

Consumer Protection Against Inconsistencies in Nutrition Facts Information on Whey Protein Milk Product Labels (Legal Analysis Study)

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Abstract. Trade arises due to several background reasons, namely philosophical, legal and sociological backgrounds that greatly influence the development and regulation of the process of running a trade. This study aims to analyze the implementation of labeling in whey protein milk products in Indonesia and product responsibility for business actors for inappropriate nutritional value information. The method used in this thesis research is a doctrinal/normative approach. The specification of this research uses analytical evaluative. The type of research used in this research is normative juridical, namely library legal research conducted by examining library materials or secondary data. Data analysis in this research is an interactive analysis model according to Miles and Huberman. Conclusion and suggestions, The laws and regulations implemented in Indonesia have considered the rights and obligations of business actors and the public as consumers, although there is no guarantee that all producers have good intentions. Business actors are expected to implement quality control on all products produced and marketed by referring to the references set by the government. On the part of the wider community as consumers, there needs to be caution in consuming the results of a product, one of which is by observing what is stated on the label to ensure the method and use according to needs.

Keywords: Consumer Protection; Nutritional Value Information; Whey Protein Milk.

1. Introduction

The limitation for food crops is a group of plants as a source of carbohydrates and proteins and is usually limited by a seasonal time. The existence of these limitations will cause carbohydrate sources to be limited, so they need to be improved in the future. Other types of plants such as tubers (sweet potatoes and taro) and fruits (breadfruit) that have carbohydrate sources should be able to enter food crops with carbohydrate sources that are not limited to seasonal plant groups.¹ Food is a basic need that must be met by every

¹Ibid.

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individual, so the government and society are required to ensure that the food consumed is safe, healthy, and meets the established quality standards by paying attention to food raw materials, production processes, processing, and packaging as well as good food handling so that the food consumed is of good quality and safe for human health.²

The state is obliged to maintain and ensure that the basic needs of its people are met and to provide education on the importance of healthy and safe food for consumption, as stated in Paragraph IV of the 1945 Constitution, which among other things states that "The Government of the Republic of Indonesia protects all Indonesian people, advances public welfare, and improves the life of the nation."

Food itself can be divided into 3 based on how it is obtained, namely:³

1. Fresh food is food that can be consumed directly, has not been processed and can be used as raw material for food processing;
2. Processed food is food or drink that is the result of processing using certain methods, whether with or without additional ingredients, such as ready-to-eat food and processed food from household industries;
3. Certain processed foods are processed foods that are aimed at certain groups as an effort to maintain and improve health quality, such as low-fat milk for people on a low-fat diet and mahkota dewa plant extract for people with diabetes mellitus. The distribution of food originating from biological source production through the trade system must be labeled with information about what is contained in the traded goods. The label attached to the food product aims to inform potential consumers about each food product that is packaged correctly and clearly before the product is purchased and consumed, therefore the information written must be in accordance with the product content therein. This is in accordance with the contents of Article 96 Paragraph (1) and (2) of the Law on Food. The meaning of correct and clear information is information related to origin, safety, quality, and other necessary information.⁴

The inclusion of nutritional labels on food products is in line with Article 4 number 3 of Law Number 8 of 1999 concerning Consumer Protection, which emphasizes that consumers have the right to correct, clear, and honest information regarding the condition and guarantee of goods and/or services. Regulations on labeling regulations are important as a way to protect consumers, as well as a tool for monitoring the food industry so that it does not misuse nutritional claims to increase sales value. There are many products on the market that include claims that the product is low in fat, sugar-free, or high in fiber but do not provide adequate information on the nutritional label to support these claims. Furthermore, regulations related to food labeling can also be found in the Regulation of the Food and Drug Supervisory Agency or abbreviated as BPOM, for example Regulation of the Food and Drug Supervisory Agency Number 22 of 2019 concerning Nutritional Value Information on Processed Food Labels. The

²Edy Nurcahyo, Regulation and Supervision of Packaged Processed Food Products, Udayana Master of Law Journal, Vol. 7 No. 3, 2018, p. 403.

³Department of Agriculture and Food, Fresh Food and Processed Food, Yogyakarta 11 November 2020.

