



CONSUMER PROTECTION AGAINST THE SPREAD OF MISLEADING INFORMATION CONVEYED THROUGH ADVERTISING

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Abstract: Advertising communicates the marketing function by a business, promoting products effectively to increase their selling value. However, many businesses exaggerate the benefits of their products, generating misleading information that often contradicts the actual benefits. Advertising through electronic and print media must comply with the Indonesian Advertising Code of Conduct, ensuring truthfulness, clarity, honesty, and promoting healthy competition. However, businesses often ignore these rules in favor of greater profits, which ultimately harm consumers. This study discusses (1) the regulation of liability for misleading information under Indonesian law, and (2) how consumer disputes over misleading advertising are resolved. Through normative research and legal approaches, findings include: (1) existing regulations have weaknesses in holding businesses accountable for misleading advertising information versus actual product conditions, and (2) dispute resolution is categorized into court and out-of-court methods, lacking certainty and fairness for consumers who trust advertised product information.

Keywords: *consumer protection; misleading information; advertising*
