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Legal Obligation and Consumer Defense in the Food Industry (Application of Law Number 8 of 1999 Concerning Consumers)

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ABSTRACT

Legislation pertaining to consumer rights is required since consumers continue to face disadvantages in the fields of commerce, education, and negotiation. The adoption of Law No. 8 of 1999 protects consumers, which is a wise decision. National development theories serve as the foundation

for this government-community partnership. This study looks at how Customer Protection Law No. 8 of 1999 handles the duties and rights of consumers in the food business. Legal normative research is being done here. The information was supplied by the Consumer Protection Law No. 8 of 1999 and the Food and Medicine Administration Safety and Modernization Law No. 18 of 2012. This study demonstrates that distributors of food and drink in Indonesia will have legal guarantees and protection. Maintain good standards for food and drink. To help customers make purchasing decisions, producers and distributors must clearly label all items that are offered. This rule aids purchasers in making informed decisions. Although the producer provided the information that consumers needed, some of them chose not to read it. Given that certain manufacturers may still fail to pay attention to product information, the Consumer Protection Law No. 8 of 1999 can still be necessary. Customers should be more watchful while purchasing, and producers should be more knowledgeable about product details.

Keywords: *Consumer Protection, Consumer Rights, Legal Protection, Indonesian Consumer Protection Law*

INTRODUCTION

Technology advancement and development have advanced human civilisation. The pursuit of development will continue in order to bring about communal prosperity. There appear to be a number of gaps in the rapidly evolving technology and progress that negatively affect human existence. Since it is well knowledge that criminal crimes are frequently committed in cunning methods, this has a detrimental effect on technology advancements.

The present adverse effect affects the processing of foods that can be processed immediately and are ready for consumption, such as foods that

are generally available in the larger population. The preparation of this kind of food frequently involves dishonesty. This deception, for instance, takes the form of adding chemicals to dough as a processed component that serves as a preservative or food coloring.

Artificial sweeteners, food preservatives, and food flavorings are all examples of chemicals in food. When utilized in accordance with the guidelines, the chemicals included in food pose no risk to the human body. However, numerous chemicals that are not necessary for food are used in it, posing a risk to individuals who eat it. For example, formalin is used as a food preservative to keep food fresh for a long time, while rhodamin B or methanyl yellow is used as a coloring to make food look more appetizing¹.

Food, along with clothing and a safe place to live, is one of the most fundamental need for any living organism. It is far simpler to produce quick meals and food that can last longer if dangerous food additives are used in their place, without any regard for the effects on human health or the quality of the food. Because in order for the body to operate at its optimum, it need a range of nutrients from the food that it consumes. It is not necessary for the foods that are consumed to have an appealing appearance in order for them to be nutritious and safe in the sense that they do not include elements that are detrimental to the health of the body. Therefore, it is vital to have security in the food sector in order to protect consumers from ingesting foods that are unhealthy. Food encompasses all components that are utilized in the preparation, processing, and/or production of food or beverages and that are biologically derived from agricultural products, plantations, forestry, fisheries, animal husbandry, waters, and water, regardless of whether or not they have been processed. This concept encompasses food additives in addition to food raw materials and other components of food².

¹ Fadhrian Chesar Rasyidhito, "Perlindungan Konsumen Terhadap Makanan Yang Mengandung Zat Kimia," *Universitas Muhammadiyah Magelang*, 2017, 13–30.

² Roida Nababan et al., "Perlindungan Konsumen Terhadap Penggunaan Bahan Pengawet Makanan Menurut Undang-Undang Nomor 8 Tahun 1999 Tentang

The provisions that control the rights and restrictions of customers that are outlined in the Consumer Protection Act are regularly violated by business organizations. When faced with such circumstances, customers typically lack awareness about the food safety of the products they consume; as a result, very few customers demand that producers make things with assurances. Because of this, food corporations put the health and safety of their customers last in order to achieve maximum profitability. It is a non-ministerial government organization that manages government affairs in the areas of drug and food control in accordance with the requirements of the applicable invitation law by inspecting food products that are circulating in the community. Another name for the POM Agency is the Food and Drug Supervisory Agency³.