⁴Article 96 paragraph (1) and (2) of Law Number 18 of 2012 concerning Food.

regulation provides more details regarding the procedures for writing nutritional value information, serving size, nutritional composition, and label layout. In this context, BPOM plays an important role in ensuring that processed food products circulating in the community have met the applicable provisions in terms of content and presentation of information to consumers. With a strict supervision system and sanctions for violations, it can be a preventive step so that producers no longer ignore labeling obligations according to predetermined standards.⁵

The legal aspect of food labeling is also related to the principle of legal responsibility of producers. In the Indonesian legal system, this responsibility can be in the form of civil, criminal, or administrative responsibility. For example, if the label that is listed is proven to be misleading and causes harm to consumers, then consumers have the right to claim compensation through a judicial mechanism or submit a complaint through the Consumer Dispute Resolution Agency (BPSK).⁶ Manufacturers can be subject to criminal sanctions in more serious cases if they are proven to have committed fraud or falsified information related to food products. This is important in order to strengthen appropriate and responsible labeling as a representation of fair legal protection.

2. Research Methods

The main text must be written using Calibri, 12 pt, full justify. Italics can be used for foreign language emphasis and boldface should be avoided except for sub-chapters. Research methods consist of: types of research, approach methods, research specifications, data collection methods and data analysis methods, without needing to provide an understanding.

3. Results and Discussion

3.1. Implementation of Labeling in Whey Protein Milk Products in Indonesia

To fulfill the nutritional needs of their young, each female mammal has many different variations in the nutritional content of its milk.⁷ Milk produced by female mammals is a secretion with various nutritional sources for the growth needs of their offspring. Winarno's opinion about milk is that milk is a white liquid secreted by the mammary glands of female mammals, in order to meet the food and energy and nutritional intake for their offspring.⁸

In general, humans consume milk from cows, the milk is produced from blood elements in the cow's mammary glands. In general, Buckle defines milk as a secretion from the mammary

⁵Holif Fitriyah, et al., 2023, Food Product Development and Nutritional Intervention, PT Sada Kurnia Pustaka, Banten, p. 105.

⁶Zahry Vandawati Chumaida and Bambang Sugeng Ariadi, 2021, Enforcement of Consumer Rights Through the Consumer Dispute Resolution Agency to Increase the Consumer Satisfaction Index, CV. Jakad Media Publishing, Surabaya, p. 24.

⁷Norman N. Potter, 1976, Food Science 2nd edition, The Avi Publishing Company In, United States of America, p. 8.

⁸Winarno, Loc.cit.

glands of animals that breastfeed their young.⁹Protein milk products produced from milk elements are known to have a myriad of benefits that are very good for human health, but there are also some side effects from using this protein milk. There are some consumers who consume protein milk products who have lactose intolerance, which is a condition where someone experiences an allergic reaction to products such as milk or protein milk that contain lactose.¹⁰

The increasing popularity of milk as a source of protein, especially as a substitute for breast milk for toddlers, has led to more and more people producing it by raising cattle. In the next process, there needs to be standardization of milk protein products. In an increasingly competitive business world, product standardization is one of the main factors that can help companies grow and survive because companies will be able to produce products that are consistent in quality.¹¹

Product standardization is the process of developing and implementing certain standards or specifications for products made or provided by a company that covers various aspects, such as product design, raw materials used, production processes, packaging, and even shipping. The purpose of product standardization is to ensure that every product issued by a company has the same quality and characteristics, no matter when or where the product is produced.¹²

Gandhi said that standardization is a process of formulating and implementing rules in a regular approach to certain activities for the benefit and with the cooperation of all interested parties, especially to increase overall economy optimally by taking into account functional conditions and safety requirements based on the consolidation of the results of (science) technology and experience.¹³

One aspect of the standardization process is in its packaging with the inclusion of a label containing information about the product being marketed. The inclusion of labels on packaging and the way food is advertised must not conflict with that contained in P Number 69 of 1999 concerning Food Labels and Advertisements. The definition of a food label is any information contained on the packaging of a product regarding food in the form of images, writing, a combination of both, or other forms that are included in the food, inserted into, attached to, or are part of the food packaging. The label on the food or food packaging has the purpose of providing information to consumers about the product.¹⁴

⁹Buckle, Loc. cit.

¹⁰Gede Ardi Saputra, Loc.

¹¹Islamic University of Indonesia, "The Importance of Standardization to Increase Competitiveness" uii.ac/id, 2017.

¹²Karya Nusantara, The Importance of Product Standardization, karyanusantara.co.id, 2023.

