

ABSTRAK

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PERLINDUNGAN KONSUMEN TERHADAP PEMBELIAN KOSMETIK BERBAHAYA YANG TIDAK SESUAI LABEL

(v + 57 halaman: 0 gambar; 0 tabel; 4 lampiran)

Penelitian ini membahas tentang langkah hukum dan upaya penyelesaian sengketa konsumen yang merasa dirugikan akibat penggunaan produk kosmetik berbahaya yang tidak sesuai label. Pengaturan tentang bahan kosmetik berbahaya telah diatur di dalam PK-BPOM 17/2022 dan mengenai ketentuan label termuat pada PERMENKES 73/2016. Pelaku usaha dan konsumen harus memiliki kedudukan yang sama dan dijamin oleh UUPK. Tanggung jawab pelaku usaha didasarkan pada prinsip tanggung jawab mutlak. Pelaku usaha merek “B” menjual bebas di *market place* berupa produk kosmetik krim wajah dan setelah dilakukan uji laboratorium ternyata mengandung bahan berbahaya yang disebut Hidrokuinon. Penelitian ini menggunakan metode penelitian Yuridis-Normatif yang dilakukan melalui studi Pustaka dengan mengimplementasikan pendekatan melalui Undang-Undang serta pendekatan konseptual. Hasil penelitian ini ditujukan agar konsumen mengetahui dan memahami langkah hukum serta upaya penyelesaian sengketa konsumen berdasarkan sistem hukum di Indonesia.

Kata kunci: Konsumen, Kosmetik Berbahaya, Pelaku usaha, Penyelesaian Sengketa, Tanggung Jawab.

Referensi: 19 (1999-2023)

ABSTRACT

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CONSUMER PROTECTION AGAINST PURCHASING DANGEROUS COSMETICS THAT DO NOT ACCORD TO THE LABEL

(ix + 57 pages: 0 picture; 0 table; 4 attachments)

This study discusses legal steps and efforts to resolve disputes between consumers who feel disadvantaged due to the use of dangerous cosmetic products that do not accord to the label. Regulations regarding dangerous cosmetic ingredients have been regulated in PK-BPOM 17/2022 and regarding label provisions are contained in PERMENKES 73/2016. Business actors and consumers must have the same position and are guaranteed by the UUPK. The responsibility of business actors is based on the principle of strict liability. Business actors with brand "B" sells face cream cosmetic products freely on the market place and after laboratory tests it turns out that they contain a dangerous ingredient called Hydroquinone. This research uses a Juridical-Normative research method carried out through literature study by implementing a statutes approach and conceptual approach. The results of this research are intended for consumers to know and understand legal steps and efforts to resolve consumer disputes based on the legal system in Indonesia.

Key words: Business Actors, Consumers, Dangerous Cosmetics, Dispute Resolution, Responsibility.

References: 19 (1999-2023)