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Perlindungan Konsumen di Kedah

Consumer Protection in Kedah

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Abstract

Humans in their lives need everything from other people. To eat humans buy food, to move from one place to another requires vehicles. To communicate with other people regardless of distance requires communication tools and almost all aspects of human life require products or services. To provide a sense of security and peace for humans in using products or services, rules must be made to protect humans as consumer beings. Humans as consumer beings have basic rights that must be fulfilled such as a sense of security and the existence of a path to sue for losses. To remind consumers of the rights of consumers in Kedah, which so far have been poorly understood by the people of Kedah, we are doing community service.
Keywords: *Smart Consumer, Securty for Human, Right of Consumer.*

Abstrak

Manusia dalam kehidupannya membutuhkan segala sesuatu dari orang lain. Untuk makan manusia membeli makanan, untuk berpindah dari satu tempat ke tempat lain membutuhkan kendaraan. Untuk berkomunikasi dengan orang lain tanpa mengenal jarak membutuhkan alat komunikasi dan hampir semua aspek kehidupan manusia membutuhkan produk atau jasa. Untuk memberikan rasa aman dan tentram bagi manusia dalam menggunakan produk atau jasa, maka harus dibuat aturan-aturan yang dapat melindungi manusia sebagai makhluk konsumen. Manusia sebagai makhluk konsumen memiliki hak-hak dasar yang harus dipenuhi seperti rasa aman dan adanya jalur untuk menuntut kerugian. Untuk mengingatkan hak-hak konsumen di Kedah yang selama ini kurang dipahami oleh masyarakat Kedah, kami melakukan pengabdian masyarakat.
Kata Kunci: Konsumen Cerdas, Keamanan bagi Manusia, Hak Konsumen.

1. Introduction

When we consume goods or use a service, we must experience a loss. the value of the loss can be small and even large. Such as cellphone signal is disrupted and our health because we eat something and even the environment around us is damaged. Therefore we need protection (Devi & Simarsoit 2020). These are eleven principles of consumer protection recognized by the United Nations. By using them together we can make sure that all people, everywhere and everyday are treated fairly, safely and equally (Hamzah et al., 2023; Maharani & Dzikra, 2021).

The United Nations guidelines for consumer protection sets out what governments, businesses and civil society can do to protect these vital consumer needs (Ustuchori & Muliya 2022; Sianturi et al., 2022). They help civil society understand the protection consumers can expect, develop good practices, government develop up to date effective consumer protection and together we can make sure (Fuadi et al., 2021b; Fibrianti 2020). These are eleven principles of consumer protection

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recognized by United Nations: Acces to basic essential goods and services, protection of vulnerable and disadvantaged consumers, protection from hazard to health and safety, promotion and protection of consumer interest economic, access to information to make infomed choices, consumer education, the availability of redress and dispute resolution, to be heard in government policy making and the development of products as well as form consumers groups, protection wether online and offline and consumers privacy and the free flow of information (Fuadi et al., 2021a; Wibowo 2019).

In view of the importance of protecting the basic rights of a consumer, the United Nations Assembly adopted the United Nations Guidelines for Consumer Protection on 9 April 1983. Since then, United Nations member countries have used these guidelines as their reference and have passed consumer protection or related legislations. In Malaysia, the main legislations governing the supply of goods are the Sale of Goods Act 1957 (SOGA) and the Consumer Protection Act 1999 (CPA). Despite the availability of such protection, nevertheless in the area of supply of goods, freedom of contract and caveat emptor still remain predominantly the underlying concepts in consumer contracts in Malaysia.

Consumer protection by conducting consumer education is very important (Pardede 2021). Communities as consumers must know their rights and must also know about their obligations (Novita & Santoso 2021). Community knowledge about an item before using it is important. Many violations of consumer rights are caused by less intelligent consumers. therefore the need for consumer education in order to create smart consumers. Econsumers in Malaysia need to be aware of their rights. There are still many econsumers who don't know what to do if their rights have been violated (Fuadi et al., 2021c; Siregar & Lubis 2021; Poernomo 2019).

There may be a lack of awareness of their rights due to the lack of promotion in any medium, especially the internet. The majority of e-consumers spend their days staring at their phones and shopping online, which increases the chances of an awareness campaign being successful(Budiharto et al., 2019). Several are questioning the adequate legal protections offered to e-consumers in Malaysia, especially in relation to the primary resources for sales of goods in Malaysia. Legislation in Malaysia should be continually amended in order to remain relevant. As Malaysia is still relatively new to ecommerce, the legal protection may not be as advanced as in other countries that have been using it for a long time.

