

Analysis of the study of consumer protection law against expired food products and medicines from a business law perspective

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Abstract - This research aims to provide a comprehensive examination of consumer protection against the circulation of expired food and pharmaceutical products through the lens of business law. Specifically, it seeks to explore the intricate relationship between consumer protection laws and business law, emphasizing the regulatory measures and ethical responsibilities of business actors. The study is grounded in legal frameworks such as Law No. 8 of 1999 on Consumer Protection, Law No. 18 of 2012 on Food, and various regulations issued by BPOM (Indonesian Food and Drug Authority). Employing a normative juridical approach, this research critically analyzes legislative provisions, regulatory implementation, and the accountability mechanisms imposed on business actors. Data collection relies on document analysis, focusing on primary and secondary legal materials such as statutes, government regulations, and official reports. The method enables an in-depth understanding of the challenges in the enforcement of consumer protection laws. The analysis reveals that while the legislative framework is robust and comprehensive, there are significant gaps in its practical application. Weak supervision, limited public awareness, and insufficient compliance among business actors hinder the realization of consumer protection goals. Furthermore, the ethical responsibilities of business entities often remain secondary to profit-oriented priorities, exacerbating the risks to consumer health and safety. The study concludes that strengthening regulatory oversight, enhancing ethical standards for business actors, and refining the legal framework are essential to safeguarding consumer rights. Improved coordination between regulatory authorities and consistent enforcement of penalties for non-compliance are critical to creating a safer and more transparent market environment. By promoting awareness and accountability, this research highlights the potential for a more effective balance between consumer interests and business practices.

Keywords: consumer protection, expired food products, expired pharmaceuticals, business law, business actor responsibility

1. Introduction

In the era of globalization and increasingly developing trade, the business world is increasingly facing challenges in maintaining the quality of marketed products, especially in food and drug products, which directly affect the health and safety of consumers. Consumers have the right to obtain safe and consumable products in accordance with applicable standards. One important aspect of business law is consumer protection, which aims to ensure that consumer rights are respected and properly maintained, including in the case of food and drug products that have passed their expiration date.

Expired food products and drugs that are no longer suitable for consumption can cause serious adverse effects on health, either in the form of poisoning, health problems, or adverse side effects. In Indonesia, regulations regarding the supervision and distribution of food and drug products have been regulated in various regulations, such as Law Number 8 of 1999 concerning Consumer Protection, as well as related rules issued by the Food and Drug Supervisory Agency (BPOM). However, despite clear legal

provisions, the practice of selling expired products is still found in the market, in supermarkets, pharmacies, and other stores.

Consumer protection related to expired food and drug products is closely related to the principles of business law that regulate the obligations of entrepreneurs to maintain the quality and safety of marketed products. Business law requires business actors to provide clear and honest information about the products they offer, including the expiration date and condition of the product. In addition, business law also regulates the responsibility of entrepreneurs if there is a loss or negative impact on consumers due to negligence in distributing products that do not meet quality standards.

This study aims to analyze the relationship between consumer protection law and business law in the context of the circulation of expired food products and medicines. It will look at how existing regulations, as well as supervision and law enforcement practices, can provide optimal protection for consumers. In addition, this study will also examine the extent to which entrepreneurs or business actors fulfill their legal obligations in distributing safe and standard products and how the application of business law can strengthen consumer protection.

With this study, it is hoped that recommendations can be found to improve and strengthen the existing legal system, both in terms of regulation and the application of business law, in order to provide better protection for consumers and create a safer and more transparent market. The majority of people assume that the responsibility for consumer protection is only the burden of consumer organizations. This thinking is wrong. Consumer protection is actually a shared obligation involving the government, business actors, consumer organizations, and consumers themselves. Without the contribution of these four elements according to their respective roles, consumer welfare is difficult to achieve. The government acts as a protector of the community as well as a guide for business actors in advancing industry and the economy. The form of protection provided includes the preparation of laws, supervision of the implementation of regulations, and the issuance of Goods Quality Standards. In addition, the government is also responsible for the supervision of food products.