When it comes to the distribution of commodities and the marketing of different products, a methodical pursuit of productivity and commercial effectiveness between manufacturers and end users is essential. As a result of this, the engagement of the government in safeguarding the interests of consumers is important in this circumstance. Because of this, the government has a responsibility to take measures to protect customers from potentially hazardous products by regulating, supervising, and managing the production, distribution, and distribution of goods. This is necessary to ensure that the health and financial well-being of customers is not put in jeopardy. This protection is provided by the government in the form of law that safeguards customers against issues such as the issue of the quality of goods, the manner in which manufacturing processes are carried out, health requirements, packaging requirements, environmental standards, and so on.⁴

Perlindungan Konsumen," *PKM : Pengabdian Kepada Masyarakat* 2, No. 2 (2021): 122–35.

³ Riska Wildawati, "Perlindungan Konsumen Atas Peredaran Makanan Tanpa Izin Ditinjau Dari Undang-Undang No. 8 Tahun 1999," *Universitas Islam Kalimantan Muhammad Arsyad Al-Banjari Banjarmasin* 1, No. 3 (2020).

⁴ Rina Shahriyani Shahrullah, "Perlindungan Konsumen Terhadap Produk Makanan Kadaluarsa Di Kota Batam," *Journal of Law and Policy Transformation* 5, No. 1 (2020): 85–112.

Because customers typically still have inferior positions in the economic, educational, and negotiating sectors, it is essential to have legislation that defends the rights of consumers who have gotten less attention. This law must be passed as soon as possible. Consumers are now better protected thanks to the passage of Law No. 8 of 1999, which was an important step in the right direction. This endeavor is jointly undertaken by both the government and the community, and its foundation rests on ideas that are significant to the fundamentals of national development. As a consequence of this, it is hoped that the community of dissatisfied customers would have a sense of security. This is crucial since the law has the power to force compliance from corporate players and also imposes serious penalties. Additionally, the legislation carries harsh sanctions. On the other hand, the status of consumers as vulnerable parties is also accepted on a worldwide scale. This is demonstrated by the United Nations General Assembly Resolution No. A/Res/39/248 of 1985 about Guidelines for Consumer Protection, which states that:

“Taking into account the interest and needs of consumers in all countries, particularly those indeveloping countries, recognizing that consumers often face imbalance in economics terms, educational levels, and bargaining power, and bearing in mind that consumers should have the right of access to non- hazard-out products, as well as the right to promote just, equitable and sustainable economic and social development”

According to the Guidelines for Consumer Protection from 1985, consumers from all countries, regardless of where they are situated or their socioeconomic situation, are to have access to a set of essential rights. These rights were established to protect consumers. These fundamental rights include the right to information that is unambiguous, truthful, and honest; the right to safety and security; the right to vote; the right to be heard; the right to compensation; the right to basic human needs; the obligation to safeguard the environment; and the right to obtain a minimum education. The United Nations Organization called with each of its member states to pass legislation that would protect the rights of consumers in their own

countries ⁵.

One of the studies on consumer protection that has been discussed, Ernawati's study on "Consumer Protection of Household Industry Food," revealed factors that prevent the government and North Buton Regency consumer institutions from stopping the distribution of foods that contain textile coloring agents. These factors include a lack of funding to organize activities that have been scheduled so that an agenda is not carried out, a bureaucratic system that is still in place, and bureaucracy. In addition, the study revealed that the distribution of foods that contain In addition, Tri Sulistmuji Wiyono is the author of a paper that was published under the title "Legal Protection of the Consumer on Food Products containing Hazardous Materials." Legal protection is required for consumers and the community here against products that pose a health risk. Customers have the right to demand that corporate actors be held legally accountable for their health and safety in the event that a product they purchased turns out to be hazardous to them. Product accountability works to protect consumers by putting legal sanctions on corporate actors who are responsible for causing financial harm to customers. In order to have a deterrent effect on the offenders and to prevent other parties from engaging in the same activity, the use of criminal sanctions for the purpose of securing food, beverage, and drug products must be done in accordance with the statutory regulations, specifically by imprisonment, criminal penalties, and additional crimes (payment of compensation). This is done in order to have an impact on the offenders themselves and to prevent other parties from engaging in the same activity ⁶.

