

## **ABSTRACT**

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### **“LEGAL PROTECTION FOR CONSUMERS ON SKINCARE COSMETICS THAT CIRCULATE WITHOUT MARKETING AUTHORIZATION IN ONE OF E-COMMERCE PLATFORM (SHOPEE)”**

(xi+70 pages: 3 pictures)

Skincare cosmetics are an important needs, especially for women who want to have perfect skin. This is an opportunity for seller who are not responsible and sell skincare cosmetics without marketing authorization on e-commerce platforms. Skincare cosmetics without marketing authorization can causing losses for consumers. Therefore, legal protection for consumers is very important and needed. This research will discuss the legal protection for consumers against the circulation of skin care cosmetics without marketing authorization. In conducting research, the type of research that author used is empirical normative research and the type of data in this research used is secondary data and primary data. Data acquisition method that used in this research is from literature study and interviews. Type of approach that used in this research is systematic system of law. This thesis used qualitative data analysis techniques. From the results of research that the author did, Law No. 8 of 1999 concerning Consumer Protection has discussed about consumer rights. If consumer experience a loss from the skincare cosmetics without marketing authorization, they have the right to ask for compensation from the seller. The existing regulations about skincare cosmetics have stated that skincare cosmetics need to have marketing authorization from government before being sold in the market.

Key Words: Consumers Protection, Skincare Cosmetics, E-commerce Platform

Reference: 34 (1999-2019)