

**IMPLEMENTASI PERMENDAG RI NOMOR 25 TAHUN 2019 TENTANG
PENGENDALIAN DAN PENGAWASAN TERHADAP PENGADAAN,
PEREDARAN, DAN PENJUALAN MINUMAN BERALKOHOL DALAM
PENEMPATAN PRODUK MINUMAN BERALKOHOL DI TEMPAT
KHUSUS**

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Abstrak

Penelitian ini bertujuan untuk menganalisis efektivitas implementasi Peraturan Menteri Perdagangan Nomor 25 Tahun 2019, khususnya mengenai ketentuan penempatan produk minuman beralkohol di supermarket, serta mengidentifikasi upaya hukum yang dapat dilakukan konsumen terkait pelanggaran ketentuan tersebut di Kota Tanjungpinang. Metode penelitian yang digunakan adalah penelitian hukum empiris, dengan pendekatan deskriptif kualitatif. Data dikumpulkan melalui observasi lapangan, wawancara mendalam dengan pihak Dinas Perdagangan, dan manajemen supermarket, serta studi dokumen. Lokasi penelitian meliputi 8 supermarket yang memiliki izin edar minuman beralkohol di Kota Tanjungpinang. Hasil penelitian menunjukkan bahwa implementasi PERMENDAG No. 25 Tahun 2019 di Kota Tanjungpinang secara umum telah berjalan efektif, di mana 7 dari 8 supermarket telah memisahkan dan menempatkan produk minuman beralkohol pada tempat khusus sesuai Pasal 16. Namun, efektivitas ini terhambat oleh komponen Budaya Hukum yang rendah pada satu supermarket yang berulang kali menempatkan minuman beralkohol berdekatan dengan produk sensitif seperti susu bayi, melanggar prinsip perlindungan konsumen. Upaya hukum serta edukasi bagi konsumen dapat ditempuh melalui pengaduan ke DISPERINDAG, konsumen perlu mendapat edukasi mengenai hak-hak mereka dan mekanisme pengaduan jika merasa dirugikan oleh penempatan produk minuman beralkohol yang tidak sesuai aturan. Implementasi regulasi ini tergolong efektif pada aspek kepatuhan mayoritas, namun penegakan hukum masih lemah karena adanya satu supermarket yang persisten melanggar. Disarankan agar Dinas Perdagangan Kota Tanjungpinang segera menerapkan sanksi administratif yang tegas, termasuk pencabutan izin, untuk menjamin efek jera dan kepastian hukum.

Kata Kunci: Implementasi Hukum, Minuman Beralkohol, Tempat Khusus, Sanksi Administratif.

**IMPLEMENTATION OF MINISTRY OF TRADE REGULATION NUMBER
25 OF 2019 CONCERNING CONTROL AND SUPERVISION OF THE
PROCUREMENT, DISTRIBUTION, AND SALE OF ALCOHOLIC
BEVERAGES IN THE PLACEMENT OF ALCOHOLIC BEVERAGE
PRODUCTS IN SPECIAL PLACES**

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Abstract

This study aims to analyze the effectiveness of the implementation of Minister of Trade Regulation No. 25 of 2019, particularly regarding the placement of alcoholic beverages in supermarkets, and to identify legal measures that consumers can take in relation to violations of these provisions in the city of Tanjungpinang. The research method used is empirical, legal research with a descriptive qualitative approach. Data was collected through field observations, in-depth interviews with the Trade Office and supermarket management, and document studies. The research location covered eight supermarkets that have alcoholic beverage distribution permits in Tanjungpinang City. The results of the study show that the implementation of PERMENDAG No. 25 of 2019 in Tanjungpinang City has generally been effective and the level of business compliance is high, with 7 out of 8 supermarkets separating and placing alcoholic beverage products in special places in accordance with Article 16. However, this effectiveness was hampered by low legal culture at one supermarket, which repeatedly placed alcoholic beverages near sensitive products such as baby milk, violating the principle of consumer protection. Legal action and consumer education can be pursued by filing a complaint with DISPERINDAG. Consumers need to be educated about their rights and the complaint mechanism if they feel aggrieved by the placement of alcoholic beverages that do not comply with regulations. The implementation of this regulation has been effective in terms of majority compliance, but law enforcement remains weak due to one supermarket that persistently violates the regulation. It is recommended that the Tanjungpinang City Trade Office immediately impose strict administrative sanctions, including revocation of licenses, to ensure deterrence and legal certainty.

Keywords : Implementation of Law, Alcoholic Beverages, Designated Area, Administrative Sanctions