



Enforcement of Consumer Protection Laws in Traditional Medicine Products: Aspects of Supervision, Business Accountability, and Dispute Resolution

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Abstract

This research presents a critical analysis of consumer legal protection of traditional medicine products circulating in the community. The method used is a qualitative literature study that explores the substance of national law, the role of business actors, the government, and consumer dispute resolution mechanisms. The findings show that the national legal basis has been sufficient to support protection, although implementation at the technical level still faces various problems, both in supervision, consumer education, or the implementation of sanctions and dispute resolution. Innovation in electronic supervision and optimization of BPSK are seen as crucial in balancing the position of consumers and producers. This literature review contributes to emphasizing the need for legal literacy-based education for consumers and government policy updates in response to the rapid development of the traditional medicine industry. The results of this study are recommended as a basis for policy reform, public education, and strengthening the integrity of the traditional medicine industry based on fair law.

Keywords: Legal protection, consumers, traditional medicine, BPSK, strict liability, supervision, legal literacy.

Introduction

The times have encouraged public interest in natural-based products as part of health maintenance needs. One trend that continues to grow is the circulation of traditional medicine products, which are now very popular in various social layers. Products based on medicinal plants and natural ingredients are widely recognized as an alternative or complement to medical treatment, driven by cultural beliefs, more affordable prices, and the assumption that side effects are relatively milder. This dynamic is evident in the trends of trade, promotion and consumption of traditional medicine in many countries, including this country, where traditional medicine practices have been part of the social heritage throughout history (Khayru, 2022).

The abundance of traditional medicine products, supported by the development of information technology and online marketing, makes it easier for consumers to obtain various brands and varieties of products. However, this convenience is not without risk. On the one hand, the large variety of products offers choices for the public, but on the other hand, it also opens up opportunities for the circulation of traditional medicines that do not meet safety and quality standards as they should. Cases of product circulation without a distribution license or without laboratory testing of content and side effects are still found in the community, raising concerns about consumer protection as the most vulnerable party (Romlah et al., 2024).

The existence of regulations governing and requiring consumer protection of traditional medicine products has been mandated on a national scale, both in the Consumer Protection Law and other sectoral provisions. The substance of the law affirms consumers' rights to safety, convenience, and honest information about the products they consume. Practices in the field show a gap between legal norms and their application in the real world, where supervision often experiences limited resources, weak community literacy, and business actors who deliberately commit fraud by ignoring the rules of the game (Herman et al., 2023).

The implementation of legal protection for consumers of traditional medicines is an important issue that is gaining increasing attention. The existing legal framework is often considered to have not fully addressed the challenges at the technical and social levels. Violations of consumer

protection towards a fair and competitive society cannot be tolerated. Therefore, the urgency of developing a legal approach that is firm, effective, and in favor of consumers is an agenda that cannot be delayed. The need for literature and academic discourse that highlights efforts to reform consumer protection law, especially in the traditional medicine circulation, is very worthy of being examined with full scientific rigor and responsibility (Karmono et al., 2023).

The main problem in the practice of legal protection of consumers of traditional medicine products relates to the weak enforcement of regulations and supervision. Many cases in the community show the circulation of products that do not have safety certificates or contain ingredients that should be prohibited in the distribution network. Consumers often do not get the fulfillment of their rights to obtain complete and accurate information regarding the composition, effectiveness and potential risks of the products they consume, which may raise doubts about the legal protection system promised by the state (Romlah et al., 2024).

This situation is exacerbated by the emergence of fraudulent practices such as product counterfeiting, misleading labeling, and marketing that sometimes takes advantage of public ignorance. Negara, Darmawan, and Gardi (2021) note the importance of the state's role in ensuring fair business competition for all actors, as well as adequate legal protection for consumers of herbal and traditional products in free circulation. Weaknesses in the law enforcement system, as well as the lack of public socialization and education on safety standards, increase the potential for consumers to fall into unexpected health risks.

