

Legal Protection Against Consumers Experiencing Price Differences Between Labels Prices and Self-Service Cashiers in the District Sleman

Vicki Dwi Purnomo^{1*}, Jumadi²

Master of Law, Widya Mataram University, Yogyakarta

Corresponding Author: Vicki Dwi Purnomo Vickydepe@gmail.com

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ABSTRACT

The number of cases of price difference between the price tag and the self-service cashier, especially in Banyuwangi Regency, of course, is proof that the consumer's right to obtain goods at the promised exchange rate is in accordance with Article 4 Paragraph 2 Constitution Protection Consumer has violated. Based on the problems above, the author formulates problems related to how the form of accountability from supermarkets in problem difference price between label price And machine cashier Which experienced by consumers? The results of the study concluded that the implementation of legal protection for consumers who suffered losses due to cases of price differences between price tags and supermarket cashiers in the district Sleman fall into the criminal element

INTRODUCTION

Protection Consumer is something problem Which very important Good for individual even for public wide, Where they Good individual nor public it cannot free themselves from consumptive goods activities nor service. Protection consumer Of course very needed by public anywhere they exist and must be able to protect any consumptive activities carried out by public. Globalization And trading free Which supported by progress technology And informatics has expanded the space for the flow of transactions of goods or services offered either from production in country nor outside country (Shidarta, 2000:200). So that essence from Consumer Protection is all the efforts made to achieve certainty law for consumers which is definitely the community itself, then the government in this case giving concern for this very important thing by realizing it a rule of law whose content is to guarantee and protect consumers from various matter Which can raises something loss.

Protection This aim For push para perpetrator business For operate his efforts in a manner responsible answer as well as For lift the dignity of consumers so that their rights are still fulfilled and protected by law. In order to fulfill and guarantee consumer rights every consumer can be a social control for business people to stay guard sense of responsibility answer to effort Which run it. On the 20th April 1999 has been approved and promulgated law Law Number 8 of 1999 concerning Consumer Protection (UUPK) which arrange about all something Which become obligation- obligation para business actors, consumer rights and forms of consumer protection. However Constitution This apply in a manner effective One year after promulgated that is 20 April 2000. birth Constitution Number 8 Year 1999 about Consumer Protection is expected to be an effort to protect consumers in Indonesia can be given more attention, therefore realizing consumer protection is to embody the relationship the various dimensions have with each other linkages and dependencies between consumers and business actors (Husni, 2008: 7).In considerate letter D UU Protection Consumer, exists regulation legislation the expected capable give protection to consumer in matter enhancement well-being, dignity And dignity consumers, as well as open access to information about goods and services for him, too expected to develop attitude perpetrator business Which Honest And responsible answer when operate activity no need.

In Article 10 of Law No. 8 of 1999 concerning Protection Consumer confirm that para perpetrator business Which offer goods and/or services intended for trading, are prohibited from offering, promote, advertise or make statement No Correct about:

- a) Price or rates something goods/services
- b) Utility something goods/services
- c) Conditions, dependents, guarantees, rights or compensation for something goods and/or service
- d) Bid piece price or present interesting Which offered
- e) Danger use goods and/or service.

It is very clear that business actors must provide accurate information actually about condition goods Which want for sale to public to the price that consumers will pay want buy goods the.

On period now, public own convenience in fulfil need his life Good from facet clothing, food, And board. Need- need the can obtained with easy in markets traditional which is around where we live and of course we can also get it easily in supermarkets or supermarkets that are around us also. With exists convenience seeta many access Which owned by consumers, of course, provide consumers with lots of choices for determine where they will shop for the necessities of life they Good That in market traditional nor in supermarket.

Excess on supermarket Which often We know is own system arrangement goods Which neat, management service Which friendly And prioritizing customer satisfaction, a clean place to existence clarity about price Which must paid moment will buy A goods in the supermarket. Explanation of this price is always written in a the price *tag* that is placed right on the bottom shelf of the item to be purchased or affixed directly to the goods. Besides that, it's an advantage which is often enjoyed by the public is frequent supermarkets give discount or piece price Which very tantalizing so that grow interest public For buy goods the. Giving discount This besides For add income company or supermarket the, Also For reduce stock goods Which There is in in warehouse storage so that it is sold out so that supermarkets can buy goods that are new For for sale return.

