



Legal Protection for Consumers Who Suffer Losses Due to Purchased Goods Which Are Counterfeit Barcode Products According to Law Number 8 of 1999 Concerning Consumer Protection

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ABSTRACT

Law No. 8 of 1999 on Consumer Protection (UUPK) regulates consumer protection in Indonesia. This study aims to analyze the legal protection provided to consumers who suffer losses from purchasing products with fake barcodes, which can confuse consumers regarding regulations related to E-commerce transactions. Online business operators are required to ensure the authenticity, quality, and safety of products. The primary focus of this research is how consumers who incur losses from purchasing products with fake barcodes are legally protected. According to the Consumer Protection Law (UUPK), consumers are entitled to receive goods that match the information promised by the business operator and are entitled to compensation for any loss incurred. Consumers may suffer both material and immaterial losses, such as damaged goods, financial loss, and health risks. Additionally, business operators involved in barcode forgery may face administrative and criminal sanctions. Therefore, the UUPK provides a firm legal foundation to protect consumers' rights in cases involving products with fake barcodes.

INTRODUCTION

One of the important components that includes elements in social and economic life serves to protect consumer rights in transactions. Law of the Republic of Indonesia Number 8 of 1999 concerning Consumer Protection (UUPK) in Indonesia regulates consumer rights with the aim of providing legal protection to consumers so that they can receive goods and services that meet predetermined standards, are safe, and free from fraud and data misuse. Consumers have the right to receive compensation, damages or replacement if the goods or services received do not comply with the agreement or do not meet the promised standards. Article 4 letter (h) of the PK Law states that consumers have the right to compensation if the goods received do not match expectations. In practice, even though regulations have been in place, consumers still often face various problems related to the goods they buy, one of which is products that use fake barcodes. This barcode forgery is often used by business actors to deceive consumers, both in terms of quality, safety, and authenticity of the product. Therefore, it is very important to conduct a thorough examination of the legal protection for consumers who are harmed by this. purchase of these goods. with fake barcodes and the types of losses arising from this practice. Barcodes on products function as identification tools that provide important information related to the product, such as origin, price, composition, and expiration date. Along with the development of technology, barcodes have become an integral part of the transaction of buying and selling goods. Barcodes should make it easier for consumers to obtain clear and valid information about the products they buy. However, in some cases, barcodes on products are actually counterfeited by irresponsible parties. This barcode counterfeiting can harm consumers in various forms, such as goods that do not match the promised quality, products that are not safe to consume or use, and potential financial losses due to prices that do not match the actual value of the product.

Based on this, the legal issues that arise related to goods that have fake barcodes are very important to address. Consumers who buy goods with fake barcodes are often unaware that they have been deceived and end up experiencing losses. These losses can be in the form of material losses, such as damage to goods or financial losses, or immaterial losses, such as pain, stress, or potential health hazards. Therefore, legal protection for consumers who experience losses due to buying goods with fake barcodes needs to be further studied based on the provisions contained in the UUPK.

Law Number 8 of 1999 concerning Consumer Protection provides certain rights to consumers who are harmed by business actors. UUPK stipulates that consumers have the right to obtain goods and services that are in accordance with the promised quality, as well as the right to receive compensation for losses arising from the discrepancy between the goods purchased and the information provided by the business actor. In this context, consumers who purchase products with fake barcodes have the right to claim compensation and obtain proper legal protection. UUPK also provides a legal basis for the government to impose administrative or criminal sanctions on business actors involved in barcode forgery or fraud against consumers.

However, although legal protection for consumers has been regulated in the Consumer Protection Act, there are several challenges in its implementation. One of the main challenges is the lack of consumer understanding of their rights, which causes many consumers to not know that they have the right to claim compensation for the losses they have experienced. In addition, business actors who falsify barcodes are often difficult to detect because of the extensive distribution network and are difficult to monitor.

LITERATURE REVIEW

Kesalahan diagnosis dokter merupakan salah satu masalah kesehatan yang serius dan dapat menyebabkan kerugian bagi pasien. Berbagai definisi kesalahan diagnosis telah dikemukakan oleh para ahli. Menurut Sutanto (2019), kesalahan

METHODOLOGY

1. Statute Approach

The Statute Approach is a legal research method that prioritizes the analysis of legal norms written in applicable laws and regulations. This approach focuses on the interpretation and application of legal provisions relevant to the problem being studied, both in terms of the rights and obligations of the parties involved, as well as the dispute resolution mechanisms regulated in the regulations.

