

## HOUSEWIFE ROLE IN CONSUMER PROTECTION

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### ABSTRACT

*The purpose of this study is: to find out the manufacturer of the security services are transparent to the consumer; standard products that are marketed to the public consumed safely and comfortably in terms of cleanliness and health standards. Another positive understanding gained, product screening activities, among others include: to provide insight into the importance of the provision of the guarantee and protection of consumers in the production of the product distribution activities at a local level, especially to housewives in the village Tianyar, such as: (1) Identify the types of cases fraud producers of goods and services to consumers in Tianyar Village, Karangasem regency, (2) Provides an overview of consumer behavior at the Tianyar village level, Karangasem regency before the targeted dissemination of consumer protection laws, (3) Determine the influence of socioeconomic factors on cheating Tianyar producer behavior in the village. This study is a normative juridical follow-up study of socialization Law. 8 of 1999 on Consumer Protection which has been implemented in accordance with the conditions applicable in the field. The subjects in this research is a competence informants. Primary Legal Materials is legal materials obtained directly from informants, like, associated with the required information from the respondents, namely the staff of Local Government Law Section of Karangasem regency, Tianyar Village Government Reform, Public Health Field Staff Representative of PHC Kubu II, Mother Household (representative of the participant socialization Consumer Protection Act), Public Citizen Tianyar village as service users family consumer products. Secondary legal materials is to conduct an inventory of legal materials by reading or reference books or journal literature supporting the law relating to the research topic. The results of this study obtain great results that understanding of housewives in the village Tianyar into the Consumer Protection Act No. 8, 1999 that became the basis of the fraudulent practices of manufacturers, including the circulation of products which do not meet the eligibility standards of production. Homemakers to gain an understanding as to what kind circulation of counterfeit or adulterated products which used widely consumed by the people of Tianyar village.*

Key words: Housewife, Necessity, Feasibility, Families, Consumer Protection, Product, Selection.

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### Introduction

The enactment of Law No. 8 of 1999 on Consumer Protection is to regulate the behavior of businesses in order for consumers to be protected by law, so that efforts to protect the interests of consumers conducted by the law will create legal norms of consumer protection. It is also expected to cultivate the responsible business attitude, as well as enhancing the dignity of the consumer (Dervish, 2010: 23).

But in fact, there is a gap between the concept of the conditions on the ground in the application of Law No. 8 of 1999 on Consumer Protection. Problems about the producer behavior originated from the presence or absence of public awareness of the consumer to select the type of sensitive food products and beverages consumed. In addition of the low state of knowledge by the consumers, it also driven by a variety of socio-economic factors of the economic actors themselves, including whether or not the social norms prevailed in the environment are set to run in harmony and balance life as one of the form is the provision consumer protection services to the buyer.

This research study is focused on consumer protection, which is to increase the understanding of safety assurance for consumers, because each user of goods and / or services available in the community, be it for interests in self, family, or other people and other living beings are entitled to legal protection. Housewives position as a loyal customer of all kinds of food and beverage products on the market are entitled to legal protection from any acts that harm consumers conducted by the rogue manufacturers who tend to cheat in marketing their products.

Recently, a privilege that can be enjoyed by the consumer is they are able to consume the type of food and beverage products with a slanted or cheaper rates but the side effects by offering low prices is the housewife or the community at large are being off guard because it tends to be exposed questioning the number of goods such as food products and beverages that do not include the standardization of the FDA, including the expiration of such goods that may be consumed. New stuff that could be beneficial of this research is the priority interests of consumers in the assessment of the Prohibition of Monopolistic Practices and Unfair Business Competition.

Sustainability of the dissemination program has been designed so that the research activities of the research results can be used as a medium of public communication that can bridge the needs of the legal community, especially for the people or consumers

who in this case is represented by the housewives to undertake economic activities in a safe and controlled to provide services to local consumers.

The rogue manufacturers who tend to violate the code of ethics ordinance properly run a business that should be prevented even if its existence is still presence in the field with a relevant authorities such as the FDA by periodically conduct an inspection in traditional markets that are considered to be vulnerable for a circulation of fake or imitation goods, adulterated and contain harmful chemicals that may threaten the lives of consumers. Community fecklessness in the face of cheating behavior of the producers obviously are very detrimental, where manufacturers take refuge in the standard contract has been agreed and signed by both parties. So that consumers serve as business objects to increase the profits of the producers.

