

ABSTRACT

The practice of manipulating quantity and pricing in the government-subsidized cooking oil product Minyakita has caused losses to consumers and contradicts the principles of consumer protection as regulated under Law Number 8 of 1999 concerning Consumer Protection. This study aims to analyze the legal liability of business actors toward consumers who suffer losses due to the manipulation of Minyakita's quantity and price. The research employs a normative juridical method using both statutory and conceptual approaches. The legal materials consist of primary legal sources, including Law Number 8 of 1999 on Consumer Protection, Regulation of the Minister of Trade Number 36 of 2020 concerning Mandatory Packaged Palm Cooking Oil, and other relevant regulations, as well as secondary legal materials derived from books, journals, and other legal references. The findings indicate that business actors who manipulate the quantity and selling price of Minyakita violate consumer rights as stipulated in Articles 4 and 8 of the Consumer Protection Law. The legal liabilities imposed on business actors include civil liability in the form of compensation through refunds or replacement of goods with equivalent value as regulated in Article 19 paragraph (2) of the Consumer Protection Law. Furthermore, business actors may also be subject to administrative sanctions under Article 60 and criminal sanctions under Articles 61, 62, and 63 of the Consumer Protection Law. Therefore, stricter supervision and consistent law enforcement are necessary to ensure consumer protection and legal certainty in commercial activities.

ABSTRAK

Praktik manipulasi takaran dan harga pada produk minyak goreng bersubsidi Minyakita menimbulkan kerugian bagi konsumen serta bertentangan dengan prinsip perlindungan konsumen yang diatur dalam Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen. Penelitian ini bertujuan untuk mengetahui bentuk tanggung gugat hukum pelaku usaha terhadap konsumen yang dirugikan akibat manipulasi takaran dan harga Minyakita. Metode penelitian yang digunakan adalah penelitian yuridis normatif dengan pendekatan perundang-undangan (statute approach) dan pendekatan konseptual (conceptual approach). Bahan hukum yang digunakan terdiri atas bahan hukum primer.