One concrete example in the context of consumer protection is the implementation of Law Number 8 of 1999 concerning Consumer Protection. In this case, the statutory approach is used to examine the extent to which the law provides protection for consumers who may be harmed by products that do not meet safety or quality standards. Especially in the case of counterfeit barcode products or dangerous products that harm consumers, this approach identifies whether existing legal provisions are sufficient to address the problem or whether changes are needed in the applicable law to better protect consumers.

Steps in the Legal Approach:

1. Identifying and Analyzing the Text of the Law: The researcher will first identify the articles in Law Number 8 of 1999 that regulate consumer rights, the obligations of business actors, and their responsibilities in ensuring that the products sold are safe for consumption. This study will also highlight the provisions governing product labels, the obligation to provide clear and honest information about the product, and the prohibition of fraudulent practices in the marketing of goods or services. For example, in the context of counterfeit barcode products, the researcher will examine whether there are provisions in the law that prohibit the circulation of goods with false information or information that does not correspond to reality.
2. Analyzing the Obligations of Business Actors: Next, the researcher will examine the provisions governing the obligations of business actors in providing safe and suitable products. This includes the obligation to conduct product feasibility tests, provide clear information regarding the

- potential risks or dangers that can be caused by the product, and the obligation to provide after-sales services, including a mechanism for returning goods or compensation if the product sold is proven to be defective or dangerous. This analysis will also cover the obligation of business actors to be responsible for any losses caused by unsafe products.
3. **Dispute Resolution Process:** The statutory approach will also explore the dispute resolution mechanisms regulated in the Consumer Protection Law. Researchers will examine how this law regulates the resolution of disputes between consumers and business actors, both through formal legal channels in court and through alternative dispute resolution such as mediation or arbitration. This is important to assess whether existing procedures are adequate to protect consumer rights and provide easy and fast access to obtain compensation or fair settlement.
 4. **Evaluation of the Effectiveness of Consumer Protection:** As part of this approach, researchers will also evaluate the effectiveness of the implementation of consumer protection laws in practice. Does the law provide adequate protection for consumers, especially in relation to products that are dangerous or do not match their labels, such as in the case of counterfeit barcode products? Researchers will look at whether there are gaps or inconsistencies in the implementation of this law that could harm consumers, as well as whether business actors comply with the obligations stipulated in the law.
 5. **Recommendations for Legal Changes:** Based on the results of the analysis and evaluation conducted, the legal approach will also produce recommendations on whether there needs to be changes or additions to provisions in the consumer protection law. For example, whether further regulations need to be made regarding prohibitions or sanctions against business actors who sell products with fake barcodes, or how to make dispute resolution mechanisms faster, cheaper, and more efficient for consumers who are harmed.

Benefits of the Legal Approach:

This approach provides a clear picture of how the law regulates consumer protection and the obligations of business actors in maintaining the safety and quality of marketed products. This approach is very important for identifying weaknesses or deficiencies in existing laws, as well as providing legal solutions for future improvements. In addition, research with this approach can also provide deeper insights for policy makers or legislators to consider changes or revisions to laws to be more responsive to the dynamics of the ever-evolving market, including products that may be risky for consumers, such as products with fake barcodes or other dangerous products.

2. Conceptual Approach

A conceptual approach is used to examine and understand the legal concepts underlying the research, such as consumer protection, hazardous products, and business actors' responsibilities. This approach is important because it provides a deep theoretical basis for interpreting the phenomena being

studied. In this case, these concepts include basic consumer rights, the obligations of producers or business actors, and the principle of caution in the circulation of goods, all of which are interrelated to protect consumers from hazardous products.

Steps in the Conceptual Approach:

Identify Legal Concepts: Researchers will identify various legal concepts that are relevant to consumer protection issues. These include basic concepts such as consumers' rights to obtain safe goods, the principle of caution in product supervision, and the responsibility of business actors in ensuring the quality of the products they sell. These concepts will be used to understand the legal basis that forms the protection of consumers.

