Southeast Asian Journal of Global Legal Horizon

Lifescifi Akademia Utama

Southeast Asian Journal of Global Legal Horizon

Volume: 2
Issue: 1
Year: 2025
Page: 27-34

Citation:
Fadilah, N., & Hasanah, N. (2025). Consumer Legal Protection for Food Product Label Information from the Perspective of the Consumer Protection Law. *Southeast Asian Journal of Global Legal Horizon*, *2*(1), 27-34.

Article History:
Received: January 25, 2025
Revised: May 26, 2025
Accepted: June 18, 2025
Online since: June 30, 2025

Consumer Legal Protection for Food Product Label Information from the Perspective of the Consumer Protection Law

Nur Fadilah[1*], Nor Hasanah[1]

[1] Sekolah Tinggi Ilmu Syariah As-Salafiyah Sumber Duko, Pamekasan, Indonesia

Abstract:

Technological developments and the increasing variety of food products make it easier for people to meet their consumption needs, but they also pose risks when information on labels is not conveyed correctly, clearly, and honestly. This study aims to analyze consumer legal protection regarding information on food product labels and the responsibilities of business actors in ensuring the safety, quality, and clarity of product information. The study uses a normative juridical method with a legislative and conceptual approach through analysis of primary and secondary legal materials. The analysis focuses on Law Number 8 of 1999 concerning Consumer Protection, Law Number 18 of 2012 concerning Food, and Law Number 33 of 2014 concerning Halal Product Assurance. The results show that these three regulations provide a complementary legal framework to guarantee consumers' rights to accurate information, food product safety, and certainty regarding product halal status. However, problems remain in the implementation of labeling provisions and supervision of business actors. In conclusion, consumer protection requires business actor compliance, consistent supervision, and increased consumer awareness in understanding information on product labels.

Keywords:

Business Responsibilities; Consumer Protection; Food Labels; Halal Products; Product Information.

Copyright: © 2025 by the authors.
This work is licensed under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (https://creativecommons.org/licenses/by-sa/4.0/).

1. Introduction

Technological developments and changes in consumer consumption patterns have driven increased production and distribution of various types of goods and food products in the market. The ease with which people can obtain information and conduct transactions has increased product choices, but at the same time, this raises issues regarding consumers' ability to assess the safety, quality, content, and accuracy of product information. This situation demonstrates that consumers not only require product availability but also assurance that the products offered meet safety standards and provide accurate, clear, and honest information. In practice, products still contain information on labels that does not align with the actual product's condition, potentially misleading consumers and causing harm. Research by Apriani (2019) shows that inconsistencies in composition information on food labels can be detrimental to consumers because consumers rely on this information before purchasing and consuming the product.

Consumer protection issues are also increasingly complex as businesses use various forms of promotion and advertising to increase product appeal. Advertising has the potential to influence consumer decisions, so information conveyed in promotional activities must adhere to the principles of truth and not be misleading. Daeng et al. (2023) stated that research on legal protection for consumers harmed by food advertising shows that discrepancies between information in advertisements and the condition of the goods being sold can cause harm to consumers and require legal protection under the Consumer Protection Law. Therefore, consumer protection cannot be solely directed at the physical safety of products but also encompasses consumers' right to obtain accurate information before making consumption decisions.

Normatively, this protection is primarily based on Law Number 8 of 1999 concerning Consumer Protection. Article 4 grants consumers several rights, including the right to comfort, security, and safety when consuming goods and/or services, as well as the right to obtain correct, clear, and honest information regarding the condition and guarantees of goods and/or services. These provisions are closely related to the obligation of business actors to provide accurate information and not mislead consumers. Therefore, labels and advertising cannot be viewed merely as marketing instruments, but also as part of fulfilling consumer rights.In addition to the Consumer Protection Law, food aspects are specifically regulated through Law Number 18 of 2012 concerning Food. This regulation is important because food products are directly related to public health and safety. Information on composition, safety, quality, nutritional value, and other necessary information serves as a tool for consumers in deciding which products to consume.

Research on food labels also shows that transparency is a crucial part of government efforts to protect consumers, especially when the information on the product does not reflect the actual situation. Furthermore, the halal aspect of products is strengthened through Law Number 33 of 2014 concerning Halal Product Assurance. Information regarding halal status plays a crucial role in providing consumer certainty and protection. Research by Angriyani and Gultom (2021) shows that information regarding product content and halal status is an essential aspect of consumer protection, particularly for food products circulating in the community. Meanwhile, Pribadi and Fitriana (2022) position halal certification and labeling as instruments to provide legal certainty to consumers regarding the halal status of food products.

