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**PROHIBITED ACTIONS FOR BUSINESS ACTORS ON
CARRY OUT BUSINESS ACTIVITIES (ANALYSIS OF
DOG MEAT SALES AT REGIONAL COMPANY PASAR
JAYA SENEN JAKARTA)**

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ABSTRACT

The sale of dog meat at the Pasar Jaya Regional Company, Senen Block III, began with news circulating on social media which was revealed by Animal Defenders Indonesia. The sale has been going on for more than 6 years and every day the trader sells 4 dog meat. The sale of dog meat at the Pasar Jaya Regional Company on Senen violates the regulations for selling at the Pasar Jaya Senen Regional Company, because dog meat is one of the products that cannot be traded. The sale of dog meat violates Law No. 18 of 2012 concerning Food, because dog meat is a type of commodity that cannot be traded. In Islamic law, dog meat is a forbidden food. Law Number 33 of 2014 concerning Halal Product Guarantees, business actors in selling non-halal products must include non-halal signs on their products, which can be in the form of writing or images stating that they are not halal. Traders also violate Law Number 8 of 1999 concerning Consumer Protection, because business actors in carrying out their business activities do not provide clear information to consumers about the products they sell and do not have good intentions. The problem is what are the forms of violation of Muslim consumer rights in the sale of dog meat and the form of sanctions given to business actors. The research method used is normative research using library data. The results of the study show that the sale of dog meat is a violation of the rights of Muslim consumers because traders do not provide information that the product they sell is dog meat. The sale is carried out close to halal products, this is a violation. The sanction given by the manager of the Pasar Jaya Regional Company on Senen to traders was a warning to business actors to close their stalls. The warning is heeded by business actors by closing their stalls.

Key words: Dog meat, Violation, Muslim Consumer Rights

INTRODUCTION

Consumer protection law is a legal provision that regulates the relationship between consumers and businessmen. the relationship between business actors and consumers is regulated in Law Number 8 of 1999 about consumer protection, which was issued on 20 April 1999, hereinafter referred to as Consumer Protection Law.(Syawali & Imaniyatin, 2000) The background of the promulgation of Law Number 8 of 1999 is because the development of the national economy in the era of globalization of free trade

must be able to support the growth of the business world that is able to produce a variety of goods and/or services. The growth of the business world is expected to improve the welfare of the community and to obtain goods and/or services from trade that do not harm consumers.(Kristiyanti, 2022) However, in practice there are still many business actors in carrying out their business activities, carrying out prohibited acts, so that they are detrimental to consumers.(Usman, 2022)

The economic globalization and the free trade can increase goods or service product circulation at citizen. globalization and free trade, expanding the space line for transactions of goods and/or services that cross the boundaries of a country.(Warsono, 2017) The entry and exit of goods will provide benefits for consumers, because consumers can choose and own the goods and/or services offered by business actors according to the needs and tastes of consumers.(Imaniati, 2001) However, it is possible that the entry and exit of goods and/or services that cross national borders (international trade) can cause negative effects that can harm consumers, therefore legal arrangements are needed that can provide legal protection to consumers, therefore legal arrangements are needed that can provide legal protection to consumers.(Purba dkk., 2021)

In practice, there are still many business actors who produce goods and/or services that harm consumers, such as illegal cosmetic products, food products mixed with hazardous materials, such as formalin, textile dyes; non-halal products but no "non halal" logo sign.(Hamid, 2017; Mariani, 2019) and the trending is the circulation of electronic media and social media news reporting that at Pasar Regional company Jaya Senen Jakarta block III in September 2021 these dog meat sales. This news emerged after being disclosed by Animal Defenders Indonesia. Based on the search results, in one day traders sell at least 4 dog meat tails and this activity has been going on for more than 6 years. The circulation of information about the sale of dog meat at Pasar Regional company Jaya Senen Jakarta, prompted the Special Capital Region Provincial Government to immediately direct inspection, and it was found that there were sales of dog meat without a permit. The sale of dog meat at Pasar Regional company Jaya Senen Jakarta violates Law Number 8 of 1999 concerning Consumer Protection, Law Number

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18 of 2021 concerning Food and Law Number 33 of 2014 concerning Guaranteed Halal Products.

