

ABSTRACT

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“LEGAL PROTECTION AGAINST CONSUMER RELATED TO GOLD JEWELRY BUYING TRANSACTIONS WITH PHYSICAL DISABLED CONDITIONS”

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The practice of selling gold jewelry in a physically handicapped condition has violated the rights of consumers which are essentially accommodated and protected by law. However, it is unfortunate that the lack of legal awareness and public understanding of the law makes consumers who become victims can only regret buying gold from these unscrupulous business actors. In this thesis, there are two formulations of the problem, namely how is the legal regulation of consumer protection related to the sale and purchase of gold jewelry with physical disabilities and how is the legal protection for consumers who experience losses due to buying and selling transactions of gold jewelry with physical disabilities? This study uses legal protection theory and agreement theory as well as the concepts built, namely the concept of consumer protection law, the concept of physical disability, and the concept of buying and selling gold jewelry. The type of research used is normative legal research with an approach to legal principles. Article 1504 of the Civil Code explains that the seller is obliged to bear the goods if the goods contain hidden defects. Article 9 of Law No. 8 of 1999 concerning Consumer Protection states that business actors are prohibited from selling or promoting goods or services that appear to have no hidden defects. Consumers who feel aggrieved as a result of buying and selling gold jewelry with physical disabilities can file a lawsuit with the BPSK agency. The existence of the BPSK institution is expected to create justice between consumers and business actors. BPSK institutions, the government, and the community are expected to work together to make the public more aware of the importance of information regarding consumer protection.

Reference : 30 (1995 – 2022)

Keywords : Legal Protection, Hidden Defects, Consumer Protection