CONSUMER LAW PROTECTION AGAINST UTILIZING OF HARMFUL CHEMICAL INGREDIENTS ON FOOD THAT MARKETED IN PUBLIC RELATED TO LAW NUMBER 8/1999 REGARDING CONSUMER PROTECTION

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ABSTRACT

Food is a basic need for every living creature including for human to survive. As food contains nutritions provide energy for the body to grow and recover, so that human can proliferate. The increasing price of food material has made some producers substitute their ingredient utilizing harmful chemical material. It was calculated that chemical materials are much cheaper than the standarized material. Indeed, it is the consumers who are harmed by this conduct that causes health disturbance. Based on this phenomenon, researcher was interested to study about consumer protection against harmful chemical ingredients on food relating to Law Number 8/1999 regarding consumer protection. This study also described about consumer act as victim of harmful chemical food.

The type of research that conducted is a descriptive analysis by describing the facts of the primary data and secondary data which applying normative juridical method. The resulting data were analyzed by juridical qualitative, so that the hierarchy of legislation can be considered as well as to guarantee legal certainty.

The result of research showed that the utilizing harmful chemical ingredients on food is a consumer right violation. If producer was considered not qualify as regulated by Law Number 8/1999 regarding Consumer Protection in article 4,7 and 19 and producer did not comply its responsibility to the harmed consumer, sanctions will be adressed. Furthermore, criminal law will be adressed, if the producer was proved violating prohibited terms as regulated by Law Number 8/1999 in article 62.