

**RESPONSIBILITY OF BUSINESSES ACTIVITIES IN THE SALE OF
EXPIRED GOODS AND DOES NOT HAVE A MARKETING PERMIT
BASED ON LAW NUMBER 8 YEAR 1999
ABOUT CONSUMER PROTECTION IN
VERDICT NUMBER 20/Pid.Sus/2021/PN.END.**

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ABSTRACT

Consumer Protection is all efforts to ensure legal certainty to provide protection to consumers. Legal certainty to protect consumer rights is carried out based on the Act, in providing hope that Business people do not act arbitrarily against consumers that can harm consumer rights. Business people under consumer protection law must be held accountable if their actions have violated the rights and interests of consumers, caused losses, or disrupted consumer health.

This research uses a normative juridical approach. Research data sourced from primary, secondary and tertiary data. The data presentation model uses a narrative text form and a qualitative normative data analysis model.

Based on the results of research and data analysis in the Decision of the Ende District Court Number: 20/Pid.Sus/2021/PN.End, it can be concluded that business person in selling cosmetics has not carried out her responsibilities as business person based on Law Number 8 of 1999 regarding Consumer Protection. Therefore, business person is subject to sanctions in accordance with the provisions of Article 8 paragraph (1) letter a Jo Article 62 paragraph (1) of the Law of the Republic of Indonesia Number 8 of 1999 concerning Consumer Protection and Law Number 8 of 1981 concerning the Criminal Procedure Code and other regulations. other relevant legislation.

Keywords: Responsibility, Business People, Cosmetics, Expiration.