Another problem arises in the normative juridical dimension of consumer protection. As stated by Mardikaningsih and Darmawan (2023), formal regulations are often not fully empowered to prevent violations, due to the lack of coordination between institutions, as well as limited resources in detecting and taking action against perpetrators of illegal product distribution. This phenomenon is closely related to consumer preferences and the low level of legal literacy in society, which makes consumer rights more vulnerable to being ignored by producers or distributors of traditional medicines in the national market.

A review of empirical literature, as well as evidence from various research results in the field of consumers and public health, shows that the issue of consumer protection in traditional medicine products requires special attention. Problems are not only related to technical aspects and legal supervision, but also related to public education, availability of information, and the ability of consumers to claim their rights if they feel harmed. According to Karmono et al. (2023), the consumer protection legal system must be able to respond to market developments and support the realization of social justice through regulatory efforts that favor the needs of the wider community.

The importance of legal protection for consumers of traditional medicine products is based on the intensity of use of these products in everyday life. The vulnerability of people who are often attracted by promotions or recommendations for herbal products without checking the legality and safety of the product risks causing harm to health. Efforts to improve consumer protection are also driven by increased industrial competition that spurs manufacturers to offer innovations, which if not effectively controlled, can be a loophole for irresponsible parties to enter the market with low-quality or dangerous products.

This fact is the basis for affirming that monitoring and law enforcement are top priorities in efforts to improve consumer protection. In the positive legal order, the relationship between consumers and producers is often bound by agreements as referred to in Article 1313 of the Civil Code. This legal relationship creates rights and obligations that, if ignored by one of the parties, will trigger disputes and lead to legal consequences in the form of default. In this framework, consumer protection becomes an instrument to harmonize the balance between economic, legal and social interests.

The consumer rights stipulated in Article 4 of the Consumer Protection Law emphasize the right to comfort, security, safety, as well as the right to obtain information, advocacy, compensation, and fair treatment in every transaction. Based on this exploration, three key questions that need to be critically examined are as follows. First, what is the form and effectiveness of legal protection for consumers in the circulation of traditional medicine products in the community? Second, what are the roles and responsibilities of business actors and the

government in upholding consumer protection in the realm of traditional medicine products? Third, what is the mechanism for resolving consumer disputes related to traditional medicinal products based on applicable legal provisions and actual practices in the community.

This study aims to critically analyze the forms of legal protection applicable to consumers in the circulation of traditional medicine products in the community, examine the roles and responsibilities of business actors and the government in law enforcement, and explore consumer dispute resolution mechanisms both regulated by law and held at the practical level. The results of the study are expected to provide an objective understanding of the current level of consumer protection, contribute a conceptual basis for strengthening the legal system, and offer academic contributions for policy recommendations based on the values of justice and public protection.

Method

This research uses a qualitative literature study approach to examine the legal protection of consumers in traditional medicine products circulating in the community. Literature-based qualitative studies allow researchers to explore, understand, and compare ideas in the discipline of consumer protection law and traditional medicine distribution practices. The main data are the results of studies, interpretations, and syntheses from various sources of scientific journals, books, and regulatory documents, which are then critically analyzed to obtain a comprehensive picture of the main issues. This methodology bases the validity of its findings on clarity of argumentation, relevance of sources, and accuracy in drawing inferences, as suggested by Flick (2016) and Creswell (2013). The analysis process is carried out using thematic systematics, where the main issues of consumer legal protection and the implementation of regulations on traditional medicine products.

Each piece of literature used was verified for validity and relevance in order to avoid partisanship or epistemic bias. The author confirmed arguments and comparisons of theoretical foundations through triangulation of sources and critical review of secondary data referring to experience, legislation and previous research results. Such studies are well suited to identifying knowledge gaps, formulating critiques of positive

practices, and offering a conceptual basis for advocacy or reformulation of consumer protection law policy (Bowen, 2009). Thus, the qualitative literature study approach is in a strategic position to integrate theoretical data, policies, and jurisprudential precedents as a basis for recommendations based on scientific objectivity.