¹³Gandhi, 1980, Consumer Protection Viewed from the Perspective of Industrial Product Standardization Regulation, paper at the Symposium on Legal Aspects of Consumer Protection, BPHN-Binacipta, Jakarta, p. 80.

¹⁴National Food Agency, Guaranteeing National Food Safety and Quality, NFA Invites Smart People to Read Food Labels, DKI Jakarta 29 August 2023.

Some of the main uses of labels on food packaging are, among others:¹⁵

1. Nutritional Information, contains information about the nutritional content of marketed food products. The information mentioned includes the number of calories, carbohydrates, proteins, fats, fibers, sugars, vitamins, and minerals contained therein. The existence of this information will help consumers to make food choices that are in accordance with nutritional needs and control daily nutritional intake.
2. Ingredient Information, provides a list of ingredients used in the product including the main ingredients, additional ingredients such as preservatives, sweeteners, colorings, and other ingredients used in the manufacturing process. This information is important for consumers who have allergies or intolerances to certain ingredients so they can avoid products that contain unwanted ingredients.
3. Allergen Information, some food labels flag the presence of potential allergens such as eggs, nuts, milk, wheat, and seafood. This information is important for individuals with food allergies to identify and avoid products that may trigger allergic reactions.
4. Storage and Serving Instructions, provides instructions on how to store properly. Whether to refrigerate after opening or not, as well as instructions on how to serve or reheat if necessary.
5. Balanced Nutrition Information, on some food labels have included claims about the nutritional balance or certain health benefits of the marketed product. Claims that the product is low in fat, low in sugar, or high in fiber, all of this information will be able to help consumers make better decisions regarding their food choices.
6. Product Identification, which can serve as a way to uniquely identify products, including brand names, lot numbers, and expiration dates. Thus, if necessary, inventory tracking and management can be carried out by manufacturers and retailers, as well as to provide security to consumers.

In Indonesia, labeling of protein milk products is a very important part of food and public health regulation. Legislation has clearly regulated this with the Food and Drug Supervisory Agency (BPOM) as the central role holder in ensuring that every protein milk product circulating in the market complies with the required safety, quality, and information standards.¹⁶

BPOM has the responsibility to assess and approve the protein milk product label of the product produced, before it can be marketed to consumers. The labeling carried out must include information on the entire composition of the product, including protein content and other

¹⁵SDK Division of the DIY Health Service, Function of Labels on Food Products, Yogyakarta, June 21, 2024.

¹⁶Reza Pramasta Gegana et al., The Role of the Food and Drug Supervisory Agency on Business Actors in Yogyakarta, Notarius, Vol. 14 No. 2, 2021, p. 693.

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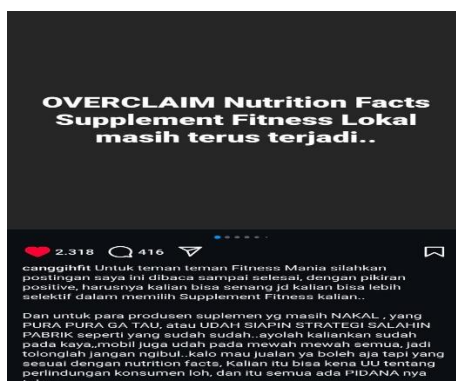
ingredients. BPOM will set specific standards regarding the protein levels allowed in each protein milk product.¹⁷

Furthermore, the label of the protein milk product must also include an expiration date so that consumers can ensure that they consume the product in optimal condition. The provisions in Article 97 number (3) of Law Number 18 of 2012 concerning Food also state that the label of a food product including protein milk consists of:¹⁸

- a. Product name.
- b. List of materials used.
- c. Net weight or net volume.
- d. Name and address of the producing or importing party.
- e. Halal for those who are required.
- f. Production date and code.
- g. Expiration date, month and year.
- h. Distribution permit number for processed food.
- i. The origin of certain food ingredients.

The role of BPOM in Indonesia is still being tested, as evidenced by the chaos surrounding inappropriate nutritional information on whey protein milk labels, as explained in the Instagram account @canggihfit. The account stated that overclaiming nutrition facts of local fitness supplements is still ongoing.

Figure 2. Upload from the Instagram account progresiffit



¹⁷Reza Pramasta Gegana et al., Ibid, p. 696.