Beside own advantages Which mentioned on, Of coursesupermarket Also own deficiencies Which rated can reduce the interest of the public as consumers to shop at supermarkets. The drawback that often occurs is the lack of friendliness of the services provided by officers or supermarket employees the to consumers/buyers, until lack of supervision administration Which done by party supermarket against the price written on the price *tag* . Lack of supervision as well as accuracy Which done by supermarket the resulted problems such as price differences written on price *tags* and quantities nominal price Which must paid consumer to the cashier.

Error on price *tag* with price list on payment machine yag there is in table cashier often time happen, Where price Which listed previously And on moment do payment there is difference Which This is often due to inaccurate

administrative oversight. That matter of course cause disappointment to consumers because of the amount that must be paid has an amount outside of what has been prepared by the consumer previously. Of course this can result in the cancellation of the purchase done by consumers and will cause tension such as debate between consumer with party supermarket. However choice Which given to consumers is to pay a new price or cancel transaction Which want done.

Formula Problem

Based on exposure background behind Which has explained on, sostudy law This own formula problem as following :

1. How protection law to consumer Which experience loss due to the price difference between the price tag and the self-service checkout according to Constitution Number 8 of 1999 About Protection Consumer ?
2. How form responsible answer party supermarket in the problem of the price difference between the price tag and the cash register experienced by consumer ?

LITERATURE REVIEW

Study Previously

a. Previous research was conducted by Yemima Br. Sitepu in 2016 with title "Accountability Perpetrator Business To Consumer To Promotion Which No Correct reviewed From Constitution Number 8 of 1999 concerning Consumer Protection (Case Study In Shop Alfamart Subdistrict Sail)". Study This loaded in JOM Faculty Law Volome III Number 2, October 2016. Based on study This, writer get information that Constitution Number 8 Year 1999 about Protection Consumer give protection to consumer until into the realm Promotion Which done by perpetrator business with method Which No Correct. Buyer (Consumer) at Alfamart Sail can report the actions of business actors who deliberately gave fake promotions to BPSK (Badan Consumer Dispute Resolution) Pekanbaru City by including evidence Which There is. Consumer Also must role active in report actions perpetrator business Which harm to BPSK so that BPSK can take legal action to provide deterrent effect to business actors who cheat in providing promotion the.

b. Previous research was also conducted by Shavira Andriasari, Rinitami Njatrijani, Bambang eco Turisno on year 2019 with title "Consumer Protection Against Price Differences On Shelf With Receipt Cashier at Indomaret Semarang". This research is published in Diponegoro Law Journal Volume 8, Number 4 of 2019). From this research writer get information that there is 3 stages process transaction Which done by consumer And perpetrator business among them is stage pre-transaction, transaction, And stage after transaction. Stages pre-transaction includes agreement Which offered by perpetrator business to consumers such as price to product quality. The stages of the transaction are after

the pre-transaction stage is carried out, the consumer pays a number Money to perpetrator business in accordance agreement. Then The final stage is post-transaction, which is after the transaction is made then the business actor is obliged to fulfill consumer rights according to the agreement which are made. This research focuses on accountability Indomaret in Semarang City after reports from consumers loss to the local police. Interestingly, since the Invite Number 8 year 1999 about Protection Consumer enforced until 2014 (when the journal is made), not all cities and districts in Indonesia have Consumer Dispute Settlement Bodies (BPSK) in their area so that consumer protection in the area become weaker and less effective. Indomaret side in Semarang City has 2 responsibilities namely public responsibility and responsibility answer private. Related case difference between price goods Which be included with price or rates Which imposed on moment payment writer get information that based on provision Article 7 Paragraph (2) of the Minister of Trade Regulation Number 35 of 2013, then what applies is the lowest price or tariff, but if it refers to the Law Consumer Protection Act (UUPK), if the difference in price can be proven, then the mini market and supermarket business actors can qualified as having violated Article 8 paragraph (1) letter f of Law no. 8 years 1999 About Protection Consumer Which arrange that: Perpetrator businesses are prohibited from producing and/or trading goods and/or services that: are not in accordance with the promise stated in the label, etiquette, information, advertising or sales promotion of said goods and/or services. The maximum penalty is imprisonment 5 (five) years old or a maximum fine of Rp. 2,000,000,000.00 (two billion rupiah). Conclusion Which obtained by writer in journal the is party indomaret will do negotiation with consumer who are harmed by the difference case price and pay accordingly the price stated on the price tag. However, if there is a dispute between consumers and Indomaret, then Indomaret will do change loss in accordance with regulation legislation that apply.

