

Consumer Protection Against Mismatches Dosages and Highest Retail Prices Minyakita Distribution in Semarang City

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Abstract

Price fluctuations and the scarcity of cooking oil in Indonesia prompted the government to launch Minyakita as a subsidy product with the Highest Retail Price (HET) setting. However, the implementation of Minyakita distribution in Semarang City still raises various problems, especially related to mismatches in doses and violations of the HET. This research aims to examine legal provisions, the implementation of supervision, and the form of legal protection for consumers for these violations. This study uses an empirical juridical approach with a qualitative type. The results of the study showed that there was a practice of filling the dosage that did not match the packaging label and the selling price was

above the HET (Rp15,700 per liter) which was Rp16,000-Rp17,000 per liter, which was clearly detrimental to consumers. On the other hand, supervision by the Trade Office and the Legal Metrology Unit has not run optimally due to limited resources and low public awareness in using the complaint mechanism. In conclusion, although there is a strong legal basis such as Law No. 8 of 1999, BPOM Regulation No. 31 of 2018, and Permendag No. 18 of 2024, the implementation of consumer protection is still weak at the regional level. Therefore, it is recommended to strengthen decentralized supervision, increase consumer education, and apply strict sanctions to violating business actors, in order to realize a fair, transparent, and community-friendly cooking oil distribution system.

Keywords *Consumer Protection, Minyakita, Highest Retail Price (HET), Product Dosage, Distribution.*

I. Introduction

In Indonesia, cooking oil is one of the strategic commodities that has a vital role in people's daily lives, both as a household need and raw materials in the micro, small, and medium enterprises (MSMEs) sector. As a basic necessity that is consumed almost every day, price fluctuations and the scarcity of cooking oil have a direct impact on purchasing power, family economic welfare, and social stability. One of the government's efforts to ensure the availability and affordability of cooking oil prices for all levels of society is through the simple packaged cooking oil subsidy program under the Minyakita brand. This product is presented as an

implementation of the Highest Retail Price (HET) policy and the obligation to meet domestic needs or Domestic Market Obligation (DMO) by manufacturers, especially in volatile market conditions due to global price dynamics and domestic supply chain disruptions¹.

Minyakita is the main choice of the public because it is offered at a price that has been set by the government, namely IDR 14,000 per liter as stipulated in the Regulation of the Minister of Trade². Apart from being a form of consumer protection and inflation control, the existence of Minyakita is also a response to the cooking oil crisis that had hit Indonesia in 2022, where there was a shortage of goods and a price spike from the highest retail price (HET) of IDR 15,700 but sold for IDR 16,000 to IDR 17,000 per liter in traditional markets. In this context, Minyakita is intended not only as an ordinary commercial product, but as a public policy instrument to ensure the fair distribution of goods and protect low-income groups.

However, although it has been expressly regulated in national regulations, practice in the field shows that the implementation of the distribution and sale of Minyakita is not fully in accordance with the applicable regulations. Various local and national media regularly report on public complaints related to two main things, namely mismatches in the dosage in packaging and violations of the HET set. Based

¹ Wana Daina, Budhi Wahyu Fitriadi, and Ulpah Jakiyah, "The Influence Of Perceptions Of Price And Production Quality On Consumer Satisfaction Of Minyakita Cooking Oil" 1, no. 1 (2024): 11–24.

² Hapsa, Ahmad Baldawi, and Salmia, "The Responsibility of Local Governments in Overcoming Cooking Oil Price Instability in Jambi Province," *Journal of Socio-Humanities* 6, no. 1 (2022): 1160–68.

on the results of investigations and consumer reports, it was found that a case where the volume of oil in the Minyakita package which was supposed to contain one liter turned out to contain only about 900 ml³. This discrepancy certainly violates the principles of information disclosure and honesty in trade, and causes direct economic losses to consumers who pay according to the price, but do not receive the contents according to the label⁴.