Result and Discussion

Legal Protection for Consumers of Traditional Medicinal Products

Legal protection arrangements for consumers of traditional medicine products have received special attention in the national legal framework. Traditional medicine is a health practice, approach, knowledge and belief that incorporates plant, animal and mineral-based medicines, spiritual therapies, techniques and manual exercises, applied singly or in combination to treat, diagnose and prevent disease and maintain health (Girmay & Teshome, 2017). The practice of traditional medicine consumption in the community today encourages the state to adapt regulations that can provide a sense of security and guarantee protection to all levels of consumers. The principle of back to nature is widely applied by people today, so that in terms of health they prefer herbal medicine (traditional medicine) to chemical drugs. Therefore, many traditional medicine products have sprung up today that have various properties, ranging from traditional medicines for mild to severe diseases (Pambudi & Raharjo, 2020).

In Law Number 8 of 1999 on Consumer Protection, various provisions have been formulated to ensure that consumers have substantive rights protection. Article 1 point 1 of the GCPL states that consumer protection is all efforts that ensure legal certainty to provide protection to consumers. This principle is a policy milestone that requires the government to provide a legal system that is responsive to the dynamics of the distribution of traditional medicines circulating in the community (Romlah et al., 2024).

Traditional medicines have been around for a long time and are consumed by people in Indonesia. It contribute to human health by enhancing metabolic functions and healing various diseases (Sudewi et al., 2020). The position of consumers in the circulation of traditional medicine products is often very vulnerable to various forms of rights

violations. One crucial issue is the limited access to correct and reliable information about products circulating in the market. Many cases are found where consumers are given inadequate or even misleading information, both regarding the safety and benefits of a product. Such conditions have raised doubts in the realization of legal protection for consumers (Romlah et al., 2024). Mardikaningsih and Darmawan (2023) emphasized the importance of public policies that prioritize transparency and public literacy regarding traditional medicines as a middle ground in affirming the protection of consumer rights.

Furthermore, the aspect of government supervision is a major highlight in this discourse. Negara, Darmawan, and Gardi (2021) show that law enforcement efforts are still constrained by limited supervisory resources and sanction mechanisms that have not been systematically implemented. The absence of strict supervision of the production and distribution process opens up space for violations of consumer rights, ranging from label fraud, unregistered products, to irresponsible marketing. People who do not have sufficient knowledge will be more easily exploited through aggressive advertising or promotion.

The availability of a certification and standardization system for traditional medicine products is a very fundamental instrument in supporting the effectiveness of consumer protection. All products should be laboratory tested to determine the content of active ingredients, safety of use, and long-term side effects. However, in practice, there are imbalances in the implementation of quality testing and supervision in the field, especially for products produced by household industries and micro-enterprises. Karmono et al. (2023) highlighted this legal gap in the framework of business competition, where "rogue" producers can escape supervision due to weak enforcement of regulations.

The urgency of a legal system that favors consumers can also be seen from the application of the concept of strict liability as stipulated in the Civil Code, Article 1367. This regulation offers protection through an absolute liability mechanism for risks arising from goods or services circulating under the supervision of business actors. The concept of strict liability in the realm of product liability greatly eases the burden of proof for consumers when losses occur due to consumption of defective or unsafe products (Khayru, 2022). This is important, because consumers are

often in a weak position in terms of access to evidentiary data and resources for legal proceedings.

In Indonesia, in accordance with applicable laws, consumer settlements can be pursued through the courts, such as public courts or out of court based on the voluntary choice of the parties to the dispute (Putra & Priyantini, 2021). In addition, legal protection is not only related to preventive aspects in the form of education and supervision, but also repressive aspects through dispute resolution efforts. In the realm of consumer dispute resolution, the Consumer Protection Law has established the Consumer Dispute Resolution Body (BPSK) as an effective, fast, and cheap alternative forum. With BPSK, consumers get a space to resolve disputes without having to deal with a long and expensive judicial process (Romlah et al., 2024). This mechanism opens up access to justice more widely, especially for community groups that previously lacked economic power or legal knowledge.

