


Analysis of the Effectiveness of Government Regulation Number 69 Of 1999 in Ensuring the Protection of Consumer Rights From the Sale of Food Products (Case Study: Pak Uwit Tanjung Jati Cracker Factory)

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Article Info	ABSTRACT
Keywords: Effectiveness of law, consumer protection, food labels, halal, PP No. 69 of 1999	This study examines the effectiveness of Government Regulation Number 69 of 1999 concerning Food Labels and Advertisements in protecting consumer rights, focusing on a case study of Pak Uwit Cracker Factory in Binjai City. This case is important to note because the products marketed do not include a halal label that can mislead consumers, especially those who are Muslim. The methodology used in this study is a normative legal approach, by examining the theory of legal effectiveness, consumer protection, and consumer rights. The results of the study indicate that although PP No. 69 of 1999 has regulated provisions regarding food labels normatively, its implementation in the field is still not optimal. The low level of supervision and lack of awareness among business actors regarding legal responsibility are inhibiting factors in consumer protection. Therefore, it is necessary to strengthen the supervision system and increase legal education for business actors, in order to create a fair, transparent trade climate that prioritizes consumer interests.
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INTRODUCTION

Legal protection for consumers is an important part in ensuring consumer safety and security in accessing products, especially food products. Consumers have the right to obtain correct and complete information about the products they will consume. This is in line with the mandate of Law Number 8 of 1999 concerning Consumer Protection and Government Regulation Number 69 of 1999 concerning Food Labels and Advertisements (Anggriawan, 1999) .

In PP No. 69 of 1999, it is stated that every packaged food must include a label containing information such as product name, list of ingredients, net weight, name and address of producer, expiration date, and halal label if it states halal. This information is the consumer's right to know the quality, safety, and suitability of consumption of a product. However, the implementation of this regulation has not been optimal. One example is the Pak Uwit Cracker Factory in Tanjung Jati , which produces and distributes crackers to various

outlets and local markets. Based on initial observations, many cracker products from this factory are circulated without including complete information on the packaging label. Some only write the name of the product and manufacturer, without including the expiration date, raw materials, or halal information (Dwi & Febriyanti, 2023) .

Perpetrator business own not quite enough answer big to the things they for sale , including ensure that product the fulfil all legal requirements and standards quality . Halal certification and labeling are important things . for people Muslim related with security in consume a product . With halal certificate , consumer confirmed know that manufactured products in accordance with halal principles which include materials and production processes , and guaranteed cleanliness in accordance with established rules .

As the word of Allah SWT in QS. Al-Baqarah verse 168 :

Yaya allah is the most gracious kohl my name is fyi o lord, the most merciful o allah, the most gracious the lord and allah the most high the most high the most high and allah is the most gracious o allah my name is muhammad

O mankind, eat of what is lawful and good on earth and do not follow the footsteps of Satan. Indeed, he is to you an open enemy.

In the Interpretation of Fi Zilalil The Qur'an explains that the food that is permitted or halal is from whatever is found on earth - except for a few things that are forbidden because they are related to dangerous things and have been confirmed in the texts. syara '--is related to faith, as well as in accordance with the natural and human nature. Allah created everything on earth for humans. Therefore, Allah made permissible what is on earth, without any restrictions on what is permissible except for special dangerous problems. And, if what is on earth is not permissible, then this goes beyond the area of balance and the purpose of creating the earth for humans (Pangestu, 2024) .

So, generally speaking about this halal from Allah, humans can enjoy what is good according to human nature, without having to accept it with difficulty and shortness of breath; So all of this is with one condition, namely that humans accept what is halal and avoid what is haram from what Allah has provided (Rizal & Arpangi, 2020) . Not based on the whispers of Satan who never whispers goodness. Because indeed, Satan is the enemy of humans and always creates hostility , ugliness and abomination. If not, then by saying words of disbelief and insults against Allah, making up lies in the name of Allah, without a firm and convincing basis. (, & , 2019) .

This condition is certainly detrimental to consumers because they do not get the information that should be their right. Violation of this labeling obligation raises questions about the effectiveness of the implementation of PP No. 69 of 1999. The lack of supervision from the authorities and the low awareness of business actors are the main factors causing weak consumer protection in the food sector, especially in the context of household businesses or small industries (, & , 2019) .

This research is based on two main theories, namely the Theory of Legal Effectiveness and the Theory of Consumer Protection. The theory of legal effectiveness as put forward by Soerjono Soekanto emphasized that the success of a law is not only determined by its

normative existence, but also by its implementation in social reality. According to Soekanto , there are five interrelated factors that determine the effectiveness of the law, namely: the substance of the law itself, law enforcement officers, supporting facilities or infrastructure, public awareness as legal subjects, and community cultural values (Lestari, 2020) . In the context of this study, the effectiveness of Government Regulation Number 69 of 1999 concerning Food Labels and Advertisements will be analyzed based on the extent to which these five factors support the implementation of the regulation, especially in guaranteeing the protection of consumer rights over food products produced by the Pak Uwit Cracker Factory in Tanjung Jati (Baihaki et al., 2022) .

