

## ABSTRACT

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### ***CONSUMER LEGAL PROTECTION AGAINST IPHONE SALES WITHOUT A PERMISSION AT ITC ROXY INDONESIA BASED ON THE THEORY OF DIGNIFIED JUSTICE***

*The sale of unauthorized iPhones at ITC Roxy in Indonesia raises significant legal and consumer protection concerns. This research aims to analyze the legal protections available to consumers purchasing unauthorized iPhones and evaluate the accountability of sellers for consumer losses. The study uses a normative juridical method, supplemented by empirical data obtained through interviews with sellers and consumers. It also incorporates Prof. Teguh Prasetyo's Dignified Justice theory to assess the balance between consumer rights and seller obligations. The findings reveal several violations of consumer protection laws, including the failure to provide truthful information about the legal status and risks associated with unauthorized iPhones, inadequate warranties, and the absence of compensation for consumer losses. Consumers often face challenges such as IMEI blocking, lack of after-sales service, and additional costs to resolve product issues, exacerbating their vulnerability. This study emphasizes the importance of stricter enforcement of consumer protection regulations and greater awareness among consumers and sellers regarding their rights and obligations. It recommends comprehensive legal reforms and educational campaigns to mitigate the risks associated with unauthorized iPhone sales, ensuring fairness and dignity for all parties involved in the transactions.*

*Reference: 34 (2007-2024)*

*Keywords: consumer protection, unauthorized iPhones, legal analysis, and Dignified Justice theory.*