It has been around 17 (seventeen) years since it was established that the Consumer Protection Act No. 8 of 1999 (hereinafter referred to as UUPK) was lawful; nonetheless, it appears that the execution of the UUPK

⁵ Rinitami Njatrijani, "Posisi Undang-Undang Perlindungan Konsumen Nomor 8 Tahun 1999 Dalam Upaya Perlindungan Terhadap Konsumen," *Diponegoro Private Law Review* 1, No. 1 (2017): 23–35.

⁶ Tri Sulismuji Wiyono, "Perlindungan Hukum Konsumenterhadap Produk Pangan Yang Mengandung Bahan Berbahaya," *Jurnal Ilmu Hukum ALETHEA* 4, No. 1 (2020): 21–40.

still confronts a number of problems brought on by a variety of circumstances. Mistakes, defects, and weaknesses in the UUPK's own regulation are among these. Specifically, these errors and flaws and weaknesses are related to (1) grammatical law, (2) systematic law, (3) the responsibility of corporate actors, (4) the treatment of consumer complaints, and (5) institutional. It is imperative to make changes to the UUPK in order to improve it and bring it in line with the original intent behind its creation, which was the protection of Indonesian consumers. Based on some of the aforementioned considerations, it is imperative to make changes to the UUPK in order to improve it and bring it in line with the original intent behind its creation. As a result, it is essential to take into consideration the manner in which the Consumer Protection Act No. 8 of 1999 handles the responsibility of consumers and the protection of their rights within the food business.

Consumer Protection Concept

As the pace of science and technology quickens, which is a driving force for the productivity and efficiency of business actors for the goods and/or services it creates, consumer protection is considered to be both physically and formally becoming highly essential. This is because science and technology is a driving force for the productivity and efficiency of business actors. In conclusion, in order to pursue and accomplish these two objectives, it is necessary for all parties involved, directly and indirectly, to take actions that provide adequate protection for the interests of consumers. It is hoped that the consumer protection efforts in Indonesia can be further improved with the existence of the Law of the Republic of Indonesia Number 8 of 1999 concerning Consumer Protection. This will ensure that consumers are not always put in a vulnerable position and that business actors can also further improve the quality of the products that

are offered to consumers ⁷.

The Consumer Protection Act of 1999, also known as Undang-Undang Nomor 8 Tahun 1999, is a piece of legislation that was enacted in 1999 and created principles for both customers and those who run businesses. The following provisions, which relate to the handling of consumer complaints and were derived from Section 45 of the Undang-Undang, are included in these recommendations; they are as follows:

- 1) Every irate consumer has the choice to file a lawsuit against a business actor either through the organization that is in charge of mediating disputes between consumers and company actors or through the system of justice that is found in a general court setting.
- 2) The resolution of consumer disputes can take place either in court or outside of court, depending on the parties' respective decisions made voluntarily.
- 3) The fact that a dispute was settled outside of court, as described in paragraph (2), does not exonerate a person of criminal responsibility under Law.
- 4) If the parties to the case or one of the parties has elected to use the consumer dispute resolution attempts, and the attempt is judged unsuccessful, the parties to the case or one of the parties may choose to utilize the alternative dispute resolution.

As a result of the historically precarious position that customers have occupied, it is abundantly evident that the purpose of this legislation is to serve the function of safeguarding customers like us. In the context of this Act, the term "consumer protection" refers to any activities that offer consumers with more clarity and protection from the law ⁸. Customers are less likely to be provided legal protection due to the predisposition of corporate actors, which is largely driven by the inability or inadequateness

⁷ Maria Alberta Liza Quintarti, "Perlindungan Hukum Bagi Konsumen Akibat Produk Makanan Yang Tidak Memenuhi Standar Mutu Menurut Undang-Undang Republik Indonesia Nomor 8 Tahun 1999," *Jurnal Inovasi Penelitian* 1, No. 4 (2020): 859–864.

⁸ Nababan et al., "Perlindungan Konsumen Terhadap Penggunaan Bahan Pengawet Makanan Menurut Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen."

of legal safeguards to effectively guarantee consumers' interests. Law enforcement (law and enforcement) is a guarantee of the ability of business actors that are solely profit-oriented in the short term to continue operating, in a manner analogous to how paying attention to the safety of customers in a long-term context is a guarantee of the ability of the business actor to continue operating.