Consumer Protection is basically an important part in the market economy (*laissez faire*). In a free trade, businesses offering products and services with the aim of seeking a profit on the one hand, dealing with buyers and consumers who wish to acquire goods and or services that are cheap and safe on the other side. But the two parties do not have the same power. The position of the businesses is much stronger than the individual consumer, because mastery of information about the product entirely on the manufacturer, so that the position of the consumer is actually very vulnerable to exploitation. Only with a set of rules of law or legislation set by the state, the inequality of the information can be overcome, so that the existence of laws made by the state, can actually provide protection to the consumer (Darwis, 2010: 17).

Some of the findings above gives an indication that the consumer protection through the housewife's role in selecting the product that will be consumed will be very important. However, problems in the field showed a lack understanding of the housewives in consumer protection which causes behavior problems that occur fraud producers have not been able to be optimally identified by the presence of the housewives. The same problem found in Tianyar, Bali. This is caused by the presence of some of the difficulties encountered by a housewife in Tianyar in understanding consumer protection. Therefore, this study is aimed to identify the difficulties encountered in the village housewives of Tianyar in consumer protection, especially in products consumed for daily needs, and knowing the efforts done to solve the problem.

## Research Method

This study used a qualitative approach in the Tianyar village housewives. The selection of informants was conducted by a purposive sampling method. Data was collected using direct observation techniques (participant-observation), interviewing techniques was done by free interviews conducted in-depth (depth interview) with the questions that are systematic.

The data obtained in the study is by analyzed qualitative descriptive stages starting from data reduction, data presentation, and drawing conclusions / data verification. The third step is conducted during the research process takes place to determine the consistency of lines of inquiry that have been designed.

The main target of the research is the housewives, which is expected to enlighten them on the importance of safety and consumer protection. Similarly, after receiving briefing through socialization, it is expected that the mother can assist their children in selecting the type of food or beverage products suitable for consumption and meets the standards of hygiene and sanitation.

The focus of this research activity is as a forum for bridging the citizens represented by the housewife in order to exchange ideas on the involvement of the parties concerned in the identification of the type of product purchased family consumption needs of citizens. Interactive dialogue with the housewives aimed to determine the role of parents in making selection of goods or services in her capacity as a regular user of the goods, in addition, as the companion guidance and direction on the rate of development of their children to consume snacks, both at school and outside of school. So that the people, in this regard the housewives, can be more careful and cautious in selecting the goods or services that being consumed.

## Results And Findings

### Role of the Village Housewives of Tianyar in Consumer Protection

Given the events that happened on the field that manufacturers increasingly bold in producing goods or illegal product, it is deemed necessary to the prevention of both preventive and repressive. Therefore, because of the health aspects of citizens and guarantee their safety is important for enhanced presence for the sake of creating a complete Indonesian man and entirely in accordance with the mandate of the 1945 Constitution, it is the duty of the housewives to select the type of product consumption needs of the family in order to avoid the things that related to dangerous chemical ingredients identified in food products that their family members would consume.

Gradually, housewives in the village Tianyar also understand consumer safety from the actions of irresponsible producers need to be done so that people will be smart in choosing the product that will be consumed to meet the needs of everyday life. Including filed a complaint to the relevant parties in the field indicated if the findings are not feasible for this type of product marketed. Based on the data recapitulation of geographical location, population growth, socio-economic status and education level of Tianyar villagers, basically it greatly influenced the development of livelihoods that occupied by the residents in the midst of social activity. Fulfillment of public welfare aspects of livelihoods in trade gives a dominant role for the community to take part in Tianyar village and meet the needs of their lives on an ongoing basis.