A balanced approach between the interests of consumers and producers is expected to create effective consumer protection. Consumer protection should not only side with consumers to the detriment of business actors. Therefore, balance is key. Currently, various regulations have been issued by the government, for example, regulations regarding food coloring, artificial sweeteners, pesticides, and drug prices. Hundreds of goods quality standards have also been set, including cables, milk, tomato sauce, batteries, and others. However, these regulations are not yet fully effective due to weak implementation supervision.

Business actors must realize that the sustainability of their business is highly dependent on consumers. Therefore, they are required to produce safe and satisfactory goods and services and provide clear information regarding consumer safety, health, and security. The consumption period of food products, for example, is very important. The fifth Congress on "Crime Prevention and Rehabilitation of Lawbreakers" held by the UN in September 1975 in Geneva proposed expanding the definition of crime to include unlawful abuse of economic power, such as human rights violations or abuse of authority by authorities.

In the business world, ethics are needed to regulate moral principles in economic relations. One of the important pieces of information on food product packaging is the expiration date, which must be stated except for certain products such as fresh fruit or foods with a very short shelf life. This information allows consumers to make the right decisions and ensure the quality of the products they buy.

Without adequate legal protection, Indonesia can become a dumping ground for low-quality goods and services. This hinders the achievement of people's welfare. Therefore, consumer protection laws are needed to guarantee safe and quality products for the community. Consumer protection efforts are not only the responsibility of the government but also the concern of international organizations, such as the UN. UN Resolution No. 39/248 of 1995 underlines the importance of consumer interests.

In comparison, the Philippines has a Consumer Law that was proposed in 1976 and enacted on April 13, 1992, under President Corazon C. Aquino. Meanwhile, in Indonesia, the Consumer Protection Law came into effect on April 20, 1999. This law shows the close relationship between rights and obligations, as Auguste Comte stated that rights must be used with social responsibility. The definition of expiration dates has evolved in Indonesia. Based on the Regulation of the Minister of Health, "use by date" is now "best before." However, PP No. 69 of 1999 considers expiration to be the same as the "sell-by date." Many consumers still ignore expiration labels, even though stale food poses a health risk, including poisoning. In this case, business actors are responsible for recalling expired products.

Indonesia has many regulations related to food and consumer protection. However, their implementation is still weak, with many violations by producers and sellers. Consumers are also not fully responsible morally and socially. The government, through the Food and Drug Supervisory Agency (BPOM), has formed a Consumer Complaints Service Unit (ULPK) to handle consumer complaints related to expired food products. ULPK is expected to provide information and resolve cases related to consumer protection. The concept of consumer protection has been extensively explored in various contexts, highlighting the need for effective legal frameworks and institutional mechanisms to safeguard consumer rights (Miru & Yudo, 2004). The enforcement of criminal law against the use of hazardous chemicals in food circulating in Surabaya emphasizes the role of law enforcement agencies in addressing public health concerns (Anwar, 2022). The legal protection of consumers using traditional herbal medicines containing harmful chemicals reveals gaps in regulatory oversight and the need for stricter enforcement (Efendi, 2017). The analysis of consumer protection laws related to the circulation of traditional medicines with chemical substances underscores the importance of aligning regulations with the Consumer Protection Act (Febbyanto, n.d.).

In Yogyakarta, the protection of consumers from traditional medicines containing harmful chemicals points to local challenges in implementation and monitoring (Kandita, 2012). The review of criminal cases involving substandard medicines provides insights into judicial interpretations and their implications for public trust in healthcare products (Mataram, 2016). In Samarinda, the evaluation of consumer protection laws regarding traditional medicines further illustrates regional disparities in addressing chemical contamination (Savira, 2021). The accountability of regulatory bodies, such as the Food and Drug Monitoring Agency (BBPOM), in ensuring consumer safety, highlights institutional responsibilities and limitations (Seftiani, Hardi, & Fitriani, 2014).