¹⁸UMKM Palace, "FAQ on supervision of food advertising labels" istanaumkm.pom.go.id.

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There are still many local fitness supplement manufacturers that overclaim nutrition facts on their products. The owner of the ig account, majufit, has conducted random research on several fitness supplement products and found a discrepancy between the contents and those listed on the label. Random testing is carried out as a way to find out the truth of new products on the market.

Figure 3. Random Test lab test using 100gr of product

Certificate No. No. Sertifikat	CERT.2212054223		
Sample code No. Kode Contoh	SC.221205177		
PARAMETERS	UNITS	RESULTS	METHOD
Protein (N x 6.25)	%	28.57	MJ-0110a (Protein)
Total Sugar	%	4.88	SP-01-02a (Total Sugar & L)
Carbohydrate	%	53.46	MJ-01-02 (By Difference)

Random Test uji lab menggunakan 100gr prodak tsb

Approved by:
Disetujui oleh:

Digitally signed by:
Ditandatangani secara digital oleh:

Kartika, S.
Technical Manager
Date : December 15, 2022

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This test results related to the samples submitted only.
To obtain a more complete data, Random Certificate of Analysis (COA) is also available, you can scanning the QR Code using TCV NORD Indonesia application or general QR Code scanner application on your mobile phone.
Informasi lebih lanjut dapat dilihat pada aplikasi TCV NORD Indonesia.

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The reality found in the study turned out to be concerning, the nutrition facts were very inappropriate. The claimed protein content was 25 grams with 30 grams per serving, while the lab results showed that the protein per serving was not up to 13 grams. The owner of the semakinfitt account conducted research on the results of local fitness supplement products and discussed it by speaking up on the Instagram ceiling. This was done so that if there were naughty entrepreneurs who falsified their nutrition facts data, they would be discussed and educated so that there could be a balance of information. This action was intended so that naughty local fitness supplement producers would change, so that the Indonesian fitness industry would advance.

The discussion is such as the inconsistency of information on the whey protein milk product label that leads to injustice because it can make consumers make the wrong decisions about their nutritional intake. Product labels that do not reflect the actual nutritional content mean that producers do not provide equal treatment so that the principle of justice is lost. Consumers who are harmed by the inconsistency between the label and the reality of its contents as such, then the producer must be responsible for the misinformation by providing compensation.

The next theory used in this writing is the theory of legal protection, that this theory originated from the development of the concept of recognition and protection of human rights that developed in the 19th century. The natural law school states that law originates from God

which is universal and eternal, and law and morals cannot be separated because they are reflections and internal and external rules of human life.¹⁹

3.2. Product Liability for Business Actors for Inappropriate Nutritional Information

Consumer protection as regulated in Article 1 number 1 of the Consumer Protection Law has explained that consumer protection is any effort that guarantees legal certainty to provide protection to consumers. In the explanation of the a quo article, it can be interpreted that consumer protection is a legal instrument created by the government to provide protection to consumers and all disputes/problems that have the potential to cause losses to consumers caused by business actors.²⁰

Consumer protection in the context of the process or application of legal protection to consumers has a broad scope, such as consumer protection for goods and/or services, related to how to obtain said goods and/or services.²¹ With the regulation of consumer protection in UUPK, consumers should be able to safely and comfortably exercise their applicable rights. The concept of consumer protection in force has explained that the bargaining position between consumers and business actors is equal and one party does not have a dominant position over the other.

Consumer protection by Yusuf Shofie is divided into two groups, the first is prohibited acts for business actors and the second is provisions related to the inclusion of standard clauses aimed at consumers by business actors.²² The main purpose of the grouping is to provide legal protection to consumers in a concrete way and avoid the consequences of actions that can be carried out by business actors. Some sectors that need to be considered in consumer protection include:²³

1. Equal distribution of basic necessities.
2. Promotion and protection of the economic interests of consumers.
3. Standards for the safety and quality of goods and services.
4. Physical safety.
5. Efforts for consumers to carry out in claims for compensation.
6. Education and information dissemination programs.

¹⁹Luthvi Febryka Nola, Loc.cit.

²⁰Eli Wuria Dewi, 2015, Consumer Protection Law, Graha Ilmu, Yogyakarta, p. 5.

²¹Zulham, 2013, Consumer Protection Law, Kencana Prenada Media Group, Jakarta, p. 22.