On the other hand, the supervision of the selling price of Minyakita is also still not running optimally. In various reports compiled from the field, it was found that the price of Minyakita in a number of traditional markets and retailers exceeded the HET determined by the government of Rp15,700, with a range of selling prices between Rp16,000 to Rp17,000 per liter. This condition is very troubling, especially among the weak economic community who are highly dependent on official government prices to meet their basic needs. In addition, the circulation of counterfeit Minyakita or recycled used packaging to sell similar products also adds to the complexity of distribution problems that require more intensive supervision by law enforcement officials and related technical agencies.

Normatively, Indonesia already has a fairly strong legal framework in protecting consumer rights through Law

³ BBC, "Alleged Minyakita Dose Fraud," 2025, <https://www.bbc.com/indonesia/articles/clyd4z72jl7o>.

⁴ MINISTRY OF TRADE OF THE REPUBLIC OF INDONESIA, "Emuan Ministry of Home Affairs: Oil Prices Soar, Distribution Channels Deviate," [kemendag.go.id](https://www.kemendag.go.id), 2025, <https://www.kemendag.go.id/berita/pojok-media/temuan-kemendag-harga-minyakita-melambung-jalur-distribusi-menyimpang>.

Number 8 of 1999 concerning Consumer Protection. This law explicitly states that every consumer has the right to obtain true, clear, and honest information about the condition and warranty of goods and/or services, including information regarding prices, rates, and expiration ⁵dates. In Article 8 paragraph (1) letters a and j, business actors are prohibited from producing or trading goods that are not in accordance with the measurements as stated in the label or description of the goods. However, in practice, there are still many consumers who do not fully understand their rights, or do not know the mechanism for complaints and dispute resolution if they suffer losses due to inappropriate products⁶.

In the midst of these conditions, this research is important to examine in depth various legal and implementing problems in consumer protection for Minyakita distribution, especially in the Semarang City area which is the capital of Central Java Province and has quite complex market dynamics. Based on this background, several formulations of problems are formulated that will be analyzed in this study, namely: (1) What are the legal provisions regarding the dosage according to the product and the Highest Retail Price (HET) of Minyakita in Indonesia? (2) How is the supervision of

⁵ Susilowati Suparto Dajaan, Deviana Yuanitasari, and Agus Suwandono, *Consumer Protection Law*, 2020, http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regs-ciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI.

⁶ Alimatus Sa'diyah et al., "Consumer Protection Law Against Inconformity of Price Labels from the Perspective of UUPK No. 8 of 1999," *Academica: Journal of Multidisciplinary Studies* 7, no. 1 (2023): 169–88, <https://ejournal.uinsaid.ac.id/index.php/academica/article/view/7410>.

Minyakita distribution related to prices and dosages in Semarang City? and (3) What is the legal protection for consumers against inconsistencies in dosage and HET violations in the distribution of Minyakita in Semarang City?

II. Methods

This research is a Qualitative Research, namely Research that emphasizes an in-depth understanding of a phenomenon⁷ using descriptive data. The research approach used is Empirical Juridical is research that combines legal approaches with empirical facts to solve problems. This research was conducted by examining primary data and secondary data. Primary data was obtained through interviews and observations. Secondary data is obtained through documentation and libraries. Data analysis uses qualitative data analysis.

III. Result and Discussion

A. Legal Provisions Regarding Product Measurements and the Highest Retail Price (HET) of Minyakita in Indonesia

Cooking oil is one of the strategic food commodities that has an important role in people's consumption patterns, especially

⁷ Nana Darna et al., *Research Methodology Teaching Materials* (Deepublish, 2023), https://www.google.co.id/books/edition/Bahan_Ajar_Metodologi_Penelitian/lkYvEQAAQBAJ?hl=en&gbpv=0.

in developing countries such as Indonesia⁸. In the context of law and public policy, cooking oil is included in the category of basic necessities whose procurement is regulated by the state to ensure price stability, availability, and affordability for all levels of society⁹. The government through the Ministry of Trade sets regulations that include quality, packaging, distribution, and the determination of the Highest Retail Price (HET) to avoid price fluctuations that can harm consumers. In addition, supervision of the quality and volume of the net contents of packaged cooking oil is carried out based on provisions in the field of legal metrology and consumer protection, thereby encouraging producer accountability and ensuring consumer rights to product information and quality¹⁰.

