



LAW ENFORCEMENT AND RESPONSIBILITY OF BUSINESS ACTORS FOR CONSUMER PROTECTION IN THE CIRCULATION OF FOOD PAST THE PERIOD OF USE IN INDONESIA

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Abstract

This research discusses law enforcement against the sale of food past the usage period in the perspective of consumer protection. It was conducted through a normative juridical approach and literature to analyze the legal position of business actors, the efficiency of supervision, the effectiveness of sanctions, and consumer participation. The research findings show that, although regulations are clear through the Consumer Protection Law, Ministerial Regulations, and the authority of BPOM, implementation in the field is still affected by a number of factors: weak internal company supervision, uneven external supervision infrastructure, and low consumer literacy regarding their rights. Criminal, administrative, and civil sanctions for violating business actors have been strictly regulated but have not provided an optimal deterrent effect. Technological innovations such as digital reporting and distribution tracking with expiry date barcodes are suggested to strengthen the monitoring system. Direct collaboration is needed between government agencies, business actors, and the community in building a culture of legal compliance and participatory supervision. The implications of this research emphasize the importance of surveillance reform, technology implementation, and consumer education to minimize the circulation of expired food.

Keywords: law enforcement, consumer protection, expired food, criminal sanctions, supervision, consumer literacy, distribution technology.

Introduction

The global community now places significant expectations on legal instruments and regulatory bodies to establish clear, enforceable standards that hold business actors accountable for the safety and integrity of the food they produce and distribute. These expectations are not merely technical; they reflect a deeper demand for justice, transparency, and ethical responsibility in commercial practices. To ensure that consumers are adequately protected and their rights upheld especially in relation to the safety, hygiene, and feasibility of food products circulating in the market, governments and institutions must commit to robust legal enforcement.

This includes proactive monitoring, transparent labeling requirements, and swift action against violations. A comprehensive legal framework is essential not only to deter negligence but also to cultivate a culture of compliance among producers, distributors, and retailers. Such a framework must also address the circulation of expired or hazardous food products, which pose serious risks to public health. Without clear legal consequences and consistent oversight, some business entities may prioritize profit over safety, undermining consumer trust and endangering vulnerable populations. Therefore, the role of law in safeguarding food safety is not merely procedural, it is foundational to the ethical functioning of modern society.

In many modern legal systems, the guarantee of consumer protection against food products that are unfit for consumption is an important dimension that has grown along with the increase in food production and distribution. The global community has high expectations for regulations that are able to regulate business actors in terms of responsibility for the safety of food products. Maximum efforts are needed so that consumers get their rights, especially regarding the safety and feasibility of food products circulating in the market. The existence of a strong legal framework is needed so that producers and businesses do not ignore the safety provisions of the products they sell, including maintaining the circulation of food that has exceeded the use limit.

In Indonesia, this issue has received serious attention, especially after the revelation of a number of violations by business actors who still trade food that is no longer safe for consumption. This reality raises deep

questions for the public, regarding how far law enforcement is in accordance with the mandate of the consumer protection law and other related regulations. It has been found that the sale of products that have passed the period of use, especially at the middle and lower levels of the distribution network, often causes unrest in the community (Miru, 2017). The irresponsible behavior of business actors has implications for the health risks of the wider community.

The aspect of legal liability is a concern because, according to the law, producers and businesses have a primary obligation to ensure that their products are safe and do not harm consumers (Panjaitan, 2021). In many cases, consumer rights are often overlooked because consumers are considered to be in a weaker position and lack knowledge regarding their own rights. The dynamic development of legal instruments requires the strengthening of supervisory mechanisms, both administratively, criminally and civilly, so that business actors can be strictly sanctioned when they violate the law (Prasetyo et al., 2023).

Regarding the circulation of food that has exceeded the use-by date, regulations have accommodated clear provisions for sanctions that can be imposed, both on businesses and producers who neglect consumer safety. Any food that has exceeded the use-by date automatically becomes unfit for consumption and is banned from circulation (Noor et al., 2023). Being under the strict supervision of the Food and Drug Administration and related legal institutions, preventive and repressive efforts must be pursued so that business actors are truly disciplined in carrying out applicable legal provisions (Nandiva, 2023).