²²Yusuf Shofie, 2003, Consumer Protection and Its Legal Instruments, PT Citra Aditya, Bandung, p. 26.

²³Taufik Simatupang, 2004, Legal Aspects of Advertising, PT Aditya Bakti, Bandung, p. 11-13.

7. Regulation of special issues such as food, beverages, medicines and cosmetics.

Article 2 of the UUPK states that "consumer protection is based on the benefits, justice, balance, security and safety of consumers and legal certainty," thus consumer protection can be interpreted as all efforts that guarantee legal certainty to provide protection to consumers. Explanation of Article 2 of the a quo Law states that consumer protection is organized based on five principles that are relevant to the purpose of national development, namely:²⁴

1. The principle of benefit is intended as an effort to protect consumers in order to provide the greatest possible benefits for consumers and business actors equally and as a whole.
2. The principle of justice is intended as an active contribution from society so that it can be realized optimally by providing broad opportunities for consumers and business actors to fulfill their respective rights and obligations fairly.
3. The principle of balance is intended to create a balance between consumers, business actors and the government in terms of both material and spiritual interests.
4. The principle of consumer safety and security is intended to provide certainty regarding safety and security to consumers in the use, utilization and/or use of goods and/or services consumed.
5. The principle of legal certainty is intended for business actors and consumers to comply with applicable laws and the state must be able to guarantee legal certainty to obtain justice in the process of implementing protection.

The business world as in the buying and selling system, consumers often have a weak bargaining position, so that this position will be vulnerable to business actors who can harm consumers. Consumer protection needs to be regulated with the aim of preventing and protecting consumers from the behavior or actions of business actors that are detrimental.²⁵The specific objectives of consumer protection have been regulated in Article 3 of the UUPK, explained in detail and concretely so that:²⁶

1. Increasing consumer awareness, ability and independence to protect themselves.
2. Raising the dignity and status of consumers by preventing them from the negative effects of using goods and/or services.

²⁴Insan Tajali Nur, Legal Responsibility of Transportation Service Business Actors in Providing Maximum Service and Compensation to Consumers, LAW Treatise, Vol. 2 No. 2, 2006, p. 107.

²⁵Achmad Ali, 1996, Unveiling the Veil of Law, Chandra Pratama, Jakarta, p. 95.

²⁶Yessy Kusumadewi and Grace Sharon, 2022, Consumer Protection Law, Fatimah Azzahrah Institute, Yogyakarta, p. 19.

3. Increasing consumer empowerment in choosing, determining, and demanding their rights as consumers.
4. Creating a consumer protection system that contains elements of legal certainty and openness of information as well as access to obtain information.
5. Raising awareness among business actors regarding the importance of consumer protection so that an honest and responsible attitude in business grows.
6. Improving the quality of goods and/or services that guarantee the continuity of the production of goods and/or services, health, comfort, security and safety of consumers.

The regulations mentioned in the definition of consumer have several elements as follows:²⁷

1. Every Person/Legal Subject

The subject referred to here is as a consumer, namely every person who has the status of a user of goods and/or services. Every person who can be interpreted as a natural person or legal entity (*rechtspersoon*).

2. End User/Consumer

The final consumer as regulated in the explanation of Article 1 number 2 of the UUPK, states that the word user emphasizes the consumer as the final consumer (ultimate consumer). The term user is used to indicate goods and/or services that are used and do not necessarily come from the results of the buying and selling process. The intention is that as a consumer, you do not always have to provide your performance by paying money to obtain the goods and/or services. This provision has a basis for a legal relationship between consumers and business actors that does not need to be contractual (the privity of contract), for example, someone who receives a birthday gift package from a shop.

3. The terminology of the word Product is a substitute term for goods and services. Products produced by producers and marketed, will then be consumed by the public as consumers. The position of consumers who use a product in reality has weak bargaining power, it is possible that at some point they may be exposed to the threat of losses that arise. The implementation of applicable regulations and laws such as UUPK correctly will be able to reduce the potential risks that may arise.

The term producer is not regulated in UUPK, but uses the term business actor as the opposite of consumer. Business actor is a term used in the legal sense of the term producer.²⁸ The explanation of business actors is contained in Article 1 number 3 of the UUPK, which states that every individual or business entity, whether in the form of a legal entity or not a legal entity that is established and domiciled or carries out activities within the jurisdiction of the

²⁷Shidarta, 2000, Consumer Protection Law, Grasindo, Jakarta, p. 4-9.

