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**LEGAL PROTECTION FOR CONSUMERS RELATED TO
MISMATCHING PRODUCTS TO ADVERTISEMENT IN ONLINE
TRANSACTIONS BASED ON ACT NUMBER 8 OF 1999 CONCERNING
CONSUMER PROTECTION**

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Abstract

The study is made because there are a lot of unscrupulous sellers who commit fraud in selling products online by placing advertisements that are not the same as the product they sell, this study aimed to determine whether Act No. 8 of 1999 concerning Consumer Protection has protected consumer interests related to online transactions related to advertisement mismatched with product being sold.

The research methodology used by the author was empirical juridical legal research by conducting interviews then reviewing legal theories and legislation. The type of data used is primary data and secondary data. Data collection is prepared by conducting interviews and using the Consumer Protection Act as the answer.

The study results obtained are Law No. 8 of 1999 concerning Consumer Protection provides protection for consumers from business actors, especially related to advertisements that mismatch the product. The legal protection was provided in form of preventive and repressive protection.

Keywords: *Consumer Protection, Buy and Sell Online, Ads that do not match the product.*