The main problems in law enforcement against businesses that sell food with an expired shelf life are varied. Weak government supervision and the limited capacity of law enforcement institutions to monitor every product on the market. The study by Sianturi et al. (2022) shows that in many cases, violations often occur in the realm of small distributors and retailers who are not touched by maximum regulation. This situation makes the control over expired products not optimal, so that consumers continue to face food safety threats.

Despite the existence of various regulations such as the Consumer Protection Law and related ministerial regulations, there are still legal loopholes and low public knowledge about the available legal protection.

Prasetyo et al. (2023) asserted that many consumers do not fully understand their rights, resulting in slow reporting of expired food violations. The lack of massive awareness weakens the position of consumers amidst the onslaught of business actors who often prioritize profits without regard to customer safety. The law enforcement dimension is also faced with the challenge of coordination between supervisory institutions, law enforcement, and judicial institutions. Administrative factors, the characteristics of business actors, and the length of the judicial process often become obstacles in handling expired food cases (Arisandi & Sutrisno, 2024). This condition is exacerbated by the increasingly diverse modes of violation, thus testing the effectiveness of the implementation of existing legal instruments.

Observing this issue is important because the distribution of food that is not fit for consumption can directly affect public health. The increasing number of cases of illness stemming from expired food is an alarm for all parties not to underestimate this issue. Public health must be prioritized, and consumer protection must not be compromised. Firm legal certainty is needed for business actors so that every food product sold has actually gone through the feasibility and safety distribution test (Sumito et al., 2024).

Furthermore, the existence of responsible business actors determines public trust in food products on the market. Manufacturers or business actors must ensure that all products distributed remain within the recommended usage time limit. Honesty in labeling and product withdrawal after exceeding the usage period is key so that consumers do not become victims of business practices that violate the law and social ethics (Yoseva, 2024).

This study aims to systematically review the application of the law against businesses that sell food that has exceeded the period of use, analyze the main factors for the occurrence of violation practices and the effectiveness of the supervisory role of related institutions, and critically elaborate the relationship between the responsibility of business actors to consumer safety and security. The results of this study are expected to contribute to the strengthening of the consumer protection system and provide a scientific basis in efforts to prevent the circulation of food that has exceeded the period of use in Indonesia.

Method

The qualitative literature study approach is the main strategy in analyzing law enforcement against businesses that sell food that has passed the usage limit. This study focuses on exploring various sources of law books, academic journals, and official regulatory documents to obtain a comprehensive and factual understanding of the issue of consumer protection of food that has passed the usage period. Through document analysis, researchers explore the application of regulations and the dynamics of their implementation in the real world, including identifying the suitability of legal norms with cases that occur in society. This refers to Creswell's (2016) explanation that qualitative literature review has the advantage of identifying patterns, meanings, and relationships between relevant legal variables in consumer protection enforcement.

This literature research procedure is conducted through a systematic review of research methodology books, indexed academic journals directly related to the distribution of expired food. Darmawan (2015) emphasized that literature studies are useful in providing theoretical and empirical foundations, so as to explain the relationship between law enforcement variables, the role of supervisory institutions, and the effectiveness of sanctions for business actors. This series of steps produces valid, tested, and in-depth data, so as to provide scientific recommendations that are useful for strengthening consumer protection mechanisms.

Result and Discussion

Implementation of Law Enforcement on the Sale of Food Exceeding the Period of Use

A review of law enforcement regulations in monitoring the distribution of food that has exceeded the time limit for use in Indonesia shows that the control system has been regulated through a number of laws and regulations, especially through the Consumer Protection Law. In practice, producers and businesses have the primary responsibility to ensure that all food products distributed continue to meet safety requirements and are fit for consumption. Mandatory provisions regarding safety and accuracy of use-by dates are explicitly stated in Law No. 8/1999, Article 8 paragraph (1) letter g, which prohibits businesses from distributing products without observing the use limit according to the manufacturer's label (Miru, 2017).

