

ABSTRACT

To increase their product sales, a lot of ways can be implemented by producer, one of them is by providing interestingly packaged offering via mass media we call as advertisement. Advertisement as a source of information must be honestly and responsibility provided. Frequently, advertisement merely emphasize on psychological aspects of consumer in order to buy their products, by way of exaggerated and misled information that clearly lead to element of fraudulent misrepresentation, that can ultimately lead to losses for consumers.

Due to there have not been Laws on advertisement represents a problem in managing violation in advertisement sector. Consumer who suffer from losses can file law suits based on transgressions. Processes of advertisement productions involve three key elements, namely advertiser/producer, advertisement bureau and advertisement media, in which each of them has their own potentials to violate consumers' rights. Whenever there are claims from consumers, so producers, advertisement bureau and advertisement media must take responsibility in accordance to the approved agreement, either individually or chained responsibility on mistakes.

Laws on Consumers Protection provides facilitation for consumers to file lawsuits against business agents, namely applying reversal proofing, in which plaintiffs/consumers must not prove anymore on whether defendants guilty or not guilty, but proofing on defendants' violations is imposed on Defendants (advertiser/producer, advertisement bureau and advertisement media). Consumers are awarded with rights to file lawsuits and settle their disputes through Consumer Disputes Settlement Board (BPSK) or through trial, and possibly by means of peaceful settlement. Consumers' lawsuits can be conducted by means of conventional ways or with a lawsuits of class action.

Key words : advertisement, informative information, informed choice, compensation.