Cooking oil is also an object of concern in economic, legal, and social studies because of its relationship with global market dynamics, government subsidies, and cartel practices or price speculation. Fluctuations in crude oil prices, uneven distribution, and the dominance of large business actors often lead to inequality of access, especially for low-income communities. Therefore, cooking oil management requires synergy between state regulations, business actors' compliance, and consumer rights protection in order to create a fair and sustainable food distribution system.

⁸ Irnawati, "Projection of the Availability and Demand of Indonesian Cooking Oil in 2021," *Publication Repository of the Ministry of Agriculture of the Republic of Indonesia* 1 (2021).

⁹ Ibnu Malkan Bakhrul Ilmi, "The Quality of Cooking Oil and Fried Products During Frying in Indonesian Households," *Journal of Food Technology Applications* 04, no. 02 (2015), <https://doi.org/10.17728/jatp.2015.12>.

¹⁰ Irnawati, "Projections of the Availability and Demand of Indonesian Cooking Oil in 2021," *Publication Repository of the Ministry of Agriculture of the Republic of Indonesia* 1 (2021).

Legal provisions regarding the dosage of packaged cooking oil products, including Minyakita products, in Indonesia are regulated in various laws and regulations that regulate quality standards, consumer protection, and provisions regarding food packaging and labels. In general, Minyakita products, which are people's packaged palm cooking oil, must meet the dosage standards as stipulated in the Regulation of the Minister of Trade of the Republic of Indonesia Number 18 of 2024 concerning the Governance of the People's Cooking Oil Program. In this regulation, the government requires that people's packaged cooking oil must be packaged in certain sizes, namely 250ml, 500ml, 1liter, 2liter, and 5liter packaging, as standard sizes that are easily accessible to the public, both in terms of price and distribution¹¹.

Furthermore, the provisions regarding the presentation of dosages on food packaging labels are regulated in the Regulation of the Food and Drug Supervisory Agency (BPOM) Number 31 of 2018 concerning Processed Food Labels, which requires that every processed food product, including packaged cooking oil, must include information on serving sizes and the number of servings per package in a clear, accurate, and non-misleading¹² manner. This is intended to provide protection to consumers so that they can know the exact amount of net content of the product and not suffer losses due to inconsistencies between the actual content and what is stated on the label.

¹¹ A A Gede Oka Parwata, "LEGAL PROTECTION OF CONSUMERS' RIGHT TO OBTAIN FOOD ACCORDING TO THE QUANTITY IN PACKAGING" 9, no. 8 (2021): 644–53.

¹² BPOM, "Regulation of the Food and Drug Supervisory Agency Number 31 of 2018 concerning Processed Food Labels," *Regulatory Database*, 2018, <https://peraturan.bpk.go.id/Details/219910/peraturan-bpom-no-31-tahun-2018>.

The legal provisions regarding the Highest Retail Price (HET) for MinyaKita brand people's cooking oil in Indonesia are expressly regulated in the Regulation of the Minister of Trade of the Republic of Indonesia Number 18 of 2024 concerning Packaged Palm Oil and People's Cooking Oil Governance, which was passed with the aim of regulating the cooking oil price mechanism so that it remains affordable for the public, while maintaining price stability in the domestic market which is often volatile¹³. In this regulation, Article 10 stipulates that the government sets the HET for MinyaKita cooking oil as the Highest Retail Price (HET) of Minyakita has been determined by the government through the Regulation of the Minister of Trade of the Republic of Indonesia Number 18 of 2024. For 1-liter packaging, the HET is set at IDR 15,700, while for 2-liter packaging, the price is IDR 31,400. Larger packaging, which is 5 liters, has an HET of IDR 78,500, meanwhile, for smaller packaging such as 0.5 liters (500 ml), the HET is IDR 7,850, and for a size of 0.25 liters (250 ml), the highest price is set at IDR 3,925, which is effective from August 14, 2024¹⁴. The determination of this HET is carried out as part of the government's policy to ensure that cooking oil remains a commodity that can be reached by all levels of society, considering that cooking oil is a basic need in daily life, especially in the household consumption sector.

