

Skripsi  
Program Studi Ilmu Hukum  
Semester Ganjil 2018/2019

**JURIDICAL ANALYSIS OF THE APPLICATION OF LAW NO. 20/2014  
CONCERNING STANDARDIZATION AND ASSESSMENT OF  
FITNESS ON IMPORTED TOYS THROUGH CONSUMERS  
PROTECTION PERSPECTIVE IN BATAM CITY**

NPM : 1551108  
Name : Diana Tio

**ABSTRACT**

*The Indonesian National Standard (SNI) is a provision of quality and quality assurance of products marketed in Indonesia, both imported and locally made, so that every goods and / or service that is traded in Indonesia is of good and guaranteed qualities. Toys are one example of products sold by business people using a variety of materials so that the high or low quality of products is considered so as not to harm the users.*

*This thesis report is prepared using empirical research methods where data is obtained directly from the field so that the data obtained is real and has been adapted to the situation that is happening. Then the data is linked to the applicable Indonesia regulations.*

*Most of the people of Batam City have known about the existence of SNI, only that businessmen have not start to implement Law No. 20 of 2014 concerning Standardization and Consumer Appraisal in trading their imported toy products because the law related to the application of SNI is still unclear, making it difficult to understand due to the limited information provided and the process to administer certification is very long and the costs required are not small. Therefore, efforts to protect consumers also become hampered due to the lack of certification of these toys.*

**Key words : Indonesia National Standard, Toys, Imports**