

CHAPTER V

CONCLUSION

A. Conclusion

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 people in selling cosmetics have not carried out their responsibilities as business people based on Law Number 8 of 1999 regarding Consumer Protection, this can be seen:

Based on the verdict of the panel of judges that the business person has been legally and convincingly proven guilty of committing a criminal act of trading goods and/or services that do not meet or do not comply with the required standards and statutory provisions as stated in the single indictment and the responsibility of the business person given to Agnes Mude in the form of a fine of Rp. 5.000.000,- (five million rupiahs) provided that if the fine is not paid, it will be replaced with imprisonment for 6 (six) months.

B. Recommendation

Business People must pay more attention to their obligations in carrying out their business activities and ensure the quality of goods and/or services produced and/or traded based on the provisions of the applicable quality standards of goods and/or services. Consumers should be more careful in choosing goods and/or services to be consumed or used. And judges must be more careful and thorough in making decisions and implementing laws so that

the sentences imposed are appropriate and deter business people and provide justice for consumers.