Consumer protection instruments have been analyzed as critical tools for mitigating risks associated with expired food products and unsafe consumption practices (Shofie, 2000). Discussions on the regulation of expired food highlight the historical evolution of consumer safety measures (Sirait, 1985). Corporate crimes in the context of consumer goods reflect the intersection of corporate accountability and consumer rights (Susanto, 1993). Legal studies on expired food products emphasize the necessity of proactive regulatory mechanisms to prevent consumer harm (Taroreh, 2014). The Consumer Protection Act of 1999 serves as a foundational framework for safeguarding consumer interests in Indonesia (Undang-Undang Nomor 8 Tahun 1999). Additionally, the Food Law of 2012 strengthens the legal basis for ensuring food safety and quality standards (Undang-Undang Nomor 18 Tahun 2012).

E-commerce poses unique challenges in regulating the sale of expired products, necessitating updates to consumer protection laws to address digital transactions (Yanti & Mahadew, 2023). Collectively, these studies underscore the need for a multifaceted approach to consumer protection that integrates robust legal frameworks, effective enforcement, and public awareness initiatives.

The legal basis for expired food products aims to protect consumers from potential health hazards from consuming unfit food and ensure that business actors comply with applicable regulations. These regulations include food safety standards, the obligation to include expiration date information, and sanctions for violations, as regulated in various laws and regulations related to food safety. The following is an explanation of the legal basis used.

Legal Basis Used are (a) Law number 8 of 1999 concerning consumer protection: Article 4: provides consumers with the right to obtain goods or services that are safe and in accordance with standards. It consists of (i) Article 8: prohibits business actors from producing or trading expired goods. (ii) Article 62: provides criminal sanctions for business actors who violate this rule.

(ii) Law number 36 of 2009 concerning health (Set drug safety standards to protect public health).

(iv) Law number 18 of 2012 concerning food (Regulate food safety and prohibit circulating hazardous food products, including expired ones).

(v) Regulation of the Food and Drug Supervisory Agency (BPOM) (Regulate drug and food distribution standards and provide administrative sanctions).

The legal basis for consumer protection against expired products reflects that various food regulations and consumer protection have existed in Indonesia. However, the enforcement of this law is still inadequate, as evidenced by the many violations and negligence committed by producers, distributors, and distributors. In addition, consumers' moral and social awareness is also not optimal. To overcome these problems, the government has formed a Consumer Complaints Service Unit (ULPK) through BPOM. This department's purpose is to inform the public and provide a forum to resolve problems related to expired food products on the market.

The relationship between business law and consumer protection is very close because both focus on the interests and rights of the parties involved in business transactions. Here are some points that illustrate the relationship:

(1) Business Transaction Regulation: business law regulates transactions between business actors and consumers. One important aspect of business law is ensuring that transactions are fair, transparent, and meet established standards related to consumer protection.

(2) Protection of Consumer Rights: Consumer protection law is part of business law that ensures consumers are protected from detrimental business practices such as fraud, defective goods, and misleading information. Business law is closely related to consumer protection, where business practices focus on achieving profits and fulfilling consumer rights. Business actors are responsible for providing safe, quality products and services that comply with applicable standards. In this case, business ethics is a key factor in maintaining a balance between consumer rights and business actors' obligations, establishing a fair and beneficial relationship for both parties.

The application of business law in handling the circulation of expired food and drug products involves a number of legal regulations, government supervision and consumer protection mechanisms. The relationship between business law and consumer protection is very close, because both aim to create justice and order in economic transactions. The following is an explanation of the relationship:

(1) Consumer Protection as Part of Business Law

Business law covers various aspects, including contracts, obligations, and trade regulations. One of its goals is to protect the parties involved in the transaction, including consumers. Consumer protection is a sub-field of business law that focuses on protecting consumer rights from detrimental business practices.

