

Perlindungan Konsumen Terhadap Makanan Impor Tanpa Label Bahasa Indonesia Yang Dijual Melalui *E-commerce*

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ABSTRAK

Fenomena meningkatnya penjualan makanan impor melalui platform e-commerce di Indonesia menunjukkan adanya ketimpangan antara regulasi yang mengatur kewajiban pencantuman label berbahasa Indonesia pada produk makanan dan praktik di lapangan, di mana banyak produsen maupun penjual daring belum melaksanakan kewajiban tersebut, sehingga berpotensi merugikan hak konsumen serta menimbulkan persoalan hukum terkait perlindungan konsumen. Tujuan dari penelitian ini adalah untuk menganalisis peran dan tanggung jawab platform e-commerce dalam memastikan bahwa produk makanan impor yang dijual mematuhi ketentuan hukum mengenai labeling serta mengkaji implementasi perlindungan hukum bagi konsumen yang menjadi korban ketidakpatuhan tersebut. Dengan pendekatan penelitian hukum normatif, studi ini menelaah berbagai sumber hukum primer seperti undang-undang perlindungan konsumen, regulasi perdagangan digital, serta ketentuan mengenai label produk makanan impor, dan sumber sekunder seperti doktrin hukum, jurnal ilmiah, serta hasil-hasil penelitian sebelumnya. Data diperoleh melalui studi literatur dan analisis dokumen hukum terkait, kemudian dianalisis secara sistematis untuk mengidentifikasi kekuatan serta kelemahan regulasi yang berlaku dan praktik di lapangan. Hasil pembahasan menunjukkan bahwa meskipun regulasi terkait kewajiban pencantuman label berbahasa Indonesia sudah ada, penegakan hukum dan pengawasan terhadap pelanggaran tersebut masih perlu ditingkatkan karena maraknya penjualan makanan impor tanpa label yang disebabkan kurangnya pengawasan dari otoritas, lemahnya penegakan sanksi, serta kurangnya edukasi kepada pelaku usaha maupun konsumen. Selain itu, platform e-commerce sebagai pelaku utama dalam ekosistem perdagangan daring memiliki tanggung jawab moral dan hukum untuk memastikan produk yang diperdagangkan sesuai ketentuan, termasuk melakukan verifikasi terhadap produk yang dijual. Perlindungan hukum terhadap konsumen yang dirugikan, baik melalui jalur litigasi maupun non-litigasi, masih memerlukan solusi konkret dan penegakan yang konsisten dari aparat berwenang demi menjamin hak-hak konsumen terlindungi secara optimal. Kesimpulan dari penelitian ini menegaskan bahwa penguatan regulasi dan peningkatan peran aktif platform e-commerce menjadi kunci dalam mewujudkan sistem perlindungan konsumen yang efektif, serta perlunya sanksi tegas terhadap pelanggaran untuk menciptakan ekosistem perdagangan digital yang adil, aman, dan terlindungi hak-haknya.

Kata Kunci: Perlindungan, Konsumen, Makanan, Impor, Label, Bahasa Indonesia.

***Consumer Protection for Imported Food Without Indonesian Language Labels
Sold Through E-commerce***

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ABSTRACT

The phenomenon of increasing sales of imported food through e-commerce platforms in Indonesia shows an imbalance between regulations governing the obligation to include Indonesian language labels on food products and practices in the field, where many manufacturers and online sellers have not yet implemented this obligation, potentially harming consumer rights and causing legal issues related to consumer protection. The objective of this study is to analyze the role and responsibilities of e-commerce platforms in ensuring that imported food products sold comply with legal requirements regarding labeling, as well as to examine the implementation of legal protection for consumers who are victims of non-compliance. Using a normative legal research approach, this study examines various primary legal sources such as consumer protection laws, digital trade regulations, and provisions regarding imported food product labels, as well as secondary sources such as legal doctrines, scientific journals, and previous research findings. Data was obtained through literature review and analysis of relevant legal documents, then systematically analyzed to identify the strengths and weaknesses of existing regulations and practices in the field. The results of the discussion show that although regulations regarding the obligation to include Indonesian language labels already exist, law enforcement and supervision of violations still need to be improved due to the rampant sale of imported food without labels caused by a lack of supervision from authorities, weak enforcement of sanctions, and a lack of education for business actors and consumers. In addition, e-commerce platforms, as key players in the online trading ecosystem, have a moral and legal responsibility to ensure that the products traded comply with regulations, including verifying the products sold. Legal protection for consumers who have been harmed, whether through litigation or non-litigation channels, still requires concrete solutions and consistent enforcement by the authorities to ensure that consumer rights are optimally protected. The conclusion of this study emphasizes that strengthening regulations and enhancing the active role of e-commerce platforms are key to achieving an effective consumer protection system, along with the need for strict penalties for violations to create a fair, safe, and rights-protected digital trade ecosystem.

Keywords: Consumer Protection, Imported Food, Indonesian Labeling.