The conceptual approach helps in exploring the basic ideas that are the foundation of the legal system that regulates consumer protection. This approach also allows researchers to evaluate whether the existing legal system is adequate or whether there is a need for improvement.

3. Primary and Secondary Data Sources

In this study, researchers utilize two types of data sources, namely primary data and secondary data, each of which has a different but mutually supportive role. Primary data sources provide direct evidence of existing legal practices, while secondary data sources provide a broader understanding of theory and context.

- **Primary Data Sources:**

Court Decisions: Court decisions are the primary source in consumer protection cases involving counterfeit products, such as counterfeit barcode products. Researchers will analyze these decisions to determine how the law is applied in handling consumer disputes and whether the decisions are in accordance with the provisions of the Consumer Protection Act.

Government Regulations and Supervisory Agency Decisions: Documents related to government regulations and decisions issued by supervisory agencies, such as the Food and Drug Supervisory Agency (BPOM), are also important primary sources. This serves to explore existing policies regarding the supervision of hazardous products on the market, as well as the handling steps taken by the government.

- **Secondary Data Sources:**

Legal Literature: Textbooks, scientific articles, and journals that discuss consumer protection law, hazardous products, and the responsibilities of business actors are important secondary data sources. This literature helps provide theoretical context and legal concepts used in the analysis. The researcher will also look for literature that discusses the responsibilities of business actors and the effectiveness of consumer protection laws.

4. Data Collection Techniques

The data collection methods applied in this study include various methods that are adjusted to the type of data to be obtained. The techniques used include literature studies, and document studies.

Literature Study: Researchers will review textbooks, journal articles, and other scientific works that discuss consumer protection laws and hazardous products. This literature provides insight into the legal theories underlying consumer protection laws and principles.

Document Study: Researchers will collect and study various legal documents, such as laws, government regulations, court decisions, and reports from regulatory agencies related to counterfeit barcode products and consumer protection policies. These documents will provide clear information regarding the implementation of the law in Indonesia.

5. Data Analysis Techniques

In this study, the analysis techniques applied include qualitative analysis and normative analysis. **Qualitative Analysis:** This approach is used to interpret the data collected.

from various sources. Researchers will look for certain patterns and themes in documents related to consumer protection and hazardous products, to understand how the law can protect consumers and identify existing problems.

Normative Analysis: The researcher will conduct an analysis of the existing legal provisions to assess whether the law provides adequate protection for consumers. This includes looking at the extent to which the implementation of the law is effective in cases of counterfeit Barcode products and whether there are any shortcomings in the implementation of the law.

RESEARCH RESULT

1. Results

The purpose of this study is to evaluate the legal protection provided to consumers in Indonesia who are harmed by products with fake barcodes. This study uses the concept and approach of law. Several main issues to be discussed in this study were found through an examination of applicable legal regulations, their implementation in practice, and supervision carried out by related institutions. a. Results of Analysis of Existing Legal Regulations.

Article 7 of Law Number 8 of 1999 concerning Consumer Protection (UUPK) provides a legal basis for protecting consumers, including those related to products containing false information, such as barcodes. UUPK stipulates safety standards that must be met by every product circulating in the market, and business actors are required to provide goods that are safe and do not endanger consumers. In this case, products that use fake barcodes can be considered unsafe products and are misleading to consumers.

In addition, other related regulations, such as the Regulation of the Minister of Trade and the Regulation of the Food and Drug Supervisory Agency (BPOM), clarify that dangerous products circulating in the market must go through strict supervision. The existence of these regulations provides a strong foundation in protecting consumers from losses arising from products that do not meet standards. However, the implementation and supervision of the circulation of counterfeit barcode products still face many obstacles.

a. Results of Analysis of Existing Legal Regulations

Law Number 8 of 1999 concerning Consumer Protection (UUPK) provides a strong legal basis to protect consumers from products containing false information, including fake barcodes. Based on UUPK, business actors are required to provide goods that are safe and do not mislead consumers, which includes products with fake barcodes. In addition, other regulations such as the Regulation of the Minister of Trade and BPOM also provide strict supervision of products circulating in the market. However, the implementation and supervision of products with fake barcodes still face obstacles.

b. Implementation of Consumer Protection in Practice

Although there is a strong legal basis, the implementation of consumer protection is often not optimal. Based on the data collected, there are many cases of consumers who have suffered losses due to products with fake barcodes, which indicates imperfections in supervision and law enforcement. Product supervision carried out by the Food and Drug Supervisory Agency (BPOM) and other related institutions is often limited to registered products, while unregistered products or products sold through unauthorized distribution channels, such as online markets, are more difficult to monitor.

