

## **ABSTRACT**

Label as shape consumer right over information will provide an illustration to consumer about a product, which in this paper author take a specialize to food product.

From normative research that already done, can conclude : eventhough rules about food product labeling involve principle of consumer protection, but doesn't give enough legal protection yet because an attention function didn't work as they expected. Shape of information that doesn't enough as we expected can be found at a label such a representation, warning and not complete instruction, therefore can cause a defect in information. Although take a charge of enterprenuer in case if there is a violation to label rules, can be punish by administrative sanction, criminal sanction or civil sanction.

Eventhough reflection from principle of consumer protection can be found in every rules and basicly participate enough to give protection to consumer, but it still can be done perfectly.

Key words : label, consumer right, information, consumer protection