This rule is reinforced by clear criminal sanctions as stated in Article 62 of the Consumer Protection Law.

Juridical enforcement against business actors who violate the provisions of the food use period limit has been carried out through several criminal, administrative and civil instruments. The legal consequences for business actors who sell expired food are regulated in the Consumer Protection Law, namely Article 19 regarding the responsibility of business actors in Article 62, Article 63 regarding criminal provisions, and the Food Law, namely Article 143 which regulates criminal sanctions and fines (Prabandini & Udiana, 2017). Criminal sanctions can be imposed in the form of imprisonment for five years or a maximum fine of two billion rupiah, depending on the level of violation (Prasetyo et al., 2023). Regulations also regulate the prohibition of misleading labeling or the absence of information on product usage time limits, and ensure the accuracy of all labels on packaging. Thus, the system shows the seriousness of regulators in protecting consumer rights.

Supervisory mechanisms by authorities such as the Food and Drug Administration support the implementation of regulations. This institution has the mandate to conduct inspections, take product samples, and withdraw from circulation if proven to have passed the usage period (Nandiva, 2023). Supervision of the circulation of packaged food and beverage products is carried out through two stages, namely pre-market and post-market supervision (Sulistiwati et al., 2017). The implementation of this supervision is also carried out collaboratively with law enforcement officials and related agencies, which provides a deterrent effect for business actors who do not comply with the provisions.

Despite the detailed regulatory framework, there are still a number of limitations in the implementation of law enforcement that cause the distribution of expired food to continue to occur in a number of regions (Sianturi et al., 2022). One of the reasons is due to the limited resources of supervisors and the wide scope of product distribution so that many violations are not detected immediately. In fact, weak internal controls at businesses and a lack of consumer education exacerbate the problem.

The success of law enforcement is also greatly influenced by the integration of reporting mechanisms, product testing, and court processes. This chain is not free from administrative challenges, ranging from slow

reporting, lack of evidence, to protracted judicial processes (Arisandi & Sutrisno, 2024). The commitment of regulatory agencies in strengthening the periodic inspection system is important so that early detection of product findings that exceed the usage period is more effective.

In line with the opinion of Noor et al. (2023), strengthening the synergy between regulators and strengthening the capacity of the consumer community to recognize their rights are strategic points in preventing and reducing the circulation of hazardous food. One of the recommended solutions is to build a database and digital reporting system to speed up the monitoring process.

In the realm of theory, Sucitra (2017) explains that consumer protection against expired food products must be in line with the principles of justice, benefits, and legal certainty. Contemporary legal protection theory also says that the omission of violations of food distribution beyond the period of use is a reflection of the indecisiveness of the legal system, so there needs to be a more concrete reward and punishment system.

In addition to external supervision, internal company control is also a vital aspect in maintaining product distribution discipline (Yuliaputri & Windiarti, 2024). Producers must build an internal audit and evaluation system on a regular basis to ensure that all products in circulation do not exceed the usage period. This step can create a more responsible supply chain.

Minister of Health Regulation No. 180/MENKES/PER/IV/ 1985 has emphasized that the use-by date is the final deadline for the product to be guaranteed as long as it is stored according to the manufacturer's recommendations. Information on the period of use must be stated on the packaging in the format of expired date or best before, to ensure that no products that have passed the consumption period remain in circulation (Tampubolon, 2020).

In addition, the application of criminal sanctions as stipulated in Article 62 of the Consumer Protection Law is not only aimed at business actors who knowingly distribute food past the usage period, but also to those who neglect or neglect to supervise the products that enter their distribution network (Kahfi et al., 2023). This provision emphasizes that administrative sanctions, fines, and criminal sanctions can be applied thoroughly to provide a deterrent effect.