Therefore, in this context, the term "consumer protection" refers to all measures that establish legal clarity in order to give consumers protection, and the settlement of complaints is governed by Article 45, which can be seen above.

Article 1 point 3 of Law Number 8 of 1999 defines business actors as "any individual or business entity in the form of a legal entity or not established and domiciled or carried out activities in the jurisdiction of the Republic of Indonesia either themselves or jointly through agreements on the implementation of business activities in various economic fields." This definition applies to "every individual or business entity in the form of a legal entity or not established and domiciled or carried out activities in the jurisdiction of the Republic of Indonesia either themselves or jointly through agreements on the implementation of

In addition to their knowledge of business, actors in the law also explained their familiarity with customers. In accordance with Indonesian law, the following is the formal legal meaning of the term "consumer," which can be found in Law Number 8 of 1999, Article 1 Point 2: "*Consumers are anybody who consumes items and/or services that are supplied in the community, regardless of whether it is for personal, family, social, or any other cause that is not commercial,*"

In Article 1 Number 5 of Law Number 7 of 1996 Concerning Food, "*the activity or process of creating, preparing, managing, manufacturing, preserving, packing, packaging, and or modifying food shape*" is defined as "*the activity or process of creating, preparing, managing, manufacturing, preserving, packing, packaging, and or modifying food shape.*" Article 1 Number 2 of the Food Law defines processed food as "*food or beverage processed by particular procedures or ways with or without additional components.*" The production of food

typically involves processed food, which can be defined as "food or beverage processed by particular procedures or ways with or without additional components."⁹

Basis of Legal Theory

Once legal responsibility has been established, the subjects will have rights and obligations once it has been determined whether or not they will be held accountable for the activities they have taken or the legal connections they have formed. Because the concept of legal obligation is one that must be maintained because of its link to the law.

According to research done by Satjipto Rahardjo in the year 2000, the term "legal association" (*rechtsverkeer*) is common parlance and, from a legal perspective, indicates that there are legal actions (*rechthandeling*) and legal ties (*rechtbetrekking*) between different legal matters. Association, action, and legal ties are all fraught with potential legal repercussions and/or are governed by specific statutory mandates. When two or more legal people, each of whom is independently subject to rights and obligations, engage with one another, this scenario is known as "interaction" (*Rechten en Plichten*). In order for each legal subject to correctly complete their obligations and gain their rights, the goal of law is to manage the association of law so that the law may do its job. In addition to this, the legislation acted as a protection (Hebrew: *beschermingen*) for those who were required to comply with it. To put it another way, the application of the law is what constitutes the process of justice. The right to be held accountable and required to repair or restore rights that have been violated when a legal subject disregards legal duties that should be carried out and the right to be held accountable and compelled to repair or restore rights

⁹ Berliana Meidy Putri, "Tanggung Jawab Pemerintah Kabupaten Jember Dalam Proses Pengurusan Dokumen Kependudukan Berdasarkan Undang-Undang Republik Indonesia Nomor 24 Tahun 2013 Tentang Perubahan Atas Undang-Undang Nomor 23 Tahun 2006 Tentang Administrasi Kependudukan," *Universitas Muhammadiyah Jember*, 2019.

that have been violated. Whether an individual, a legal organization, or the government, if a legal subject breaks the law, that subject has responsibility and may have claims for restitution or rights. This is true regardless of the subject's legal status ¹⁰.

There is a significant connection between the concepts of rights and obligations and the concept of legal responsibility. The concept of rights places an emphasis on being aware of one's rights in conjunction with having a good understanding of one's obligations. Many people hold the view that one's responsibilities toward other people are inextricably linked to that person's rights. That a person is legally responsible, which denotes that he is answerable for a punishment in the event that his actions are in violation of the law, or that a person is legally liable for a specific action or behavior. According to Hans Kelsen's notion of legal responsibility, the phrase "legally culpable for a given conduct" or "that he bears legal responsibility" alludes to a consequence in the form of competing acts that may be taken against the person who is being held accountable for the behavior in question ¹¹.