□ Challenges in Implementing Consumer Protection:

1. Lack of Consumer Awareness: Many consumers are not fully aware of their rights and how to protect themselves from detrimental business practices. This can result in consumers not knowing how to file a claim or report if they become victims of fraud or substandard products.
2. Misleading Advertising Practices: Many companies use non-transparent or even misleading advertising to attract consumers. For example, exaggerated claims about product quality that are not in accordance with reality, or products that do not meet safety and health standards. This is detrimental to consumers who are trapped in deceptive advertising.
3. Weak Supervision: Although there are supervisory bodies such as BPOM, supervision of products circulating in the market is still less than optimal, especially in the online market. Products that are not registered or sold through unauthorized distribution channels often escape supervision, resulting in products that do not meet standards being easily found by consumers.

□ Recommendations for Improving Consumer Protection:

1. Consumer Education: The government and consumer organizations need to increase efforts to educate the public about the importance of their rights and how to identify safe products. This education can be done through various channels, such as social media, seminars, or information campaigns involving various levels of society.
2. Strict Law Enforcement: Law enforcement must be carried out more firmly and systematically, especially against business actors who are proven to harm consumers. This includes heavier sanctions for misleading

advertising practices, illegal product sales, or other violations that harm consumers. In addition, accelerate the legal process to provide a deterrent effect to business actors who violate.

3. **Collaboration Between Stakeholders:** Consumer protection cannot be carried out by one party alone. Collaboration between the government, regulatory bodies, consumer organizations, and the private sector and e-commerce platforms is very important. For example, the marketplace can work with regulatory agencies to ensure product authenticity and provide better protection for consumers.

Here are the steps that consumers who find products with fake barcodes can take to file a complaint with the Food and Drug Supervisory Agency (BPOM):

1. **Report to BPOM:** Consumers can report products with fake barcodes through the official BPOM website. Here are the steps:

- **Visit the BPOM website:** Access the official BPOM website at ulpk.pom.go.id.
- **Fill in the Complaint Form:** After entering the site, click the "Complaint Form" menu and complete the requested data, such as product information, problem description, and supporting evidence (for example, product photos and barcodes).
- **Submit Complaint:** After filling in the form, click the "Send" button to submit your complaint report. BPOM will process the complaint and conduct an investigation according to procedure.

With these steps, consumers can help identify and address the circulation of products that do not meet standards and encourage increased supervision of products on the market.

2. If consumers feel cheated by products with fake barcodes or other problems, they can contact the Consumer Dispute Resolution Agency (BPSK) in the nearest city or district. The following are the complaint procedures that can be followed:

- **Come to BPSK:** Consumers must visit the local BPSK office in the city or district where they live. You can find the address and contact information of the nearest BPSK via the website or contact the local office directly.
- **Submit a Written Complaint:** Consumers need to submit a written complaint by including clear information regarding the problematic product, as well as supporting evidence, such as product photos and purchase receipts.
- **Mediation Process:** After the complaint is received, BPSK will process the case and arrange mediation between the consumer and the business actor. This mediation aims to reach a fair resolution for both parties, both the consumer and the party being disputed.

This mediation process is usually faster and cheaper than the formal legal process, but if a resolution is not reached, consumers can still continue the case to the legal route.

