

TANGGUNGJAWAB BIRO JASA PERIKLANAN MEDIA CETAK DAN MEDIA CETAK TERHADAP KONSUMEN DI JOGJAKARTA DAN KABUPATEN SLEMAN

Intisari

Penelitian ini merupakan penelitian yuridis normatif yang bertujuan untuk mengetahui tanggungjawab, penyelesaian pelanggaran dan usaha-usaha yang dapat dilakukan oleh konsumen dalam hal terjadi kerugian yang dilakukan oleh biro jasa periklanan media cetak dan media cetak. Lokasi penelitian dipilih di Kotamadya Jogjakarta dan Kabupaten Sleman dengan responden yang terdiri dari 11(sebelas) orang yaitu Kepala Bagian Periklanan Harian PT. Kedaulatan Rakyat, Kepala Bagian Periklanan PT. Bernas, Direktur PT. Citama, Kepala Kantor Percetakan Liberty, Sekretaris YLKI (Yayasan Lembaga Konsumen Indonesia), Direktur Lembaga Pembela Hukum Jogjakarta, Ketua Ikadin Jogjakarta dan Ketua Ikadin Sleman, Direkrur CV. Agung Mulia Group Sleman, Direktur CV. Pamorecin, Direktur IMKI Primagama. Nara sumber dipilih dari Hakim Pengadilan Negeri Jogjakarta dan Hakim Pengadilan Negeri Kabupaten Sleman. Sampel ditentukan dengan cara *purposive sampling*.

Hasil penelitian menunjukkan bahwa Sistem tanggungjawab biro jasa periklanan media cetak dan media cetak menggunakan *strict liability* yang terdiri dari *product liability* dan *professional liability* . Penyelesaian terhadap pelanggaran dapat dilakukan dengan dua cara, yaitu diluar peradilan (non litigasi) dan di dalam peradilan (litigasi). Usaha-usaha yang dapat dilakukan konsumen dalam hal terjadi kerugian yang dilakukan oleh biro jasa periklanan media cetak dan media cetak adalah; membuat surat somasi atau teguran, memohon iklan ulangan, mengadu ke Yayasan Lembaga Konsumen In donesia, membuat pengaduan kepada Badan Penyelesaian Sengketa Konsumen, menggugat ke pengadilan dan menggugat secara *class action* biro jasa periklanan media cetak dan media cetak.

Kata Kunci : *strict liability, litigasi, class action*.

THE RESPONSIBILITY OF BUREAU OF PRINTED MEDIA ADVERTISEMENT SERVICE AND PRINTED MEDIA TO THE COSTUMERS IN YOGYAKARTA AND SLEMAN REGENCY

By

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Abstract

The Approach of is juridically normative intended to know the responsibility, resolution for any rule breaking, and efforts conducted by the customers in accordance with disadvantages brought by the bureau of printed media advertisement service and the printed media. The research locations chosen is Yogyakarta Municipality and Sleman Regency within 11 (eleven) respondents involving the Chief Management of Advertisement Division of PT. Kedaulatan Rakyat, the Chief Management of Advertisement Division of PT. Bernas, Director of PT. Citama, the Chief of Liberty Printing Company, Secretary of YLKI (Foundation of Indonesian Customary Institution), Director of Yogyakarta Law Nurturing Institution, the Chief of Ikadin Yogyakarta and the Chief of Ikadin Sleman, Director of CV. Agung Mulia Group Sleman, Director of CV. Pamorecin, and Director of IMKI Primagama. The keynote speakers were taken from the Judge of State Court of Yogyakarta and the Judge of State Court of Sleman Regency by means of purposive sampling.

The results demonstrates that the responsibility system of bureau of printed media advertisement service and printed media use strict liability involving product liability and professional liability. Resolutions for any rule breaking can be conducted in two ways, out side the court (non litigation) and in side the court (litigation). Efforts the customers may taken for disadvantages brought by the bureau of printed media advertisement service and printed media are: writing a warning, proposing repeated advertisement, taking the problem to YLKI, taking the problem to Body of Customer Lawsuit Service, and Shaking by taking the problem or case to Court and asking for the responsibility of Bureau of printed media advertisement service and printed media in class action.

Keywords : strict liability, litigation, class action

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