

# **LABELISASI PRODUK MEBEL SEBAGAI SALAH SATU BENTUK PERLINDUNGAN PRODUSEN DAN KONSUMEN DI KABUPATEN JEPARA**

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## **Abstract**

*This research study about industrial furniture product label as form protection of law of product of furniture tagging to imitation of product, knowing form of labelisasi matching with product of furniture and know producer responsibility of furniture to conducive product can generate loss to consumer.*

*Result of research formulated descriptively is analytical, with method approach of normative yuridis emphasizing at research of book, of facet of normative this research of law stocktaking will be positive, especially related to protection of product tagging from imitating product which of a kind and consumerism.*

*Result of analysis obtained, factors pushing of product lable of furniture is to differentiate yielded by product with competitor product, giving better impression, giving information to consumer and also give security at consumer and product. While hitting applying of product lable of furniture adapted by requirement offis each company. Lable used as one of the strategy to maintain consumer in order not to look away to competitor. Lable also can give security to consumer as form of tanggungjawab producer to the quality of yielded product*

**Keywords :** *product labelisation, protection of law*

## **Abstraksi**

*Penelitian ini mengkaji labelisasi produk industri furniture sebagai bentuk perlindungan hukum atas produk furniture yang berlabel terhadap peniruan produk, mengetahui bentuk labelisasi yang sesuai dengan produk furniture dan mengetahui tanggung jawab produsen furniture terhadap produk yang dimungkinkan dapat menimbulkan kerugian bagi konsumen.*

*Hasil penelitian dirumuskan secara deskriptif analitis, dengan metode pendekatan yuridis normative yang menekankan pada penelitian pustaka, dari segi normative penelitian ini akan menginventarisasi hukum positif, terutama yang berkaitan dengan perlindungan produk yang berlabel dari tiruan produk yang sejenis dan perlindungan konsumen.*