

ABSTRACT

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Legal Protection for Share in Jar Cosmetic's Consumer in Indonesia
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Everyday, more and more cosmetic products appear on the market, but the products available in the market only provide full-size products. Therefore, a new concept has emerged called "share in jar cosmetics". The share in jar concept divides the contents of a product from its original packaging into several small containers and is often sold in e-commerce. Although share-in-jar cosmetic is intended to help consumers try a new product without having to buy a full-size product at a fairly expensive price, in fact the share-in-jar concept can cause some problems because the safety and quality of the content of such share in jars can not be guaranteed. Therefore, this study aims to find out the implementation of the Consumer Protection Law for consumers who use share in jar cosmetics in Indonesia and how the entrepreneur is responsible for the problem. The author uses normative-empirical legal research with secondary data as primary legal material and supported by primary data such as interviews and library studies. Based on the results of an interview with the Chief BPOM of Tangerang, the author obtained the conclusion that BPOM is not responsible for the losses caused by cosmetics share in jar because the product is without authorization and there is no legal protection for such consumers. The Consumer Protection Act has indeed accommodated the rights and obligations of entrepreneurs and consumers, but in its implementation of the topic of research the Consumer Protection Law has not been able to protect the entire consumer especially consumers who suffered losses as a result of the use of cosmetics share in jar so that regulations that regulate cosmetic are necessary. The share in jar cosmetic entrepreneur is liable for the damage caused. The responsibility of a share in jar cosmetic operator is based on a mistake with the burden of proof on the share in Jar cosmetics operator, which in this case, if the company does not respond to such claims, it can file a lawsuit through the BPSK or a judicial body at the domicile of the consumer.

References: 52 (1983 - 2023)

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