Base Theory

As supporters in discussion, writer quote a number of opinions of legal experts or scholars to serve as a theoretical basis for this thesis can insured answer, that is as follows :

A. Philip M. Hadjon argue that :

Protection Law is protection will dignity And dignity, as well as recognition of human rights and possessions by subject law based on provision law from arbitrariness (Philips, 1987).

B. Satjipto Raharjo argues that :

Legal protection is to provide protection for rights basic man Which harmed person other And shelter the given to the community so that they can enjoy all the rights Which given by law (Satjibto, 1993).

C. CST Kansil argue that :

Protection law is narrowing meaning from protection, in this case only protection by law only. protection that granted by law, related along with the rights and obligations in this case that is owned by humans as legal subjects in interactions with other humans and the environment. As a subject law man own right And obligation For do something action law(CST Chancellor, 1989).

Based on a number of theory protection law according to para expert law And para bachelor law on, can concluded that legal protection is A guarantee in give protection to Right Human Rights (HAM) that are harmed by others. The legal protection must be felt by the whole community, especially the community which is the target of legal protection. So that's protection law must be given to public To use meet the element of certainty and expediency the law. So that Wrong One function the law formed is give protection law And give description alone so public can enjoy rights Which given by law the.

Understanding Protection Law

Protection according to the Indonesian General Dictionary (KBBI), means place take shelter or is deed matter protect, for example government protect inhabitant country Which look for justice (WJS Poerwadar Minta, 1986). Matter different be delivered by Sudikno Mertokusumo where what is meant by law is a set of rules or rules that rule have content which is general and normative, common because applies to everyone and is normative because it determines what should be done,What Which No can done as well as determine How The method carry out obedience to rules (Sudikno: 38). Based on understandings on, can concluded that protection law is series reinforcement with Meaning protect subject law with based on regulations Good in Legislation as well as other applicable rules where the implementation is binding and can be imposed on all legal subjects and accompanied by the existence of a penalty Which strictly according rule the.

One of the things very important and mandatory exists in a country law is exists protection law to whole subject the law. In condition founding something country Of course must There is government Which sovereign And exists people Which inhabit something region the, The relationship between the people and the sovereign government will certainly give rise to a good reciprocal relationship between the people and the people as well as the people with government. From connection lead come back the of course will gave birth to the rights and obligations of both the people with the people as well as the people with the government. A legal protection is a fundamental right that must be fulfilled by the Government of a country for all its people without except.

The concept of legal protection has a goal to produce something peace and order in the form of justice, certainty, to benefit for whole subject law. Protection law addressed For protecting legal subjects is carried out and carried out by a device that approved by the state. Things that are done by the state apparatus in providing legal protection for legal subjects can be *preventive* or *repressive*. From the two properties above, of course, it can be run in the form oral nor writing so that protection law Which formed For protect subject law the reflect function law the formed.

Place implementation something protection law or often called with means of legal protection divided into two kinds, namely as following :

Means Protection Law *preventive*

a. This Preventive Legal Protection Facility is more intended For prevent something dispute, so that para subject law can convey object until his opinion Good moment the rule is being made or when the rule is already held. This Preventive Legal Protection Facility has a very important role for law enforcement in a country specifically in Indonesia. Means This can encourage the government to more careful in making a policy And operate something policy And rule.

Means Protection Law *Repressive*

b. This Repressive Legal Protection facility is more addressed to resolve a dispute. Legal Protection Facility Repressive This is method handling government to something dispute Which arise in the middle subject law Which based on applicable regulations. Dispute handling arising on legal subjects resolved by the judiciary authorized to resolve the dispute. But basic from protection law repressive This is exists confessionas well as protection to right basic man. Confession to right basic man This give restrictions- restrictions on the placement of community obligations and government.

Understanding Protection Consumer

Protection Which addressed to consumer very related with With legal protection, consumer protection has several aspects the law concerning a material to get this protection is not just protection physique but Rights consumer Which characteristic abstract (M. Shidqon Prabowo, 2010: 38). Definition of Consumer Protection at Chapter 1 Paragraph 1 Constitution Number 8 Year 1999 about Protection Consumers namely: "Consumer protection is all efforts to guarantee certainty law For give protection to consumers".

All efforts to guarantee legal certainty have meaning that all effort can done For give protection to consumer must own base law Which strong. With exists base law the Of course will give limitation so that No happen action which can be very detrimental to business actors in providing protection to consumer.