The sale of dog meat at Pasar Regional company Jaya Senen, Central Jakarta, has been going on for 6 months, it is not in accordance with the regulations because it does not include commodities that can be traded at Pasar Regional company Jaya Senen Jakarta. The video of the sale of dog meat at Pasar Senen Block III circulating in the community was confirmed by the General Manager and Public Relations of Perumda Pasar Jaya Gantra Vaganza. The Pasar Jaya party provides administrative sanctions, if next the traders continue to violate it, then the manager of Pasar Regional company Jaya Senen Jakarta will permanently close their stall to sell at Pasar Regional company Jaya Senen Jakarta.

It was the sale of dog meat has been going on for more than 6 years at Regional Company Pasar Jaya, Senen Jakarta, was because business actors in carrying out business activities, producing goods and/or services, do not accord with their obligations set by law, to the detriment of consumers, especially consumers Muslim, and this shows the weak supervision carried out by the management of Regional Company Pasar Jaya Senen. This is the background for the author to raise the issue in the author's writing entitled "Prohibited Actions for business actors on carry out business activities (Analysis of Dog Meat Sales at Regional Company Pasar Jaya Senen at Jakarta)"

Problem, what shape violations by business actors in carrying out their business activities selling dog meat at Regional Company Pasar Jaya Senen Jakarta and what forms of sanctions are given to business actors. According to the problem, the purpose of writing is to find out the form of violation of business actors in carrying out their business activities selling dog meat at Regional Company Pasar Jaya Senen Jakarta and to find out the form of sanctions given to perpetrators selling dog meat at Regional Company Pasar Jaya Senen Jakarta.

METHODOLOGY

To find answers to the problems, the authors use library research methods, using secondary data in the form of primary legal materials, secondary legal materials and tertiary legal materials. Primary legal materials are in the form of related laws and regulations, including Law Number 8 of 1999 concerning Consumer Protection, Law Number 18 of 2012 concerning Food and Law Number 33 of 2014 concerning Guarantee of Halal Products. Secondary legal materials consist of books, expert opinions related to consumer protection law and halal products. The research is normative juridical, because it uses secondary data obtained from the results of library research. The data obtained from the results of the literature research were analyzed qualitatively.

This research is descriptive analytical using qualitative methods. Therefore, this research tries as much as possible to describe the object under study as a whole and in depth through organization, classification, systematization, and data analysis.(Gunawan, 2013) The research uses a normative juridical approach and is assisted by empirical juridical or sociological juridical. Literature studies and field studies were conducted to obtain the necessary data, both primary and secondary data. Secondary data in the form of primary legal materials, secondary legal materials and tertiary legal materials obtained through library studies. Primary legal materials include statutory regulations. Secondary legal materials include explanations, articles or journals, research results, books relevant to the object being researched. Tertiary legal material is a dictionary. Primary data is data obtained from direct sources through field studies conducted through observations and interviews with related parties. The method of analysis is done by qualitative juridical.(Adi, 2021)

RESULTS AND DISCUSSION

A. Prohibited actions for business actors in carrying out their business activities

The purpose of consumer protection law is to provide legal protection to consumers in the use of goods and/or services circulating in the community. The circulation of goods and/or services can cause harm to consumers. To prevent

things that can harm consumers due to the activities of business actors in producing goods and/or services, the protection law regulates actions that are prohibited for business actors in carrying out their business activities. Acts that are prohibited or which cannot be carried out by business actors in carrying out their business activities are regulated in Article 8 stating:

1. Business actors are prohibited production and/or trading of goods and/or services, which:
 - a. does not fulfil or does not consist with the standards required and statutory provisions.
 - b. does not match the net weight, net content or net and the amount in calculation as stated in the label or label of the goods
 - c. Does not match the size, dose, scale and amount according to the actual size
 - d. Not in accord condition, guarantee, privilege and efficacy as stated in the label, label or description of the said goods and/or services
 - e. Not in accord quality, level of composition, processing process, style or mode, certain uses as stated in the label of the said goods and/or services;
 - f. Not in accordance with the promises stated on the label, manners, advertisements or sales promotions for the said goods and/or services
 - g. Does not include the expiration date or period of best use/utilization of certain goods
 - h. Not following the production in a halal manner as stated in the "halal" statement included in the label;
 - i. Not including labels or making explanations about goods containing the name of the goods, size, net weight/content, composition, how to use, date of manufacture, side effects, name

- of address of business actor and other information for the use, which according must be installed/made
- j. Does not include information, instructions for the use of goods in the Indonesian language in accordance with the provisions of the applicable laws and regulations;
 - k. Business actors are prohibited from trading damaged, defective, or polluted goods without providing complete and correctly information on the goods.
2. Business actors are prohibited from trading pharmaceutical preparations and food items that are damaged, defective or used and contaminated with or without providing complete and correct
 3. Business actors who violate paragraphs 1 and 2 are prohibited from trading the said goods and/or services and must withdraw them from circulation.
 4. Business actors who violate paragraphs (1) and (2) are prohibited from trading the said goods and/or services and must withdraw them from circulation.

The sale of dog meat by traders at Regional Company Pasar Jaya Senen Block 3 Jakarta violates Article 8 number (1) letters a, h, j and Article 4 of consumer protection law. Business actors who trade in goods and/or services must accord with the standards regulated in the laws and regulations. Business actors must provide clear, correct and honest information regarding the condition of goods and/or services, include the expiration date, quality of goods, composition of goods, promotion/advertising of goods and/or services on product labels. Business actors who heed the provisions stipulated in Article 8 of the consumer protection law will produce quality goods and/or services, so as not to cause harm to consumers. be Trading non-quality products is an act that should not be carried out by business actors, because these products will harm or endanger the sale of beef whose stall is near a dog meat stall. In Law Number 12 of 2018 concerning

Food, that dog meat is one of the commodities should not be traded. Likewise, the regulation of Regional Company Pasar Jaya which prohibits the sale of dog meat at Regional Company Pasar Jaya Senen. Based on this it is clear that the sale of dog meat is against the provisions of the applicable law.

Dog meat is a product that is prohibited by Islamic law for consumption by Muslim consumers. In Law Number 33 of 2014 concerning Halal Product Guarantee, it is stated that business actors who sell non-halal products must apply for a certificate to the organizing body of Halal Product Guarantee. The selling dog meat at the traditional market of Regional Company Pasar Jaya Senen, and to protect Muslim consumers, business actors must inform that the product they sell is dog meat and cannot be adjacent to stalls of the selling of halal meat. Business actors must provide clear information to consumers that the product being sold is dog meat, thereby protecting the rights of Muslim consumers to non-halal products. The sale of dog meat at Regional Company Pasar Jaya, Senen, is against the legislation, because dogs are not a commodity to be traded, and besides that, dogs are animals with rabies. So be prohibited on selling dog meat is justified to prevent the spread of rabies in the community.

The obligation of business actors in carrying out their business activities must have good intentions (Article 7 letter a), provide correct, clear and honest information regarding the condition and guarantee of goods and/or services (Article 8 letter b). The sale of dog meat at Pasar Jaya Senen violates Article 7 letters a and b of the Consumer Protection Law, because business actors in carrying out their business activities in opening dog meat stalls do not provide correct information to consumers that the meat being sold is dog meat. Business actors in trading their products should provide information to consumers, in the form of signs, writings or pictures of dogs, so that consumers know that the meat they sell is dog meat. Business actors are said to have no good faith in trading when they do not inform consumers that the meat being sold is dog meat. The sale of dog meat adjacent to beef stalls is contrary to Law Number 33 of 2014 concerning Guaranteed Halal Products.

