

## **ABSTRACT**

### **AN ANALYSIS ON CRIME LAW ENFORCEMENT TOWARDS BUSINESS ENTITIES WHO DO NOT ATTACH INDONESIAN LANGUAGE LABEL ON FOOD PRODUCTS TRADED IN DOMESTIC MARKET**

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Business communities according to trade laws (UUP) Article 1 (paragraph 14) is every individual Indonesian citizen or entity in the form of legal entity or non-legal entity established and domiciled in the territory of the Unitary Republic of Indonesia who conduct business activities in the field trade. In connection with that every business entity must install the Indonesian-language label on each product. Issues discussed in this paper are the author of How the enforcement of criminal law against business communities that do not use the Indonesian language labeling on food items traded in domestic and what factors inhibiting criminal enforcement against business communities who do not use Indonesian language labeling on food items traded in domestic are. The approach used is a problem normative juridical approach and juridical empirical primary data and secondary data in which each of the data obtained through the research literature and in the field. Based on the results of research and discussion, the conclusions are: (1) The crime law enforcement towards business entity who do not attach Indonesia language label on food products traded in domestic market was violating the article 104 no. 7/2014 under Trade Law, article 60 (verse 2) and article 60 (verse 1) no. 8/ 1999 under Consumers Protection Law, and also article 102 no. 18/2012 Food Law. The three enactments above regulate both sanction on criminal and administrative, except the enactment under Food Law. (2) There were several factors hampered the implementation of crime law enforcement towards business entity who do not attach Indonesian language label on food products traded in domestic market: (a) constitution, (b) law authority, (3) infrastructures, (d) society, and (e) cultures.

**Keywords: Law Enforcement, Business Communities, Indonesian Language  
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