3. If consumers want further assistance in the complaint process, they can contact the Non-Governmental Consumer Protection Institution (LPKSM). The following are the procedures that can be followed to report a complaint:
 - Filling out the Complaint Form: Consumers must fill out the complaint form provided by LPKSM. This form can usually be downloaded from the LPKSM website or obtained directly at the local LPKSM office.
 - Include Supporting Evidence: To strengthen the complaint, consumers need to attach supporting evidence such as photos of the problematic product, purchase receipts, and other relevant documents. This evidence will help LPKSM process the complaint more effectively.
LPKSM will assist consumers in the complaint process and try to resolve the problem fairly, either through mediation with the business actor or providing advice on legal steps that can be taken
4. If consumers buy a product online and find a problem, such as a fake barcode or a product that does not match, they can report the problem directly to the e-commerce platform where the product is sold. Here are the procedures that can be followed:
 - Fill in the Required Data: Consumers must fill in the data required to report the problem, such as the order number, description of the problem faced, and supporting evidence (such as product photos, barcodes, or descriptions of losses).
 - Wait for a Response: After submitting a report, consumers need to wait for a response from the e-commerce platform. The e-commerce platform will usually process the complaint, verify it, and provide a solution, whether it is a product return, replacement, or other resolution.

Reporting issues through e-commerce platforms is a fairly effective way to resolve issues related to products purchased online, as many platforms have clear consumer protection policies and claims handling procedures.

Furthermore, the large number of products circulating through e-commerce and marketplaces makes it difficult for consumers to ensure the authenticity of the product. This further worsens the condition of consumers, as goods with fake barcodes can easily enter the market without being detected by existing supervision. Although consumers can file claims with supervisory agencies or through legal channels, this process is often complicated and time-consuming.

c. Responsibility of Business Actors

In terms of the responsibility of business actors, the Consumer Protection Law stipulates that they are responsible for the goods they distribute, including goods that have misleading information, such as fake barcodes. Article 19 of the Consumer Protection Law stipulates that business actors are required to provide correct and non-misleading information about the products they sell. Therefore, businesses must ensure that the products they sell not only meet quality standards, but also have clear information, including valid barcodes.

Unfortunately, many business actors still ignore this obligation, citing ignorance or the absence of strict supervision.

In practice, some business actors even try to avoid responsibility for various reasons, including shifting the problem to distributors or third parties. This shows a gap in the application of the principle of business actor responsibility. Therefore, to strengthen consumer protection, there needs to be a firmer policy regarding the responsibility of business actors, especially in the context of online trading.

According to Law No. 8 of 1999 concerning Consumer Protection (UUPK), business actors have several main obligations that must be complied with to ensure the protection of consumer rights. The following are some of the main obligations that must be carried out by business actors:

□ Obligations of Business Actors Based on UUPK:

1. Good Faith:

Business actors must carry out their business activities in good faith, namely not taking actions that can harm consumers or aim to deceive consumers. All transactions carried out must be based on honest and transparent intentions.

2. Providing Clear Information:

Business actors are required to provide clear and correct information about the products or services offered. This information includes descriptions, prices, ingredients, how to use, and everything related to the product or service so that consumers can make the right and informed decisions.

3. Fair Service:

Business actors must provide fair service to consumers, without discrimination. This includes ensuring that consumers receive their rights fairly in every transaction or business relationship they enter into.

4. Guaranteeing Quality:

Business actors must guarantee the quality and safety of the products or services they offer, in accordance with applicable standards. Products sold must meet safety, quality, and benefit requirements as promised.

5. Providing Trial Opportunities:

If necessary, business actors must provide consumers with the opportunity to try products or services before deciding to buy. This allows consumers to assess the quality and suitability of the product to their needs.

6. Providing Compensation:

Business actors are required to provide compensation if the product sold turns out to be defective or does not comply with the agreement. Compensation can be in the form of returning goods, replacing products, or other compensation in accordance with applicable regulations.

Based on Law No. 8 of 1999 concerning Consumer Protection (UUPK), business actors are responsible for losses caused by the products or services they

offer. The following are the forms of responsibility that must be fulfilled by business actors:

□ Forms of Business Actor Responsibility:

1. Compensation for Damage: Business actors are responsible for providing compensation if the product sold is damaged or defective due to the negligence of the business actor in producing or distributing the product. Consumers have the right to receive a replacement or repair for products that are damaged or not in accordance with what was promised.
2. Compensation for Pollution:
If the product or service offered by the business actor causes environmental pollution or consumer health, the business actor is required to provide compensation for the damage that occurs. This pollution can be in the form of environmental damage, products that are harmful to health, or other negative impacts caused by the use of the product.
3. Material and Immaterial Losses:
Business actors are also responsible for providing compensation for material losses (losses that can be calculated in money, such as medical expenses or replacement of damaged goods) and immaterial losses (losses that cannot be directly calculated in money, such as pain, suffering, or disruption to the comfort and tranquility of the consumer's life).

