

**LEGAL PROTECTION FOR CONSUMERS AGAINST ILLEGAL
REBRANDING PRACTICES IN THE FASHION INDUSTRY IN
INDONESIA**



A THESIS

Submitted to the Faculty of Law, Universitas Pembangunan Nasional "Veteran"
Jawa Timur in Fulfillment of the Requirement for the Degree of Law

Submitted by:

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NPM. 21071010191

**LAW STUDY PROGRAM
FACULTY OF LAW
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
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THESIS REVISION SHEET
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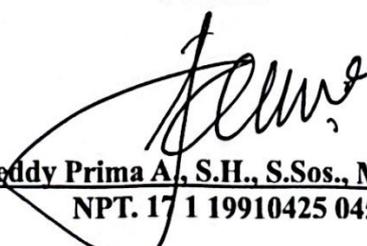
Stating truthfully that the Thesis with the title, “**LEGAL PROTECTION FOR CONSUMERS AGAINST ILLEGAL REBRANDING PRACTICES IN THE FASHION INDUSTRY IN INDONESIA**” in order to fulfill the requirements for obtaining a degree at the Faculty of Law of the Universitas Pembangunan Nasional “Veteran” Jawa Timur is truly the result of the compiler's own copyrighted work, which is made in accordance with applicable provisions, not the result of plagiarism. This thesis has never been submitted to obtain a degree at another university, and in the best of my knowledge there are no works or opinions that have been written or published by others, except those that are written in this manuscript and mentioned in the bibliography.

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Declare that in this scientific document of this Thesis, there are no parts of other scientific works that have been submitted to obtain an academic degree at an institution of Higher Education, and there are also no works or opinions that have been written or published by other people / institutions, except those that are written cited in this document and mentioned in full in the bibliography.

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ACKNOWLEDGEMENT

Praise and thanks be to Allah AWT for His mercy, guidance, and blessings, which have enabled the researcher to successfully complete this thesis entitled **“LEGAL PROTECTION FOR CONSUMERS AGAINST ILLEGAL REBRANDING PRACTICES IN THE FASHION INDUSTRY IN INDONESIA”** This research was conducted as one of the requirements for completing a thesis in the program of the Faculty of Law at the Universitas Pembangunan “Veteran” Jawa Timur. With this research, it is hoped that it can provide insights to researchers and readers on the theories and knowledge obtained by the researcher.

This research did not escape a lot of help, guidance, support and prayers from various parties, so that this thesis can be completed properly. Thus, on this occasion the researcher would like to express his gratitude to:

1. Mrs. Dra., Ertien Rining Nawangsari, M.Si as the Dean of the Faculty of Law UPN "Veteran" Jawa Timur;
2. Mr. Eko Wahyudi, S.H., M.H. as Vice Dean I of the Faculty of Law UPN "Veteran" Jawa Timur;
3. Mrs. Aldira Mara Ditta C. P. S.H., M.H. as Plt. Vice Dean II Faculty of Law UPN "Veteran" Jawa Timur;
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5. Mrs. Adhitya Widya Kartika, S.H., M.H. as Program Coordinator Faculty of Law Studies UPN "Veteran" Jawa Timur;

6. Mr. Dr. Teddy Prima Angriawan, S.H., S.SOS., M.KN., M.H. as the Supervisor who has taken the time to provide guidance and direction in the completion of this thesis;
7. Mr. and Mrs. Lecturers who have helped and provided insight and knowledge to researchers while at the Faculty of Law UPN "Veteran" Jawa Timur;
8. Mr. and/or Mrs. The results seminar examiners who have provided evaluation, criticism, and suggestions for researchers;
9. Mr. and Mrs. Administration of the Faculty of Law UPN "Veteran" Jawa Timur who have provided convenience in administrative management during the process until the completion of this thesis;
10. Mr. Djoko Susilo and Mrs. Tri Wati as the researcher's parents who always provide prayers, advice, and support during the thesis work until the completion of the results seminar;
11. Setyawan Galang Adi Pratama, Nyahendra Reswara Al Kevino, and Yorico Nayaka Alvaro as the researcher's brother and two younger siblings;
12. Rizki Ihdan Maulana, Fauzul Averoezy, Haliza Kanaya Rizky, Caryn Andin Cynthia Dewi, Misrina Rohmatun Ismaniyah, Arinda Prima Dini, Abdiilah Sulfany, Achmad Rofiq, Syaifullah Umar Said, and Jogi Samuel Christopher Pakpahan as research friends who have accompanied researchers in college; and

13. Also thank you to Taylor Swift, all the songs on the albums and most importantly cups of coffee that accompanied me through the making of this thesis.

"Life can be heavy, especially if you try to carry it all at once, part of growing up and moving to new chapters of your life is about catch and release, what I mean by that is, knowing what things to keep and what things to release.

Oftentimes the good things in your life are lighter anyway, so there's more room for them. You get to pick what your life has time and room for. Be discerning.

I know it can be really overwhelming figuring out who to be, and when. Who you are now and how to act in order get where you want go.

I have some good news: its only up to you.

I have some terrifying news: its totally up to you" - T.S.

The researcher realizes that this thesis cannot be realized without the support and contribution of various parties. Thus, I hope that the results of this work can also make a positive contribution to the Reader.

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ABSTRACT

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"LEGAL PROTECTION FOR CONSUMERS AGAINST ILLEGAL REBRANDING PRACTICES IN THE FASHION INDUSTRY IN INDONESIA"

ABSTRACT : This research is motivated by the phenomenon of illegal rebranding practices of fashion product carried out by the Hamlin brand. The violation occurred because Hamlin only affixing the logo or brand of another company. Rebranding is a change made by business actors to some or all brand elements that aim to improve the image of the company. However, it becomes a problem when the rebranding is apparently carried out without the knowledge of consumers, so that it can cause losses to consumers as the party using the product. This study aims to determine the legal consequences arising from the activity of illegal rebranding practices of fashion product reviewed through the concept of unlawful acts and to determine the implementation of rebranding practices reviewed through Law Number 8 Year 1999 on Consumer Protection. This research uses normative juridical research using qualitative research methods aimed at producing analytical descriptive. This research produces conclusions, among others: First, the case of illegal rebranding of fashion product carried out by the Hamlin brand has violated business ethics and the principle of good faith and fulfills the elements of unlawful acts in accordance with the Civil Code and the Consumer Protection Law. Second, the practice of illegal rebranding has violated consumer rights related to the discrepancy of product quality that has been informed by business actors, so that consumers can submit legal remedies in the form of requests for compensation that can be submitted through non-litigation, namely conciliation.

Keywords: Consumer Protection, Rebranding, Unlawful Acts, Business Ethics, Good Faith.

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