

ABSTRAK

Figur Zati Permana Adi Ratna. 2026. Analisis Yuridis Perlindungan Hukum Konsumen Terhadap Promosi Digital Pelaku Usaha Toko Buah Konvensional Berdasarkan UU Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen. Skripsi. Program Studi Hukum, FH, UNIVERSITAS PGRI MADIUN. Pembimbing(I) Nizam Zakka Arrizal, S.H., M.Kn. (II) Bintang Ulya Kharisma, S.H., M.Kn.

Penelitian ini bertujuan menganalisis bentuk perlindungan hukum bagi konsumen terhadap praktik promosi digital yang dilakukan pelaku usaha toko buah konvensional, serta mengkaji tanggung jawab hukum pelaku usaha apabila promosi digital yang ditampilkan tidak sesuai dengan kondisi produk sebenarnya, berdasarkan Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen (UUPK). Penelitian ini dilatarbelakangi oleh pergeseran strategi pemasaran toko buah konvensional yang kini turut memanfaatkan media sosial untuk berpromosi, namun kerap menimbulkan ketidaksesuaian antara tampilan produk dalam promosi dan kondisi riil yang diterima konsumen, seperti manipulasi visual foto, klaim kesegaran berlebihan, maupun informasi harga yang menyesatkan. Persoalan ini menjadi relevan mengingat UUPK dirumuskan pada tahun 1999, sebelum berkembangnya praktik pemasaran digital, sehingga menimbulkan pertanyaan mengenai kesesuaian norma yang ada dengan bentuk promosi masa kini. Penelitian ini menggunakan metode yuridis normatif dengan pendekatan perundang-undangan dan konseptual, dianalisis secara deskriptif kualitatif. Hasil penelitian menunjukkan bahwa Pasal 4, 7, 8, 9, dan 17 UUPK telah memberikan dasar perlindungan bagi konsumen terhadap promosi yang menyesatkan, meskipun penerapannya terhadap promosi digital memerlukan penafsiran ekstensif karena norma tersebut belum secara eksplisit mengakomodasi karakteristik promosi berbasis media sosial. Pelaku usaha tetap terikat prinsip tanggung jawab (*product liability*) dan wajib mengganti kerugian konsumen akibat ketidaksesuaian tersebut.

Kata Kunci: Perlindungan Konsumen, Promosi Digital, Toko Buah Konvensional, UUPK

ABSTRACT

The figure of Zati Permana Adi Ratna. 2026. Juridical Analysis of Consumer Legal Protection against Digital Promotion of Conventional Fruit Shop Business Actors Based on Law Number 8 of 1999 concerning Consumer Protection. Thesis. Law Study Program, FH, PGRI UNIVERSITY MADIUN. Supervisor(I) Nizam Zakka Arrizal, S.H., M.Kn. (II) Bintang Ulya Kharisma, S.H., M.Kn.

This research aims to analyze the form of legal protection for consumers against digital promotional practices carried out by conventional fruit store business actors, and to examine the legal responsibility of business actors when digital promotions displayed do not correspond to the actual condition of the products, based on Law Number 8 of 1999 concerning Consumer Protection (UUPK). This study is motivated by a shift in the marketing strategy of conventional fruit stores, which now increasingly utilize social media for promotion, yet frequently create discrepancies between the product displayed in promotions and the actual condition received by consumers, such as visual manipulation through photo editing, exaggerated freshness claims, and misleading price information. This issue becomes particularly relevant given that the UUPK was formulated in 1999, prior to the development of digital marketing practices, raising questions about whether the existing legal norms remain adequate to address current forms of promotion. This research employs a normative juridical method with a statutory approach and a conceptual approach, analyzed descriptively and qualitatively. The results indicate that Articles 4, 7, 8, 9, and 17 of the UUPK provide a fundamental legal basis for protecting consumers against misleading promotion, although their application to digital promotion requires extensive interpretation, as these norms do not explicitly accommodate the characteristics of social-media-based promotion. Business actors remain bound by the principle of liability (product liability) and are obligated to compensate consumers for losses arising from such discrepancies, either through compensation or consumer dispute resolution mechanisms.

Keywords: *Consumer Protection, Digital Promotion, Conventional Fruit Store, Consumer Protection Law*