Uneven product standardization between regions is another challenge to the effectiveness of consumer protection. Traditional medicine products produced in areas with infrastructure constraints often experience obstacles in meeting the requirements of labeling, licensing, halal certification, and health supervision. This is emphasized in the study of Rojak et al. (2021) on the need for the implementation of global halal standards and a fair trading system in the international market. Minimum standards that apply nationally must be the baseline for every product to be marketed to create healthy competition as well as comprehensive protection for consumers.

Socially, the development of globalization reinforces the need for regulatory reform. Khayru (2022) highlights the transformation of the traditional medicine system amidst cultural changes and the challenges of modernity. If the legal system is not adaptive, consumers will always be in an inferior position in the face of waves of product innovation or new marketing campaigns. Policy adjustments are needed to ensure that the legal protection system can anticipate any changes in the increasingly dynamic distribution and consumption patterns of society.

The effectiveness of legal protection instruments for consumers of traditional medicine products is also highly dependent on the capacity of supervisory institutions to conduct early detection of potential violations.

The synergy between institutions, such as the Food and Drug Supervisory Agency, the Ministry of Health, and law enforcement officials, determines the realization of civilized justice in traditional medicinal product transactions. Romlah et al. (2024) stated that monitoring mechanisms, tracing the distribution chain, and legal action must be strengthened so that consumers get real protection, not just regulative rhetoric.

This dimension of legal protection is even more complex if it is linked to consumer preferences that tend to choose products based on social recommendations, advertisements that are not entirely accurate, and price considerations. Negara et al. (2021) highlighted the interaction between consumer perceptions, innovation, and competitive strategies of businesses that directly affect consumer rights in the traditional medicine market. Legal protection policies must have an integrative approach that is open to developments in market psychology and responsive to changes in the business ecosystem.

The movement of the herbal product ecosystem in the digitalization flow is also an important concern. Online marketing emphasizes the importance of information technology audits in the traditional medicine distribution sector. Online-based product clusters often escape conventional supervision, so it is necessary to build a new electronic data-based supervision system to reach every distribution point in all regions. Legal literacy and socialization based on digital education are urgent steps so that all consumers receive equal and fair protection.

Conceptually, legal protection for consumers of traditional medicine products has a fairly strong foundation at the normative level, but implementation in the field often requires extra energy, multisectoral cooperation, and renewal of sanction enforcement instruments. The key to legal protection for consumers is that consumers and businesses need each other. The rights and obligations arising from this legal relationship must be protected by law, so that people feel safe (Setyawati et al., 2017). Weak law enforcement in the realm of product distribution, the less than optimal role of supervisory institutions, and the dominant economic motives of market players create challenges that are not light. Beyond formal law enforcement, consumer education and literacy about their rights must be prioritized so that their position is not always under the bargaining power of the industry.

It is important for every element of society and the government to strengthen the foundation of legal protection based on substantive justice and sustainability. Tradition-based products must be placed in a healthy regulatory rail, so as not to create a paradox between the preservation of traditions and the protection of consumer rights inherent in every economic activity. The end of all these efforts is expected to reduce protection disparities and eliminate exploitative practices, while encouraging the emergence of a professional, quality and accountable traditional medicine industry in the long run.

Business and Government Responsibilities

The dimensions of the responsibilities of business actors and the government in the protection of consumers of traditional medicine products reflect the need for systemic synergies that marry the value of business ethics with the rule of law. Consumer protection in the health sector is very important so that people can obtain food products that are safe and guaranteed health, where their circulation is supervised by responsible institutions (Tambuwun, 2020). Business actors are required to place consumer rights as a top priority, both at the production, distribution and marketing stages. The implementation of an industrial code of ethics and compliance with regulatory provisions are not just administrative requirements, but the foundation of public trust in the safety, quality and integrity of products offered to consumers (Karmono et al., 2023). The government, as both regulator and facilitator, is obliged to conduct fair and proportional supervision to ensure that all products in circulation meet quality and safety requirements. Consistent enforcement of regulations is a measure of the success of consumer protection, as well as a tool to prevent the disintegration of trust between market players and the public.

