

## ABSTRACT

Winda Valendwina Febriani (01051190160)

### ***RESPONSIBILITY OF BUSINESSMAN AND TRADERS FOR THE SALE OF CIGARETTES TO UNDER AGE CHILDRENS***

*(xii + 145 pages; 8 pictures; 1 table)*

*As time goes by, cigarettes have been popular in Indonesia until now. In line with its popularity, cigarette production has increased, accompanied by a widespread distribution of cigarette sales, which has created a problem, because smoking habits are not confined to adults only, but are currently being followed by minors. This is a serious problem that needs to be addressed considering the dangers of smoking that can threaten children's health. This research method is normative-empirical with the non-judicial case study category which prioritizes secondary data supported by primary data containing primary legal materials, secondary legal materials, and tertiary legal materials. Techniques or Methods Collection through interviews. Type of legal synchronization approach (horizontal and vertical) and deductive data analysis. The research results has showed an increase in underage smokers in terms of circulation by businessman and traders through cafe sales, home sales, e-commerce sales, food stalls, grocery stores, minimarkets, advertisements, promotions and sponsorships. In addition, the supporting factors for the high number of child smokers, such as no age limit for buying cigarettes, no requirements, retail cigarette purchases, advertising, promotions and sponsorship factors. This shows that regulations regarding the prohibition and control of smoking have not been implemented considering that businessman and traders still ignores them. The form of responsibility of businessman is through compensation. In addition, the imposition of responsibility can be directed to advertisers, however, responsibility must be proven beforehand. Apart from this, other responsible efforts are through education on the dangers of smoking, restrictions on purchases through identity cards, closed display storage of cigarettes, and comic health education media.*

***Keywords: Forms of cigarettes circulation, Minors, Responsibilities of Businessman and Traders***

*Reference: 29 (1999-2022)*