The stage role of a housewife in the village Tianyar in the selection of the type of products for the consumption of the family, starting from :

1) the preparation phase, comprising the steps of:

- (a) preparation of a better understanding of appropriate knowledge about the debriefing insight knowledge of consumer protection,
- (b) coordination among village housewife of Kubu district, Tianyar village,
- (c) prepare mentally and physically to evaluate the circulation of products that will be selected to be purchased,
- (d) prepare a resource that has competence in accordance with the goals and objectives if at any time in the field they encountered complaints through the container group whose members are women Housewife, and
- (e) prepare a schedule of regular meetings that are already scheduled members effectively,

2) the implementation stage, which consists of:

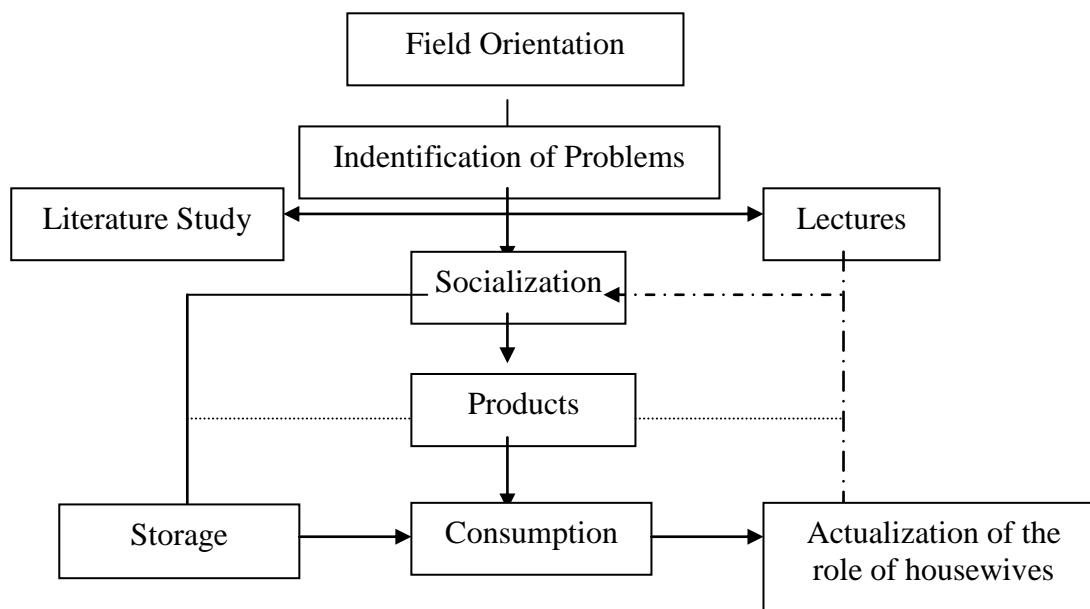
- (a) perform a selection of products consumption by housewives in the village of Kubu district Tianyar,
- (b) limited discussion about the effect of the circulation of counterfeit goods that do not fit the Consumer Protection Act No. 8, 1999, and

3) the evaluation phase, which consists of:

- (a) the conclusion of the presentation of the evaluation of the housewife,
- (b) reflection and selection of products, and
- (c) provide an assessment of the results of the selection made by the housewife

In a schematic view, the problem solving flow in this activity can be describe with :

Figure 1. Problem Solving Schematic



Strategic target audiences in this study is intended to the Housewives Kubu district of Tianyar village. The rationale is:

- (1) The housewife is a group of people who will carry the product purchase goods for consumption in the household needs of life,
- (2) The housewife is a very effective medium of information dissemination, given the very high social mobility, to develop and direct the sons and the head of the household to selectively selecting any kind of products on the market and,
- (3) A housewife was allegedly going to be able to drive the process of social transformation that for Tianyar villagers is a symbolic with consumer protection. Based on the rational, the selected target and visible enough to be trained is a housewife in village districts Tianyar faction that have often symbolized as a consumptive village.

### Consumer Protection Problems Faced by Housewives of Village Tianyar

In the process of implementation of the role of product selection housewife becomes very important in the implementation of Law No. 8 of 1999 on Consumer Protection. Its lay understanding of consumer protection, causing Housewives often become victims of fraud in the practice of manufacturers, including the circulation of products which do not meet the eligibility standardization of production. The implementation of the role of the housewives that is not optimal in analyzing the circulation of products suitable for consumption is also recorded, that the circulation of counterfeit or adulterated products are widely consumed by the people of the village of Kubu district Tianyar more simply done without paying attention the eligibility based packaging, standardization of the FDA, eligibility deadline consumption, whether or not there is a kind of content of hazardous chemicals and substances use viable food coloring for food products.