According to Badruzaman, most people today pay less attention to the expiration date or validity period of the product, both when buying and after buying, be it basic necessities or other complementary goods (Rahmatullah & Iman, 2023). Low public awareness is also an important factor in the implementation of law enforcement. The higher the legal literacy of consumers, the stronger the resistance to risky food on the market. Intensive counseling on consumer rights must be carried out continuously, both through formal and informal education. If consumers understand well the importance of the time limit for food use, the pressure on business actors to be disciplined will be greater. Under ideal conditions, all lines of supervision, from producers, distributors, supervisors, to consumers, maintain the integrity of the food distribution system.

The implementation of digital systems based on consumer reporting and supply chain audits has been an innovation that has begun to be implemented in various countries and has the potential to be adopted more widely. Unannounced inspections and regular audits also need to be improved. If these collaborative efforts work well, the level of violations can be minimized and consumer safety can be maintained.

In the long run, enforcing the law on the sale of food past the use-by date will not only contribute to consumer protection, but also to strengthening public trust in the government and the food industry as a whole. According to Purwito, E. (2023), in an effort to realize consumer protection, the government plays a central role, namely by drafting good regulations (regulatory function) and implementing them effectively (law enforcement function). Every business actor is expected to be able to make legal compliance a corporate culture, so as to create a healthy, safe, and mutually beneficial food ecosystem for all parties.

Causal Factors and Effectiveness of Supervision of Food Sales Past the Use-by Date

An analysis of the determinants of food sales that have passed the use-by date reveals a number of complex determinants from both business and institutional perspectives. One of the main causes is the weak internal control of the company and the limited distribution monitoring infrastructure in the micro and medium scale trade sector. Research by Prasetyo et al. (2023) shows that business actors often focus more on

increasing short-term profits rather than prioritizing the safety and ethical aspects of food product distribution. In many cases, lax internal controls lead to food past its use-by date being stored and even marketed to consumers without consideration of health risks.

On the other hand, the effectiveness of supervision carried out by institutions such as the Food and Drug Administration has not been fully optimized. The limited number of supervisory personnel, the vast scope of distribution areas, and limited digital facilities and infrastructure reduce the response of supervisory agencies to public complaints. According to Putri et al. (2019), the BPOM supervision system includes seven categories, namely regulation, standardization, registration, inspection, sampling, public warning, and consumer services. According to Nandiva's research (2023), supervision in the field is sometimes delayed due to the information system that has not been integrated between the central and local governments, causing violations to often only be discovered through consumer complaints after causing victims. The same thing was stated by Sianturi et al. (2022) who viewed that layered supervision has not been able to answer the dynamics of food sales in traditional and modern markets evenly.

The task of the Center for Food and Drug Control (BBPOM) has not been fully implemented properly, because it is still common to find packaged food products that do not include expiration dates. As a result, some business actors tend to trade without complying with the rules, even though there are various regulations governing this matter (Syifa & Haris, 2023). Gaps in supporting regulations and inter-agency coordination also weaken efforts to take action against violating business actors. Arisandi and Sutrisno (2024) assert that synchronization between government agencies, law enforcement officials and supervisory agencies has not reached the ideal level, so that cases that occur in the field often only end in administrative sanctions or warnings without further action. In addition, socialization of the importance of discipline in the sale of food that is fit for consumption and education of business actors is still lacking, especially in second- or third-tier regions outside metropolitan areas.

The commitment of business actors in paying attention to consumer safety based on the principles of legal protection is still often defeated by momentary economic interests. Noor et al. (2023) explained that business actors often assume that labeling the usage period is only an administrative

formality, without considering the health implications for consumers. This perception must be dismissed through the provision of strict sanctions and the implementation of rewards for producers and distributors who comply with regulations.

Engagement between the public as consumers and supervisory institutions needs to be strengthened. Consumers are often reluctant to report because they do not believe that the report will be followed up or because they do not understand the reporting mechanism. Yoseva (2024) revealed the importance of developing an information technology-based reporting system so that monitoring responses can be more real-time and accurate. This can reduce the potential for undetected violations in the food distribution network.