The responsibilities of business actors are regulated by legal principles relating to their obligations to consumers, both in terms of contracts and the products they offer. The following are two main principles that regulate the responsibilities of business actors:

- Contractual Responsibility:
This principle regulates the responsibilities of business actors based on agreements or contracts made with consumers. Contractual responsibility includes the obligations of business actors to fulfill the contents of agreements with consumers, both in terms of quality, quantity, price, or delivery time of the promised product or service. If the business actor fails to fulfill the terms stated in the contract, they may be liable to provide compensation or damages in accordance with applicable legal provisions
Example: If a consumer purchases goods from a business actor and the product received does not match the description or agreement, the business actor must be responsible for replacing or repairing the product.
- Product Liability:
This principle regulates the responsibility of business actors for losses caused by the products they offer, even if there is no explicit contractual relationship between the business actor and the consumer. In this case, the business actor is responsible for ensuring that the products sold are safe to use and do not harm consumers.
Example: If a product causes injury or damage to a consumer, such as a defective product or a health hazard, the business actor can be held liable, even if the consumer does not have a direct contract with them.

DISCUSSION

a. Supervision of Counterfeit Barcode Products

Supervision of the circulation of products using counterfeit barcodes is a major issue in consumer protection. The barcode on the product functions as a tool to identify the authenticity of the product and ensure that the product meets the established standards. Products using counterfeit barcodes can deceive consumers, and can even endanger their health and safety. In this regard, stricter supervision must be implemented.

In an effort to protect consumers from counterfeit products circulating in the market, BPOM (Food and Drug Supervisory Agency) provides various methods and technologies to verify the authenticity of products, including through Cek Klik BPOM. Supervision of counterfeit products is very important to ensure that the products consumed are safe and meet the established health standards. The following are steps that consumers can take to check products using technology and manual checks.

- Steps for Supervision of Counterfeit Products:

1. Cek Klik BPOM (Barcode Verification): One of the easiest ways to verify the authenticity of a product is to use the Cek Klik BPOM feature. Consumers can scan the barcode or QR code on the product packaging using the BPOM Mobile application. This application will show whether the product is registered with BPOM or not. If the product is not registered or the verification results show that the barcode is fake, consumers can immediately report the product to BPOM or related institutions.

How to Check Click BPOM:

- Download the BPOM Mobile Application: The BPOM application is available on the Google Play Store for Android devices or on the Apple App Store for iOS devices.
 - Open the Application and Use the Barcode Scan Feature: After the application is downloaded, open the BPOM application and select the feature for "Scan Barcode". Point the cellphone camera at the barcode on the product packaging.
 - Verify Scan Results: Wait for the verification results whether the product is registered with BPOM and is safe to use.
2. Check the Packaging: Packaging is an important indicator in determining whether a product is original or fake. Counterfeit products often have untidy or defective packaging. Here are some things to look for when checking the packaging:
 - Poor packaging quality: If the product packaging looks damaged, folded, or distorted, this could be an indication that the product is fake.
 - No seal or broken seal: Products registered with BPOM are usually equipped with a security seal that is not easy to open without damaging the packaging.
 - Non-standard packaging design: Counterfeit product packaging often has a different design from the original product, either in terms of color, font, or inconsistent logo.