According to the Comprehensive Bahasa Indonesia Dictionary, the necessity to bear legal accountability for any and all effects that may be attributed to one's activities is the definition of responsibility (KBBI) ¹². However, according to the Titik Triwulan Pertanggungjawaban, there must be a foundation, and that foundation is the occurrence of events that give rise to a person's legal right to punish another person and, at the same time, to the person's legal duty to punish the perpetrator. This foundation is the occurrence of events that give rise to a person's legal right to punish another person and, at the same time, to the person's legal obligation to

¹⁰ Hana Afifah, "Tinjauan Hukum Islam Terhadap Perlindungan Konsumen Pasca Layanan Service (Studi Kasus di Samsung Service Center Purwokerto)," *Hukum Ekonomi Syari'ah Institut Agama Islam Negeri (IAIN) Purwokerto*, 2019.

¹¹ Youky Surinda, "Konsep Tanggung Jawab Menurut Teori Tanggung Jawab Dalam Hukum," *id.linkedin.com*, 26 Juli 2022, <https://id.linkedin.com/>.

¹² Badan Pengembangan dan Pembinaan Bahasa, "Kementrian Pendidikan dan Kebudayaan Republik Indonesia," Kemendikbud, 2017, https://kbbi.kemendikbud.go.id/entri/Tanggung_jawab.

punish the perpetrator. Responsibility refers to the moral disposition to carry out one's obligations, whereas liability refers to the legal disposition to hold another party accountable for violating one's obligations or the rights of a third party¹³. However, it is possible to view responsibility as the moral disposition to carry out one's obligations. Liability refers to the legal disposition to hold another party accountable for violating one's obligations or the rights of a third party¹⁴.

METHOD

This strategy employs a method that is known as a normative juridical approach in order to address the problem that has been presented. This is due to the fact that this approach is founded on study on legal standards in addition to the analysis of legal documents and legislation. The activities of reading, recording, and quoting from books are the means by which the objectives of data processing methods and literary studies are accomplished. In the course of this approach, laws that are relevant to the problems that are being investigated are also subjected to scrutiny. In the following step, we are going to do a qualitative analysis on all of the material that was acquired in the prior phase. Research on legal norms does not always entail an investigation of legal norms. In general, juridification norm research is only acknowledged as a legal study that regulates the norms in the law. This is the common consensus. The investigation of normative law is more in-depth¹⁵. According to Johnny Ibrahim, normative legal research is a type of scientific inquiry that aims to uncover the truth based on normative applications of scientific reasoning. Normative legal research is an example of how scientific inquiry

¹³ Titik Triwulan dan Shinta Febrian, *Perlindungan Hukum bagi Pasien* (Jakarta: Prestasi Pustaka, 2010).

¹⁴ Zainal Asikin et.al, *Pengantar Hukum Perusahaan* (Jakarta: Prenadamedia Group, 2017).

¹⁵ Johnny Ibrahim, *Teori dan Metodologi Penelitian Hukum Normatif*, (Malang: Bayu Media, 2018).

may be used in the legal field. The normative component of this extends beyond the laws that are now in place ¹⁶.

According to the research that Amiruddin and Zainal Asikin conducted in 2004, secondary data sources are taken into consideration to be normative legal data sources. Primary legal information, which includes legislation and regulations, is deemed to be binding and positive legal content within the framework of this research. 2) The Food and Drug Administration Safety and Modernization Act No. 18 of 2012; and for secondary legal resources, specifically the material that is used to explain primary legal materials and consists of literature that offers the perspectives of legal experts on consumer protection and food. 1) The Consumer Protection Act No. 8 of 1999; 2) The Food and Drug Administration Safety and Modernization Act No. 18 of 2012; and for primary legal resources.

When it comes to the collecting of data, one of the methods that is used is to analyze the information contained in databases. This method is both one of the strategies that is used and one of the tactics that is employed. The information that was gathered will be analyzed quantitatively using descriptive statistics in order to provide a better understanding of the connections that may be drawn between commonly held beliefs and the observable data. This will be done in order to provide a better understanding of the connections that may be drawn between commonly held beliefs and the observable data ¹⁷.

