

ABSTRAK

Sindi Puspita Sari. 2026. *Pertanggungjawaban Pidana Pelaku Usaha terhadap Peredaran Obat Diet Ilegal melalui Platform Digital*. Skripsi. Program Studi Hukum, Fakultas Hukum, Universitas PGRI Madiun. Pembimbing I Dr. Siska Diana Sari, S.H., M.H. Pembimbing II Dimas Pramodya Dwipayana, S.H., M.H.

Perkembangan teknologi informasi mendorong pesatnya perdagangan melalui *Platform Digital*, termasuk peredaran obat diet. Kemudahan transaksi ini dimanfaatkan pelaku usaha untuk mengedarkan obat diet ilegal tanpa izin edar, tidak memenuhi standar keamanan, atau mengandung bahan berbahaya. Kondisi ini menimbulkan permasalahan hukum mengenai pengaturan, pertanggungjawaban pidana, serta penegakan hukum terhadap peredaran obat diet ilegal melalui *Platform Digital*. Penelitian ini bertujuan menganalisis pengaturan hukum, bentuk pertanggungjawaban pidana pelaku usaha, serta penegakan hukumnya. Penelitian hukum normatif ini menggunakan pendekatan perundang-undangan, konseptual, dan kasus, dengan bahan hukum primer, sekunder, dan tersier yang dianalisis secara preskriptif melalui interpretasi hukum dan penalaran deduktif. Hasil penelitian menunjukkan peredaran obat diet ilegal telah diatur dalam berbagai peraturan yang saling berkaitan. Pelaku usaha dapat dimintai pertanggungjawaban pidana apabila memenuhi unsur tindak pidana. Penegakan hukum dilakukan secara preventif dan represif oleh BPOM bersama aparat penegak hukum, namun masih menghadapi kendala sehingga diperlukan penguatan regulasi dan koordinasi antarlembaga.

Kata kunci: pertanggungjawaban pidana, pelaku usaha, obat diet ilegal, *Platform Digital*, penegakan hukum.

ABSTRACT

Sindi Puspita Sari. 2026. Criminal Liability of Business Actors for the Distribution of Illegal Weight-Loss Drugs Through Digital Platforms. Undergraduate Thesis. Law Study Program, Faculty of Law, Universitas PGRI Madiun. Advisor I: Dr. Siska Diana Sari, S.H., M.H. Advisor II: Dimas Pramodya Dwipayana, S.H., M.H.

The rapid development of information technology has accelerated trade through digital platforms, including the distribution of diet drugs. The convenience of online transactions has been exploited by business actors to distribute illegal diet drugs without marketing authorization, failing to meet safety standards, or containing hazardous substances. This situation raises legal issues concerning the legal regulation, criminal liability, and law enforcement against the distribution of illegal diet drugs through digital platforms. This study aims to analyze the legal framework governing the distribution of illegal diet drugs, the forms of criminal liability imposed on business actors, and the implementation of law enforcement. This normative legal research employs statutory, conceptual, and case approaches, utilizing primary, secondary, and tertiary legal materials, which are analyzed prescriptively through legal interpretation and deductive reasoning. The findings indicate that the distribution of illegal diet drugs has been regulated under various interrelated legal provisions. Business actors may be held criminally liable if the elements of a criminal offense are fulfilled. Law enforcement is carried out through preventive and repressive measures by the Indonesian Food and Drug Authority (BPOM) in cooperation with law enforcement agencies. However, its implementation continues to face various challenges, indicating the need for stronger regulations and enhanced inter-agency coordination.

Keywords: *criminal liability, business actors, illegal diet drugs, digital platforms, law enforcement.*