

## **ABSTRACT**

Vilchania Zefa Prasetya (NIM 01051200142)

**LEGAL PROTECTION TOWARDS CONSUMERS FOR INCOMPATIBILITY OF SOMETHINC X NCT DREAM COSMETIC PRODUCT PACKAGING WITH PROMOTIONAL ADVERTISING**  
(XII + 105 pages ; 7 pictures)

*In economic activities, social interaction arises in the form of a reciprocal relationship between business actors and consumers, where business actors need consumers to consume the products they offer and consumers need business actors to provide the products they need. Contrary to this, in practice, relationships that should have been mutually influencing and beneficial cannot be fulfilled optimally because business actors often carry out actions that are detrimental to consumers as buyers. One of them is when a business actor does not fulfill their promises regarding a product which should have been produced in a certain form and packaging design that has been disseminated through advertising, especially in the cosmetics industry in Indonesia. This research is an effort to analyze legal protection and legal efforts that can be taken by consumers based on this case. This research uses a Normative Legal research type and a Legislative Regulation approach using Secondary Data obtained through Library Studies and analyzed using the Qualitative Descriptive method. In cases where product packaging does not match advertising in the Indonesian cosmetics industry, business actors have violated Article 4 point B and point H, Article 7 point G, Article 8 verse (1) point F, Article 17 point C, and Article 20 UUPK. For violations of these articles, business actors may be subject to civil sanctions, administrative sanctions, and/or criminal sanctions as stated in Article 60 verse (1) and (2) and Article 62 verse (1) UUPK. Consumers who have been harmed can resolve their disputes that arise through litigation, namely court or non-litigation, namely BPSK. Consumers are expected to be able to know and understand their rights and obligations and always be careful in carrying out economic activities with business actors in order to prevent losses experienced by consumers.*

*Keywords: Legal Protection, Consumers, Cosmetics Industry.*

*Reference: 105 (1945-2023)*