

ABSTRACT

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IMPLEMENTATION OF CONSUMER PROTECTION LAW AGAINST PROMOTION (*PRE-SELLING*) GREENBAY PLUIT

(xi + 78 pages + 3 attachments)

Apartment is a self contained house unit that has growing rapidly nowadays. In marketing process, apartment uses advertisement as their promotion tools to be known. Advertisement that they use contains all of the benefits that the apartment offers. However because the promotion process always comes before the apartment construction finishes. Often the matters contained in the advertisement are not fulfilled. Due to that matters consumer protection law No. 8/1999 was made to provide protection against consumer that has benn misguided by the producer. The approach uses in this approach is statute approach. Data that has been collected will be descriptively analyzed to determine whether there are relations between one phenomenon and other phenomenons. Based on the research, regulation about promotion is in article 7-28 consumer protection law. Sanction is given for producers that are trying to misguide the consumer as form of protection law.

Keywords : law, consumer protection law, promotion

References: 33 (1977-2017)