Various alternative solution for dealing with this problem is discussed in an interactive dialogue with the housewife in the village Tianyar, as for the identification of the problems that occur in the field, among others include:

1. With the rise of rampant cases of illegal products and contain harmful chemicals on the market to look for a solution in the procurement cooperation with relevant institutions such as universities through P2M proposals so that the realization of service activities socialization of the Consumer Protection Act can be accommodated. This alternative is chosen as a medium for coordinating community Tianyar village Kubu district, Karangasem regency who is a housewife requested willingness to be included in the training activities carried out by the staff of the college faculty representatives Undiksha.
2. Lack of consumer knowledge on the feasibility of the type of products that are marketed already unbridgeable by the socialization with the theme of the Consumer Protection Act. The selection of this alternative would elect to gather to foster cooperation and provide a stock of knowledge to the housewife that can act as an intelligent and wise consumers. Government, consumer protection agencies and consumers must be able to support each other, so that the consumer protection laws can be run properly and in accordance with articles under Law No. 8 of 1999.
3. The role of intensified activity in the village housewife Tianyar in Consumer Protection law is expected to bridge the needs of the consumer as a housewife in anticipation of an illegal product marketing fraud rogue manufacturers in the market.

### Efforts by the Consumer Protection Troubleshooting Housewife Village Tianyar

This study is a research program that is actually in order to improve the knowledge and insight of the housewife in the village of Kubu district, Tianyar in understanding the consumer protection law (Law No. 8 of 1999) with a step of socialization. For the purposes of achieving the objectives of this program, the design of which is deemed suitable for development is "RRA and PRA" (rapid rural appraisal and rapid appraisal participant). In the implementation, the program will be based on the pattern of synergy between energy experts and practitioners of Ganesha University of Education with the bureaucracy and government administration of Kubu district, particularly the camp health center (Puskesmas) of Kubu. On the other hand, this study also focused on the creation of a collaborative and democratic cooperation climate dimension of mutuality among world universities by broad community under the coordination of the local village government, especially in order to improve the knowledge and insight generation of the housewife in the village of Kubu district, Tianyar, fast but quality for the benefit of local community development. Based on the rational, then this program is an innovative step in relation to the Tri Dharma of the High Education in Indonesia.

Criteria and indicators of achievement of goals and benchmarks that are used to justify the level of success housewife role in the selection of products needs, can be described in the following table :

Table 1: Indicator of the Success of the Activities

No	Type of Data	Source of Data	Indicator	Success Criteria	Instrument
1.	Knowledge about general Consumer Protection	Housewives	Knowledge of the Housewives of Tianyar Village	There is a positive change about knowledge of Consumer Protection Law	Objective Test of the selection result of the product in the field
2.	Knowledge of the standardization terms of the product feasibility according to the Law No. 8/1999	Housewives	Knowledge of the Housewives of Tianyar Village	There is a positive change about knowledge of standardization terms of the product feasibility	Interview guidelines and observation format

The role of a housewife in the village Tianyar that will hold the purchase of any kind of products for daily needs. Chosen target is the housewives, in addition to a community group that routine is identical to its involvement in the process of purchasing goods for consumption, is also a community that has a high level of productivity mobilization in the dissemination of information, particularly with regard to the Consumer Protection Act.

This alternative is selected based on the results of the analysis in the field to analyze the trade system can refer to some:

- 1) An alternative approach in the dissemination activities on the Consumer Protection Act, such as:
  - a) The functional approach, which consists of the function exchanges (buying and selling), physical function (storage, processing, and transport) and function facilities (standardization financing, risk, and market intelligence).
  - b) the institutional approach, which consists of middlemen (merchants middlemen) i.e. wholesalers and retailers, middlemen agent (broker and commissioner), speculative traders, processors (processors and manufacturing) and organizations that provide business administration facilities.
  - c) behavioral approach, the latter approach is the completeness of the approach and institutional functions, which analyze existing activities in the process of business administration and behavioral changes in institutions such as business administration and combination functions (Hidayah, 2007: 27).