Meanwhile, the theory of consumer protection is used as a basis for assessing whether consumer rights to obtain correct, clear, and honest information about food products have been fulfilled in accordance with the principles contained in Law Number 8 of 1999 concerning Consumer Protection. This theory explains that consumers tend to have a weak position and are vulnerable to fraudulent practices by business actors, so effective legal protection is needed to guarantee their interests and safety. The legal protection in question includes the provision of accurate information through labels and advertisements, as well as monitoring and sanction mechanisms for violations committed by business actors (Juwitasari et al., 2021) . Therefore, this study not only aims to evaluate the implementation of these government regulations, but also to assess how the application of the law is able to protect consumers in the field, especially in the context of the household food industry such as the Pak Uwit Cracker Factory .

The government is fully responsible for all consumers to receive their rights. This leads to the rights guaranteed by these consumers in a good business environment. Creating a great business world requires coordination among agencies to solve problems related to protecting consumers. Through this research, the author wants to analyze more deeply how effective the regulation is implemented by business actors and what factors influence the implementation of the regulation, by taking a case study of the Pak Uwit Cracker Factory in Binjai City .

METHOD

This study uses an empirical legal approach, which is an approach that views law not only as a written norm, but also as real behavior that lives in society (Batubara, SA, Tanwin, MS, Yosephine, 2021) . Empirical legal research seeks to understand how the law works concretely in the field, including how legal rules are understood, applied, and obeyed by society, in this case business actors and consumers (Muhammad, 2004) . In this study, the focus is on the implementation of Government Regulation Number 69 of 1999 concerning Food Labels and Advertisements, especially at the Pak Uwit Tanjung Jati Cracker Factory. This study relies on primary data collected through direct observation of production and marketing activities at the factory location, as well as through interviews with business actors who are directly involved in the process of making, labeling, and selling food products. In addition, the study also uses secondary data in the form of legal documents such as laws and

regulations, legal literature, academic books, scientific journals, and relevant articles to enrich the analysis (Fanani et al., 2021) .

All data obtained from the results of observations and interviews are then classified and processed systematically, so that they can be arranged in the form of findings that support or criticize the legal theory used. The analysis process is carried out using the analytical descriptive method, which means that every phenomenon found in the field will be described in detail and analyzed by referring to the applicable legal provisions as well as the theory of legal effectiveness and consumer protection theory. This analysis aims to identify the extent to which the implementation of PP No. 69 of 1999 has been running effectively, as well as to reveal the factors that support or hinder its success in providing protection to consumers. By using this approach, it is hoped that the study can provide a real picture of the implementation of legal policies at the micro-business level, as well as present applicable recommendations to improve consumer protection governance in local food industry practices.

RESULTS AND DISCUSSION

Factors that Influence Effectiveness Implementation of Government Regulations Number 69 of 1999 Concerning Food Labels and Advertisements in Ensuring Protection Right Consumers .

Before knowing what factors influence the inability business actors' compliance with regulations on food labels and advertising, the researcher first asked whether as a producer Mr. Uwit knew what Government Regulation Number 69 of 1999 concerning Food Labels and Advertising was, through an interview Mr. Uwit said that: Sorry, I do not yet have a deep understanding of Government Regulation Number 69 of 1999 concerning Food Labels and Advertising. So far, I have only followed general practices in product labeling and have never received direct socialization regarding this regulation. If there are special provisions that need to be considered, I would be very interested in learning about them, so that we can improve and adjust our products in accordance with applicable regulations (Jaang, 2023) .

After that, the researcher asked what the obstacles were in including labels and advertisements on their products, then Mr. Uwit said that: To include labels on products, they were not included because they did not know how to register them and thought that registering the label would be complicated, so they only registered a business permit, and that was also a business permit from the sub-district.

Next, the researcher will explain several other factors that influence the incompatibility. business actors' compliance with regulations regarding food labels and advertising, as follows (Izazi et al., 2024) :

1. Product Name: Some manufacturers include the name of their product, but there are also those who do not include the name of their product, namely the Pak Uwit cracker manufacturer , on the grounds that they do not know how to include it.
2. Manufacturer's Name and Address: Manufacturers do not include this so that their products can be resold by their resellers .