3. Check the Label: Legitimate product labels usually include clear and complete information, such as the product name, ingredients, how to use, manufacturer, and official address. Here are some things to look out for:
 - Incomplete information: Labels on counterfeit products often do not include complete information about the manufacturer, registration number, or distribution permit.
 - Blurry or easily faded labels: If the label is easily erased or the writing on the label looks blurry, this could be a sign that the product is counterfeit.
 - Fake signs or logos: Look for the official BPOM logo on the label. Legitimate products will have the BPOM logo and clear registration number information.
4. Check Distribution Permit: Every product circulating in Indonesia, especially medicinal, food, and cosmetic products, must be registered and have a BPOM distribution permit. To verify the distribution permit:
 - Check the BPOM registration number: Legitimate products will have a BPOM registration number listed on the label or packaging. You can check whether the registration number is valid through Cek Klik BPOM.
 - Check the product on the official BPOM website: Visit the official BPOM website and look for the product registration number to ensure that the product has been properly registered.
5. Check the Expiration Date: Counterfeit products often have incorrect or falsified expiration dates. Some things to look out for:
 - Expiration date that is not clearly printed: If the expiration date on the product looks blurry or unclear, this could be a sign that the product is fake.
 - Expiration date that does not match the original product: Make sure the expiration date matches the registered product. Products that do not have an expiration date or list an incorrect date can be risky and are not registered with BPOM.

The Consumer Protection Law provides a solid foundation for the implementation of supervision of products in circulation. The Food and Drug Supervisory Agency (BPOM) has the authority to supervise dangerous products, including products containing fake barcodes. However, BPOM supervision is limited to products that are officially registered and supervised. Meanwhile, many products circulating through online marketplaces are not registered and are difficult to supervise effectively.

Based on research on supervision practices, it was found that supervision of counterfeit barcode products in the market is often ineffective. For example, products sold online with counterfeit barcodes cannot always be tracked and supervised properly by supervisory agencies. Therefore, supervision of products circulating through e-commerce and unofficial distribution channels needs to be strengthened. One step that can be taken is to introduce a more sophisticated barcode verification system and integration between the BPOM supervision system and e-commerce platforms to facilitate the supervision process.

b. Law Enforcement and Responsibility of Business Actors

In the Consumer Protection Law, business actors are given significant responsibility for the goods they sell. However, many businesses do not fulfill this obligation in practice. Business actors often try to avoid responsibility by blaming third parties or shifting the problem to distributors in cases of products with fake barcodes.

One factor that causes business actors to not comply is poor law enforcement. Although the Consumer Protection Law allows business actors to be subject to administrative sanctions, the sanctions given are often not strict enough to provide a deterrent effect. Therefore, to increase the effectiveness of consumer protection, there needs to be stricter law enforcement, with heavier sanctions for business actors who are proven to sell products with fake barcodes.

In addition, in the online market, the large number of unregistered or unknown sellers makes it even more difficult to supervise and enforce the law. To overcome this, strengthening regulations for online traders and increasing obligations for e-commerce to supervise goods sold on their platforms are very important steps.

c. Technology in Supervision

Technology plays an important role in supervising products with fake barcodes. The use of applications such as BPOM's Cek Klik allows consumers to verify the authenticity of products quickly and easily. In addition, regulations related to the use of 2D barcodes can help tighten supervision of products in circulation, by providing the possibility of more accurate and efficient verification.

d. Counterfeit Product Reporting Procedure

Consumers who find products with counterfeit barcodes can report them to various institutions, such as BPOM, BPSK, or LPKSM. The following are the steps that can be followed:

- Reporting to BPOM: Consumers can report through the official BPOM website by filling out a complaint form and uploading evidence of the product.
- Reporting to BPSK: If consumers want to seek a dispute resolution, they can visit the local BPSK for mediation.
- Reporting to LPKSM: LPKSM can assist consumers in the complaint process and provide solutions through mediation or legal channels.

With these steps, consumer protection can be improved, and supervision of products with counterfeit barcodes can be more effective.

CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion that has been conducted in this study regarding legal protection for consumers who are harmed by products with fake barcodes, it can be concluded that although Indonesia has a fairly strong legal framework in providing protection to consumers, the challenges in implementation and supervision are still very significant. Products with fake barcodes, which are

often disguised by business actors with the aim of deceiving consumers, create losses that not only harm consumers in terms of material, but can also endanger their health and safety.

Law Number 8 of 1999 concerning Consumer Protection provides a clear legal basis for consumer protection, including in terms of providing goods that are not dangerous and not misleading. Products that have fake barcodes can be categorized as goods that violate these provisions, because the barcode functions as an identification that provides information to consumers about the authenticity and quality of the product. Therefore, supervision of the existence of fake barcodes needs to be carried out more intensively to ensure that consumer rights are properly protected.