(2) Regulations in Business Law to Protect Consumers

Many business law regulations directly aim to protect consumers, such as (a) Consumer Protection Law (UUPK) in Indonesia (Law No. 8 of 1999): Protects consumers from dangerous products, false information, and other rights violations. (b) Contract law: Regulates fair agreements between business actors and consumers. (c) Product standards: Business laws set product safety and quality standards that manufacturers must meet to protect consumers.

(3) The Role of Business Law in Upholding Consumer Rights

In cases of dispute, business law provides a resolution mechanism, such as mediation, arbitration, or litigation. Consumers who are harmed can use this legal system to claim their rights.

(4) Responsibilities of Business Actors

Business law regulates the responsibilities of business actors towards consumers. For example, business actors are required to provide clear information, not to deceive, and to compensate if the product or service provided is detrimental to consumers.

(5) Equality in Transactions

Consumer protection aims to create a balance of power between business actors and consumers. Business law supports this by enforcing rules that prevent monopolistic practices or consumer exploitation.

Thus, business law and consumer protection complement each other. Business law provides a framework that supports fair trade, while consumer protection ensures that individual rights are protected in such transactions.

2. Method

The type of research used is normative legal research. Normative legal research or library legal research is conducted by examining secondary data. Secondary data is data obtained from library materials.

2.1 Research Approach

Normative legal research uses a statute approach and a conceptual approach. Statutory Approach: Examines regulations related to consumer protection, expired food, drugs, and business law. Some relevant regulations include:

- Law Number 8 of 1999 concerning Consumer Protection.
- Law Number 36 of 2009 concerning Health.
- Law Number 18 of 2012 concerning Food.
- The latest regulation issued by the Food and Drug Supervisory Agency (BPOM) is BPOM Regulation Number 19 of 2024, which was stipulated on November 18, 2024.
- The Civil Code and Criminal Code relevant to consumer violations. The Conceptual Approach in this study analyzes the legal concept of consumer protection, producer/distributor responsibilities,

and the legal relationship between consumers and business actors based on the principles of business law.

2.2 Legal Source

This study examines (1) Primary Legal Sources: Legislation, relevant court decisions (if any), and other official legal documents. (2) Secondary Legal Sources: Legal literature such as books, scientific journals, legal articles, and the views of legal experts. (3) Tertiary Legal Sources: Legal encyclopedias, legal dictionaries, and additional reference sources that provide definitions of terms.

Regulatory inventory, namely collecting all regulations and legal documents related to consumer protection against expired food and medicines in the context of business law. Qualitative analysis, which includes (a) Identification of Legal Problems. (b) Whether existing regulations are adequate to protect consumers from expired food products and medicines. (c) What are the responsibilities of business actors in the context of business. (d) Evaluation of Legal effectiveness, namely analyzing how the regulation is implemented in the field and whether it is effective in protecting consumers. (e) Drawing conclusions.

2.3 Data Processing Techniques

(1) Documentation: Processing data from laws and regulations, official documents, and legal literature. (2) Systematic Legal Analysis: Arranging a pattern of relationships between applicable regulations and their implementation in consumer protection cases.

This study is expected to provide (1) Understanding the strengths and weaknesses of consumer protection law regulations in the context of expired food and drugs. (2) Policy recommendations that strengthen consumer protection in business law. (3) Contributions to the development of more proactive business law in protecting consumer rights.

3. Results and Discussion

3.1 Regulation of Expired Food Products in Relation to Consumer Protection

Law Number 18 of 2001 concerning Food serves as a fundamental regulation governing food production, distribution, and trade activities in Indonesia. It establishes a legal framework for supervision and guidance to ensure food safety and public health. This regulation not only sets standards for compliance but also acts as a reference point for future legislative endeavours concerning food products. Despite the existence of comprehensive regulations, challenges remain, particularly in implementation, compliance, and enforcement. This paper aims to explore these challenges, focusing on the management of expired food products, ethical considerations in the food industry, and potential improvements in regulatory mechanisms.

