

ABSTRACT

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“LEGAL PROTECTION FOR CONSUMERS WHO USE SLIMMING CAPSULE WITHOUT A DISTRIBUTION PERMIT IN ONLINE STORE”

(xii + 109 pages; 11 attachments)

Along with the times, human and technological needs are also growing, where these developments also occur in buying and selling activities. Having an ideal body can develop a bolder personality in public. This makes many people want to have an ideal body quickly by taking slimming product. This causes the emergence of slimming product very rapidly, so it cannot be denied along with the emergence of increasing risks, such as the existence of illegal slimming products circulating without a distribution permit. Irresponsible business actors who are only concerned with business interests in order to obtain the maximum profit. This action will certainly have a detrimental impact on consumers who continue to consume slimming products that are distributed not in accordance with statutory regulations. The method used to overcome this problem is that the government together with BPOM as supervisors jointly handle the problem of circulation of slimming product without the distribution permit. Therefore, in this study the authors are interested in analyzing consumer legal protection with reference to BPOM's role in supervising the circulation of illegal slimming products sold online. Law Number 8 of 1999 concerning Consumer Protection, Law Number 36 of 2009 concerning Health are the benchmarks and Law Number 11 of 2008 concerning electronic information and transactions for statutory regulations that will be used in this research. The data collection method used in the research uses literature obtained from laws and regulations, books, journals, research results, websites supported by gathering information obtained directly in the form of interviews with BPOM. BPOM's task is to supervise the initial manufacture of cosmetics, their distribution by issuing distribution permits to advertisements for cosmetic promotions. Efforts that can be made by consumers to overcome the circulation of unlicensed slimming products are by getting used to paying attention to product information before buying cosmetic products by obtaining a distribution permit and helping to report business actors who act not in accordance with applicable provisions to BPOM.

Keywords: Legal Protection, Illegal Slimming Product, Online Transaction, Consumers, Business Actors, BPOM.

References: 42 (1945-2022)