Supervision optimization is even more important when considering the dynamics of online food product distribution, where physical control of products becomes more difficult for authorities. According to Kahfi et al. (2023), product batch tracking technology and validation of usage period based on digital applications can be used as a tool to assist the authorities can be used as a potential tool to monitor the circulation of food that has passed the usage period through e-commerce channels or other online platforms.

In addition to technical and administrative issues, cultural factors cannot be ignored. A less selective consumption culture, supported by a lack of public awareness of the importance of reading use-by date labels, has an impact on the high market absorption of food that has exceeded the use-by date (Sumito et al., 2024). Therefore, legal education and consumer literacy are long-term aspects that must be built consistently. Finally, supervision and enforcement of violations of food distribution beyond the use-by date cannot rely solely on regulatory instruments or supervisory agencies, but requires cross-sectoral synergy. Collaboration between business associations, government, importers, and civil society groups will provide sustainable systemic strengthening. The development of distribution protocols and continuous quality audits, combined with the intensification of unannounced inspections, are believed to be steps that can increase the effectiveness of supervision. In a comprehensive policy, a multi-stakeholder partnership will narrow the space for businesses that try to distribute food that is not fit for consumption.

Responsibility of Business Actors in Ensuring Consumer Safety

The responsibility of businesses to ensure consumer safety for food products beyond the period of use is the main foundation of the consumer protection system in modern society. Therefore, business actors, especially retailers of packaged food, must be responsible if the products they sell are not suitable for consumption by consumers. And that duty is regulated by Article 19 paragraph (1) of Law Number, 8 of 1999 concerning Consumer Protection (Saputra, 2021). Business actors are obliged to ensure that products in circulation meet food quality standards and comply with the time of use regulations set by the regulator, as emphasized in the Consumer Protection Law. Miru (2017) underlines that all food production, distribution and marketing activities must be based on the principles of prudence and social responsibility, as business actors are the ones who best understand the composition and health impacts and risks of the products they distribute.

Law No. 8/1999 explicitly mandates that consumers have the right to comfort, security and safety in consuming food. Producers and business actors who intentionally or negligently sell products past the usage period have committed serious violations of consumer rights. Prasetyo et al. (2023) emphasized that business actors are required to include information on the date of use on the packaging in a clear, transparent and accurate manner. Failure to provide information or negligence in monitoring product distribution will lead to legal liability.

The distribution or omission of the circulation of food products that have passed the expiration date is a real form of negligence that has the potential to endanger consumers. From a legal perspective, this action can be categorized as an unlawful act (*onrechtmatige daad*) because it ignores consumers' basic rights to consumption safety and security, as affirmed in Law No. 8/1999 on Consumer Protection. This negligence is not only a violation of business ethical norms, but also contradicts the juridical obligations of business actors to ensure that all products in circulation are safe and in accordance with the required quality and time standards.

Normatively, Article 8 paragraph (1) letter g of the Consumer Protection Law prohibits producers or business actors from trading goods that have passed the period of use or expiration. This provision is strengthened by Article 62 paragraph (1), which stipulates a criminal

penalty in the form of imprisonment for a maximum of five years and/or a maximum fine of two billion rupiah for any business actor who violates it. The regulation emphasizes the importance of legal protection for consumers and provides a strong juridical basis for law enforcement in the field of food distribution.

From the point of view of legal doctrine, the principle of strict liability is often used in consumer protection cases, where business actors can be held liable without having to prove the element of fault. The form of responsibility can be in the form of compensation to consumers, either in the form of replacing similar goods at the same price or other compensation agreed between the seller and the buyer, such as medical expenses if the consumer experiences health problems (Wandira et al., 2023). This means that inaccuracy, negligence, or even omission in the supervision of food products that lead to the circulation of expired food, are sufficient grounds for prosecution. The enforcement of this principle aims to prioritize the preventive aspect and force business actors to implement stricter control over all stages of product distribution.