The regulatory framework for food products in Indonesia is extensive, covering various aspects such as safety, quality, labelling, distribution, and storage. Notable among these regulations are the Decree of the Head of the Food and Drug Supervisory Agency Number HK.005/05.L.2569, later replaced by the Regulation of the Head of BPOM Number HK.03.1.5.1.11.09955 of 2011. These regulations emphasize the importance of safety, quality, nutrition, and labeling in obtaining product registration numbers. However, despite these efforts, implementation remains inconsistent.

A significant issue is the reactive nature of government supervision. Authorities often respond only after receiving public complaints or reports from consumer protection agencies. This reactive approach limits the efficacy of these regulations and raises concerns about consumer safety. Additionally, many producers and distributors view these regulations as formalities rather than essential practices, leading to inconsistent compliance.

The management of expired food products highlights critical gaps in the current regulatory framework. Inaccurate data management systems contribute to the inability of producers and retailers to track and withdraw expired products effectively. Retailers often neglect proper sales management, leaving expired products in circulation. In some cases, sellers deliberately mix expired goods with consumable products to maximize profits, a practice explicitly prohibited by existing laws.

The issue extends beyond negligence. Cases of harmful food products, such as poisonous cakes, underline the lack of stringent enforcement and ethical considerations. These incidents not only jeopardize public health but also undermine trust in the food industry. Professional ethics, including cleanliness and moral responsibility, are often overlooked by producers, traders, and distributors, exacerbating the problem. Labelling regulations, particularly concerning expiration dates, are critical in ensuring food safety. While existing laws require clear labelling, reliance on ministerial-level regulations has proven inadequate. There is a pressing need for comprehensive legal provisions that specifically address the management of expired food products. Such provisions should include: (1) Prohibition of Expired Food Sales: Clear legal prohibitions with strict penalties for violators. (2) Regulation of Distribution and Storage: Guidelines to

ensure expired products are removed from circulation promptly. (3) Destruction Protocols: Standardized procedures for the safe disposal of expired food. (4) Limits on Imported Products: Policies to provide sufficient time for withdrawal of imported products nearing expiration.

The lack of such robust legal measures contributes to ongoing challenges in managing expired food and ensuring compliance across the supply chain.

The food industry's ethical practices play a crucial role in addressing the issue of expired food products. Professional ethics should guide producers, distributors, and retailers in prioritizing consumer health and safety over profit margins. However, many stakeholders in the food industry fail to uphold these ethical standards. Instances of producers using substandard ingredients or failing to maintain hygiene reflect a broader cultural issue of inadequate moral responsibility.

To address this, it is essential to integrate ethical training into the industry's professional practices. Awareness campaigns and certifications could promote adherence to ethical standards, encouraging industry players to prioritize public health.

The distribution of poisonous cakes serves as a stark reminder of the consequences of regulatory and ethical failures. In such cases, the lack of proactive supervision and ineffective law enforcement allowed harmful products to reach consumers. These incidents highlight the need for a more robust and integrated approach to food safety, combining stringent regulations, ethical practices, and active government oversight.

The management of expired food products remains a significant challenge within Indonesia's food regulatory framework. While laws such as Law Number 18 of 2001 provide a solid foundation, gaps in implementation, supervision, and ethical practices hinder their effectiveness. Addressing these challenges requires a multifaceted approach, combining regulatory enhancements, ethical training, technological advancements, and public awareness.

By adopting these measures, Indonesia can ensure a safer and more reliable food industry, safeguarding public health and restoring consumer trust. Collaborative efforts among government agencies, industry stakeholders, and consumers are essential to achieving these goals and establishing a sustainable system for managing food safety.

3.2 Application of Business Law in Handling Expired Food Products

From a commercial law perspective, an analysis of legal considerations regarding consumer protection against expired food and drugs shows how important it is to protect consumers from the dangers that may arise from products that do not meet safety and quality standards. In this context, consumer protection is regulated in various laws and regulations that aim to guarantee consumer rights, including the right to information, safety, and comfort in using products.