The goal of this essay is to analyze the legal safeguards granted to customers by Law No. 8 of 1999 in the context of the food manufacturing business. Some examples of the theoretical and practical benefits that have emerged from this research initiative are shown below: Theoretically, one's understanding of consumer protection in the food industry as well as one's

¹⁶ Prahassacitta, 2019

¹⁷ Bachtiar, *Metode Penelitian Hukum*, ed. oleh M.H Dr. Oksidelfa Yanto, S.H., *Fiat Justisia Jurnal Ilmu Hukum*, (Pamulang – Tangerang Selatan: Unpam Press, 2018), http://eprints.unpam.ac.id/8557/2/MIH02306_Modul_Utuh_Metode_Penelitian_Hukum.pdf.

expertise and awareness on such topics may be enhanced. The author also has the goal that the findings of the study might potentially be utilized as a source of reading material or as a literary work for those individuals who have an interest in consumer protection. In a more tangible sense, it may be of assistance to the community in gaining an awareness of and information pertaining to consumer protection in the field of equality and how to resolve concerns that occur as a result of this. Additionally, it may be of assistance to the community in gaining this awareness and information¹⁸.

RESULT & DISCUSSION

Given that they are, at their essence, economic notions, it would be illogical to expect players in the business world to be aware of them. The objective of the business actor is to maximize profits while simultaneously cutting costs to the greatest extent possible. Therefore, it is very necessary to take action to improve both the agency and the protection provided to customers. People need to be encouraged to buy food from the firm so that there is less of a chance that their interests will be harmed in a direct or indirect way. As a result, it is essential to find ways to encourage customers to make purchases of food from the company.

The fact that many consumer goods, including meals, drinks, and snacks, do not comply to the standards that control the inclusion of labels is a source of concern for consumers who buy in a variety of demographic categories. It is irrelevant to this part of the issue that customers have access to a broad variety of products, beverages, and snacks from which to choose. In particular, the consumption of foods that include artificial colors and preservatives presents a major risk to human health, and there is even the potential that this risk might threaten the continuation of life. These

¹⁸ Rizaldy Fatha Pringgar, "Penelitian Kepustakaan(Library Research) Modul Pembelajaran Berbasis Augmented Reality pada Pembelajaran Siswa," *Jurnal IT-EDU* 5, no. 1 (2020): 317–29, <https://ejournal.unesa.ac.id/index.php/it-edu/article/view/37489/33237>.

chemical substances do not occur in nature and have no connection to food in any manner, shape, or form. These components have no business being included in the finished product and ought to be eliminated right away. It is up to individual consumers to educate themselves in a manner that is both factually correct and clearly clear, as well as one that is inclusive of individuals of all different backgrounds and identities. This is because consumers have the misconception that they have an expert degree of knowledge regarding the products that they purchase and use in their daily lives. In addition, given that the expansion of Indonesia's commercial banking industry has turned it into an indispensable component of the economy of a developing nation, there is an urgent need to place a higher focus on the safety of customers¹⁹. This need is exacerbated by the fact that the expansion of the commercial banking industry in Indonesia has transformed it into an indispensable component. In spite of the fact that it is predicted that this will have a positive impact on the degree to which firms compete with one another in the market, there is still a potential that this will have a negative effect on the degree to which consumers are protected.

1. Consumer Protection's Goals

The purpose of consumer protection is to increase consumer knowledge so that consumers can take preventative measures to protect themselves from potential risks, to reduce the likelihood that consumers will experience unintended consequences as a result of their purchases, and to give consumers more of a say over the products and services that they choose to make use of²⁰. In accordance with Article 5 of the Consumer Protection

¹⁹ Heni Susanti, "Studi Eksplorasi Perilaku Konsumen Dalam Membuat Keputusan Pembelian Anjing Ras Di Kennel D.I Yogyakarta" (Universitas Atma Jaya Yogyakarta, 2018), <http://e-journal.uajy.ac.id/id/eprint/16346>.

²⁰ I Wayan Gede Asmara, I Nyoman Sujana, dan Ni Made Puspasutari, "Perlindungan Hukum terhadap Hak Konsumen Atas Informasi Produk Import," *Jurnal Analogi Hukum* 1, No. 1 (2019): 120–24.

