

CHAPTER V

CONCLUSION

A. Conclusion

Based on the results of research and data analysis, it can be concluded that the East Jakarta District Court Decision Number: 1329/Pid.Sus/2020/Pn.Jkt.Tim has provided legal protection to consumers by imposing criminal penalties on Zul Bahri and Rio Sinaga as Business Actor based on Article 62 paragraph 1 jo. Article 8 paragraph 1 letter i of Law Number 8 of 1999 concerning Consumer Protection jo. Article 55 paragraph 1 of the 1st Criminal Code. Business Actors in this case intentionally omit barcodes in Herbalife Milk packaging and do not fulfill Consumer rights as contained in Article 4 letters a, b, and c of Law Number 8 of 1999 concerning Consumer Protection, and do not carry out their obligations as Business Actors properly. as contained in Article 7 letter a, b of Law Number 8 of 1999 concerning Consumer Protection.

The judge's decision in this case was correct by imposing a criminal verdict on Zul Bahri and Rio Sinaga as business actors based on Article 62 paragraph 1 jo. Article 8 paragraph 1 letter i of Law Number 8 of 1999 concerning Consumer Protection jo. Article 55 paragraph 1 of the 1st Criminal Code with imprisonment for 7 (seven) months each, minus the period of detention that has been served by Zul Bahri and Rio Sinaga.

B. Suggestions

Based on the results of research and discussion, the authors provide the following suggestions:

1. For Business Actors, in running their business, they must have good intentions and carry out their obligations as Business Actors in accordance with Law Number 8 of 1999 concerning Consumer Protection..
2. For the government, it should provide counseling equally, especially to the lower middle class community regarding the implementation of the Consumer Protection Law to Business Actors and Consumers to ensure legal protection for consumers and business actors.
3. For Consumers, to be more thorough and educate themselves in choosing the product to be purchased. Consumers must understand their rights and obligations as Consumers and understand the rights and obligations of Business Actors in order to create a basic understanding for Consumers.

