ABSTRACT

Number of consumer rights violations carried out by Businessmen were very harmful to consumers. In this case, the bargaining power between consumers and businesses were often not balanced, where consumers in a weak position. Consumers became the object of business activities to reap maximum profit by the business community. The main factor which contributed toward this weakness was the level of consumers awareness of their rights remained low. If their rights were ignored, the consumers could not do anything about it because he did not know and did not realize. If they recognized it, they do not understand how the complaints procedures and the prosecution of his rights being violated.

The statement of the problems in this study were: 1) How does the consumer protection agency strategy govermental organizations in protecting consumers rights in Batu, 2) What are the supporting factors and obstacles in the implementation of consumer protection in Batu. The objectives of study were to 1) Describe the strategy of the consumer protection agency goverment Organization (LPKSM) in protecting consumer rights in Batu, and 2) Understand the supporting and inhibiting factors toward the implementation of consumer protection in Batu. This study was qualitative research. Data analysis was performed by descriptive and triangulation.

The result showed that the implementation of program and strategies by the consumer protection agency govermental organizations (LPKSM) in Batu more or less providing a positive influence on business and consumer awareness about the importance of consumer protection. Programs and strategies undertaken by LPKSM included: 1) Program guidance and supervision of outstanding items to the strategy routine monitoring / supervision of regular and incidental; 2) Consumer education program with direct and indirect educations strategies; 3) Consumers assistance program using strategy of conciliation, mediations and arbitration. So advised the government immediately seek the establishment of Batu Board Consumer Dispute Resolution in order to smooth the consumer protection and advocacy activities of civil servant consumer protection investigator for investigation activities and problems of producers and consumers in Batu.

And by the increase cooperation with LPKSM, the togetherness that has been formed would benefit the wider community to achieve a better Batu.