In the scope of the traditional medicine business, the responsibility of business actors is closely related to honesty in labeling, clarity of composition information, and caution in promoting the health benefits of products. Karmono et al. (2023) emphasized that the existence of fraudulent practices-such as the use of prohibited ingredients or falsification of certificates-threatens the basic rights of consumers and can create long-term harm to the image of the herbal industry. Negara et al.

(2021) added that businesses need to implement risk management and internal audits, not only to meet regulatory standards, but also as an investment in strengthening consumer loyalty and building a sustainable competitive position. Any violations committed (for example, default or breach of promise) due to ignoring legal and ethical aspects result in default as stipulated in Article 1313 of the Civil Code.

Honesty in the delivery of information to consumers is the main indicator of the responsibility of business actors. This responsibility is included in the legal obligations attached to their business activities, known as product liability (Bustomi, 2018). Often, the public is not adequately informed about side effects, dosage requirements, or product licensing history, leaving them vulnerable to health risks and even material losses. Herman et al. (2023) emphasized the urgency of integrated supervision involving multi-sectoral authorities, such as the Food and Drug Administration, health institutions, and law enforcement officials, to build a system of early detection and prosecution of potential violations.

Periodic evaluation of distribution licenses and distribution performance is a preventive measure to close opportunities for irresponsible producers. The government's role is not limited to making regulations or establishing regulatory bodies. The government must initiate public education so that people are aware of their rights, responsibilities, and risks in consuming traditional medicine products. Mardikaningsih and Darmawan (2023) argue that the government must provide an easily accessible means of complaint and advocacy for people who feel aggrieved and build verified product references that are free to access for consumers. Article 4 of the Consumer Protection Law states that consumers have the right to obtain correct, clear, and honest information about the goods or services consumed, and the right to file complaints, advocacy, compensation, and dispute resolution.

The government's responsibility is even more crucial when regulating the implementation of strict sanctions and incentives for law-abiding businesses. The law is not only binding on society, but must also contain the principles of justice and usefulness to protect society fairly (Nastiandi et al., 2022). A firm state in consistent law enforcement will encourage efficiency and a positive image of the domestic industry in the eyes of the global market. Rojak et al. (2021) convey that the governance

of global standards such as halal certification and strict supervision of export products has the potential to strengthen the competitiveness of the domestic industry while providing a double protection effect through harmonization of national and international provisions.

The dynamic aspects of consumer preferences need to be welcomed by the government with continuous efforts to update regulations. Khayru (2022) explained that changes in people's consumption patterns due to globalization, digital culture, and migration of traditional values have made the penetration of herbal products more massive to remote areas, demanding responsive regulations so as not to be left behind by the pace of innovation. The government needs to apply an adaptive approach, encourage research and development of local products, while still emphasizing integrity and safety for the user community.

In addition, the collective responsibility of businesses and the government can be strengthened through strategic partnerships in educating the public. For example, collaboration with educational institutions, professional organizations, and local communities in the form of public campaigns, independent training, and dissemination of information based on valid data. A joint educational approach is believed to be effective in reducing potential consumer losses due to limited understanding or being tempted by misleading promotions (Issalillah & Wisnujati, 2021). Industry players who are active in consumer literacy programs will benefit from a surge in market trust and loyalty.

Determining the responsibility of business actors in providing safe products must actually be based on strict audits from the production process to the final distribution in the community. Periodic certification processes and product inspections are the main instruments in ensuring the integrity of labels, raw materials, and promised health benefits. The commitment of business actors to independent testing and transparency of laboratory results is absolutely necessary in building multiple protections for consumers. Administrative sanctions, fines, and revocation of distribution licenses can be imposed on violating producers, as is the practice in various countries (Romlah et al., 2024).