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In Law Number 8 of 1999 concerning Consumer Protection, sales of non-halal products are sold adjacent to non-halal products. Dog meat is a product that according to Islamic law is forbidden for Muslim consumers to consume. The sale of dog meat should be separated from beef. The lack of supervision from the management of Regional Company Pasar Jaya in carrying out their duties, has been selling dog meat for more than 6 years at Regional Company Pasar Jaya Senen. In the regulation of Regional Company Pasar Jaya Senen, dog meat is one of the commodities that are prohibited from being traded. the case was uncovered be sold dog meat that has been going on for more than 6 years, viral on social media, there are 4 stalls selling dog meat. After being traced and investigated by the DKI Provincial Government, it was found stall sold dog meat at Regional Company Pasar Jaya Senen.

The management of Pasar Jaya, Senen, reprimand traders who opened stalls selling dog meat to close their stalls. The warning from the manager of Regional Company Pasar Jaya, Senen, was responded to by traders and traders closed their stalls. In this case, the manager of Regional Company Pasar Jaya Senen admitted that he was wrong, because he had been negligent in supervising the traders selling at Regional Company Pasar Jaya Senen. After a warning by the manager of Regional Company Pasar Jaya Senen, there are no more traders selling dog meat at Regional Company Pasar Jaya Senen.

Article 2 of the Consumer Protection Law states that "Consumer protection is based on benefits, justice, balance, consumer security and safety as well as legal certainty." The sale of dog meat at Regional Company Pasar Jaya Ancol has violated the principles of consumer protection, namely the principles of benefit, justice, balance, security and legal certainty for consumers.

The sale of dog meat at Regional Company Pasar Jaya Senen, especially for non-Muslim consumers, does not provide benefits, violates the rights of Muslim consumers, because dog meat is a food that is forbidden by Islamic law. The trader of Regional Company Pasar Senen should have informed that the meat he sells is dog meat and the place is also not allowed to be near the sale of halal meat. Dog

meat sellers at Regional Company Pasar Jaya on Senen violated the principles of balance and justice in the consumer protection law. The imbalance and injustice carried out by business actors, in addition to not providing protection for the rights of Muslim consumers, in the form of a sense of comfort and security for Muslim consumers, business actors have also obtained large personal benefits from the sale of dog meat. Providing a sense of comfort and security for consumers in consuming the products they buy, should be an obligation for traders in trading their products.

Consumer Protection is all efforts that guarantee legal certainty to provide Legal Protection To Consumers. The sales of dog meat at Pasar Jaya Senen Jakarta does not provide protection for consumer rights, especially Muslim consumers, because traders in selling their products do not guarantee legal certainty to Muslim consumers, where traders in selling their products do not provide a sign / logo or writing that the meat they sell is meat that is forbidden by Islamic law.

Dog meat traders at Regional Company Pasar Senen who violate the principles of justice, balance hurt the hearts of the community, especially Muslim consumers, traders only think about their personal interests, how to only think about making profits but violating the rights of Muslim consumers. The behavior of the dog meat traders is disturbing to consumers, especially Muslim consumers, especially the products they sell which are located close to beef sales and do not include products that are allowed to be traded at Regional Company Pasar Jaya Senen. Traders have committed illegal acts. In consumer protection law, business actors in carrying out their business activities may not carry out actions that are contrary to the laws and regulations, namely Regional Company Pasar Jaya Senen regulations, Law Number 8 of 1999 concerning Consumer Protection, Law Number 18 of 2012 concerning Food and Law Number 33 of 2014 concerning Guaranteed Halal Products.

In Law Number 33 of 2014 concerning Guaranteed Halal Products, that halal products are products that have been declared halal according to Islamic law.

