

# Perlindungan konsumen terhadap peredaran produk suplemen fitness impor creatine tanpa izin BPOM ditinjau dari hukum perlindungan konsumen di Indonesia = Consumer protection related to the distribution of imported fitness product without BPOM permission review from consumer protection law in Indonesia

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## Abstrak

Skripsi ini bertujuan untuk mengetahui perlindungan konsumen terhadap peredaran produk suplemen fitness impor creatine tanpa izin bpom mengenai pelanggaran hukum apa saja yang dilakukan pelaku usaha, tanggung jawab pelaku usaha terhadap konsumen yang mengalami kerugian akibat mengkonsumsi produk tersebut, serta upaya hukum yang dapat dilakukan oleh konsumen yang mengalami kerugian akibat mengkonsumsi suplemen fitness impor creatine tanpa izin BPOM. Metode penelitian yang digunakan adalah penilitan yang bersifat yuridis normatif dengan menggunakan data primer berupa wawancara dengan narasumber dan penggunaan data-data sekunder, antara lain peraturan perundang-undangan dan buku-buku. Berdasarkan hasil penelitian dapat disimpulkan bahwa perlu diketahui mengenai pelanggaran apa saja yang dilakukan oleh pelaku usaha, dan tanggung jawab pelaku usaha terhadap kerugian yang dialami konsumen yang mengkonsumsi produk tersebut, serta upaya hukum yang dapat dilakukan konsumen dalam hal mengalami kerugian. Hal ini agar konsumen mendapatkan pemenuhan hak-haknya dalam mengkonsumsi Suplemen fitness impor creatine tanpa izin BPOM tersebut.

.....The purpose of this mini-thesis is to determine the consumer protection related to the distribution of imported fitness product without permission. Also discussed in this mini thesis are the law violations committed by the unlicensed supplement entrepreneurs, the responsibility carried regarding the consumer loss of consuming such supplements/products, as well as legal remedies that can be done by consumers who suffered losses as a result of consuming unlicensed fitness products. Research method has been used for this mini-thesis is normative juridicial by using primary data which is informant interview and secondary data, such as legislations and books. Based on the research, it is concluded that research needs to be done regarding the law violations committed by the unlicensed supplement entrepreneurs, the responsibility carried regarding the consumer loss of consuming such supplements/products, as well as legal remedies that can be done by consumers who suffered losses as a result of consuming unlicensed fitness products. This is to ensure consumer to get the fulfillment of their rights in consuming unlicensed fitness products.