In addition to criminal sanctions, violating business actors can also be subject to administrative and civil sanctions. Administrative sanctions include revocation of business licenses, administrative fines, or withdrawal of products from circulation by authorized agencies such as BPOM and the Health Office. Meanwhile, civil sanctions based on Article 1365 of the Civil Code allow consumers to sue for compensation for losses arising from the consumption of expired products. This combination of multi-level sanctions is designed to provide a deterrent effect and increase compliance of business actors with applicable legal provisions.

Consistent application of sanctions and strengthened supervision are key prerequisites for effective consumer protection in Indonesia. These efforts need to be accompanied by intensive education for business actors on their obligations and potential legal consequences, as well as strengthening the system for reporting violations by the public. Thus, transparent and responsible food distribution governance can be created, and consumer rights are maximally protected in accordance with the ideals of the national consumer protection legal system.

The application of criminal sanctions in consumer protection practices in Indonesia is not only limited to violations in the form of the

absence of expiration date or usage period labeling, but also includes the prohibition of providing dishonest or misleading information on food products. Article 9 of the Consumer Protection Law expressly prohibits producers or business actors from providing false information that can mislead consumers, both regarding the quality, composition, safety, and benefits of the goods being traded. If this action is done intentionally, the violation fulfills the elements of unlawful acts that are punishable by criminal law.

Furthermore, criminal threats are also applied to business actors who intentionally trade goods unfit for consumption as stipulated in Article 13. This provision emphasizes the law that the distribution of food products that do not meet safety standards, either because they have passed the expiration date or are damaged, is a criminal offense. This affirmation is very important because the implications of consuming unfit products can have a negative impact on public health, including the risk of poisoning and death.

The consistent application of sanctions stipulated in the Consumer Protection Law is designed to require all business actors to apply the precautionary principle in the entire distribution chain. This principle requires producers and distributors to not only comply with administrative regulations, but also actively conduct internal supervision of product quality, safety, and information before distribution to the public. The enforcement of the precautionary principle is a pillar for creating consumer safety and preventing violations that can harm the public.

In practice, if violations are committed repeatedly or there are elements of intentionality that are aggravating, administrative sanctions such as warnings, fines, license revocation can escalate to criminal penalties. This escalation of sanctions from administrative to criminal illustrates the flexibility and firmness of the Indonesian legal system in taking action against serious violations related to food distribution. The practice also sends a message that omission or repetition of violations is a form of non-compliance that cannot be tolerated in the national consumer protection system.

With consistent law enforcement, consumer protection is truly a top priority in the entire food distribution process. A tiered system of sanctions-from administrative to criminal-shows that the state is present to protect the public's right to safe food products. The integration of sanctions with strong supervision and legal education to business actors is

a solid foundation for responsible food distribution governance and strengthens the position of consumers as the main legal subject.

According to Faisal, the government is responsible for organizing the protection of the rights of consumers and business actors. This responsibility also applies to the Center for Food and Drug Control (BBPOM), which must carry out its duties in accordance with applicable regulations (Hermanu, 2022). Systematic and routine supervision by the Food and Drug Monitoring Agency (BPOM) and other supervisory agencies is an important foundation in law enforcement efforts in the field of food distribution. Yoseva (2024) highlights that intensification of supervision needs to be carried out regularly and thoroughly so that early detection of problematic products, especially those that have passed the usage period, can be optimized. In addition to direct inspections, strengthening collaboration between central and regional supervisory agencies is crucial to minimize legal loopholes that could potentially be exploited by irresponsible business actors.

When a violation is found, the first step that must be taken according to administrative rules is the immediate withdrawal of the product from circulation (recall) to prevent greater harm to consumers. The rapid product recall process is based on the principle of preventive responsibility to ensure that problematic products do not circulate in the community. Furthermore, business actors proven to have committed violations may be subject to administrative sanctions, ranging from warnings to revocation of business licenses, based on the seriousness of the violation and the potential harm caused to consumers.

