

ABSTRACT

LEGAL PROTECTION OF MINIMARKET CONSUMERS DUE TO UPSELLING IN BUYING AND SELLING IN TERMS OF LAW NO. 8 OF 1999

(IX+ 96 pages)

This research aims to examine the practice of upselling in the minimarket industry, as well as its implications for consumer protection, by highlighting the role of the Badan Perlindungan Konsumen Nasional (BPKN) and the Badan Penyelesaian Sengketa Konsumen in protecting consumer rights. The research method used is normative empirical, which combines the study of applicable legal regulations and norms with empirical data analysis regarding the practice of upselling and its effects on consumers in minimarkets. Upselling, which is a marketing strategy to encourage consumers to buy goods at a higher price or more, has become a common practice in many minimarkets. However, while this strategy aims to increase sales, non-transparent or unethical upselling practices can harm consumers and reduce their trust in the business. In this context, consumer protection becomes important to ensure that consumer rights are not violated in trade transactions, including in the case of upselling. This research also examines the extent to which BPKN as a government institution can provide supervision and education to consumers and business actors, as well as how BPSK functions in resolving disputes that occur due to differences in perception between consumers and business actors. In this case, BPKN acts as an institution that regulates consumer protection policies and provides education related to consumer rights that may be neglected in upselling practices. Meanwhile, BPSK plays a role as a dispute resolution institution that helps consumers to resolve disputes related to transactions, including those arising from dissatisfaction with upselling efforts that do not meet consumer expectations. Based on the research results, it was found that although consumer protection regulations have been established by the government, implementation in the field still shows an imbalance between the interests of business actors and consumer protection. Upselling practices that are not implemented with transparency can cause harm to consumers, while suboptimal supervision by BPKN and lack of consumer awareness of their rights also worsen this condition. This study recommends that consumer protection policies, especially those related to upselling practices, be strengthened through increasing the active role of BPKN in supervision and counseling, as well as BPSK in accelerating the settlement of consumer disputes related to transactions involving upselling.

Keywords: *Consumer Protection, Upselling, Minimarket*

Reference : 48 (1987-2024)