

**ANALISIS YURIDIS TERHADAP PERLINDUNGAN KONSUMEN
DALAM PEREDARAN *SKINCARE* PALSU DI TOKO *ONLINE*
BERDASARKAN UU NO 8 TAHUN 1999 TENTANG PERLINDUNGAN
KONSUMEN**

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ABSTRAK

Perkembangan teknologi informasi telah mendorong pertumbuhan transaksi jual beli secara daring, termasuk di sektor produk *skincare*. Namun, kemudahan ini juga diiringi dengan meningkatnya peredaran produk *skincare* palsu di toko *online*, yang berpotensi merugikan konsumen baik secara ekonomi maupun kesehatan. Penelitian ini bertujuan untuk menganalisis perlindungan hukum bagi konsumen terhadap peredaran *skincare* palsu di toko *online* berdasarkan Undang-Undang No. 8 Tahun 1999 tentang Perlindungan Konsumen (UUPK), serta mengidentifikasi kekaburan norma dan tantangan dalam implementasinya. Metode penelitian yang digunakan adalah yuridis normatif dengan pendekatan perundang-undangan dan studi kasus. Data diperoleh melalui studi pustaka, analisis peraturan perundang-undangan, serta dokumentasi kasus-kasus terkait. Hasil penelitian menunjukkan bahwa perlindungan hukum bagi konsumen dalam pembelian *skincare* palsu di toko *online* masih belum optimal. Hal ini disebabkan oleh lemahnya pengawasan, belum adanya pengaturan tegas mengenai tanggung jawab marketplace, serta rendahnya kesadaran konsumen terhadap hak-haknya. Selain itu, mekanisme pengaduan dan penyelesaian sengketa masih belum efektif dalam memberikan perlindungan yang maksimal bagi konsumen. Penelitian ini merekomendasikan perlunya penguatan regulasi, peningkatan pengawasan oleh instansi terkait, edukasi konsumen, serta penyempurnaan mekanisme pengaduan dan penegakan hukum untuk mewujudkan perlindungan konsumen yang lebih efektif di era digital.

Kata Kunci: Perlindungan konsumen, *Skincare* palsu, Toko *online*, Undang-Undang Perlindungan Konsumen

**LEGAL ANALYSIS OF CONSUMER PROTECTION IN THE
DISTRIBUTION OF FAKE SKINCARE IN ONLINE STORES BASED ON
LAW NO. 8 OF 1999 CONCERNING CONSUMER PROTECTION**

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ABSTRACT

The development of information technology has encouraged the growth of online buying and selling transactions, including in the skincare product sector. However, this convenience is also accompanied by the increasing circulation of counterfeit skincare products in online stores, which has the potential to harm consumers both economically and health. This research aims to analyze the legal protection for consumers against the circulation of counterfeit skincare in online stores based on Law No. 8 of 1999 concerning Consumer Protection (UUPK), as well as identify the vagueness of norms and challenges in its implementation. The research method used is normative juridical with a statutory approach and case studies. Data is obtained through literature study, analysis of laws and regulations, and documentation of related cases. The results showed that legal protection for consumers in purchasing fake skincare in online stores is still not optimal. This is due to weak supervision, the absence of strict regulations regarding the responsibility of the marketplace, and low consumer awareness of their rights. In addition, the complaint and dispute resolution mechanism is still not effective in providing maximum protection for consumers. This study recommends the need for strengthening regulations, increasing supervision by relevant agencies, consumer education, and improving complaints and law enforcement mechanisms to realize more effective consumer protection.

Keywords: *Consumer protection, Fake skincare, Online shop, Consumer Protection Law*