

## **ABSTRACT**

Geovanni Pratiwi (01051200136)

### ***ANALYSIS OF LEGAL PROTECTION AGAINST INFLUENCER EMPLOYEES IN CONDUCTING PRODUCT REVIEWS IN INDONESIA***

(vii + 91 pages)

*An influencer is someone who is popular with a large number of followers and is able to persuade their followers verbally. By having a large number of followers on social media and also the ability to encourage or influence followers to try or pay attention to the manufacturer's goods and/or services by reviewing or commenting on an assessment of a good and/or service. The problem is, What is the existence of influencer workers as service workers in Indonesia? And What is the legal protection for influencer workers when conducting product reviews in Indonesia? The results of the research are that there is no legal protection for influencer workers when reviewing products in Indonesia. There is no legal protection for influencer workers when reviewing a product. Influencer regulations have not been regulated either in Law Number 8 of 1999 concerning Consumer Protection or in Law Number 32 of 2002 concerning Broadcasting. Because legal protection for the rights of influencer workers does not have legal protection, both preventive and repressive, for influencer workers. Therefore, in order to provide legal certainty, there needs to be legal protection for influencer workers. As the goal of employment development arising from national development is related, so that legal protection is fulfilled for their rights and basic legal protection for workers and the creation of a conducive climate specifically for freelance influencer services workers.*

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