

**TANGGUNGJAWAB PELAKU USAHA KEPADA KONSUMEN PRODUK
PANGAN, KOSMETIK DAN OBAT KERAS KEDALUWARSA
BERDASARKAN UNDANG-UNDANG NOMOR 8 TAHUN 1999
TENTANG PERLINDUNGAN KONSUMEN
(Studi Putusan Nomor 79/Pid.Sus/2021/PN SOE)**

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ABSTRAK

Skripsi ini berjudul “Tanggungjawab Pelaku Usaha Kepada Konsumen Produk Pangan, Kosmetik Dan Obat Keras Kedaluwarsa Berdasarkan Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen (Studi Putusan Nomor 79/Pid.Sus/2021/PN. Soe) “. Penelitian ini bertujuan untuk mengetahui tanggungjawab pelaku usaha kepada konsumen terkait dengan produk pangan, kosmetik dan obat keras kedaluwarsa berdasarkan Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen dalam pada Putusan Nomor 79/Pid.Sus/2021/PN Soe.

Penelitian ini menggunakan metode pendekatan hukum secara yuridis normatif, dengan spesifikasi penelitian deskriptif. Dalam penelitian ini sumber data yang digunakan adalah data sekunder berupa Putusan Pengadilan Negeri Soe Nomor 79/Pid.Sus/2021/PN. Soe, undang-undang serta buku-buku. Data yang diperoleh disajikan secara sistematis dan terperinci, dan analisis data dilakukan secara normatif.

Hasil penelitian dan pembahasan dapat diketahui bahwa Putusan Pengadilan Negeri Soe Nomor 79/Pid.Sus/2021/PN Soe, hakim menetapkan Rustang Beddu Habe selaku Pelaku Usaha sudah melakukan tanggung jawabnya, yakni dengan membayar denda sebesar Rp 12.000.000,- (dua belas juta rupiah), perbuatan pelaku usaha dengan tidak memperhatikan hak konsumen yang diatur Pasal 4 huruf a dan c; Pasal 7 huruf a dan b; Pasal 19 ayat (1) Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen. Pertimbangan hukum hakim dalam Putusan Pengadilan Negeri Soe Nomor 79/Pid.Sus/2021/PN Soe sudah tepat yaitu untuk melindungi konsumen dari pelaku usaha yang sengaja menjual Produk Pangan Kadaluwarsa, Kosmetik kadaluwarsa dan kosmetik yang tanggal kadaluarsanya dihapus, Kosmetik tanpa ijin edar dan Obat keras yang dapat membahayakan kesehatan konsumen.

Kata kunci : Tanggung Jawab, Pelaku Usaha, Produk Pangan, Kosmetik dan Obat Keras, Kadaluarsa.

**THE RESPONSIBILITY OF BUSINESSES TO CONSUMERS OF EXPIRED
FOOD, COSMETIC AND STRONG DRUG PRODUCTS BASED ON LAW
NUMBER 8 OF 1999 CONCERNING CONSUMER PROTECTION
(Study of Decision Number 79/Pid.Sus/2021/PN SOE)**

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ABSTRACT

This thesis is entitled "The Responsibility of Business Actors to Consumers of Expired Food Products, Cosmetics and Hard Drugs Based on Law Number 8 of 1999 concerning Consumer Protection (Decision Study Number 79/Pid.Sus/2021/PN. Soe)". This study aims to determine the responsibility of business actors to consumers related to expired food products, cosmetics and hard drugs based on Law Number 8 of 1999 concerning Consumer Protection in Decision Number 79/Pid.Sus/2021/PN Soe.

This study uses a normative juridical approach, with descriptive research specifications. In this study, the data source used is secondary data in the form of the Soe District Court Decision Number 79/Pid.Sus/2021/PN. Soe, laws and books. The data obtained are presented in a systematic and detailed manner, and data analysis is carried out normatively.

The results of the research and discussion can be seen that the Decision of the Soe District Court Number 79/Pid.Sus/2021/PN Soe, the judge determined that Rustang Beddu Habe as a business actor had carried out his responsibilities, namely by paying a fine of IDR 12,000,000 (twelve) million rupiah), the actions of business actors without paying attention to the rights of consumers as regulated in Article 4 letters a and c; Article 7 letters a and b; Article 19 paragraph (1) of Law Number 8 of 1999 concerning Consumer Protection. The judge's legal considerations in the Soe District Court Decision Number 79/Pid.Sus/2021/PN Soe are appropriate, namely to protect consumers from business actors who intentionally sell expired food products, expired cosmetics and cosmetics whose expiration dates are removed, cosmetics without distribution permits and drugs which may endanger the health of consumers.

Keywords: Responsibility, Business Actor, Food Products, Cosmetics and Hard Drugs, Expired.