

**PERAN YAYASAN LEMBAGA PERLINDUNGAN KONSUMEN  
TERKAIT KERUGIAN KONSUMEN DITINJAU BERDASARKAN  
PASAL 8 HURUF F UNDANG – UNDANG NOMOR 8 TAHUN 1999  
TENTANG PERLINDUNGAN KONSUMEN  
(Studi Kasus Kerugian Konsumen Terhadap Pembelian Rumah Subsidi Di  
Wilayah Kabupaten Tabanan)**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui (1) peran YLPK Bali dalam menangani masalah kerugian konsumen mengenai pembelian rumah subsidi di wilayah Kabupaten Tabanan, serta (2) implementasi perlindungan hukum bagi konsumen perumahan yang dirugikan oleh pelaku usaha jasa pengembang perumahan di wilayah kabupaten tabanan. Jenis penelitian yang digunakan adalah penelitian hukum empiris, dengan sifat penelitian deskriptif. Lokasi penelitian ini dilaksanakan di YLPK Bali dan Pemerintah Kabupaten Tabanan. Teknik pengumpulan data yang digunakan adalah dengan cara studi dokumen, observasi, dan wawancara. Teknik penentuan sampel yang digunakan adalah teknik Non Probability Sampling dan penentuan subyeknya menggunakan teknik purposive sampling. Teknik pengolahan dan analisis data secara kualitatif. Hasil penelitian menunjukkan bahwa (1) Peran YLPK Bali yakni menerima pengaduan kerugian konsumen serta membantu menyelesaikan sengketa baik secara litigasi maupun non litigasi. Dalam non litigasi YLPK bertugas memperjuangkan hak – hak konsumen yang dirugikan sampai ada proses ganti rugi dan jika tidak berhasil barulah akan diselesaikan dengan cara litigasi yaitu pendampingan terhadap konsumen. (2) Implementasi perlindungan hukum bagi konsumen perumahan di wilayah kabupaten tabanan belum efektif, hal ini dapat dipengaruhi oleh struktur hukum yang belum maksimal melakukan kewajibannya dalam hal sosialisasi, pengawasan dan penegakan peraturan perundang – undangan yang berlaku. Kondisi yang demikian mempengaruhi budaya hukum masyarakat baik pelaku usaha maupun konsumen dimana pemahaman mereka tentang ketentuan yang berlaku masih sangat minim yang berimplikasi adanya pelanggaran dan kerugian.

**Kata Kunci :** Peran, Lembaga Perlindungan Konsumen, Kerugian Konsumen, dan Rumah Subsidi.

**THE ROLE OF INSTITUTIONS FOR CONSUMER PROTECTION  
INSTITUTIONS RELATED TO CONSUMER LOSS IS REVIEWED BASED ON  
ARTICLE 8 LETTER F OF LAW NUMBER 8 OF 1999 CONCERNING  
CONSUMER PROTECTION**

*(Case Study of Consumer Loss on Subsidized Housing Purchases in Tabanan  
Regency)*

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**ABSTRACT**

*This study aims to determine (1) the role of YLPK Bali in dealing with the problem of consumer losses regarding the purchase of subsidized houses in Tabanan Regency area, and (2) the implementation of legal protection for consumers who are disadvantaged by housing development service businesses in Tabanan Regency area. This type of research is empirical legal research, with descriptive research characteristics. The location of this research was carried out at YLPK Bali and the Tabanan Regency Government. Data were collected by document study, observation, and interviews. The sampling technique used the Non Probability Sampling technique and the determination of the subject was using purposive sampling technique. Qualitative data processing and analysis techniques. The results showed that (1) the role of YLPK Bali was to receive complaints of consumer losses and help resolve disputes both in litigation and non-litigation. In non-litigation, YLPK is tasked with fighting for the rights of consumers who have been harmed until there is a compensation process and if it doesn't work then it will be resolved by means of litigation, namely assistance to consumers. (2) The implementation of legal protection for residential consumers in Tabanan Regency area has not been effective, this can be influenced by the legal structure that has not maximally carried out its obligations in terms of socialization, supervision and enforcement of applicable laws and regulations. Such conditions affect the legal culture of the community, both business actors and consumers, where their understanding of the applicable provisions is still very minimal, which implies violations and losses.*

**Keywords:** *Role, Consumer Protection Agency, Consumer Loss, and Subsidized Housing.*