These issues demonstrate that the existence of regulations does not automatically guarantee optimal consumer protection. Issues persist, including inconsistencies in label information, potentially misleading advertising information, and a lack of understanding of applicable regulations by consumers and businesses. Research by

Muhammad, Al Kautsar, and Latifah (2023) even shows that some food products still do not display information that reflects their actual condition and content, thus ensuring information transparency is a crucial component of the consumer protection system.Based on these conditions, consumer protection for goods and food products requires a comprehensive study through the relationship between Law Number 8 of 1999 concerning Consumer Protection, Law Number 18 of 2012 concerning Food, and Law Number 33 of 2014 concerning Halal Product Assurance. These three regulations provide a complementary legal framework to guarantee consumers' rights to product safety, quality, information, and certainty.

Therefore, this research is important to analyze the extent to which these regulations provide legal protection for consumers and the responsibility of business actors in ensuring that information on product labels and promotions aligns with the actual condition of the product. Based on these arguments, three questions arise:RQ1: How do legal regulations regarding information on food product labels provide consumer protection?RQ2: What is the responsibility of business actors for the safety and suitability of traded food products?RQ3: How does halal food product assurance play a role in strengthening legal protection for consumers?

2. Methods

This study employs a normative juridical method, focusing on the analysis of legal norms, principles, and provisions related to consumer legal protection concerning food product label information. The approaches used are the statutory approach and the conceptual approach. The statutory approach is applied to examine legal provisions governing consumer rights, business actors' obligations and responsibilities, food safety and labeling, and halal product assurance. The primary legal materials consist of Law Number 8 of 1999 concerning Consumer Protection, Law Number 18 of 2012 concerning Food, and Law Number 33 of 2014 concerning Halal Product Assurance, along with relevant implementing regulations.

Secondary legal materials are obtained from scientific journals, legal books, academic articles, and previous studies concerning consumer protection, food labeling information, business actors' responsibilities, and halal product assurance. Legal materials are collected through a library research method, while the analysis is conducted descriptively and analytically by identifying, interpreting, and relating relevant legal provisions to issues of consumer protection. The results of the analysis are used to determine the extent to which existing regulations provide legal protection for consumers and establish the responsibilities of business actors in ensuring the accuracy, safety, quality, and clarity of information contained on food product labels.

3. Results and Discussion

3.1. Consumer Protection Regarding the Accuracy and Completeness of Product Label Information

The study's findings indicate that product labels are a crucial instrument in providing legal protection to consumers because they serve as the primary source of information before consumers make a choice. Information regarding the product name, composition, net weight or volume, expiration date, manufacturer identity, and other information related to product characteristics must be provided accurately, clearly, and not misleadingly. Problems arise when the information listed on the packaging does not reflect the actual condition of the product. Apriani (2019) found that business competition can encourage businesses to include composition information that does not reflect the product's condition, resulting in losses for consumers who base their purchasing decisions solely on the information contained in the label. Legally, this situation contradicts the principles of consumer protection

as stipulated in Law Number 8 of 1999 concerning Consumer Protection (UUPK). Article 4 of the UUPK grants consumers the right to obtain accurate, clear, and honest information regarding the condition and guarantees of goods and/or services. Furthermore, Article 7 of the UUPK requires businesses to provide accurate, clear, and honest information regarding the condition and guarantees of goods and/or services. In fact, Article 8 prohibits businesses from trading goods that do not meet the requirements or do not conform to the information stated on the label or tag.

This finding is reinforced by Asriani, Mardianto, and Kartika (2020), who showed that the omission of labels on food products can deprive consumers of information that should be the basis for making consumption decisions. This lack of information can also have legal consequences for businesses if consumers suffer losses. Therefore, labels cannot be positioned solely as a marketing tool, but rather as part of businesses' legal obligations to fulfill consumer rights. More specifically, Law Number 18 of 2012 concerning Food reinforces the obligation of businesses to provide information about food. Article 97 of the Food Law stipulates that anyone producing food domestically for trade is required to include labels on and/or inside food packaging. This information must be provided accurately and not misleading. Therefore, the Consumer Protection Law and the Food Law have a complementary relationship: the Consumer Protection Law provides a framework for protecting consumer rights, while the Food Law provides sectoral regulations regarding food information and labeling.