Protection of consumers, of course, has a broad scope, Where consumer protection can be carried out on goods and services, that is which can be done from the stage to be able to get goods and services up to to the consequences of using the goods and/or services. The coverage of consumer protection can distinguished in two aspects, namely: (Zulham, 2013:21)

- a. Protection consumer to possibility goods Which handed over to the consumer is not in accordance with what has been agreed
- b. Protection against the imposition of conditions that are not fair to consumer.

Understanding Consumer

Consumers are often mentioned in the business world in various countries in Indonesia world especially in Indonesia. The term consumer is an easy way to understand an economic chain. The term consumer also makes it easier for us to understand core from protection consumer as well as give limitation firm in discussion Constitution Protection Consumer until on implementation Constitution the.

Understanding consumer grouped into two that is :

1. Understanding Consumer According to Constitution

Understanding Consumer according to Constitution No. 8 1999 concerning Consumer Protection in article 1 paragraph 2 that is :

“ Consumer is every person user goods and/services Which available in public, Good for interest self alone, family, person other, nor creature life other And No Fortraded ”.

From understanding on so elements Which contained in the understanding consumer according to Constitution is as following: (Selina, 2008:27)

- Every person subject Which called as consumer means every person Which status as user goods and/or services. Mamun term people in this case raises doubt, is person Which meant the is individual Which normal called *natuurlijke person* or including a legal entity (*rechtspersoon*). By Because That consumers must covers Also business entity with meaning wide from on material law.
- User
In accordance with the sound of article 1 paragraph 2 of the Law protection consumer, say "user" emphasize, consumer is consumer end (*ultimate consumers*). Term say "user" in matter This used For formulation of these provisions or indicate an item And/ or service Which not used as well as immediately results from transaction sell buy.
- Goods and/or Service
related with term goods and/or service, as replacement terminology the used say product. Currently "product" has the connotation of goods or service. Consumer protection law interprets goods as any object, whether tangible or intangible form, Good move nor No move, Good spent nor No can spent, Which can for traded, worn, used, or utilized by consumer.
- Which available in Goods Society and/or service Which offered to public

Already must willing in market (Look Also provision chapter 9 paragraph (1) letter e UUPK). In trading Which more complex This, condition That No absolute Again demanded by society consumer.

- For interest Self Alone, Family, Person other, Creature Life other Consumer transactions are shown for the benefit self Alone, family, person other And creature life. Interest This No just addressed for For selfthemselves and their families, but also those goods and/or services reserved for person other (in outside self Alone And his family), even for creature life, for example like animal And plant.
- The goods and/or services are not for trading Understanding consumer in UUPK emphasized, that is only consumer end. Limitation That Already Can worn in regulation protection consumer in various Country.

Meanwhile in Law no. 5 of 1999 about Prohibition Practice Monopoly And Competition Business No Healthy, there is understanding about consumer, Where in law the stated with firm that "consumer is every user And/ or use goods And/ or service Good For interest self Alone nor For interest party other".

2. Understanding Consumer According to Para Expert

Az. Nasution (1995:19) states in his book that consumer can grouped become two that is :

- 1) Users or users of goods and/or services service with objective get goods and/or service services for for sale return.
- 2) User goods and/or service service For fulfil need self Alone, family or House the stairs

Matter Which The same Also be delivered by Janus Sidabalok, Where in the book mention that "Consumers are all person Which need goods And service For maintain his life Alone, his family, or For look after or caring his property" (Janus, 2006:17).

According to Dr. Munir Fuady, "Consumers are users end (*end user*) of a product, namely each goods user And/ or service Which available in public, Good for interests of self, family, people others and creatures life other And No For traded" (Munir Fuady, 2008:227). From the opinion of the experts above, the meaning of consumers What we can understand is that consumers are everyone Which use goods and/or service For for sale return or for fulfil need Good That self Alone, family, or House ladder his.

