

IMPLEMENTATION OF CONSUMER PROTECTION ACT AND BUSINESS ETHICS TOWARDS BATIK CRAFT ENTREPRENEURS IN KAMPUNG BATIK SEMARANG

By: Dr. Dra. Dyah Lestyarini, S.H., M.H., M.M.

Lecturer at the Faculty of Law STIKUBANK University Semarang

Email: dr.dyahlistyarini@gmail.com

ABSTRACT

In the free market era, the relationship between producers as entrepreneurs and consumers is increasingly open. The Government intervention to regulate this relationship needs more attention through the consumer protection system. In running their businesses, the entrepreneurs need to adhere more to business ethics. This is because the entrepreneurs and consumers will always be bound into a mutual relationship that needs and benefits each other. The key for successful application of the Consumer Protection Act for batik craft entrepreneurs is by building understanding and correctly implementing consumer's rights and obligations as well as the entrepreneurs' rights and obligations according to the current law in Indonesia.

Keywords: Rights and Obligations, Consumers, Entrepreneurs.

A. INTRODUCTION

Consumer protection is very much needed by both goods and services consumers. This is due to the advancement of economic movements and the competition among entrepreneurs in acquiring higher profits. In the context of pursuing higher profits, the entrepreneurs might cause losses to the consumer. Therefore, certain measures are needed to provide adequate consumer protection, so that consumer are not disadvantaged by business actors. In Indonesia, the problems faced by consumers are numerous and complex, especially since trading get freer in the market.

There are various prominent businesses with many consumers, one of them is a batik business in Kampung Batik Semarang. Batik crafts in Kampung Batik Semarang, which were sold very well, are well-liked by domestic and foreign consumers, because of their distinctive features and the quality is quite good. Batik craftsmen in Kampung Batik Semarang are very successful in their businesses.

The history of Kampung Batik Semarang, located in Rejomulyo Village, East Semarang District, began with the existence of Kampung Batik in Semarang in 1942 during the Japanese occupation and have experienced ups and downs. In