

**LEGAL LIABILITY OF BUSINESSMAN FOR FORCED SALE OF
IPHONE BUNDLING PRODUCTS**



THESIS

Submitted to the Faculty of Law, Universitas Pembangunan Nasional “Veteran”

Jawa Timur in Fulfillment of the Requirement for the Degree of Law

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NPM. 21071010099

LAW STUDY PROGRAM

FACULTY OF LAW

UNIVERSITAS PEMBANGUNAN NASIONAL “VETERAN” JAWA TIMUR

SURABAYA

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IPHONE BUNDLING PRODUCTS**


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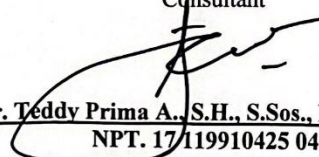
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ABSTRACT :

The protection of consumers on their rights and obligations has been regulated in the Consumer Protection Law. This confirms that Indonesia as a state of law has covered consumer protection in the form of legal products, but even though it has been regulated in law, violations of consumer protection still often occur. Cases of violations of consumer protection by iBox Store against consumers, namely in its actions of coercion in the sale of iPhone bundling products, have harmed many consumers. Based on these problems, the author will study them in the form of research using normative juridical research methods, namely examining the laws and regulations on related issues. In this study, there will be two main discussions, namely a discussion of the forms and elements of consumer protection violations and a subsequent discussion of the procedures for resolving consumer disputes over related issues. So that the conclusion of this research is related to the importance of awareness of the rights and obligations of both Businessman and consumers in carrying out business activities, and the need for more detailed regulations in research problems.

Keywords: Consumer Protection, Rights and Obligations, Business Actors

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