The Halal Product Process is a series of activities to ensure the halal products including the supply of materials, processing, storage, packaging, distribution, product sales and product presentation. Based on Article 1 points (1) and (3) of the Law, hereinafter referred to as Halal product guarantee, that dog meat sold at Pasar Jaya Senen Block III is an illegal product, because according to Islamic law, dog meat is a prohibited food product. The sale of halal products with non-halal products must also be separated not adjacent to halal products. The sale of dog meat at Regional Company Pasar Jaya Senen Block 3 includes non-halal products because it is contrary to Islamic law, the sales provisions must refer to Halal product guarantee and must not conflict with the Food Law. Meanwhile, the Food Law stipulates that dog meat is not a food commodity that may be traded.

The sale of dog meat not only violates the principle of consumer protection in Law Number 8 of 1999 concerning Consumer Protection but also violates the principles in the Implementation of Halal Product Guarantee , namely:

- a. Protection
- b. Justice
- c. Legal certainty
- d. Accountability and transparency
- e. Effectiveness and efficiency and
- f. Professionalism

If one observes the principles in administering the Halal Product Guarantee contained in Article 2 of the Halal product guarantee above, that the sale of dog meat in Article Jaya Senen Block 3 violates the principles of protection, justice, legal certainty and transparency. Business actors in carrying out their business activities do not protect consumer rights, act without protecting consumer rights, are unfair, not transparent, unprofessional. Business actors in carrying out their business activities only pursue personal gain but violate the rights of Muslim consumers, because Muslim consumers are treated unfairly, business actors only pursue profit but do not think about consumer rights, especially for halal products.

The Muslim consumers are forbidden to eat dog meat because dog meat is forbidden by Islamic law. Business actors who sell dog meat at Pasar Regional Company Jaya Senen violate the principle of legal certainty, because Law Number 8 of 1999 concerning Consumer Protection, Law Number 18 of 2021 concerning Food and Regulation of Regional Company Jaya Senen, prohibits the sale of dog meat because dog meat not food that can be made commoditize. Law Number 33 of 2014, sales of non-halal products must include non-halal writing or signs/logos. Dog meat is forbidden by Islamic law

To provide legal certainty to Muslim consumers, business actors must be provided a sign in the form of non-halal writing or logos on dog meat stalls. In addition, the dog meat stalls must obtain a permit from Regional Company Jaya Senen and the sales locations must be separated and must not be mixed with the sale of beef as a halal product. Muslim consumers have the right to halal products, if the products sold by business actors are not halal, then they must provide information to consumers that the product is not halal, which can be done by writing or non-halal signs on the products being sold. Dog meat that is sold freely in the Pasar Senen, indicates that the trader has violated the laws and regulations and the obligations of business actors in carrying out business activities regulated in the Consumer Protection Law, among others, must inform consumers that the product they sell is dog meat which is one of food which is prohibited by Islamic law.

The non-halal sign or non-halal logo provides legal certainty to consumers that the product is not halal, so there is no doubt for consumers to not buy the non-halal product. Business actors must be transparent in selling their products without hiding the product. Business actors must inform consumers that their products are not halal. Business actors who are not transparent in selling their products include violations of the Halal product guarantee and Consumer Protection Law. Business actors must have good intentions in selling their products by honestly informing the products they sell to consumers.

Law Number 18 of 2012 concerning Food states that food administration is carried out to meet basic human needs that provide benefits in a fair, equitable and sustainable manner based on Food Sovereignty, Food Independence and Food Security. Article 97 (1) Law Number 18 of 2012 concerning Food states: "Everyone who produces domestic food for trade is obliged to include a label inside and/or on food packaging". Referring to Article 97 (1) of Law Number 18 of 2021 concerning Food, that business actors who sell dog meat at Pasar Jaya Senen have committed a violation because the business actor did not give a sign that the meat selling was dog meat. Furthermore, Article 30 paragraph (2) of Law Number 18 of 2021 concerning Food states that the halal information of a product is very important for people who are predominantly Muslim. Traders have violated the rights of Muslim consumers because they do not include the non-halal sign on their products, so that Muslim consumers do not know that the product is not halal. Moreover, the Republic of Indonesia state is the largest Muslim country in the world, in order to protect consumer rights to non-halal products, business actors are obliged to inform consumers that the products traded are not halal by giving non-halal signs the form of non-halal writings or non-halal images/logos.

