

Implikasi hukum adanya globalisasi bisnis franchise

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Abstrak

This article aimed to study the legal implication toward globalization of franchise bussiness. This study is important considered that there is no substantive law to regulate franchise business, particularly in Indonesia. By using quantitative analysis and legal approach, this study demonstrated: first, globalization of franchise business causing globalization of law relating to the franchise agreement. It happens because when franchisor open a new franchise in one country, they not only bring their business system buat also legal system to regulate their franchise agreement. Second, needs substantive law to regulate franchise in Indonesia in order to give legal protection for franchisee.