

**PERLINDUNGAN HUKUM TERHADAP KONSUMEN PEMBELIAN
BENIH UNGGUL KELAPA SAWIT STUDI TERHADAP PUTUSAN
NOMOR 5/PID.SUS/2022/PN.BGL**

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ABSTRAK

Penelitian ini mengkaji tentang perlindungan hukum terhadap konsumen pembelian benih unggul kelapa sawit. Penelitian ini bertujuan untuk mengetahui perlindungan hukum dan tanggung jawab pelaku usaha terhadap konsumen pembelian benih unggul kelapa sawit dalam Putusan Nomor 5/Pid.sus/2022/Pn.Bgl ditinjau dari Undang-Undang Perlindungan Konsumen.

Pada penelitian ini menggunakan tipe penelitian *yuridis normatif*, metode pendekatan undang-undang, spesifikasi penelitian deskriptif analitis. Data yang digunakan adalah data sekunder dengan pengumpulan data menggunakan studi kepustakaan yang disajikan melalui uraian secara sistematis dan logis dengan bentuk teks naratif, kemudian dianalisis secara normatif kualitatif.

Berdasarkan hasil penelitian dan analisis data, konsumen telah mendapatkan perlindungan hukum berdasarkan Pasal 115 Jo Pasal 30 ayat (4) Undang-Undang Nomor 22 Tahun 2019 tentang Sistem Budi Daya Pertanian Berkelanjutan. Putusan tersebut menjadi bukti upaya perlindungan hukum terhadap konsumen benih unggul kelapa sawit terutama perlindungan hukum atas hak konsumen yang terdapat dalam Pasal 4 huruf a dan c UUPK, terhadap tanggungjawab pelaku usaha telah terpenuhi dengan dijatuhkannya pidana pada putusan tersebut.

Kata kunci : *Perlindungan Hukum, Konsumen, Benih Unggul Kelapa Sawit.*

**LEGAL PROTECTION OF CONSUMERS PURCHASE OF OIL PALM
SEEDS TO DECISION NUMBER 5/PID.SUS/2022/PN.BGL**

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ABSTRACT

This research examines the legal protection of consumers purchasing of oil palm seeds. This research aims to determine the legal protection and responsibilities of business actors towards consumers purchasing of oil palm seeds in Decision number 5/Pid.sus/2022/Pn.Bgl in term of Consumer Rights Regulated.

The approach method used is a normative juridical approach with statutory approach method, analytical descriptive research specifications. The data used is secondary data by collecting data using library research which is presented through systematic and logical descriptions in the form of narrative text, then analyzed qualitatively normatively.

Based on the results of research and data analysis, consumers have received legal protection under Article 115 in conjunction with Article 30 paragraph (4) of Law Number 22 of 2019 concerning Sustainable Agricultural Cultivation Systems. This decision is evidence of efforts to protect the law against consumers of superior oil palm seeds, especially the legal protection of consumer rights contained in Article 4 letters a and c of the UUPK, for the responsibilities of business actors have been fulfilled by imposing a criminal sentence on the decision.

Keyword : *Legal Protection, Consumers, Palm Oil Seeds.*