

ABSTRACT

The more people involves in a advertisement business, the more people have competed to attract the consumers. Therefore, the competition that occurs is occasionally unfair. Every Ways taken to promote their product Whitout considering the negative effect (the consequence of law) in the future.

The effect of the unfair competition results the consumers are unsatisfied to the advertisement that gives the wrong information. On the other hand, the consumers becomes confused to who will be liability, if there is any mistaken for the advertising shows. There are four subjects related to an advertisement, that is: business man, mass media, advertising company and consumer.

From the result of this research, it is found that the criteria of an advertising forbidden by the law No. 8 year 1999 or in the revised morality principal and the advertisement ethic code in Indonesia. Based on the law No. 8 N year 1999 8 section (f) and 9 section 1, 2, 3 sentences; 17 section 1 and 2 sentences. It is also in the chapter 11 of the revised morality principal and the advertisement ethic code. The criteria mentioned above is purpotionally and functionally keeping the advertisement in accordance with the principals and the consumer protection in UUPK sections 2 and 3.

In addition to, it is found that there are some liabilities which is necessary considered by the consumers. evethough the business man will be responsible for liability in the end, as in UUPK 20. The principals of liability according to Shidarta are: liability based on fault, presuption of liability, presuption of liability, absolute liability, strict liability. There are two disadvantages that related to the advertising shows, either in a newspaper or electronic media according to the legal term that is: liability for breaking the law and liability for breaking the contract.

Key Words: Liability, Advertisement, Consumer Protection