3. List of Raw Materials or Composition: Manufacturers do not include this because some of their products are not produced directly in the factory or in other words they buy some of their products in the market, and also the raw materials used are very familiar and they are sure that the materials are halal.
4. Net Weight or Contents: Manufacturers do not use this because the weight of each cracker cannot be said to be the same, and it would take a lot of time if they had to weigh each cracker that had to be packaged quickly.
5. Expiration date, month and year : Very few manufacturers include an expiration date, on the grounds that the expiration date of their products cannot be predicted and also assume that all consumers know when their products will expire.
6. Halal Information: Pak Uwit cracker producer did not include this because they did not know what had to be attached when applying for a halal certificate.

From the explanation of the factors that influence producers in implementing regulations regarding food labels and advertising, the most prominent factors are the lack of legal awareness from individuals and also play an important role in this matter. Theoretically, the data obtained by researchers refers to the theory of legal effectiveness put forward by Soerjono. Soekanto stated that the success of a law can be determined by five main factors, namely (Wiyono, 2020) :

- a. The legal factor itself, namely the applicable laws.
- b. Law enforcement factors, which include individuals or institutions tasked with forming and implementing laws.
- c. Factors of facilities or infrastructure that support the law enforcement process.
- d. Societal factors, which include the environment in which the law is applied.
- e. Cultural factors, which are the result of human work, creations and feelings based on intelligence and creativity.

Based on the theory and data that have been presented, it is known that the Pak Uwit cracker producers do not comply with the applicable regulations. Indications of this attitude can be seen from the lack of completeness of label components that should be on product packaging.

Implementation of Government Regulations Number 69 of 1999 Concerning Food Labels and Advertisements on Products Crackers from Pak Uwit's Cracker Factory in Tanjung Jati.

Implementation is a crucial aspect in the entire process. In his view, the task of implementation in general is to build linkages that facilitate the achievement of policy objectives as a result of various government activities. Therefore, the task of implementation includes the formation of a *"policy delivery system"* in which various means are designed and implemented in the hope of achieving the desired goals (Nurukusuma & Jumailah, 2022) .

The implementation of Government Regulation No. 69 of 1999 is carried out by various institutions, with the Food and Drug Supervisory Agency (BPOM) as the representative of the central government. In the context of regional autonomy, the Health Office in each city and district plays a role as the vanguard in implementing this policy, especially in the food labeling process.

According to Hanifah Harsono, implementation is a process of carrying out activities that function as policy actions in administrative politics. This is related to policy development in order to perfect a program. Meanwhile, Guntur Setiawan defines implementation as an expansion of mutually adjusting activities, where there is interaction between objectives and actions needed to achieve them, and requires a supporting network of implementers. On the other hand, Wibawa stated that policy implementation means the implementation of a policy or program.

From the various definitions that have been described, it can be concluded that implementation is not just an activity, but an activity that is carefully planned and carried out seriously based on certain norms to achieve the desired goals. Therefore, implementation is not independent, but is influenced by other factors around it. Meanwhile, policy is basically an action that is directed to achieve a certain goal, not just a decision to do something.

With regard to the implementation of Government Regulations Number 69 of 1999 Concerning Food Labels and Advertisements on Products Crackers from Pak Uwit Cracker Factory in Tanjung Jati, researchers obtained the following data: Mr. Uwit, as the cracker producer, did not include the product name, name and address of the producer, list of raw materials and composition, net weight or content, expiration date, month and year, and also halal information.

Theoretically, the data obtained by the researcher can be analyzed through the theoretical framework proposed by Lawrence M. Friedman. According to him, there are three legal components that influence the effectiveness of the law, one of which is the legal culture factor. Based on the theory and data that have been explained, it can be concluded that the legal culture adopted by the Pak Uwit Cracker producers seems to pay less attention to applicable regulations. This can be seen from the failure to fulfill the label components that should be on food packaging, as previously described.

CONCLUSION

Based on the research results, the implementation of Government Regulation Number 69 of 1999 concerning Food Labels and Advertisements at the Pak Uwit Cracker Factory in Tanjung Jati is still not running optimally. The cracker products produced do not meet the labeling standards set by the regulations, such as not including important information regarding the product name, manufacturer's address, ingredient composition, net weight, expiration date, and halal label. This non-compliance is caused by several factors, including the low understanding of business actors regarding regulations, lack of socialization from the government, and incorrect assumptions regarding label registration and certification procedures. This indicates that there is still a large gap between applicable legal norms and the reality on the ground. This situation has a direct impact on consumer rights, who should receive adequate information to ensure safety and comfort in consuming food products. Incomplete labels not only violate the principles of consumer protection as stated in Law Number 8 of 1999 and PP No. 69 of 1999, but also pose a risk to public health. Therefore, concrete steps are needed from the government to strengthen supervision, provide regular

guidance to business actors, and conduct ongoing legal education so that legal awareness among home industries can increase. With good synergy between the government, business actors, and the community, the effectiveness of implementing regulations in the food sector will be more guaranteed and consumer protection can be realized comprehensively .

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