METHODOLOGY

The type of research conducted by the authors in this study is empirical legal research (sociological). The scope of this empirical legal research is research on legal identity and research on legal research. The author will conduct legal research with the type of sociological juridical research or legal studies based on sociological jurisprudence (Dr. Mukti Fajar ND, 2010: 153). This study uses a juridical-sociological approach, which is a study conducted on the real conditions of society with the meaning and purpose of finding facts (fact-finding), which then leads to identification (problem-identification) and ultimately leads to problem-solution.) (Soerdjano, 2002). When the research was conducted by the

author in collecting data sources, both primary and secondary data sources, it was carried out from March 2023 to completion. This research aims to protect consumers and maintain the good name of Sleman Regency

RESEARCH RESULTS

Understanding Institution Protection Consumer Self-subsistent Public

Institution Protection Consumer Self-subsistent Public is a body established independently by the community Which registered literally legitimate in Government Republic Indonesia Which activities For do effort protection consumers (Samsul Arifin.SH, Live interview, 13 March 2021). Same thing too stated in Article 1 Paragraph 3 of Government Regulation Number 59 of the Year 2001 About Institution Protection Consumer Self-subsistent Public Which explained that Institution Protection Consumer Self-subsistent Public Which furthermore called LPKSM is Institution Non Government that is registered and recognized by the Government that owns activity handle protection consumer. Remember Institution Non-Governmental Organization Consumer Protection is an institution Which established by public Which with on purpose register Institution Protection Consumer Which want established to Government, it is certain that the Protection Agency Consumer own Name Which different between One with Which others.

Institution Protection Consumer Which is at in Regency Sleman moment This is Institution Which No established by The government, however, was set up deliberately by a caring community with consumer protection efforts and has been registered and acknowledged by Government. because its nature Which self-subsistent, so between Institution Protection Consumer Which There is in One Regency/City must have different names but still contain one element The similarity is the Consumer Protection Agency, where in the District itself is the Indonesian Consumer Protection Agency (LPKI), Indonesian National Consumer Protection Agency (LPKNI) as well as Which others.

Task Institution Protection Consumer Self-subsistent Public

Based on Article 30 Paragraph 1 of Law Number 8 Years 1999 about Protection Consumer Which beeps

"Supervision to maintenance protection consumer as well as application provision regulation the legislation held by government,public, And institution protection consumer self-subsistent public"

Give base law for Institution Protection Consumer Self-subsistent Public For do function supervision to the net Protection Consumer in Indonesia. Every Institution However, Consumer Protection has a different vision and mission of the many differences in the vision and mission there are similarities in operate task For give protection to consumer in accordance with what is mandated by

the Government through Government Regulations nor Which there is in vision And mission on every Institution Protection Consumer Which There is.

Task And function Institution Protection Consumer Self-subsistent Public Which arranged in Article 3 Regulation Government No 59 Year 2001 About Institution Protection Consumer Self-subsistent Public between other :

- a. Disseminate information in order to improve awareness on right And obligation as well as caution be careful consumer, in consume goods and/or service;
- b. Give advice to consumer Which need;
- c. Cooperate with relevant agencies in effort realize protection consumer;
- d. Help consumer in fight for his right, including accept complaint or complaint consumer;
- e. Do supervision together government And public to implementation protection consumer.

Task And function Which mandated in the Regulation Government Number

59 Year 2001 about Institution Protection Consumer Self-subsistent Public is base from whole task And function Institution Protection Consumer Self-subsistent Public (LPKSM) in Indonesia besides Which listed in the vision and which mission in the form of development from Regulation Government. Besides information about right And obligation consumer, Institution Protection Consumer Self-subsistent Public (LPKSM) Also must spread information related knowledge about Protection consumer. Spread information Which done by Institution Protection Consumer Self-subsistent Public to consumers too has arranged in Article 4 of Government Regulation Number 59 of 2001 concerning Institutions Protection Consumer nongovernmental Which beeps :

"Spread information Which done by LPKSM, covers dissemination various knowledge about protection consumer including regulation legislation Which related with problem protection consumer".

Based on Article 5 of Government Regulation Number 59 of 2001 About the Non-Governmental Organization for Consumer Protection beeps "Gift advice to consumer Which need carried out by LPKSM in a manner oral or written so that consumer can carry out right And his obligations" give something enlightenment to Institution Protection Consumer Which There is in every Regency/City especially in Banyuwangi Regency. Effort educating consumers can also be done by doing guidance and provide advice and advice to consumers related What Which become Right And his obligation. Giving advice to consumers related to their rights and obligations can be done directly nor No direct. Giving advice in a manner direct can done with method give advice as well as suggestion to consumers who come to the office of the Consumer Protection Agency directly,

or by conducting seminars nor public lectures at universities in districts/cities. Whereas giving advice indirectly can be done in a way tell about right And obligation consumer through board billboard, radio, until through Internet.