The obligation to comply with the provisions of the HET does not only apply to the government, but also to business actors

¹³ Wana Daina, Budhi Wahyu Fitriadi, and Ulpah Jakiyah, "The Influence Of Perceptions Of Price And Production Quality On Consumer Satisfaction Of Minyakita Cooking Oil," *Journal of Multidisciplinary Research* 1, no. 1 (October 12, 2024), <https://doi.org/10.70963/jmr.v1i1.48>.

¹⁴ Made Dinda Yadnya Swari, "Minyakita Price Almost Reaches IDR 16 Thousand, Central Java SME Dinkop Admits It Has Not Received MSME Complaints," *beritajateng.tv*, 2024, <https://beritajateng.tv/harga-minyakita-hampir-tembus-rp16-ribu-dinkop-ukm-jateng-akui-belum-terima-keluhan-umkm/>.

along the cooking oil distribution chain, namely producers, distributors, and retailers, as stipulated in Article 18. This article clearly states that every business actor is obliged to ensure that the selling price of MinyaKita cooking oil does not exceed the HET limit set by the government. In this case, business actors, from production levels to retailers, have a responsibility to keep selling prices in accordance with applicable regulations, in order to protect consumers from potential price manipulation that can harm people's purchasing power. Therefore, this regulation also serves as a control tool to prevent price deviations that can disrupt economic stability.

As an effort to enforce compliance with the provisions of the HET, Article 26 in the Regulation of the Minister of Trade Number 18 of 2024 states that business actors who violate the provisions of the highest retail price can be subject to administrative sanctions. The sanctions referred to in this article include various actions, ranging from written reprimands, temporary suspension of business activities, withdrawal of products from circulation, to recommendations for the revocation of business licenses for business actors who do not fulfill their obligations after being given the opportunity to correct the violation. The imposition of these sanctions is expected to provide a deterrent effect for business actors who do not comply with legal provisions, as well as to keep trade practices in the cooking oil sector running fairly, transparently, and not harming consumers¹⁵.

Thus, the legal provisions regarding product dosage and the Highest Retail Price (HET) for minyakita cooking oil regulated in the regulation of the Minister of Trade of the Republic of Indonesia number 18 of 2024 concerning packaged palm cooking

¹⁵ Rissal Muhemin et al., "Consumer Legal Protection of Packaging Cooking Oil Underdoses in the Perspective of the Consumer Protection Law" VII, no. 1 (2025).

oil and the governance of people's cooking oil¹⁶, in principle aim to protect consumer rights, maintain price stability at the retail level, and ensure that the cooking oil distribution process takes place fairly and transparently. by ensuring the conformity between the quality and quantity of goods received by consumers and those listed on the packaging. This provision also strengthens the principle of responsibility of business actors in providing goods according to the measured and price that has been set, thereby preventing fraudulent practices or content reduction that are detrimental to consumers.

B. Implementation of Minyakita Distribution Supervision Related to Prices and Dosages in Semarang City

The distribution of Minyakita in Semarang City, which should be an instrument of public policy in maintaining price stability and meeting the basic needs of the community, in fact has not fully fulfilled the principles of justice and consumer protection as mandated by national laws and regulations. Based on empirical findings in the field, there are two fundamental violations that occur simultaneously, namely the mismatch of the dosage in the packaging and the pricing above the Highest Retail Price (HET). This phenomenon not only shows weak supervision, but also reflects the potential for systematic violations of consumers' basic rights.

The government has a strategic and constitutional responsibility in ensuring the smooth distribution of basic needs of the community, especially strategic commodities such as cooking

¹⁶ Bentonius Silitonga, "The Impact of the Popular Cooking Oil Price Increase Policy on Distributors in DKI Jakarta" 9, no. 1 (2023): 1–7.

oil, rice, and sugar. This responsibility includes efforts to ensure the affordability and availability of goods throughout the region, including in urban areas such as Semarang City. In this case, the active role of the government is very vital to prevent market distortions, hoarding practices, price deviations from established official regulations, and other trade actions that are detrimental to consumers both in terms of economy and legal certainty¹⁷.