²⁸NHT Siahaan, Op.cit, p. 24.

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Republic of Indonesia, either alone or together through an agreement to carry out various business activities in various economic fields. It can be interpreted that business actors are as manufacturers of goods and/or services, as distributors, sellers, and other commonly used terminologies.²⁹

Business actors must understand that compliance with standards and labeling is not only a legal obligation, but also the key to maintaining consumer trust so that there are no cases of alleged protein milk that does not match the nutritional label content. In order to maintain a good name and avoid unwanted things, the implementation of appropriate standards and quality control is crucial. The need to take proactive steps by business actors to ensure that their products are in accordance with the nutritional claims stated on the label, thereby avoiding reputational losses and potential negative impacts on the local industry as a whole that may arise.³⁰

The government must play an active role in supervising the production process and production results of business actors and fostering the implementation of consumer protection as stated in Article 3 of the Consumer Protection Act related to the specific purpose of consumer protection. The development carried out by the government is intended as assistance, guidance, and assistance for business actors and consumers so that they can carry out activities safely and comfortably without any deviation or violation of the provisions of applicable laws and regulations. The role of the government is clearly regulated in Article 29 paragraph (1) of the Consumer Protection Act which states that the government is responsible for fostering the implementation of consumer protection that guarantees the rights of consumers and business actors and the implementation of consumer and business actor obligations.³¹

The development of consumer protection organized by the government is carried out in accordance with that explained in the General Explanation of Government Regulation Number 58 of 2001 concerning Development and Supervision of the Implementation of Consumer Protection, which contains efforts to guarantee the acquisition of consumer and business actor rights and carry out the obligations of each party in accordance with the principles of consumer protection that apply to the principles of justice and balance.³²

The laws and regulations implemented in Indonesia have considered the rights and obligations of business actors and the public as consumers. The rights implemented also do not conflict with the basic consumer rights that apply in the world. Broadly speaking, there are 4 basic

²⁹Wiwik Pratiwi, STATE OF LAW, FULFILLMENT OF CONSUMER PROTECTION AND HUMAN RIGHTS (Review of Law Number 8 of 1999 concerning Consumer Protection), J-PeHI: Indonesian Legal Research Journal, Vol. 1 No. 1, 2020, p. 32.

³⁰As Syifa' Khoirun N et al., Optimizing Compliance with Sharia Principles and Increasing Consumer Trust Through Halal Label Certification Assistance for MSMEs, Welfare: Journal of Community Service, Vol. 1 No. 3, 2023, p. 591.

³¹Roberto Ranto., Legal Review of Legal Protection for Consumers in Electronic Media Sales and Purchase Transactions, Alethea Journal of Law, Vol. 2 No. 2, 2019, p. 155.

³²Roberto Ranto, Ibid.

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consumer rights that refer to President Kennedy's 1962 Consumer's Bill of Rights. These rights are as follows:³³

1. The right to safety.
2. The right to be informed.
3. The right to choose.
4. The right to be heard.

When referring to legal literature, sometimes these basic rights are supplemented with a fifth right, namely the right to a clean living environment, so that these five rights are called the "Five Consumer Rights".³⁴ Regarding consumer rights, Article 4 of the Consumer Protection Act also explains what rights consumers must receive, namely:

1. The right to comfort, security and safety in consuming goods and/or services.
2. The right to choose goods and/or services and to obtain said goods and/or services in accordance with the exchange value and conditions and guarantees promised.
3. The right to correct, clear and honest information regarding the condition and guarantee of goods and/or services.
4. The right to have opinions and complaints heard regarding the goods and/or services used.
5. The right to receive advocacy, protection and appropriate efforts to resolve consumer protection disputes.
6. The right to receive consumer guidance and education.
7. The right to be treated or served properly and honestly and without discrimination.
8. The right to receive compensation, damages and/or replacement, if the goods and/or services received do not comply with the agreement or are not as they should be.
9. Rights regulated in other statutory provisions.

In addition to having to obtain their rights, consumers also have obligations as stipulated in Article 5 of the Consumer Protection Act, namely:³⁵

³³Shidarta, Op.cit, p. 16.

³⁴Munir Fuady, 2005, Introduction to Business Law: Organizing Modern Business in the Global Era, PT. Citra Aditya Bakti, Bandung, p. 228.

