

ABSTRACT

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BLOOMKA BUSINESS ACTOR LEGAL PROTECTION AGAINST COSMETIC ENDORSEMENT BY INFLUENCERS BASED ON LAW NUMBER 8 OF 1999 CONCERNING CONSUMER PROTECTION

(xi + 68 pages; 7 pictures; 5 attachments)

Buying and selling online is a process of buying and selling products electronically by consumers or from company to company with computers as intermediaries for business transactions. In this modern era, many businesses have started to enter the digital world, including the cosmetics sector. This is common in open markets and is usually available on social media platforms or so-called E-commerce. The circulation of cosmetics that are sold freely in the market is the result of the opening of free trade which has a big impact with the presence of various kinds of beauty products such as cosmetics. Many Business actors do marketing to market their products to be known by many people or what we usually call brand awareness. Bloomka is one of the businesses in the cosmetic sector that is feeling the impact of buying and selling in this modern era, where many skincare brands have expanded their product marketing on social media. Endorsement is one of the marketing methods used by Bloomka in marketing its products. The vacuum of the legislation regarding endorsement has caused the business actors and influencers as parties involved in this agreement to take preventive steps in cases of default. Crimes committed by business actors and consumers are very likely to occur in this cooperation. Problems regarding violations in the use of endorsement services by business actors constitute legal violations that need to be followed up. Violations committed not only can be committed by business actors but can also be committed by influencers. The Civil Code, the Consumer Protection Law, the ITE Law, and also government regulations on trading through electronic system are laws that definitely can be linked to cases of default in endorsement cooperation. Business actors can take litigation and non-litigation processes to resolve defaults in endorsement cooperation as an effort to resolve them, for endorsement disputes, the author suggests using non-litigation to solve the problem or the business actors can add attachments in the form of compensation if the influencer causes a loss.

Reference: 47 (1995-2022)

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