has a long-term impact on health if consumed continuously, both for children and adults. Therefore, it is necessary for BPOM to participate in conducting strict supervision of the circulation of various soft drinks that are harmful to health to ensure the realization of legal protection for consumers.

Keywords: Consumer Protection, Health, Soft Drink

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