Article 43 paragraph (4) of Government Regulation Number 31 of 2019 concerning Implementing Regulations of Law Number 33 of 2014 concerning Halal Product Guarantee states: places and equipment of Halal Product Guarantee that must be separated include: slaughtering, processing, storage, packaging, distribution, sales and presentation. The location of the sale of dog meat in Pasar Jaya Senen has committed a violation, because the place of sale is adjacent to the selling halal of beef. This is a violation of government regulations Number 31 of 2019 concerning the Implementing Regulations of the Halal product guarantee. Business actors should separate the sale of halal products from non-halal products

Local general regulation of Pasar Jaya Senen negligent to supervise the sale of dog meat products at Regional Company Pasar Jaya Senen, resulting in a case of selling dog meat that was against the laws and regulations (Local general

regulation of Pasar Jaya Senen Jakarta, Law Number 33 of 2014 concerning Halal Products guarantee, Law No. Law Number 18 of 2021 concerning Food, and Law Number 8 of 1999 concerning Consumer Protection.

B. Sanction for business actors

The relationship between business actors and consumers is a relationship regulated in the law of the agreement which contains the rights and obligations of business actors and consumers. The obligations of the consumers are the rights of the business actors, while the obligations of the business actors are the rights of the consumers. The rights and obligations of business actors and consumers must be carried out in a balanced manner so as not to cause problems. If the rights and obligations of business actors and consumers are not balanced, it will cause problems.

The obligation of business actors in carrying out their business activities must heed the provisions stipulated in Article 7 of the Consumer Protection Law so as not to violate consumer rights. the obligations are as follows:

- a. Have good intentions in conducting business activities;
- b. Provide clear, honest, correct information regarding the condition of the guarantee of goods and/or services as well as provide an explanation of the use, repair and maintenance;
- c. Treat and serve consumers in an honest, right and non-discriminatory manner;
- d. Guarantee the quality of goods and/or services produced or traded based on the quality standards of goods and services;
- e. Provide opportunities for consumers to test and try the quality of goods and or services traded;
- f. Provide compensation and compensation for goods or services received that are not in accordance with the agreement.

The sale of dog meat at Pasar Jaya Senen violates Article 7 sub a, b and c of the Consumer Protection Law. Business actors do not have good intentions in carrying out their business activities, because business actors do not provide clear information that the product sale is dog meat. Business actors with good intentions should provide clear information to consumers that the product they

sell is dog meat, by giving a sign or label that the product being sold is dog meat. The label or logo on the product provides clear information to consumers that the product is dog meat. Traders with good intentions will not sell dog meat at Regional Company Pasar Jaya Senen, because dog meat is prohibited from selling according to the regulations in force at Regional Company Pasar Jaya Senen. In addition, it also contradicts Law Number 18 of 2021 concerning Food, because dog meat is not a food commodity that can be traded. Violation of Law Number 8 of 1999 concerning Consumer Protection that business actors do not provide clear information on the products they sell. In Law Number 33 of 2014 concerning Guaranteed Halal Products, dog meat is a product that is not halal according to Islamic law and Muslim consumers are prohibited for consuming it. To protect the rights of Muslim consumers, business actors should provide clear signs or symbols on the products they sell, which is meat that is not halal for Muslim consumers, thus providing legal protection for the rights of Muslim consumers.

