

ABSTRACT

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“LEGAL PROTECTION FOR MINIMARKET CONSUMERS AGAINST THE DIFFERENCE IN THE PRICE OF GOODS ON THE SHELF AND PAYMENT AT THE CASHIER”

(xii + 102 pages)

Buying and selling goods transactions in minimarkets can never be separated from the existence of Law Number 8 of 1999 concerning Consumer Protection. One of the problems that often occurs is the price difference on the goods as shown on the shelf and when paying at the cashier. The problem of price differences often creates losses for consumers if this happens frequently. Therefore, the author will conduct research related to the enforcement of consumer protection laws related to the phenomenon of differences in prices of goods on the shelves and at the checkout. The formulation of issues are how is the difference between the price of goods on the shelf and the price at the time of payment at the cashier based on legal provisions in Indonesia? And how is legal protection implemented for consumers if there is a difference in the price of goods on the shelf and the price when paying at the cashier at several mini markets in Tangerang? The research method used is normative empirical. The conclusions from this research show that the existence of Article 4, Article 7, and Article 10 of the Consumer Protection Law is used as a basis for providing legal protection related to price differences at the shelf and at the cashier. Business actors, in this case, must provide clarity regarding the price information provided to consumers. The existence of these articles then contains the rights, obligations and sanctions that consumers and business actors have when carrying out transactional relationships. Not only that, the Minister of Trade Regulation Number 35 of 2013 was also formed to provide legal protection to consumers for price differences that occur on the shelves and at the cashier, especially in Article 2 Paragraph 1 of the Minister of Trade Regulation Number 35 of 2013 which explains the obligation to include the price on the goods shelf and must be listed close to the goods in question as a form of information on the correct price. However, in implementation in the field there are still many problems that occur related to violations of consumer rights related to differences in prices displayed on goods shelves and also at cashiers, thereby injuring what then become consumers basic rights.

Keywords : Differences in Goods Prices, Minimarkets, Consumer Protection

References : 62 (1980-2021)