

ANALYSIS OF THE IMPLEMENTATION OF CONSUMER PROTECTION LAWS IN INDONESIA

Santy

STMIK Dharmapala Riau, Indonesia
E-mail: santy@lecturer.stmikdharmapalariau.ac.id

Abstract

This research aims to analyze the implementation of consumer protection law in Indonesia by highlighting various aspects that influence its effectiveness. Using a literature study method, this research explores the role of law enforcement, industry and business compliance, and the use of digital technology in an effort to provide optimal protection to consumers. The research results show that the understanding and capacity of law enforcement needs to be improved in order to handle cases fairly and professionally. On the other hand, business actors must maintain their commitment to product regulations and transparency for the sake of consumer safety. Apart from that, digital technology has been proven to have great potential in making it easier for consumers to get information and report violations in real-time. The conclusion of this analysis shows that collaboration between government, society and the private sector is very necessary to create a more modern and efficient consumer protection ecosystem in Indonesia.

Keywords: Consumer Protection Law, Law Enforcement, Business Actors

INTRODUCTION

In the current era of globalization and technological progress, trading activities are no longer limited by geographical boundaries. In Indonesia, economic growth and significant increases in both conventional and digital trade have created new complexities in the relationship between business actors and consumers. This background demands the need for an in-depth analysis of the implementation of consumer protection laws to ensure that consumer rights remain protected amidst increasingly fierce market competition. Consumers as one of the pillars of economic transactions must be guaranteed security, comfort and fairness in every transaction (Dewi et al., 2024).

As a developing country with a population of more than 270 million people, Indonesia has unique challenges in protecting consumer rights. Various cases of fraud, dangerous products and services that do not meet quality standards have surfaced, exposing gaps in our consumer protection