Penal sanctions for perpetrators who commit violations in carrying out their business activities are regulated in Articles 60-63 of the Consumer Law Protection. Sanctions based on Article 60 Consumer Law Protection are in the form of administrative sanctions, namely in the form of compensation for a maximum of Rp.200.000.000.-. Furthermore, Article 62 Consumer Law Protection, criminal sanctions in the form of imprisonment for a maximum of 5 years or a maximum fine of Rp.2.000.000.000.- and a maximum criminal sanction of 2 (two) years or a maximum fine of Rp. 500.000.-(Five hundred million rupiah). Meanwhile, Article 63 of the Consumer Law Protection provides legal sanctions for business actors who commit violations in carrying out their business activities, namely: confiscation of certain goods, announcements of judges' decisions, payment of compensation, orders for certain activities that cause harm to consumers, obligation to withdraw goods from circulation and revocation of business licenses.

In the case of selling dog meat at Regional Company Pasar Jaya Senen, based on Consumer Law Protection, the sanction given by Regional Company Pasar

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Jaya Senen to business actors is in the form of administrative sanctions based on Article 63 of the Consumer Law Protection, which orders business actors to stop their activities. The manager of Regional Company Pasar Jaya Senen admonishes business actors to stop their activities, and if the perpetrators do not heed the warning from the Manager of Regional Company Pasar Jaya Senen, business actors must temporarily close their business activities. The reprimand from the manager of Regional Company Pasar Jaya Manager Senen was responded by business actors by stopping their business activities/closing their stalls.

Business actors not only violated Law Number 8 of 1999 concerning Consumer Protection but business actors also violated Law Number 33 of 2014 concerning Halal Product Guarantee. Article 1 number 2 states that halal products are products that are declared halal according to Islamic law. Dog meat is one of the products that are not halal according to Islamic law. Sanctions are given if it is proven that the product is not halal, then the product must be withdrawn from circulation. Regarding the case of selling dog meat at Regional Company Pasar Jaya Senen which went viral on social media after receiving a warning from the manager of Regional Company Pasar Jaya Senen, the sale of dog meat is currently no longer operating. General Manager and Public Relations of Perumda Pasar Jaya, Gatra Vaganza, stated that the dog meat trader at Pasar Jaya Senen Block 3, Central Jakarta, has been given administrative sanctions. General Manager and Public Relations of Regional Company Pasar Jaya, Gantra Vaganza, stated that the trader had been given administrative sanctions and a stern warning not to repeat the sale of his meat. If the traders still do not heed the warning from the Regional Company Pasar Jaya Manager Senen, strict action will be given in the form of a temporary closure. The sale of dog meat at Regional Company Pasar Jaya Senen violates the provisions of Regional Company Pasar Jaya Senen and laws and regulations.

Sanctions for business actors who carry out their business activities that are contrary to the provisions stipulated in Article 60 of the Consumer Law Protection, in the form of administrative sanctions for business actors who carry

out their business activities violate Article 19 paragraphs (2) and (3) and Articles 20, 25 and 26 of the Consumer Law Protection. The administrative sanction is in the form of compensation for a maximum of IDR 200,000,000. The form of violation committed by the perpetrator based on Article 19 paragraphs (2) and (3) is if the product causes pollution, management. Article 20 of the Consumer Law Protection states that the advertising business actor is responsible for the advertisements produced and all matters caused by the advertisements. Article 25 Consumer Law Protection stipulates that business actors who do not fulfill the warranty, spare parts as promised within one year, are responsible for providing compensation. Article 25 Consumer Law Protection, that those who sell services must fulfill the agreed guarantee or guarantee. If we look closely, the administrative sanctions regulated in Article 60 of the Consumer Law Protection are not given to dog meat traders at Regional Company Pasar Jaya Senen. The manager of Regional Company Pasar Jaya Senen only imposed administrative sanctions in the form of a warning so that business actors do not sell dog meat (closing their stall). The warning from the Manager of Regional Company Pasar Jaya Senen received a response from traders by closing their stalls. Until now, traders no longer sell dog meat at Regional Company Pasar Jaya Senen. The manager of Regional Company Pasar Jaya Senen did not provide civil sanctions in the form of compensation or criminal sanctions in the form of imprisonment or imprisonment.