DISCUSSION

Protection consumer based on Constitution Number

8 Year 1999 About Protection Consumer Chapter 3 Paragraph 4 own objective For create system protection consumer which contains elements of legal certainty and information disclosure and access to information. Legal protection to consumer intended so that consumer own certainty law in resolving disputes with detrimental business actors the consumer. in accordance with Article 4 Paragraph 2 and paragraph 8 of the Law The Consumer Protection Act which reads that consumer rights among others :

Paragraph 2

"The right to choose goods and/or services and to receive the goods and/or services are in accordance with the exchange rate and condition as well as guarantee Which promised"

Paragraph 4

"Right For get compensation, change make a loss and/or replacement, if the goods and/or services received are not in accordance with agreement or not as should"

Consumers whose rights are harmed by business actors are intentional nor No can complain Action perpetrator business the to the agency tasked with protecting the consumer.

Based on Article 30 Paragraph 1 of Law Number 8 Years 1999 about Protection Consumer Which beeps :

"Supervision to maintenance protection consumer as well as application provision regulation the legislation held by government, public, And institution protection consumer self-subsistent public"

Based on this article, the Consumer Protection Agency Self-subsistent Public own base law To use do enforcement law And do supervision to the net consumer protection in society. The scope of supervision of the Consumer Protection Agency Self-subsistent Public in operate his job sourced on Chapter 30 paragraph 3 Constitution Protection Consumer Which beeps :

"Supervision by public And institution protection independent consumers public done against goods and/or service Which circulating in market"

Goods or service on scope supervision Institution Protection Non-Governmental Consumers can be interpreted as broadly as possible so that make it easy movement LPKSM in enforce And give protection to consumer .

Consumers who experience both material and non-material losses material consequences of negligence or intentional actions by business actors report incident the to body nor institution Which authorized to protection consumer. In Regency Sleman, public can report incident guess violation rights consumer to Institution Protection Consumer Self-subsistent Public closest nor to Body Completion Dispute.

CONCLUSIONS AND RECOMMENDATIONS

A. Protection law to consumer Which experience loss because the price difference between the price tag and the self-service checkout set on Constitution Number 8 Year 1999 About Protection Consumers, so that the implementation includes: a) Consumers who experienced price differences are entitled to report the case to Body Completion Dispute Consumer (BPSK) Which overshadow its territory or can ask for help and advocacy to Institution Protection Consumer Self-subsistent Public (LPKSM) closest ; b) BPSK and/or LPKSM will conduct mediation efforts against business actors and consumers who are harmed and provide warning to the business actor; c) if the initial mediation fails so case guess violation right consumer the will bestowed to BPSK For processed more carry on, whereas consumer will still accompanied by LPKSM local; d) BPSK can impose sanctions administrative form fine to perpetrator business; e) if there is a criminal element, BPSK can cooperate with Police Republic Indonesia For finish guess violation criminal related protection consumer.

B. The responsibility of the supermarket in the problem of differences price between the price tag and the cash register experienced by consumers broadly speaking are the same, but there are slight differences between self-service with one another. The difference is more to regulation Which different Which there is on every supermarket. Equality in accountability party answer self-service between other ; a) consumer Which experience difference price between label price And machine cashier can do cancellation of sale and purchase transactions; b) The supermarket will immediately replace the label the old price with the new price tag; c) Self-service party will sanction employee Which responsible answer to change the price tag. While the differences are in Partners Supermarket with Indomaret And Alfamart that is in resolve consumer complaints Which experiencing price differences between price tags and cash registers, among others; a) Self-Service Partners will follow the latest price if there is a price difference between price tags and cash registers, temporary ; b) Indomaret and Alfamart will provide the lowest price if there is a price difference between label price And machine cashier.

Suggestion

A. The Consumer Dispute Settlement Agency (BPSK) must be more active in do supervision to para perpetrator business mainly in matter inclusion price on label price as well as do socialization about authority as well as forms protection consumer in accordance with Constitution Protection Consumer as well as open or provide office representative in every District so that access to BPSK by consumer the more easy.

B. For Institution Protection Consumer Self-subsistent Public (LPKSM) must more active in accommodate complaint consumer related case difference price between label price And machine cashier in supermarket Regency Sleman as well as give warning or warning to business actors and employees if intentionally differentiate price between the price tag and cashier in supermarket the.

ADVANCED RESEARCH

This research has many shortcomings so that further research will be better and have broad benefits.

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