ABSTRACT

In this current era of globalization, businessmen in producing goods and or services based on the economic principle that the smallest expenditure to get the maximum result. So in practical some businessmen in producing goods or services with less quality to be consumed. It could bring a potential which will not be fulfilled or loss of consumer right. Currently the implementation of the legal protection of consumers in Indonesia which regulated by Law No. 8 of 1999 on Consumer Protection. Nowdays Consumer protection is increasingly important, especially in 2015, Indonesia will face the ASEAN Economic Community which there will be free flow of goods, services, investment, capital and skilled labor among ASEAN countries. Goods and or services will be easy in and out of Indonesia. Law and conceptual approach are the type of research which will be used. Consumer protection regulation in the ASEAN Economic Community is less comprehensive and based on consumer protection laws of each ASEAN country and the lack of consumer dispute resolution body ASEAN. It might occur problem in the future so we have to make harmonization of law in consumer protection on the form of Directives, as well as in the EU, but the directives does not leave the sovereignty of member countries of ASEAN as well as needed to establish of the ASEAN consumer dispute resolution body. In relation with ASEAN Economic Community, there will be a lot off Cross Border transactions (cross-border transactions). There is no legislation in Indonesia which regulate Cross Border transaction, on the next step we need specific regulation which regulate cross border transactions in order to make a clear legal framework.

Keywords: legal protection of consumers, cross border transactions, the ASEAN Economic Community