Consistent implementation of regulations still faces technical challenges in the field, ranging from limited supervision budgets, overlapping regulations between agencies, to potential abuse of power.

Digital-based distributive supervision, strengthening online complaint systems, and big data integration, need to be optimized so that consumer rights supervision runs more optimally and participatively. Karmono et al. (2023) stated the need for collaborative movements across sectors based on exemplary bureaucracy and firmness of punishment.

Aspects of legal literacy and community self-reliance should not be ignored. The government through a network of community organizations and mass media must instill the importance of confirming product legality and understanding the consequences of buying products that are not legally guaranteed. Public education innovation through online platforms, interactive discussions, and traditional medicine community forums is one indicator of the success of the government and business actors in fostering a consumptive and legally savvy society.

Systematic efforts by business actors and the government to protect consumers of traditional medicine products are a strategic way to strengthen a healthy, credible and sustainable national industrial ecosystem. Policies based on distributive justice, transparency, and literacy education will create a society that is not easily harmed, and foster a market for traditional medicine products that is law-abiding and responsible for future generations.

A strong system should also prepare adaptive supervisory instruments for online-based business model innovations and cross-border products. Bilateral or multilateral supervisory collaboration between governments is likely to be necessary in the free trade flows as well as consumer protection at the global level, which is increasingly challenging as public distribution and consumption patterns shift.

Increasing the commitment of business actors and the government is very important not only to fulfill formal legal obligations, but also as a form of moral and social responsibility towards the formation of a just and dignified society. Only with full synergy can a balance be achieved between industrial progress, preservation of traditional values, and fulfillment of consumer protection rights in traditional medicine products that are widely circulated in the community.

Settlement of Consumer Disputes on Traditional Medicinal Products

The resolution of consumer disputes on traditional medicine products is an important aspect in achieving substantive justice between producers and consumers. Disputes often arise due to discrepancies between the products received by consumers and the claims made by manufacturer or from violations of the consumers' right to truthful and honest information. National legal instruments accommodate both litigative and non-litigative mechanism for dispute resolution mechanisms. Under the Consumer Protection Law, the Consumer Dispute Settlement Body (BPSK) has been established to resolve disputes through mediation, arbitration, or conciliation, and providing easy access to justice, especially for consumers who have suffered losses (Romlah et al., 2024). However, the implementation of consumer protection for traditional medicine services still faces various obstacles, such as the lack of legal certainty, information disclosure, and consumer access to information needed to make rational decisions (Nutresna, 2022).

The existence of BPSK is an effective, fast, and affordable way out, compared to the notoriously long and formalistic process of the general courts. This institution was formed as an institution intended to assist consumers and business actors in resolving disputes. The establishment of this body is a mandate from the provisions of Article 4 paragraph (2) of Law Number 48 of 2009 concerning judicial power, with the main purpose of its formation, namely to relieve consumers in the dispute problems they face easily and at a low cost (Sitepu & Muhamad, 2022). The BPSK system provides space for direct dialog between consumers and business actors, placing mediation as the main pillar. This mechanism eliminates the need for the presence of legal counsel, thus empowering consumers independently. Efficient dispute handling at BPSK is considered to encourage business actors to be more responsible in their services and information on traditional medicine products (Negara et al., 2021; Romlah et al., 2024).

The most common problem encountered in the settlement of traditional medicine consumer disputes is proof and evidence collection. Many consumers have difficulty obtaining supporting documents or data that form the basis of a lawsuit, especially if it is related to side effects or inappropriate product quality. On the other hand, business actors often use legal loopholes to escape responsibility, for example by not clearly

labeling or clinical trials on their products. Romlah et al. (2024) underlined the need for education for consumers regarding the rights that can be demanded in proving disputes.

Dispute resolution in court is still necessary if the BPSK mechanism does not produce results or the business actor does not comply with the decision. It should be emphasized that the liability of business actors is stated in Article 1367 and Article 1368 of the Civil Code regarding strict liability. This means that any losses arising from unsafe products or misleading information become the absolute responsibility of the business actor, without the need to prove the element of individual fault. This regulation is able to strengthen the position of consumers in obtaining justice compared to going through general litigation, which is costly and time-consuming (Khayru, 2022).