The implementation of Minyakita distribution supervision is not only based on Law Number 7 of 2014 concerning Trade, which provides juridical legitimacy to the government in carrying out the function of supervision and control of the distribution of goods, but also regulated in more detail through technical and specific regulations. The most relevant and current regulation that directly regulates the distribution of Minyakita is the Regulation of the Minister of Trade of the Republic of Indonesia Number 18 of 2024 concerning Packaged Palm Oil and People's Cooking Oil Governance. In this regulation, it is expressly explained that retailers are obliged to sell People's Cooking Oil (MGR) at a price that does not exceed the Highest Retail Price (HET) as determined by the Minister of Trade. This provision is contained in Article 10 paragraph (1) and Article 18 paragraph (1), which also affirm the obligation of business actors to comply with the provisions of the HET in every sales transaction to consumers.

Furthermore, Article 26 of the same regulation stipulates administrative sanctions that can be imposed on business actors if they violate the provisions of prices and distribution. The sanctions start with two written warnings, and if not complied with, can be continued with a temporary suspension of sales activities, closure of storage warehouses, withdrawal of products from distribution,

¹⁷ Ali Wafan, Dwi Surya Atmaja, and Sellers and Buyers, "Journal of Applied Finance and Management Journal of Finance and Applied Management" 6, no. 2 (2025).

and recommendations for revocation of business licenses¹⁸. This regulation is the legal basis for the Trade Office and the Directorate General of Consumer Protection and Trade Order (PKTN) in carrying out direct supervision in the field.

In addition, supervision is also strengthened through a circular or technical instruction from the Directorate General of PKTN which serves as a guideline for the implementation of supervision nationally, especially in certain conditions such as before holidays or when there is a shortage. At the regional level, the Trade Office can also issue technical instructions (juknis) or standard operating procedures (SOP) to regulate inspection schedules, joint measurement checks of the Legal Metrology UPT, and mechanisms for handling public complaints. Based on these regulations, the government has the authority to intervene in the distribution of goods to ensure the availability of supply and maintain price stability at the consumer level.

In Semarang City, supervision of the distribution of Minyakita as one of the subsidized cooking oil programs launched by the central government is carried out by the local Trade Office on a regular, systematic basis, and in coordination with related agencies. The main purpose of this supervision is to ensure that the distribution of Minyakita takes place fairly, equitably, and does not cause unrest in the community due to supply scarcity or price spikes. The main focus of this supervision is divided into two crucial aspects, namely the selling price aspect which refers to the Highest Retail Price (HET) and the aspect of conformity with the net content of the product as stated on the packaging label.

¹⁸ Y A Mangunsong and N Khairani, "Optimization of Minyakita Distribution Costs Using the Abdul, Shakeel, M. Khalid (ASM) Method at Perum Bulog Sub Divre Medan," *Innovative: Journal Of Social Science...* 4 (2024): 3323–34, <http://j-innovative.org/index.php/Innovative/article/view/7950%0Ahttp://j-innovative.org/index.php/Innovative/article/download/7950/6655>.

In terms of price control, the central government has set the Minyakita HET at IDR 15,700 per liter¹⁹, while for 2-liter packaging, the price is IDR 31,400. Larger packaging, which is 5 liters, has an HET of IDR 78,500, meanwhile, for smaller packaging such as 0.5 liters (500 ml), the HET is IDR 7,850, and for a size of 0.25 liters (250 ml), the highest price is set at IDR 3,925. This figure is the official reference for business actors and traders in determining the selling price in the market. The supervisory team from the Semarang City Trade Office routinely conducts direct inspections to various distribution points, ranging from traditional markets, grocery stores, to modern retail. The goal is to ensure that there is no violation of the provisions of the HET. If traders or business actors are found selling above the predetermined price, strict action will be taken in accordance with the applicable law enforcement mechanism²⁰, starting from the provision of oral/written reprimands, coaching, to the implementation of administrative sanctions in accordance with laws and regulations.

Meanwhile, in the aspect of measuring supervision, the Trade Office collaborates with the Technical Implementation Unit (UPT) of Legal Metrology to ensure that every Minyakita package circulating on the market contains clean content that is in accordance with the information stated on the label. This verification process is carried out using measuring instruments that have been nationally calibrated and meet the metrology standards set by the National Standardization Agency (BSN)²¹. This

¹⁹ F Basri, *Prahara Cooking Oil*, *Sawitwatch.or.Id*, n.d., https://sawitwatch.or.id/wp-content/uploads/2024/01/Buku_Prahara-Minyak-Goreng.pdf.

