

Thesis
Faculty of Law
Odd Semester 2018

**PROTECTION OF CONSUMERS IN BUYING FOR IMPORTED USED
CLOTHES IN BATAM CITY**

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ABSTRACT

Article 47 (1) of Indonesian Law No.7 of 2014 concerning Trade stipulates that every importer shall import new goods. This provision is supported by the Regulation of Trade Ministry No. 51/M-DAG/PER/7/2015 concerning Prohibition To Import Used Clothing. The main reason to prohibit the import of used clothing under the Regulation is that they have the potential dangerous to human health, therefore they are not safe for people. However, Batam City in the Riau Islands Province of Indonesia has become a haven for used clothes imported from overseas. Based on the facts, this research questions why the Indonesian legal instruments against the imported used clothes are not effective in Batam City. To answer this question, the Theory of Legal Effectiveness is used as an analysis tool to evaluate the effectiveness of the legal instruments. All data is analyzed by using a qualitative approach to establish compelling arguments and sound conclusions.

Keywords: Consumer Protection, Used Clothing, Batam City