Consumer protection in Malaysia is carried out in a variety of ways. These include the formulation and implementation of national policies pertaining to consumer protection; the enforcement of existing legislations related to consumer protection; the formulation of new legislation and amendments to old laws; the conduct of education programmes for the public, school children and university students; the promotion of school consumer clubs, seminars and conventions; the allocation of grants to and smart partnerships and joint programmes with consumer organisations and redress mechanisms.

Priority issues in this service community is consumers problem about product and servive like misleading adverts and product information, inconvenient payment processes, low.quality of product, imitation goods, guarantees and warranties less than in consumer laws, unfair returns and refund policies, late or non-delivery of product, damaged products, non complaint products and underperforming complaints systems

2. Methodology

The implementation method is the stages or steps in implementing the program that are used as solutions to partner problems. The method of implementing this activity consists of socialization, training, implementation and evaluation stages.

1. Socialization stage, as for this stage consists of:
   a The proposing team provides socialization on key factors in consumer protection;
   b The proposing team provides counseling to prevent the main factors in consumer abuse*;*
   c The proposing team provides socialization in order to facilitate experts and tutors to assist not only in explaining the factors of consumer abuse, but also in providing prevention schemes based on a soft approach to the factors of consumer abuse.
2. The implementation stage, as for this stage consists of:
   a The proposing team provides expert facilities and tutors to help form a problem inventory list of what problems are faced by partners in consumer protection in kedah;
   b The proposing team provided facilities for program preparation and projection to classify the problem in the problem inventory list which later selected several major problems to be given solution and assistance in solving them by experts and tutors;
   c The proposing tema assists partners to form a blueprint for sustainable policies and determine appropriate schemes and methods based on soft approach-based coping mechanisms.
3. Evaluation stage, as for this stage consists of:
   a The proposing team observed the participants of the Community Service program (PKM) to convey problems in the formation of a blueprint for sustainable policies and the determination of appropriate schemes and methods based on a soft approach-based coping mechanism;
   b The proposing team analyzes the participation of Community Service (PKM) participants as a measure of the success of training and implementation of this program;
   c Make a service report and service output.

This activity will be accompanied directly by Dr. Rosyidi Hamzah, S.H., M.H, as the Head of the Proposing Team who is also a lecturer at the Faculty of Law, Riau Islamic University. In addition, this activity will be assisted by research members, namely Dr. Hamzah, M.Ag., who is also a lecturer at the Faculty of Islamic Religion at Riau Islamic University, Dr. Low Kah Choon who is a lecturer and lecturer at the College of Law, Government and International Studies Universiti Utara Malaysia (UUM), as well as students who are involved in several studies related to law and social policy.

3. Results and Discussion

The event of legal counseling activities on consumer protection ran smoothly and without obstacles. This counseling event was greatly assisted by the people of Kampung Mukim, Singkir, Yan Kedah Malaysia. The people who attended this counseling event listened and listened carefully to the materials presented by the

Extension Team. The difference between the legal system of consumer law protection between Malaysia and Indonesia is of interest to the community to ask questions and discuss in this extension activity.

The extension team are lecturers at the Faculty of Law, Riau Islamic University. In his explanation, he mentioned that we are all consumers. Human life can never be separated from using products and services. Therefore, safety and comfort when using a product and service is an absolute thing. To provide protection for consumers, the state intervenes by passing laws relating to consumer protection.

However, the implementation of consumer protection is not running optimally. This is caused by various factors such as weak supervision, ineffective law enforcement and the culture of the community itself in understanding consumer protection(6). To maximize consumer protection, it must actually come from the consumers themselves. Consumers must understand what they consume, what the side effects are and how to use it.

In the question and answer session, the public took turns asking questions and inviting discussions about consumer protection. Many questions were about the role of the state in overseeing products and services that exist in the community, how the community can claim compensation if their rights as consumers are harmed and how to become a smart consumer.

From these counseling activities, it can be concluded that legal counseling on consumer protection must be carried out on an ongoing basis. Counseling on consumer protection law increases public awareness of the importance of knowing their rights as consumers. Smart consumers will create a legal culture of people who obey the law. This legal counseling increases the community's critical reasoning about consumer protection.



Figure 1. Legal Awareness Activities

4. Conclusion

The implementation of legal counseling on consumer protection in Kedah Malaysia went smoothly. The people in Kampung Mukim, Singkir, Yan Kedah were very enthusiastic in this activity because the instructors came from different countries. In principle, every country must protect its citizens from threats and dangers. One of these threats and dangers comes from consuming goods and services. Therefore, every country must have laws governing consumer protection. In substance, the regulation of consumer protection is almost the same in every country.

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