Sanctions should not stop at the administrative level. As Sumito et al. (2024), effective consumer protection can only be achieved through the application of strict, proportional, and consistent sanctions, based on Law No. 8/1999 on Consumer Protection. Enforcement of criminal and civil sanctions for violations of food distribution that endanger public health is an important instrument in creating a deterrent effect, so that the potential for similar violations can be minimized in the future.

A further point of emphasis is the inclusion of legal liability for all categories of businesses, regardless of their scale. The law does not differentiate sanctions based on business capital; both large-scale producers, as well as small and medium-sized businesses (SMEs), are

obliged to strictly comply with food safety standards and product distribution rules. This equal application of the law aims to avoid discrimination in treatment while instilling a culture of legal compliance in the national food business ecosystem.

Thus, active supervision, rapid response to violations, as well as consistent enforcement of sanctions for each business actor, reflect the state's maximum efforts in ensuring consumer protection and safety. The synergy between supervisory institutions, law enforcement officials, and the commitment of business actors is vital in realizing a food distribution chain with integrity and in accordance with the main objectives of Indonesia's consumer protection legal system. In this case, consumer protection law is part of consumer law which contains principles or rules that regulate the nature that protects consumer interests (Resinta, 2020).

Businesses often find administrative sanctions in the form of letters of reprimand or administrative fines to be daunting enough to act as a deterrent. However, for cases of serious violations such as the distribution of food that endangers health, law enforcement officials must continue to collaborate to ensure that all sanctions are imposed without discrimination. Kahfi et al. (2023) emphasized that compliance will be achieved if education and supervision run parallel with strict enforcement.

It is important for every business to build a corporate culture that refuses to compromise on consumer safety. Internal quality control and distribution technology updates should be integrated into their supply chain management to systematically reduce the risk of violations. This is in line with consumer protection theory that emphasizes the preventive and punitive principle (Miru, 2017), that prevention is as important as punishment for violations.

The adoption of digital technologies such as barcode tracking, integration of expiry date data, distributor certification, and public reporting through online applications will strengthen the responsibility of business actors while supporting the performance of supervisory institutions (Kahfi et al., 2023). Thus, food distribution governance will be more transparent and accountable. Collective compliance can be encouraged by building synergies between business associations, supervisory authorities and consumer communities to keep the risk of violations low.

In the normative realm, the juridical review confirms that law enforcement based on the principles of legality, justice and certainty guarantees public confidence in the consumer protection system. Sanctions are imposed not merely as a retaliatory measure, but as a preventive instrument and social education in order to cultivate healthy and responsible business practices in the entire national food ecosystem.

Conclusion

Based on the discussion regarding law enforcement on the sale of food past the usage period, it can be concluded that business actors have a vital role and primary responsibility in ensuring consumer safety. Business actors, as the main person in charge of food distribution, are legally required to maintain consumer safety and security through the precautionary principle and transparency of information on every product they distribute. Failure to carry out these responsibilities, whether due to internal negligence, economic pressure, or efforts to reduce inventory losses, has been shown to increase the risk of hazardous food consumption in the community. Enforcement against the sale of food that is past its use-by date still faces substantial challenges in Indonesia. The existing legal framework, such as the Consumer Protection Law, Minister of Health Regulations, and supervision from BPOM, is normatively adequate. However, the effectiveness of law enforcement is highly dependent on the commitment of business actors and coordination between supervisory agencies as well as the active role of the public as consumers.

Strict law enforcement through the imposition of administrative, civil and criminal sanctions on violating business actors has proven to have a deterrent effect, although strengthening is still needed in the supervision system, consumer education and literacy, as well as a more integrated food distribution technology. Synergy between producers, distributors, regulatory agencies and the public is believed to create a safe and responsible business environment, while increasing public confidence in national food safety standards.

Preventive and repressive efforts must be balanced to create optimal consumer protection. The implementation of digital systems, layered supervision, and consumer literacy culture must continue to be encouraged so that the distribution of food that has exceeded the usage period can be significantly minimized in the future.

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