Muhammad, Al Kautsar, and Latifah (2023) also found that there is still a problem of discrepancies between information on food labels and the actual product content. They emphasize information transparency as a crucial component of consumer protection and even recommend strengthening labeling regulations, including information on allergen content. Therefore, the effectiveness of consumer protection depends heavily on the accuracy, completeness, and transparency of information provided through product labels.

3.2. Business Actors' Responsibilities for Food Product Safety and Conformity

Consumer protection does not stop at the obligation to provide information, but also relates to the responsibility of business actors for the safety and quality of distributed products. Consumers are inherently in a weaker position because they do not always have the ability to understand the production process, materials used, safety standards, or product quality before making a purchase. Therefore, the responsibility to ensure that products are safe and comply with the information provided rests primarily with business actors. Law No. 8 of 1999 concerning Consumer Protection provides a clear legal basis for this responsibility. Article 7 requires business actors to act in good faith in carrying out their business activities and to provide true, clear, and honest information. Furthermore, Article 19 regulates the responsibility of business actors to provide compensation for damage, contamination, and/or losses to consumers resulting from consuming the goods and/or services they produce or trade.

These provisions demonstrate that consumer protection is not only preventative through the provision of information, but also repressive through accountability mechanisms if consumers experience losses. In the food sector, these provisions are reinforced by Law No. 18 of 2012 concerning Food. Food regulations place food safety and quality as a crucial part of food management. Products distributed to the public must meet safety, quality, and labeling requirements. If a business actor includes information that does not reflect the actual situation, this issue not only constitutes an administrative violation but can also have implications for legal liability if it causes harm to consumers. Nurjanah and Paulus (2022), through normative legal research on the food industry, emphasized the importance of implementing Law No. 8 of 1999 in regulating consumer rights and business actors'

obligations in the food sector. The study also positions Law No. 18 of 2012 as a crucial legal basis for ensuring food product safety.

The issue of liability is increasingly apparent in information related to expiration dates. Daeng et al. (2023) found that the Consumer Protection Law provides a legal basis for consumer protection regarding expiration date information, but its implementation still faces challenges in the form of weak oversight consistency and suboptimal consumer understanding of the right to such information. This suggests that the existence of legal norms requires effective oversight and enforcement.

3.1. Product Halal Assurance as Part of Consumer Protection

In addition to product safety and composition information, halal certification is an important form of information for consumers. Clarity regarding halal status provides consumers with certainty in deciding which products to consume. Therefore, the inclusion of halal information is not only related to religious aspects but also represents the consumer's right to obtain information that can be used as a basis for making informed choices. The primary legal basis for this aspect is Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH). This law establishes the legal framework for implementing halal product assurance and provides legal certainty regarding the halal status of products circulating in the community. In relation to consumer protection, the provisions of the Law on Halal Product Assurance must be read in conjunction with the UUPK (UU PK). Consumers have the right to obtain information about products, while business actors are obliged to comply with the provisions regarding halal product assurance in accordance with the type and provisions of the products traded.

Widiarty (2019) demonstrated that the issue of halal labels on packaged food products is directly related to consumer protection. Consumers can suffer losses if products that have obtained halal certification do not properly include halal information. The study also positions the Consumer Protection Law (UUPK) and Law No. 33 of 2014 as two important instruments in providing legal certainty to consumers. A similar finding is evident in research by Angriyani and Gultom (2021). They emphasized that information regarding food content and halal certification is information that businesses cannot ignore, especially because consumers require certainty about the products they consume. The study also showed that some food products are still circulating without adequate halal information, necessitating the role of the state in providing consumer protection.

Furthermore, Pakpahan et al. (2021) examined the civil liability of businesses that violate halal labeling under the UUPK. The study demonstrated a link between violations of halal information and business actors' liability for losses suffered by consumers. Meanwhile, Pribadi and Fitriana (2022) emphasized the importance of legal certainty regarding halal labeling and certification of food products under Law No. 33 of 2014. Based on this, halal assurance must be positioned as part of the overall consumer protection system. The Consumer Protection Law provides the basis for consumers' rights to information and the responsibilities of business actors, the Food Law provides protection related to food safety and quality, while the Food and Drug Monitoring Law provides certainty regarding the halal status of products. These three laws form a complementary protection framework, so that consumers not only obtain safe and quality products but also obtain correct information regarding the characteristics of the products they consume.