²⁰ Gilang Nurmayuda, Yudhi Setiawan, and Achmad Fathoni, "Consumer Protection Law on the Sales of Bulk Cooking Oil That Is Not in Accordance with the Highest Retail Price (HET) According to Law No. 8 TaHun 1999 (Study of Janapria District, Central Lombok)" 4, no. 2 (2024).

²¹ Muldri Pudamo James Pasaribu, *THE URGENCY OF REALIZING FAIR AND SAFE TRADE THROUGH LEGAL METROLOGY LEGAL*

supervision is not only preventive but also repressive, in the sense that it can take action against violations that harm consumers in quantity. This effort is a concrete form of legal protection for consumers based on the principles of justice and information transparency.

Violations of the provisions of the Highest Retail Price (HET) and dosage on Minyakita products are expressly regulated in laws and regulations. If violations are found against the measurement, business actors can be sanctioned based on Law Number 8 of 1999 concerning Consumer Protection. Sanctions that can be imposed include written reprimands, coaching, withdrawal of goods from circulation, and prohibition of distribution. If the violation meets the criminal element, the business actor can also be sentenced to imprisonment for a maximum of five years or a maximum fine of IDR 2,000,000,000 (two billion rupiah) as stipulated in Article 62 of the Consumer Protection Law.

Meanwhile, violations of the Highest Retail Price (HET) are regulated in the Regulation of the Minister of Trade of the Republic of Indonesia Number 18 of 2024 concerning Packaged Palm Oil and People's Cooking Oil Governance. Business actors who sell Minyakita above the predetermined price will be subject to administrative sanctions in stages. In the first violation, a written warning is given twice, each with a maximum period of seven working days. If the business actor still does not comply with the provisions within the deadline, further sanctions may be imposed in the form of temporary suspension of sales activities, closure of storage warehouses, withdrawal of products from distribution, and recommendations for revocation of business licenses.

INSTRUMENTS (Nasmedia Indonesia, 2024), [https://books.google.co.id/books?id=fxkUEQAAQBAJ&lpg=PA1&ots=wUhWw72_Ux&dq=Proses this verification is carried out using measuring instruments that have been calibrated nationally and meet the metrology standards set by the National Standardization Agency](https://books.google.co.id/books?id=fxkUEQAAQBAJ&lpg=PA1&ots=wUhWw72_Ux&dq=Proses%20this%20verification%20is%20carried%20out%20using%20measuring%20instruments%20that%20have%20been%20calibrated%20nationally%20and%20meet%20the%20metrology%20standards%20set%20by%20the%20National%20Standardization%20Agency).

However, in reality in the field, even though violations were found both in the measure and HET, business actors were not subject to criminal sanctions. Handling violations is generally limited to providing administrative sanctions such as reprimands and coaching, without further legal process. This fact reflects that the application of the law against violations of consumer rights is still not optimal, and a stronger commitment is needed from law enforcement officials to provide a deterrent effect and ensure fair legal certainty for consumers.

In addition to physical supervision in the field, local governments have also provided a responsive and open reporting channel or community complaint channel. The people of Semarang City can report alleged violations such as the sale of Minyakita at a price exceeding the HET or findings of a dose that is less than the standard to the Trade Office through the official channels that have been provided, both online and offline. Every incoming complaint will be verified and followed up by a competent team quickly and on target. This system is a form of public participation in supporting more transparent and accountable distribution supervision.

With the implementation of comprehensive, structured, and regulation-based supervision, the Semarang City Government is committed to maintaining that the distribution of Minyakita not only runs in accordance with regulations, but is also able to have a real impact on supply stability and the protection of consumer rights. This surveillance practice not only reflects good governance, but also shows the government's alignment with vulnerable communities who are highly dependent on access to basic goods at affordable prices and fair amounts.

