

CHAPTER IV

CLOSING

A. Conclusion

Based on the research results entitled "Consumer Protection Against Product Promotion Practices Containing Overclaims on TikTok and the Legal Responsibility of the Daviena Brand to Consumers," the following conclusions were reached:

1. Consumer Protection in Indonesia in Facing Product Promotion Practices Containing Overclaims on TikTok

Consumer protection in facing product promotions containing overclaims on TikTok is still not optimal. Low consumer literacy, the rapid flow of digital promotions, and ineffective oversight by authorized institutions mean that consumers' rights to correct, clear, and honest information are not fully fulfilled. Many consumers are attracted to purchases based on viral testimonials without examining the product's content or legality, potentially causing economic and psychological harm.

2. Legal Responsibility Taken by the Daviena Brand to Consumers for Overclaiming its Body Lotion Products

The legal responsibility taken by the Daviena brand focuses primarily on product recalls and refunds through resellers. Although these steps reflect

the implementation of Article 19 of the Consumer Protection Law, in reality, not all consumers receive their rights immediately. The majority of consumers are unaware of the refund claim procedure and choose to resign themselves, resulting in incomplete consumer rights.

B. Suggestion

1. Businesses are advised to be more careful in making product claims and ensure that all information communicated to the public is scientifically sound. Furthermore, a clear and easily accessible compensation mechanism is needed for consumers.
2. The government (BPOM & Kominfo) is expected to strengthen regulations on digital advertising oversight, particularly on the TikTok platform, with a more adaptive monitoring system that adapts to the speed of viral content to prevent misleading claims from the outset.
3. Consumers are expected to be more critical in examining ingredients and distribution permits, and to resist the temptation of promotions promising instant results without scientific basis. If they feel they have been harmed, consumers should exercise their right to file a complaint with BPOM or a consumer protection agency to create a deterrent effect for businesses.