Law, consumers are obligated to fulfill certain responsibilities in this domain. These obligations include having good intentions while purchasing products and services, such as paying the agreed-upon exchange rate, reading and following the instructions and instructional processes offered with the purchase, and having good intentions while using the product or service. In addition, these obligations include having good intentions while purchasing products and services, such as paying the agreed-upon exchange rate. When searching for goods and services, having good intentions means doing things like reading and acting in accordance with the instructions and guiding techniques that come packaged with the purchase. For example, reading and acting in accordance with the instructions and guiding techniques that come packaged with the purchase. It is conceivable that it will be essential to make an effort to understand and stick to any recommendations and protocols that come bundled together with the particular item or service that is causing the issue. In keeping with the current efforts that are being made to find a solution to the proper discussion over the laws that control consumer protection, the following will be discussed.

The government has been assigned the role of leading and monitoring the implementation of consumer protection law in accordance with "Article 29 Paragraph (1) Law No. 8 of 1999," which states that this obligation was handed to the government. The following provisions are included in this piece of legislation:

- 1) The establishment of new commercial entities that are distinct from those designed to foster mutually beneficial interactions between customers and firm participants;
- 2) The formation of groups that look out for the interests of customers;
- 3) Following the fourth paragraph of article 29 of law no. 8 of 1999 increasing the amount of effort put into research and development activities linked to consumer protection while simultaneously enhancing the quality of the human resources that are already available.

2. Producers Engaged in Illegal Behavior

To be more exact, the following is an excerpt from the first sentence of Article 8 of Law No. 8 of 1999 on the Protection of Consumers.

It is a violation of the law for business actors to create or sell products, services, or information that either 1) Does not specify an expiration date or a window of time during which a product is at its peak quality; or 2) Is not accurate. This is because the law protects consumers from receiving misleading information. 2) Willfully omits the name of the product, the size, the weight/content of clean or net, the composition, the rules of use, the date of manufacture, the name, and address of business actors, as well as any other information for use that, by the provisions, is required to be included on the label or in an explanation of the product. This includes any information that is required to be included on the label or in an explanation of the product.

This is a breach of the norms that have been established. According to Article 6 of Law No. 8 of 1999, "During the process of creating and manufacturing goods, commercial players are expected to adhere to the rules governing the label to preserve the safety of customers and the integrity of the legal system." This provision was added to the law to ensure that commercial players would comply with the rules governing the label when creating and manufacturing products.

Explain the legal status of the most important players in the global economic system;

- 1) You have the legal right to be paid under contracts that control the state and/or exchange rates;
- 2) Obtain legal protection against unethical action on the part of consumers;
- 3) The legislation that governs the resolution of consumer disputes includes provisions for self-defense, thus it is important to place attention on this aspect of the law.
- 4) If it can be shown in a court of law that the products and/or services that are being transacted do not do any harm to the consumers, then

both parties may be able to rehabilitate themselves and restore their reputations.

As a direct consequence of these rights, participants in the commercial sector are directly responsible for adhering to the requirements that are defined in Article 7 of Law No. 8 of 1999. The following conditions must be met:

- 1) Act appropriately when working on set; Provide information that is precise, forthright, and honest on the terms and circumstances of any warranties that apply to the products or services being purchased, as well as instructions on how to utilize, improve, and maintain it;
- 2) Whenever a customer is obtaining goods or services, they should be handled in a manner that is fair, honest, and devoid of any bias;
- 3) Will take measures to guarantee that products and/or services are made, traded, or delivered by the quality requirements applicable to the relevant goods and/or services;
- 4) Provide consumers with the opportunity to test or try particular products or services, and provide consumers assurances or guarantees for products that are created or exchanged;
- 5) Remuneration, payment, and/or compensation should be given in exchange for the use of traded products and/or services;
- 6) Provide consumers the opportunity to try out certain products or services and to do so for free;
- 7) Provide consumers the opportunity to try out certain products or services and to do so for free;
- 8) If the goods or services that you bought or used do not comply with the terms of the agreement, you are required to make amends by either paying compensation, giving compensation, or modifying the item that violated the contract in some way.

