

SUMMARY

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Consumer Protection for Expired Products in E-Commerce (TikTok Shop) Reviewed Under Law Number 8 of 1999 Concerning Consumer Protection

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The rapid advancement of information technology worldwide has led to significant progress. Online transactions represent a new way of conducting buying and selling activities, leveraging technological advancements. As commonly known, expired products pose serious health risks to consumers. This issue is encountered not only when purchasing products directly in stores but also frequently when shopping online through e-commerce platforms. Therefore, this study aims to discuss consumer protection regarding expired products in e-commerce and the efforts that consumers can undertake regarding these expired products in e-commerce, as reviewed under Law Number 8 of 1999 concerning Consumer Protection..

This research aims to analyze consumer protection concerning expired products in E-commerce and the efforts consumers can make regarding these expired products in E-commerce, as reviewed under Law Number 8 of 1999 concerning Consumer Protection.

The research method used is a normative juridical approach, primarily focusing on legislative aspects. The writing nature is descriptive, examining consumer protection for expired products in e-commerce (e.g., TikTok shop) as reviewed under Law Number 8 of 1999 concerning Consumer Protection. Data sources for this writing include primary legal materials, secondary legal materials, and tertiary legal materials.

Based on the research findings, consumers are directly protected by Law Number 8 of 1999 concerning Consumer Protection and Law Number 11 of 2008 concerning Electronic Information and Transactions. Efforts that consumers can undertake include the opportunity to provide reviews about the products they purchase through the platform, lodge complaints through provided channels, and also file complaints with the relevant authority, such as the National Agency of Drug and Food Control (BPOM)..

It is hoped that the government and the National Agency of Drug and Food Control (BPOM) will play an active role in preventing the circulation of expired products by conducting awareness campaigns or direct field interventions. Additionally, consumers are encouraged to be more cautious in choosing products that are fit for use, both in direct purchases and online.

Keywords: Expired, E-commerce, Consumer Protection