

ABSTRACT

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LEGAL PROTECTION TOWARDS CONSUMERS FOR OVERCLAIMING INGREDIENTS OF PURITO BRAND SUNSCREEN

(xii + 88 pages ; 3 pictures)

Rapid economic development provides opportunities for business actors to develop their ideas or creativity in producing new goods and/or services to meet consumer needs. However, in terms of needs, it is not only primary needs such as clothing, food and shelter that are growing and needed. Secondary needs such as cosmetics have become daily needs for majority people. The opportunities in the cosmetics industry have opened the door for many new companies, which has implications for a strict business competition. This cause a lot of companies have to use fraudulent methods such as overclaims to stay in the top position or to attract consumer interest. This research aims to examine and analyze legal protection for consumers for overclaiming ingredients contained in skincare products. This research uses normative legal research methods by reviewing secondary data that analyzes previously available librarian literature and examines legal materials. In the event that a consumer finds that the skincare product they purchased has an overclaim, they can demand compensation for the losses they experienced. This is because consumer rights have been violated as stated in Article 4 of the UU PK Law, especially Article 4 points a and c. Business actors have also violated their obligations as stated in Article 7 and actions that are prohibited for business actors in carrying out their business as stated in Article 8 of the UU PK Law. Violating these provisions can result in a business actor being subject to civil, criminal or administrative sanctions. If a dispute occurs between business actors and consumers, the dispute resolution is resolved through litigation or court or non-litigation which will generally be assisted by BPSK as an intermediary. Consumers are expected not only to know their rights but also to understand their rights and procedures so that they can protect their rights if there is a violation of those rights in the future.

Keywords: Legal Protection, Overclaims, Consumers, Skincare Product

References: 64 (1980-2023)