

**KEPASTIAN HUKUM TANGGUNG JAWAB PELAKU USAHA DALAM  
PERLINDUNGAN KONSUMEN DI INDONESIA BERDASARKAN  
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**Abstract**

*Consumer protection in Indonesia has become a crucial aspect of the national economic legal system, particularly following the enactment of Law Number 8 of 1999 concerning Consumer Protection. Legal issues that arose in the early years of the law's implementation, including in 2009, centered around the weak enforcement against business actors who harmed consumers, as well as the imbalance of power between consumers and businesses in commercial transactions. This situation led to legal uncertainty regarding the liability of business actors, both in terms of compensation and criminal or administrative sanctions that should be enforced pursuant to Articles 19 to 28 of the Consumer Protection Act.*

*This study employs a normative juridical research method, utilizing statutory and conceptual approaches to examine legal certainty regarding business actors' responsibilities to consumers. The primary data sources include statutory regulations, notably Law Number 8 of 1999, as well as secondary legal materials such as legal literature and relevant court decisions. The study analyzes the scope of business actors' legal liability, common violations, and dispute resolution mechanisms available to consumers. Special attention is also given to the unilateral use of standard clauses by businesses, which is prohibited under Article 18 of the law. The findings indicate that, although the regulations clearly stipulate the rights and obligations of business actors and the forms of liability for consumer losses, their implementation still faces significant challenges—especially in the areas of legal enforcement and public legal awareness. Many business actors fail to fulfill obligations related to compensation or product/service replacement as mandated in Articles 19 and 25, and tend to avoid responsibility by exploiting vague legal provisions. Thus, strengthening supervisory institutions and consumer dispute resolution mechanisms is essential to ensure the realization of legal certainty in an effective and equitable manner.*

**Keywords:** *Legal Certainty, Business Liability, Consumer Protection, Law Number 8 of 1999*

**A. Latar Belakang**

Perkembangan sistem ekonomi di Indonesia yang semakin terbuka dan kompetitif mendorong meningkatnya aktivitas perdagangan barang dan jasa di berbagai sektor. Di sisi lain, pertumbuhan dunia usaha tidak selalu diiringi oleh