Expired food and drugs can pose serious health risks and are, therefore, a major focus of corporate legal oversight. From a commercial law perspective, manufacturers, retailers, and sellers are responsible for ensuring that the products they sell meet established standards. Failure to comply with these rules can result in criminal, civil, or administrative sanctions.

However, consumer protection also requires consumers to actively understand their rights and review product information before purchasing. Overall, this approach balances economic actors' responsibilities and consumer recognition and builds a business ecosystem with integrity and sustainability. Business law is important in regulating the distribution and supervision of expired food products to protect consumers and maintain safety standards. Some relevant regulations are (1) Law Number 8 of 1999 concerning Consumer Protection: Article 8 prohibits business actors from producing and trading goods that do not meet standards, including expired products. Article 62 provides criminal sanctions for violators. (2) Law Number 18 of 2012 concerning Food: Article 75 prohibits the distribution of expired food or food harmful to health. (3) Law Number 36 of 2009 concerning Health: Regulates sanctions for parties who produce or distribute materials that are harmful to health. (4) BPOM Regulation: The Food and Drug Supervisory Agency supervises product distribution and imposes administrative sanctions if violations are found.

Based on commercial law, economic actors ensure their products are safe and meet standards. If violations are found, the sanctions that can be imposed are: (a) Criminal: Imprisonment or a large fine. (b) Civil Code: Claims for compensation from consumers who have been harmed. (d) Administrative: Revocation of business license or administrative sanctions.

Consumers have the right to obtain products that are safe and suitable for consumption. This fundamental right is enshrined in consumer protection laws, which aim to safeguard public health and ensure fair business practices. However, achieving this goal requires active participation from all

stakeholders. Consumers play a crucial role in this process by remaining vigilant and reporting any suspicious products to BPOM (Badan Pengawas Obat dan Makanan) or related authorities. Such reports help identify and remove unsafe products from the market, protecting not only individual consumers but the broader public as well.

The government, through BPOM, has a significant responsibility in monitoring, taking action, and educating both economic actors and the public. BPOM's multifaceted role ensures that the interests of consumers and businesses are balanced. On one hand, it safeguards public health by enforcing safety standards and removing harmful products from circulation. On the other hand, it supports economic actors by providing guidelines and educational resources to help them comply with regulations. This approach ensures that business practices align with principles of justice, security, and accountability.

Monitoring expired products is a critical aspect of commercial law, as it directly impacts consumer safety and trust. By implementing strict oversight mechanisms, authorities can ensure that products meet safety standards before reaching consumers. This includes routine inspections of manufacturing facilities, distribution channels, and retail outlets. Additionally, commercial law outlines the obligations of economic actors to provide safe and compliant products. These obligations include proper labeling, accurate expiration dates, and adherence to storage requirements. Violations of these regulations, such as distributing expired or unsafe products, constitute breaches of the Consumer Protection Act and other relevant laws.

Economic law plays a complementary role in supporting government supervision and promoting consumer education. It establishes a framework for holding economic actors accountable for their actions. The availability of criminal, civil, and administrative sanctions ensures that businesses take their responsibilities seriously. For example, criminal penalties can be applied to individuals or companies that knowingly distribute dangerous products. Civil sanctions, such as compensation for damages, provide recourse for affected consumers. Administrative measures, such as fines or license revocations, serve as deterrents to prevent future violations.

Educating consumers is another essential element of ensuring product safety. Awareness campaigns and public outreach programs help consumers understand their rights and responsibilities. By learning how to identify safe products, check expiration dates, and report violations, consumers become active participants in maintaining market safety. This not only empowers individuals but also creates a culture of accountability that benefits society as a whole.

Economic actors, including manufacturers, distributors, and retailers, must prioritize ethical practices to uphold consumer trust. This involves adopting rigorous quality control measures, ensuring transparency in product information, and proactively addressing potential safety issues. Businesses that adhere to these principles not only comply with legal requirements but also foster long-term customer loyalty and market reputation.