C. Consumer Protection Against Mismatch of Dosage and Highest Retail Price in Minyakita Distribution in Semarang City

Consumer protection is a fundamental non-negotiable right in a healthy, fair, and sustainable trading system. This protection covers various aspects, ranging from the right to correct information, legal certainty in transactions, to guarantees on the quality and quantity of goods obtained²². In the context of subsidized cooking oil distribution such as Minyakita, consumer protection is increasingly crucial because it concerns basic needs of the community which have a direct impact on purchasing power and household economic resilience. In Semarang City, the problem of mismatch in the dosage and violation of the Highest Retail Price (HET) in the Minyakita distribution process has become a strategic issue that requires comprehensive handling of regulations, supervision, and law enforcement at the local level.

Normatively, Law Number 8 of 1999 concerning Consumer Protection has provided a comprehensive and adequate legal framework to guarantee the basic rights of consumers²³. This law emphasizes that every consumer has the right to get true, clear, and honest information about the condition and warranty of goods and/or services, including in this case the selling price and the

²² Muhammad Reza Syariffudin Zaki, *Introduction to Law and Aspects in Economics* (Prenada Media, 2022), https://www.google.co.id/books/edition/Pengantar_Ilmu_Hukum_Dan_Aspek_Dalam_Eko/ZCxeEAAQBAJ?hl=en&gbpv=0.

²³ Zaini Munawir S, *Business Laws and Regulations in Indonesia* (Tri Scientific Education Foundation, 2025), https://books.google.co.id/books?id=hkdeEQAAQBAJ&newbks=0&printsec=frontcover&pg=PA1&dq=perlindungan+konsumen+undang-undang&hl=en&source=newbks_fb&redir_esc=y#v=onepage&q=perlindungan+Consumers+Law&F=False.

content of the product dosage. When there is a practice of selling goods that are not in accordance with the label description or when there is a violation of the provisions of the HET, it can be directly qualified as a violation of Article 7 letter b which states that the obligation of business actors is to provide true, clear and honest information about the conditions and guarantees of goods and/or services and to provide an explanation of use, repair and maintenance and Article 8 paragraph (1) letters a and j of the Consumer Protection Law²⁴. Business actors are prohibited from producing and/or trading goods that are not in accordance with the size, measurement, scale, or quantity as stated in the label or description of the goods. In this case, the discrepancy between the net contents of Minyakita products and the listed label is an indicator of a violation that must be followed up legally²⁵.

Furthermore, violations of HET in the context of Minyakita's distribution are not only administrative problems, but can be interpreted as a form of exploitation of consumers, especially when there is a shortage of supply or uneven distribution. This condition causes a unilateral increase in prices by business actors, which in turn causes unrest in the community. This phenomenon not only harms the principles of business ethics, but also goes against the spirit of consumer protection mandated by law. In the midst of competitive market dynamics, consumers are vulnerable to double losses both economically and legally if there is no effective and

²⁴ I Gusti Bagus Aditya Dwi Hendrawan, "The Application of Article 8 Paragraph (1) Letter J of Law Number 8 of 1999 concerning Consumer Protection Related to the Circulation of Imported Snack Products Without Indonesian Labels (Study in Malang City)" (Universitas Brawijaya, 2018), <http://repository.ub.ac.id/id/eprint/9823>.

²⁵ A Ratnasari, "Legal Protection for Consumers Against Biscuit Product Content That Does Not Match the Net Weight on the Packaging Label," *Repository.Unej.Ac.Id*, 2018, <https://repository.unej.ac.id/handle/123456789/87738>.

responsive supervisory system²⁶. Therefore, the mismatch between price and product volume should be seen as a structural problem that requires decisive and measurable public policy intervention.

In practice in the field, even though violations were found against the Minyakita Maximum Retail Price (HET) measurement, business actors were generally not subject to criminal sanctions. The handling of violations is limited to administrative sanctions such as reprimands and coaching, without further legal proceedings. This condition reflects that the implementation of consumer protection has not been running optimally. Weak law enforcement causes no deterrent effect for business actors, so consumers remain in a vulnerable position to harmful trade practices. Therefore, a stronger commitment is needed from law enforcement officials to ensure legal certainty and justice for consumers.

