

**PERLINDUNGAN KONSUMEN DALAM MENINGKATKAN INVESTASI DI
INDONESIA BERDASARKAN UNDANG-UNDANG NOMOR 8 TAHUN 1999
TENTANG PERLINDUNGAN KONSUMEN**

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Abstract

Consumer protection is a crucial aspect in fostering a healthy and sustainable investment climate. Law Number 8 of 1999 on Consumer Protection serves as the primary legal foundation for safeguarding consumer rights in Indonesia. This study addresses legal issues surrounding the weak implementation of consumer protection, as evidenced by numerous violations of consumer rights and a lack of awareness among business actors regarding their legal responsibilities. The ineffectiveness of dispute resolution institutions and the low bargaining power of consumers have created legal uncertainty, which ultimately impedes both domestic and foreign investment growth.

This research employs a normative legal method with statutory and conceptual approaches. The findings indicate that although the Consumer Protection Law provides a comprehensive legal framework, its practical implementation remains suboptimal. The results of the study show that strengthening legal protection for consumers can enhance public trust in the market, thereby fostering a more conducive investment climate.

These findings highlight the importance of synergy between the government, business actors, and consumer protection institutions in enforcing legal norms and building collective awareness of the significance of consumer rights within the national economic system.

Keywords: *Consumer Protection, Legal Certainty, Investment Climate*

A. Latar Belakang

Perlindungan konsumen merupakan pilar penting dalam sistem ekonomi modern yang menjunjung tinggi prinsip keadilan, transparansi, dan kepastian hukum. Dalam konteks globalisasi dan liberalisasi perdagangan, keberadaan regulasi yang menjamin hak-hak konsumen menjadi syarat mutlak bagi terciptanya iklim usaha yang sehat dan kondusif. Indonesia, sebagai negara berkembang yang tengah berupaya menarik arus investasi domestik maupun asing, telah menetapkan Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen sebagai dasar hukum untuk menjamin kepastian dan perlindungan hukum bagi konsumen. Undang-undang ini lahir sebagai respons atas meningkatnya kompleksitas hubungan antara pelaku usaha dan konsumen, serta maraknya praktik-praktik bisnis yang merugikan pihak konsumen akibat ketidakseimbangan posisi tawar.