Collaboration among stakeholders is essential to achieving a safe and fair marketplace. The government, economic actors, and consumers must work together to prevent the circulation of expired and unsafe products. Joint initiatives, such as public-private partnerships and shared responsibility programs, can enhance monitoring efforts and streamline enforcement processes. Additionally, fostering open communication between regulators and businesses can help address challenges and promote compliance.

Protecting consumers from expired and unsafe products requires a multifaceted approach. Consumers must remain vigilant and report violations, while the government must strengthen monitoring and enforcement mechanisms. Economic actors must prioritize ethical practices and comply with regulations to ensure product safety. Through collaboration and mutual accountability, all stakeholders can contribute to a marketplace that upholds the principles of justice, security, and consumer protection.

4. Conclusion

The issue of expired food and drugs remains a pressing concern in Indonesia, as it poses serious risks to public health and safety. Although existing regulations are relatively strong and well-crafted, the effectiveness of these regulations largely depends on their implementation. Unfortunately, gaps in supervision and inconsistent law enforcement practices undermine the intended protections for consumers. To address this, improving regulation enforcement, fostering collaboration among stakeholders, and encouraging consumer participation are essential steps toward minimizing the spread of expired products.

Current regulations, such as Indonesia's Trade Law and Consumer Protection Law, provide a robust legal framework to ensure that food and drugs circulating in the market meet established standards.

These laws outline strict guidelines for manufacturers, distributors, and retailers, including clear labelling requirements, expiration dates, and penalties for violations. However, the strength of any legal framework depends on how effectively it is enforced. In many cases, insufficient monitoring by authorities and a lack of accountability among economic actors allow expired products to slip through the cracks. Strengthening enforcement mechanisms is therefore vital to ensuring compliance with these laws.

Government oversight plays a pivotal role in preventing expired products from reaching consumers. Regular inspections of retail outlets, manufacturing facilities, and distribution channels should be conducted to identify and remove expired products promptly. Moreover, local governments and related agencies need to allocate adequate resources to enhance their monitoring capabilities. This includes providing training for personnel, investing in modern technology for inspections, and ensuring that violators face appropriate consequences. By taking these measures, the government can send a strong message about its commitment to consumer protection.

Economic actors, such as manufacturers, distributors, and retailers, also bear significant responsibility. Ethical business practices should be prioritized to prevent expired goods from entering the market. This can include implementing rigorous quality control processes, adhering to labelling requirements, and maintaining transparency about product shelf life. Businesses that act responsibly not only protect consumers but also foster trust and loyalty, which can translate into long-term success. Additionally, professional organizations and industry associations can play an important role by setting standards and encouraging their members to uphold ethical practices.

Consumer awareness is another critical factor in combating the spread of expired food and drugs. Educating consumers about their rights and responsibilities can empower them to make informed choices and demand safer products. Public awareness campaigns can be used to highlight the dangers of consuming expired goods and to teach consumers how to check labels, expiration dates, and packaging integrity. The role of the media and non-governmental organizations (NGOs) in spreading this information cannot be underestimated. When consumers are vigilant, they act as an additional layer of protection, reporting expired products to authorities and holding businesses accountable.

Collaboration among all stakeholders is key to addressing this issue effectively. The government, economic actors, and consumers must work together to create a system that minimizes the circulation of expired products. This includes enhancing public-private partnerships to share information, conducting joint inspections, and launching consumer education initiatives. Such collective efforts can lead to a safer marketplace and greater public trust.

Lastly, strict and consistent law enforcement is crucial to safeguarding consumer rights and promoting healthy business practices. Punitive measures for violators must be enforced without exception, serving as a deterrent to others. By holding offenders accountable, the government can ensure that laws are not just words on paper but effective tools for protecting public health.

While Indonesia's regulations for food and drug safety are strong, their success depends on the commitment of all stakeholders to enforcement, supervision, and active participation. The government must enhance its monitoring efforts, economic actors must prioritize ethical practices, and consumers must remain vigilant. Together, these efforts can reduce the spread of expired products, protect public health, and build a more trustworthy and sustainable marketplace.

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