

PERLINDUNGAN HUKUM TERHADAP KONSUMEN DALAM  
PERJANJIAN PRODUKSI BUKU TAHUNAN SEKOLAH  
DI CV MULTI CREATIVE YOGYAKARTA

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**ABSTRAK**

Penulisan hukum ini bertujuan untuk mengetahui dan menganalisis bentuk dan penyelesaian wanprestasi yang dilakukan oleh CV Multi Creative Yogyakarta, serta perlindungan hukum terhadap konsumen yang ada di dalam perjanjian produksi buku tahunan sekolah di CV Multi Creative Yogyakarta.

Penulisan hukum ini menggunakan jenis penelitian normatif empiris. Artinya penelitian dilakukan secara normatif lalu diikuti empiris. Penelitian normatif dilakukan dengan meneliti bahan pustaka atau data sekunder, penelitian empiris dilakukan dengan mewawancarai responden yakni pelaku usaha serta konsumen. Data dianalisis dengan menggunakan metode kualitatif yang merupakan kegiatan sistemasi dan klarifikasi terhadap dokumen dan hasil wawancara yang diperoleh dalam penelitian sesuai dengan rumusan masalah dan dipaparkan secara deskriptif.

Berdasarkan hasil penelitian yang telah dilakukan, dapat ditarik dua kesimpulan. Pertama, ada 3 (tiga) bentuk wanprestasi yang terjadi, yakni tidak melaksanakan kewajiban yang harus dilakukan, telah dilaksanakannya kewajiban tetapi tidak sesuai dengan yang sebagaimana diperjanjikan, dan telah dilaksanakannya kewajiban tetapi terlambat, serta penyelesaian wanprestasi yang terjadi dilakukan dengan musyawarah secara kekeluargaan dan negosiasi. Kedua, bahwa di dalam perjanjian produksi buku tahunan sekolah di CV Multi Creative Yogyakarta telah terdapat perlindungan hukum secara preventif yang tertuang dalam klausula hak dan kewajiban para pihak dalam perjanjian buku tahunan sekolah, serta implementasi Pasal 7 Undang-Undang Perlindungan Konsumen tentang kewajiban pelaku usaha, maupun perlindungan hukum secara represif bagi konsumen yakni pada penyelesaian masalah yang dilakukan secara musyawarah kekeluargaan, namun perlindungan hukum yang ada belum dilaksanakan secara optimal.

**Kata kunci : perlindungan hukum, perlindungan konsumen, perjanjian produksi, CV**

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*LEGAL PROTECTION FOR CONSUMER IN PRODUCTION OF YEARBOOK'S  
AGREEMENT IN CV MULTI CREATIVE YOGYAKARTA*

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**ABSTRACT**

*The writing of this law aims to study and analyze the forms and understand the defaults carried out by CV Multi Creative Yogyakarta, as well as legal protection against consumers in the production agreement of school books in CV Multi Creative Yogyakarta.*

*The writing of this law uses the nature of empirical normative research. Hoping the research is carried out normatively and then followed empirically. Normative research is carried out by examining library materials or secondary data, empirical research is carried out by interviewing respondents referred to as consumer protection efforts. Data were analyzed using qualitative methods which are systemic activities and clarification of documents and interview results obtained from research in accordance with the formulation of the problem and presented descriptively.*

*Based on the results of research conducted, two conclusions can be drawn. First, there are 3 (three) forms of default that occur, namely not carrying out the obligations that must be performed, obligations have been carried out but not in accordance with what was promised, and obligations have been carried out but late, and settlement of defaults that occurs is done by deliberation in a family and negotiations. Secondly, that in the school yearbook production agreement in CV Multi Creative Yogyakarta there is preventive legal protection as stipulated in the rights and obligations of the parties in the school yearbook agreement, as well as the implementation of Article 7 of the Consumer Protection Act concerning the obligations of business actors, as well as repressive legal protection for consumers, namely in the resolution of problems carried out in a familial deliberation, but the existing legal protection has not been implemented optimally.*

***Keyword : legal protection, consumer protection, yearbook production  
agreement, CV***

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