

ABSTRACT

Muhammad Juarsah Achmad, Student registration number: 0015.DIH.26. 2020, Research entitled "The Nature of Business Actors' Legal Responsibility for Ads That Mislead Consumers". Under the guidance of Syahrudin Nawir, Sufirman Rahman and Baharuddin Badaru.

The purpose of this study is to find out, analyze and find the legal responsibility of business actors for advertisements that mislead consumers. To find out, analyze and find out what factors influence the legal responsibility of business actors for advertisements that mislead consumers. And to find out, analyze and find the application of legal sanctions against advertisements that mislead consumers.

The type used by researchers here is a type of sociological empirical research (field), namely research conducted with an approach to legal reality in society. and normative research, namely research conducted using an approach to legal norms or substances, legal principles, legal theory, legal arguments and comparative law.

Conclusion (1) The essence of the legal responsibility of business actors (responsibility of producers) for advertisements that mislead consumers is to provide protection (protection) for consumers if their products cause harm and are civil and criminal responsibilities. (2) Factors that influence the legal responsibility of business actors for advertisements that mislead consumers include legal knowledge, community legal awareness, community legal culture, facilities and amenities, and profits. (3) Application of legal sanctions against advertisements that mislead consumers based on the provisions of Article 19.

Recommendations: (1) Consumers should be careful in absorbing information from advertisements delivered by business actors. It is better to confirm or ask several consumers who have used the same product to prove the truth of the advertisement or product promotion they are going to buy. (2) For business actors, it is better if they include correct and honest information regarding the products they are advertising. Thus consumers consumers can consider carefully if they are going to buy these products. Moreover, the product in the form of a car is a product that is not cheap and requires certain considerations to decide to buy and use it. (3) It is necessary to provide legal counseling to consumers and business actors regarding the nature of the legal responsibility of business actors (producer's responsibility) for advertisements that mislead consumers, which in fact provide protection for consumers if their products cause harm and constitute civil and criminal responsibility.