Digital innovation has also brought changes to the pattern of dispute resolution. Consumers can now easily access information, file complaints, and file complaints through online platforms provided by the government and consumer protection organizations. The effectiveness of these digital channels is highly dependent on the integrity and ability of supervisory agencies to respond to complaints transparently, quickly and fairly. In this country, the digital consumer complaint system continues to be developed in response to the needs of the times so that all people, without exception, can obtain adequate protection (Mardikaningsih & Darmawan, 2023).

The interaction between dispute resolution at the non-litigative and litigative levels emphasizes the principle of open access to justice. Business actors and consumers still have the right to resolve disputes in court or arbitration institutions if they view that the BPSK approach has not produced substantive justice. This requires synchronization of the legal system to avoid overlapping or dualism of legal decisions, as well as ensuring that all decisions produced can be executed effectively (Herman et al., 2023).

Public literacy regarding dispute resolution procedures should receive serious attention. There are still many consumers who do not understand the procedures for complaints, the forms of protection that can be fought for, and the steps for collecting evidence. Negara et al. (2021) mentioned that continuous education, both through consumer organizations, mass media, and social media, can increase public awareness of their rights as consumers of traditional medicine products.

The application of sanctions or compensation to business actors often faces obstacles at the implementation level. Many cases end in amicable agreements without any product reform or improvement in protection standards. This can be worrying in the long run, because the lack of deterrent effect automatically increases the chances of repetition of similar violations. Karmono et al. (2023) emphasized the need to strengthen supervision and implement transparent and consistent sanction standards so that consumer protection works as expected.

Consumers are also entitled to assist consumer protection organizations if they are unable to fight for their rights independently in the face of stronger business actors. These institutions should be encouraged to actively provide free legal assistance, conduct public advocacy, and encourage the issuance of fair decisions for the community. The synergy between regulators, advocacy institutions, and business actors is a middle way to resolve disputes peacefully while still prioritizing justice for the aggrieved party (Romlah et al., 2024).

Outside formal channels, dispute resolution can also take place through customary mechanisms or local deliberation, especially in communities that still rely on traditional medicine as part of their culture. Consensus processes based on open dialog can complement the formal system and at the same time enrich the spectrum of protection for the community culturally and socially (Issalillah & Khayru, 2021). Flexibility of the legal system in accepting dispute resolution innovations is necessary. The ability to adapt procedures to technological developments, changes in consumption patterns, and diversity of cases is key to long-term effectiveness. The ultimate goal is to realize a legal ecosystem that is not merely repressive, but truly protects consumers in all aspects of traditional medicine product consumption, from preventive to corrective and rehabilitative aspects.

Conclusion

The conclusion from this description shows that the legal protection of consumers of traditional medicine products is in a strategic realm in the scheme of national health system development and domestic market dynamics. The legal foundation is quite strong through the instruments of the GCPL, Civil Code, and various existing sectoral regulations.

Implementation in the field still requires sharpening, both at the level of supervision, public education, and dispute resolution mechanisms based on justice and transparency.

The implications of this study emphasize the importance of cross-sectoral synergy, collaboration between business actors, government, advocacy institutions, and the community. Strengthening education and legal literacy for consumers is a prerequisite so that the public's position is more equal to the industry and does not become the weak party in the transaction. Innovation in supervision and the courage of the government in enforcing strict sanctions will strengthen Indonesia's position as a state of law that favors the people.

Suggestions include the need to update the digital-based supervision system, encourage the application of strict certification on traditional medicine products, improve the socialization of consumer rights and complaint mechanisms, and provide more space for advocacy institutions to play an active role. Every stakeholder must prioritize integrity, honesty, and sustainability in product management so that consumer protection takes place from upstream to downstream without any new exploitation gaps.

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