On the other hand, it is planned that anyone who creates food and drinks or distributes food and drinks within the borders of Indonesia will be able to receive a guarantee of legal protection and assurance. This will be possible because of the Indonesian Food and Drug Administration (*Pusat Perawatan Kesehatan*). This is done so that the food and beverage

business is held to the highest possible standards. Trading in food and drinks in a way that is both ethical and responsible serves more than only the goal of safeguarding the interests of customers who purchase food and beverages. This is only one of the numerous advantages that may be gained as a result of participating in this kind. This is because it is anticipated that owners of major as well as smaller companies that participate in the food industry will be able to distribute and trade their food items to all regions of Indonesia with assurances that they will do so honestly and with the ability to account for their purchases. The reason for this is anticipated that owners of major as well as smaller companies that participate in the food industry will be able to do so. The reason for this anticipation is because it is anticipated that proprietors of significant as well as smaller businesses that are involved in the food sector will be able to the key factor that contributes to this notion is the presence of both large companies and enterprises that are on a smaller scale but actively participating in the food industry.

Consumers in the United States of America or any other nation who intend to purchase food and beverages are required to read the labels of the items they intend to purchase with extreme caution. The information that the manufacturer wants the person who will eventually buy the things to know is placed on the label. This information is intended for the person who will buy the items. When a consumer is considering whether or not to make a purchase, it is in the consumer's best interest to have as much information as possible shown on the product label. Business actors (producers) and business actors linked with the circulation of food and drink are required to provide customers with clear information to facilitate the consumers' ability to make educated decisions about the consumption of food and drink. This is done to ensure that customers can make informed decisions about the consumption of food and drink. The purpose of this stipulation is to guarantee that consumers can make well-informed decisions about the use of ingestible goods like food and drink.

3. Business Actors' Contractual Responsibilities

It appears that business actors, including household industry business actors, are given more credit for acting in good faith in the Law of the Republic of Indonesia Number 8 of 1999 concerning Consumer Protection because it covers all phases of carrying out their business activities. As a result, it can be interpreted that business actors' obligation to act in good faith begins when goods are designed or produced and continues through the after-sales stage, while consumers are only required to: This is undoubtedly a result of the likelihood of customer losses beginning with the items created or generated by producers or other business players, as well as the opportunity for consumers to injure producers beginning with their interactions with producers. It is possible to circulate food or beverages that do not fulfill the health standards, namely: safe, quality, and nutritious, in connection with the manufacturing of home goods and beverages that are readily available on the market. Particularly if the food they make results in both losses to human health and the death of those who consume it, every individual who produces food that is circulated needs to bear the weight of accountability.

Consumer losses, whether in the form of health issues or fatalities brought on by ingesting hazardous or harmful food items, are solely the responsibility of producers or business players. According to Article 41 paragraph (1) of Law No. 7 of the Republic of Indonesia Concerning Food, if a food product causes losses to customers, there must be a party accountable for the product's safety. In other words, it is the producer's responsibility to provide accountability. The Law of the Republic of Indonesia Number 7 of 1996's Article 41, paragraph 4, which states that "In addition to the provisions referred to in paragraph (3), in the event that the business entity and or people in the business entity can prove that This is not due to his mistakes, the business entity and or individuals in the business entity are not required to compensate for losses," also lays out the foundation for the producer's responsibility.

Consumer losses, whether in the form of health issues or fatalities brought on by ingesting food and beverage goods that are toxic or harmful, are entirely the responsibility of business actors in the case of a loss of food items intended for consumers. The targeted compensation may take the shape of health care services, payments to injured customers or their heirs, or agreements between the parties.

Legal repercussions include the withdrawal of food products and beverages, the destruction of food and beverages if they are found to be dangerous to human health or life, and the revocation of production permits or business licenses against household industry food and beverage businesses that are proven to have violated the law by using harmful substances in the production process.

CONCLUSION

This paper concluded that the goal of consumer protection is to provide a sense of security, clarity, and legal parity between producers and consumers. According to Article 3 of UUPK 8 of 1999 (Indonesian Consumer Protection Law), which may be defined as follows, the goal of consumer protection is to: (1) increased self-defense knowledge, skills, and independence among consumers, (2) enhancing the worth and dignity of customers by protecting them from harmful overuse of products or services, (3) increased consumer empowerment in terms of deciding what products to buy and claiming their legal rights, and (4) establishing a consumer protection system including components of information disclosure, legal certainty, and access to information. According to Law No. 8 of 1999 about Consumer Protection, there are two options for resolving consumer disputes: through the courts or outside of them through the quick fulfillment of requests for compensation through the Consumer Dispute Settlement Agency (BPSK).

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