However, although regulations already exist, the implementation of consumer protection in practice faces various obstacles. One of them is the limitation in product supervision, especially those sold through e-commerce channels that continue to grow rapidly. Products circulating in online markets are often not easy to monitor, and many consumers do not understand how to verify the authenticity of the products they buy. In addition, many business actors do not fully understand their obligations in ensuring the quality and authenticity of the products they distribute, both offline and online.

The biggest challenge faced in protecting consumers against products with fake barcodes is the lack of coordination between supervisory agencies, such as the Food and Drug Supervisory Agency (BPOM), the Ministry of Trade, and other related agencies. Although there are several mechanisms such as the BPOM Cek Klik application that allows consumers to verify products, their effectiveness is still limited and not widely known by the public. In addition, sanctions against business actors who are proven to sell products with fake barcodes are often not enough to provide a deterrent effect, so that business actors tend to ignore their legal obligations.

Based on these findings, this study recommends several steps that need to be taken to improve legal protection for consumers. First, it is necessary to increase supervision of products circulating in the market, both physically and online. Collaboration between the government, supervisory agencies, and e-commerce platforms must be strengthened to create a more effective supervision system. Second, education for consumers on how to verify the authenticity of products and recognize fake barcodes must be improved. This can be done through a broader information campaign and utilizing increasingly developing information technology. Third, law enforcement needs to be strengthened by implementing stricter sanctions against business actors who are proven to harm consumers, either in the form of fines, revocation of business licenses, or heavier criminal sanctions. This aims to provide a deterrent effect and prevent trade practices that harm consumers.

In addition, the role of technology in product supervision should not be ignored. Developing a system that can verify the authenticity of products through barcodes or QR codes can be an effective solution to overcome the problem of products with fake barcodes. This technology can help consumers get clearer information about the products they buy, as well as facilitate supervision

by the authorities. On the other hand, the responsibility of business actors in ensuring the quality and authenticity of the products they sell needs to be strengthened. Business actors must be more proactive in ensuring that the products they distribute meet the established standards, including in terms of barcode authenticity. They must also be responsible if the products they sell turn out to harm consumers, either in terms of health, safety, or financial loss.

Overall, although Indonesia already has various regulations that support consumer protection, the existing challenges require a more comprehensive and integrated approach between various parties. Consumer protection is not only the responsibility of the government, but also of all business actors and the community. With stricter supervision, firm law enforcement, and better education for consumers, it is hoped that dishonest trade practices, such as the use of fake barcodes, can be minimized and consumer rights can be protected more optimally.

ADVANCED RESEARCH

This study has discussed the Legal protection for consumers who are harmed by counterfeit barcode products in Indonesia by examining various relevant laws and regulations and their implementation in practice. Based on the analysis conducted, it can be concluded that although the Consumer Protection Law (UUPK) provides a strong legal basis to protect consumers, its implementation in overcoming the problem of counterfeit barcode products still faces various obstacles. In particular, supervision of products in the market, especially those sold through e-commerce, which is often difficult to effectively supervise by the relevant supervisory institutions. However, although there are several weaknesses in the current consumer protection system, there is hope for improvement through strengthening regulations and stricter law enforcement, as well as closer collaboration between supervisory institutions, business actors, and e-commerce platforms. In this case, improving verification technology and product tracking systems can be an effective solution to overcome the problem of the circulation of counterfeit products that harm consumers. It is hoped that with the recommendations proposed in this study, legal protection for consumers will be better, so that consumers can obtain their rights more safely and fairly.

Increasing business actors' awareness of their responsibilities and the active role of consumers in protecting their rights are also important factors in creating a healthier and safer market environment for all parties. In addition, closer supervision of products circulating in the market, both those sold conventionally and through online platforms, is expected to minimize losses arising from counterfeit products. These efforts will strengthen the sustainability and effectiveness of the consumer protection system in Indonesia. Thus, it is important to continue to develop and update the consumer protection system in accordance with current developments and existing challenges, in order to create a fairer and more transparent market in the future.

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