

## **ABSTRAK**

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### **PERLINDUNGAN HUKUM TERHADAP PERJANJIAN WARALABA (STUDI KASUS SWISS BELL HOTEL)**

(x + 95 halaman)

Tesis ini membahas tentang pelaksanaan perjanjian waralaba (studi kasus Swiss-Bell Hotel) dalam mengimplementasikan peraturan perundang-undangan mengenai waralaba serta menganalisis bagaimana bentuk perlindungan hukum bagi pihak penerima waralaba (franchisee) dalam perjanjian waralaba.

Penelitian ini merupakan penelitian hukum empiris yang bersifat yuridis normatif, artinya penelitian ini diadakan pada perilaku masyarakat terhadap pelaksanaan peraturan hukum (law in action) berdasarkan bahan-bahan dan literature-literature hukum.

Berdasarkan hasil penelitian yang telah dilaksanakan diperoleh hasil bahwa Perjanjian Waralaba (studi kasus Swiss-bell hotel) telah sesuai dengan syarat dan ketentuan seperti yang diatur dalam peraturan perundang-undangan mengenai waralaba. Dalam penelitian ini juga ditemukan adanya beberapa klausula perjanjian yang memberikan beban tanggung jawab yang lebih besar di pihak penerima waralaba (franchisee) atas pelaksanaan kewajiban dalam perjanjian waralaba ini.

Referensi : Perjanjian Waralaba, Waralaba, Perlindungan Hukum.

## **ABSTRACT**

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### **Legal Protection for Franchise Agreement (studi case Swiss Bell Hotel)**

(x + 95 pages)

This research discusses the implementation of franchise agreement (studi case Swiss Bell Hotel) in implementing legislation regarding the franchise, as well as analyze how the form of legal protection for the franchisee in the franchise agreement.

This study is an empirical law that is normative, meaning that this study was based on people's behavior on the implementation of the rule of law (law in action) based on the ingredients and the legal literature.

Based on the research that has been conducted the results showed that franchise agreement (studi case swiss bell hotel). In this study also found the existence of some agreement clause that gives loads greater responsibility on the part of franchise over the implementation of the obligations in this franchise agreement.

Reference: Franchise Agreement, Franchise, Legal Protection