Based on the reference approach, through this research activity is expected to increase understanding of the Consumer Protection housewife and maintain synergistic relationships between producers, consumers Housewives as a frame work to understand each and can work together to be able to produce a viable product consumption .

Housewives findings in the field that the fraudulent practices carried out by the manufacturers that occurs without considering the requirements of the Act No. 8 of 1999 on Consumer Protection caused by several things, namely:

- (1) most people do not know and understand the eligibility rules of consumption and guarantee safety for consumers of unhealthy behaviors that deviate from the manufacturers of consumer protection is law 8, 1999,
- (2) there is no strict sanctions against the perpetrators of production that do not meet the eligibility requirements of production as required under Law No. 8 of 1999 on Consumer Protection,
- (3) has not been understood langkah measures and reporting complaints from residents when encountering the circulation of goods are not fit for consumption,
- (4) Foresight community in selecting the type of product in circulation has not been able to be selective in the choice;
- (5) citizens have a tendency to ease of promo deals with low prices without considering the quality level of a product that has not met the eligibility standards of consumption.

Results of follow-up evaluation was also recorded, some of the practical benefits gained by village housewife Tianyar Kubu district through the development of the role as a result of follow-up outreach programs of Law No. 8 of 1999 on Consumer Protection, namely:

- (1) they get a clear and complete information regarding the nature of the substance guarantee consumer safety laws, meaning consumer protection and consumer protection requirements by selecting the feasibility of standardization of the product in accordance with Law No. 8 of 1999 on Consumer Protection,
- (2) The housewife who became a trainee to obtain a clear picture regarding the terms of the feasibility of standardization of consumable products, including the terms of consumer protection that has been widely held is not in accordance with the principle because consumers still lack insight
- (3) the trainees also get a clear picture of the status and position of consumers with the assurance of the Act and its legal implications for fraudulent practices unauthorized circulation of products, and
- (4) The housewife obtain a clear knowledge of processes and procedures for reporting complaints and findings occur when encountering fraudulent practices in the marketing of goods manufacturers that do not meet the requirements as stipulated in Law No. 8 of 1999 on Consumer Protection.

## Conclusion

Based on the results of research on the role of a housewife in the protection of consumers in the Village Tianyar, Kubu district, Karangasem regency, several conclusions can be drawn, as follows:

- 1 Targets are selected and considered quite visible in the village housewife Tianyar Kubu district, Karangasem regency, while the rational is:
  - (1) The housewife is a group of people who will carry the product purchase goods for consumption in the household needs of life,
  - (2) The housewife is a medium of information dissemination is very effective, given the very high social mobility, to develop and direct the sons and the head of the household untu selectively selecting any kind of products on the market and
  - (3) A housewife was allegedly going to be able to drive the process of social transformation that is symbolic Tianyar villagers with consumer protection.
- 2 Implementation role socialization post also recorded by foresight housewife in identifying issues of consumer protection is not optimal, that the circulation of counterfeit or adulterated products are widely consumed by the people of the village of Kubu district Tianyar more simply done without paying attention to the eligibility based packaging, standardization of the FDA, eligibility deadline consumption, whether or not there is a kind of content of hazardous chemicals and substances use viable food coloring for food products.
- 3 Ensure that the response by the consumer protection issues Housewives analysis of research studies show that could be affected by the level of accuracy in the selection of product consumption needs. With the quality of human resources in the Village Tianyar Kubu district, Karangasem Regency of Bali Province is successful in increasing the knowledge and insight in understanding Housewives consumer protection laws, the terms of consumer protection, consumer protection principles, and the feasibility of standardization of products which will serve as a basic reference for them to carry out production activities.

Based on the research that has been conducted with the objective role of a housewife in the village of Kubu district Tianyar, there are some suggestions that are worth considering, namely:

- 1 For the housewife as a key informant in the village Tianyar dissemination of information, should be able to provide socialization for other communities about the importance of consumer protection requirements as well as provide feedback and correction of fraudulent practices that manufacturers have a lot of harm consumers.
- 2 For related parties, should provide tough sanctions, for manufacturers who are convicted of a violation of the consumer protection requirements specified in Law No. 8, 1999, so as to provide physical and moral sanctions are expected to impact the deterrent effect for violators.

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