4. Conclusion

Based on the discussion, it can be concluded that legal protection for consumers regarding food products is not only related to product safety but also encompasses the accuracy, clarity, and completeness of the information provided by business actors. Product labels are crucial because they are one of the primary sources for

consumers in making choices before purchasing and consuming a product. Therefore, information regarding the composition, product condition, expiration date, manufacturer identity, and other required information must be conveyed accurately and not be misleading. Law Number 8 of 1999 concerning Consumer Protection provides the primary basis for consumers' right to obtain accurate, clear, and honest information, as well as the obligation of business actors to provide information and guarantee the quality of the goods they sell. If the product or information provided causes harm, the business actor can be held accountable in accordance with consumer protection provisions. Meanwhile, Law Number 18 of 2012 concerning Food strengthens this protection through regulations regarding food safety, quality, and labeling.

Furthermore, Law Number 33 of 2014 concerning Halal Product Assurance provides legal certainty regarding the halal status of products circulating in the community. Regulations regarding halal certification and labeling are important instruments for providing information and assurance to consumers. The law also stipulates obligations regarding the inclusion of halal and non-halal information on products in accordance with applicable regulations. Thus, these three laws form a complementary consumer protection framework: the Consumer Protection Law (UUPK) as the basis for protecting the rights and responsibilities of business actors, the Food Law as the basis for food safety and labeling, and the Product Safety Law as the basis for ensuring product halal status. The effectiveness of this protection still requires consistent oversight, business compliance, and increased consumer awareness in reading and understanding information on product labels.

References

Angriyani, A. M., & Gultom, E. (2021). "Peran Negara dalam Memberikan Perlindungan pada Konsumen atas Penggunaan Produk Pangan Tidak Berlabel Halal Berdasarkan Undang-Undang Nomor 33 Tahun 2014 tentang Jaminan Produk Halal." Jurnal Hukum Malahayati, 2(1).

Apriani, R. (2019). Perlindungan Konsumen terhadap Informasi Komposisi Kandungan yang Tercantum pada Kemasan Pangan di Karawang. Jurnal de Jure, 11(1).

Asriani, A. J. N., Mardianto, A., & Kartika, K. K. (2020). Perlindungan Hukum pada Konsumen atas Pelaku Usaha yang Tidak Mencantumkan Label pada Produk Gula Pasir Impor Berdasarkan Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen. Soedirman Law Review, 2(2).

Daeng, Y., Nanda, N., Dewi, A., Rahmadi, R., Yuliyanta, A., & Firdaus, F. (2023). Perlindungan Hukum terhadap Konsumen atas Informasi Tanggal Kadaluwarsa Produk Makanan Berdasarkan Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen. Innovative: Journal of Social Science Research, 3(6), 2906–2913.

Muhammad, D. W., Al Kautsar, I., & Latifah, E. (2023). "Pencantuman Label Alergen dalam Pelabelan Produk Pangan sebagai Bentuk Perlindungan Konsumen." Jurnal Hukum IUS QUIA IUSTUM, 30(2), 420–441.

Nurjanah, L. R. S., & Paulus, D. H. (2022). Legal Obligation and Consumer Defense in the Food Industry (Application of Law Number 8 of 1999 Concerning Consumers). Journal of Law and Legal Reform, 3(4).

Pakpahan, E. S. F., Dewantara, D., Savira, B. Y., & Valendra, B. (2021). Civil Liability Against Business Actors Committing Violations of Halal Labeling Based on Law No. 8 of 1999 Concerning Consumer Protection. LEGAL BRIEF, 11(1), 27–35.

Pribadi, S., & Fitriana, D. (2022). "Kepastian Hukum terhadap Label dan Sertifikasi Halal Produk Pangan Berdasarkan Undang-Undang Nomor 33 Tahun 2014

tentang Jaminan Produk Halal." Logika: Jurnal Penelitian Universitas Kuningan, 13(2), 202–208.

Acknowledgment
We gratefully acknowledge the contributions of individuals who supported the completion of this article.

Funding Information
This research did not receive any funding.

Conflict of Interest Statement
The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement
Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement
The data that support the findings of this study are available from the corresponding author upon reasonable request.