In fact, normatively, violations of the provisions of the dosage and HET on Minyakita products have been expressly regulated in Law Number 8 of 1999 concerning Consumer Protection and Regulation of the Minister of Trade Number 18 of 2024. Business actors who are proven to be violating can be subject to administrative sanctions in the form of written reprimands, temporary suspension of sales, closure of warehouses, withdrawal of products from circulation, and recommendations for revocation of business licenses. In fact, if the violation meets the criminal element, the business actor can be sentenced imprisonment for a maximum of five years or a maximum fine of two billion rupiah in accordance with Article 62 of the Consumer Protection Law. This provision emphasizes that the protection of consumer rights should

²⁶ Adhyasta D W I Pangestu, "Consumer Protection Against Inappropriate Labeling of Nutritional Value Information" (Islamic University of Indonesia, 2024), <https://journal.uii.ac.id/psha/article/view/34247>.

be carried out seriously and comprehensively, both through an administrative approach and consistent criminal law enforcement.

At the local level, the effectiveness of consumer protection in Semarang City still faces serious challenges, especially in the context of implementing regional autonomy. The authority to handle consumer protection, which is still centralized at the provincial level, is a separate obstacle to the rapid response to violations in urban areas. This causes institutions such as the Consumer Dispute Settlement Agency (BPSK) in Semarang City to operate with limited capacity and tend to be passive in handling public complaints, especially those related to the distribution of subsidized goods such as Minyakita. The lack of operational budget, lack of human resources, and lack of coordination between agencies exacerbate this ineffectiveness.

From the perspective of the welfare state, the highest retail price (HET) is a concrete form of state intervention in the market mechanism to ensure economic justice and the protection of the right to basic needs of the community, including food²⁷. The determination of the HET is not only an instrument of price stabilization, but also a manifestation of the country's constitutional responsibility to ensure a fair and non-discriminatory distribution to low-income groups. Therefore, the implementation of government policies should not only be a normative symbol in regulations, but must be actively monitored by local governments through systematic supervision mechanisms, direct inspections in the field, and strict law enforcement against violators.

In Semarang City, efforts to maintain compliance with the HET and the suitability of Minyakita measurements need to be

²⁷ Isharyanto, "Determination of the Highest Retail Price of Food Commodities as a Constitutional Rights in the Perspective of the Welfare State Determination of the Highest Retail" 15, no. September (2022).

supported by strong synergy between the Trade Office, the Legal Metrology Unit, law enforcement officials, and the active participation of the community as social supervisors. The use of digital technologies in supervision, such as application-based online reporting, can also be an innovation in driving transparency and accountability²⁸. Local governments must build a complaint system that is quick and reliable so that the public feels that they have a role in supervising the distribution of subsidized goods. With these measures, consumer protection is not only a slogan, but is actually realized as part of a fair, transparent, and socially equitable trading system.

IV. Conclusion

Consumer protection against mismatches in measurements and violations of the Highest Retail Price (HET) in the distribution of Minyakita in Semarang City is a tangible manifestation of the responsibility of the state and local governments in ensuring the basic rights of the community to basic necessities. Although a strong legal basis has been provided through the Consumer Protection Law and Trade Minister Regulation Number 18 of 2024, implementation at the local level still faces various structural and institutional obstacles, such as lack of supervision, limited role of BPSK, and weak inter-agency coordination.

The fact that there is a violation of the measure of the packaging contents and the pricing above the HET shows that consumers are still vulnerable to losses both economically and legally. These violations not only violate legal norms, but also injure the principles of business ethics and social justice. Therefore, systematic public policy intervention, strict law enforcement, and active community

²⁸ Iwan Ahmad and Puji Santoso, "The Role of Digitalization in Increasing Government Transparency and Accountability," no. 3 (2025): 1–10.

involvement in supervision are needed.

Strengthening synergy between the Trade Office, the Legal Metrology Unit, law enforcement officials, and the use of digital reporting technology is key to building an effective, responsive, and fair consumer protection system. Consumer protection of Minyakita is not just a normative obligation, but an important part of the state's commitment to maintaining economic stability, food accessibility, and the sustainability of a healthy and well-being-oriented trading system.

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