Law Number 33 of 2014 concerning Halal Product Guarantee only regulates criminal sanctions. Article 56 of the Halal Product Guarantee states that business actors who do not maintain the halal of halal products that have obtained a halal certificate as referred to in Article 25 letter b shall be punished with imprisonment of 5 (five) years or a maximum fine of Rp.2.000.000.000.-. Criminal sanctions regulated in Article 56 of the Halal Product Guarantee, only apply to products that apply for a halal certificate but maintain the halal of their products. Meanwhile, dog meat sales at Regional Company Pasar Jaya Senen are only traditional traders who do not apply for a halal certificate for their products.

Article 56 of the Halal Product Guarantee cannot be applied to business actors selling dog meat at Regional Company Pasar Senen, because the products they sell do not yet have a halal label from the Indonesian Ulama Council. Criminal sanctions regulated in the 56 Halal Product Guarantee can only be applied to products that have been certified halal but do not maintain the halal of their products.

The Food and Drug Supervisory Agency as one of the institutions related to the implementation of the Halal Certificate Guarantee is a non-ministerial government agency that carries out government affairs in the field of monitoring the circulation of drugs and food which is responsible to the President. The authority of The Food and Drug Supervisory Agency to include halal labels on products that have obtained a halal certificate from the Indonesian Ulama Council. While dog meat sales to Regional Company Pasar Jaya Senen have not submitted a halal certificate, The Food and Drug Supervisory Agency is not authorized to attach a halal label to dog products sold at Pasar Jaya Senen. The Food and Drug Supervisory Agency no longer needs to sanction dog traders at Regional Company Pasar Jaya Senen, because the manager of Regional Company Pasar Jaya Senen has imposed an administrative sanction in the form of a warning in accordance with the regulations that passed at Regional Company Pasar Jaya Senen Jakarta.

So, regarding the sale of dog meat to Regional Company Pasar Jaya Senen, it is a violation committed by traditional market business actors that the product being sold violates the provisions of Regional Company Pasar Jaya Senen. The management of Pasar Jaya Senen only gave sanctions so that business actors would stop selling and not do what they did again. The warning from the management of Regional Company Pasar Jaya Senen was carried out by traders by closing their stalls and not selling dog meat anymore.

CONCLUSION

The sale of dog meat at PD Pasar Jaya Monday is an illegal act carried out by business actors because it is contrary to the Regional Company Pasar Jaya Senen

Regulation. Law Number 8 of 1999 concerning Consumer Protection, Law Number 18 of 2012 concerning Food, Law Number 33 of 2014 concerning Guarantee of Halal Products and Government Regulation Number 31 of 2019 concerning Implementing Regulations of Law Number 33 of 2014 concerning Guarantee of Halal Products. Dog meat products that are not halal according to Islamic law should inform traders that their products are not halal by including writing or logos/images that are not halal as a form of legal protection of consumer rights against non-halal products.

The sanctions given to business actors by the manager of Regional Company Pasar Jaya Senen are administrative sanctions in the form of a warning so that business actors close their stalls, this warning is carried out by business actors, so that until now traders have closed their stalls.

The government, especially PD Pasar Jaya Monday, must increase the supervision of meat sales at PD Pasar Jaya Blok 3 Pasar Jaya Monday. The role of the community is highly expected if they know of the sale of products that are contrary to the laws and regulations to report to the government or related officials.

Local officials to give strict sanctions to business actors in accordance with the provisions of the applicable law so as not to cause new cases. The government needs to socialize to business actors and consumers the provisions of laws and regulations relating to products that may not be traded in order to protect consumer rights and the obligations of business actors in carrying out their business activities so as not to carry out prohibited acts in carrying out their business activities.

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