³⁵Law Number 8 of 1999 concerning Consumer Protection.

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- a. Read and follow the information instructions and procedures for using or utilizing goods and/or services for safety and security.
- b. Have good intentions in carrying out transactions to purchase goods and/or services.
- c. Pay according to the agreed exchange rate.
- d. Following efforts to properly resolve consumer protection disputes.

The existence of rights and obligations for consumers that have been regulated in Article 4 and Article 5 of the Consumer Protection Law, makes consumers have an obligation to know and follow the entirety of the a quo article for the safety and security of consumers. The regulations that have been officially stated in the laws and regulations will encourage consumers to be careful in carrying out their obligations and rights as consumers, this is to prevent losses if business actors carry out prohibited or detrimental actions and do not carry out the steps that have been regulated in accordance with the provisions of applicable laws and regulations.

In order for consumers to be safe and calm when using a product and consuming food products, there needs to be wider socialization to the community regarding the rights and obligations of producers as consumers. The food products in question can be processed foods such as protein milk which is now growing rapidly with various local producers producing it.

Local products with local business actors have their own appeal because they can reduce prices to be more affordable without reducing quality standards, so they can compete with imported products. There needs to be an understanding from the public regarding their rights and obligations as consumers because concerns have arisen along with the increasing number of alleged cases of inappropriate nutritional label content on protein milk, so there needs to be increased awareness regarding the products consumed. Socialization regarding consumer rights and obligations is key to building a better understanding of the dynamics that occur, maintaining trust, and encouraging better product quality overall.

The government has actually regulated producers in carrying out their business activities related to several rights and obligations as well as prohibited acts as business actors. These regulations are intended to create a healthy relationship between business actors and their consumers, so that a positive and conducive climate will be created in the development of the economy in Indonesia.³⁶ Previously, we discussed the rights and obligations of consumers. The following are the rights of business actors as regulated in Article 6 of the Consumer Protection Act, namely:³⁷

- a. The right to receive payment in accordance with the agreed conditions and exchange value of the goods and/or services traded.

³⁶Janus Sidabalok, 2010, Consumer Protection Law in Indonesia, PT. Citra Aditya Bakti, Bandung, p. 83.

³⁷Law Number 8 of 1999 concerning Consumer Protection.

- b. The right to receive legal protection from consumer actions that are in bad faith.
- c. The right to defend oneself appropriately in the legal settlement of consumer disputes.
- d. The right to receive rehabilitation of good name if it is legally proven that the consumer's loss was not caused by the goods and/or services traded.
- e. Rights regulated in other statutory provisions.

Producers as business actors have the rights as explained above, namely, among others, receiving payment for business activities, receiving legal protection, carrying out defense, and other rights that have been stated in the law. Business actors not only have their rights, but also have obligations that must be fulfilled based on Article 7 of the UUPK. The provisions regarding obligations as business actors include:

1. Have good intentions in carrying out business activities.
2. Provide correct, clear and honest information regarding the condition and guarantee of goods and/or services and provide an explanation of the use, repair and maintenance of the product.
3. Treat or serve consumers properly and honestly and without discrimination.
4. Guarantee the quality of goods and/or services produced and/or traded based on applicable goods and/or services quality standards.
5. Providing consumers with the opportunity to test and/or try certain goods and/or services and providing guarantees and/or warranties for goods manufactured and/or traded.
6. Provide compensation and/or reimbursement for losses resulting from the use, utilization and utilization of traded goods and/or services.
7. Providing compensation, compensation and/or replacement if the goods and/or services received or utilized are not in accordance with the agreement.

4. Conclusion

The laws and regulations implemented in Indonesia have considered the rights and obligations of business actors and the public as consumers, and do not conflict with the basic rights of consumers that apply in the world. The regulations that are legally regulated by the government are obligations that must be carried out by business actors with responsibility and good faith, although the implementation of laws and regulations regarding the rights and obligations of business actors and consumers does not guarantee that all producers have good intentions.

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Business actors are expected to implement quality control on all products produced and marketed by referring to the references set by the government, thus business actors can carry out their business activities with full responsibility so that consumer needs will be met according to the correct information. On the part of the wider community as consumers, there needs to be caution in consuming the results of a product, one of which is by observing what is stated on the label to ensure the method and use according to needs.

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