

## ABSTRAK

Perkembangan berbagai jenis kopi dan munculnya kedai kopi telah membantu kopi lebih dekat dengan masyarakat dan menjadi bagian dari gaya hidup kontemporer. Masih maraknya kedai kopi di Semarang yang tidak menaati hukum perlindungan konsumen terkait pelayanan yang kurang baik dan jujur serta diskriminatif. Jenis penelitian hukum ini mengkaji menggunakan penelitian hukum normatif. Sumber bahan dari bahan pustaka, buku, jurnal, artikel, dan lain-lain. Bahan hukum yang diperoleh dalam penelitian studi kepustakaan, aturan perundang-undangan, dan artikel dimaksud penulis uraikan dan hubungkan sedemikian rupa. Pemerintah telah memberikan perlindungan tersebut melalui UU Perlindungan Konsumen. Menurut Pasal 1 angka 1 UU Perlindungan Konsumen. Sanksi administratif yang dapat dijatuhkan menurut Pasal 60 ayat 1 dan Pasal 60 ayat 2 Undang-Undang Perlindungan Konsumen adalah ganti rugi sampai setinggi-tingginya Rp. 200.000.000. Pelaku usaha langsung dianggap bersalah dalam kasus gugatan ganti rugi karena prinsip praduga bersalah digunakan. Satu hak pokok konsumen adalah hak atas ganti rugi atas kerugian yang diderita konsumen sebagai akibat dari pemakaian barang konsumsi atau pelayanan. Tanggung jawab pelaku usaha terhadap konsumen dilakukan melalui bentuk-bentuk pertanggungjawaban seperti contractual liability, product liability, dan criminal liability. Pemerintah harus meningkatkan pengawasan terhadap pelaku usaha di sektor kedai kopi untuk memastikan bahwa mereka mematuhi ketentuan hukum terkait dengan pelayanan konsumen.

**Kata Kunci : Kedai Kopi di Semarang, Perlindungan Konsumen, Hak-Hak Konsumen**

## **ABSTRACT**

The development of various types of coffee and the emergence of coffee shops have helped coffee become closer to people and become part of the contemporary lifestyle. There are still many coffee shops in Semarang that do not comply with consumer protection laws regarding poor, honest and discriminatory service. This type of legal research examines using normative legal research. source material from library materials, books, journals, articles, and others. The author describes and relates the legal materials obtained in the literature study research, statutory regulations, and articles in such a way. The government has provided this protection through the Consumer Protection Law. According to Article 1 number 1 of the Consumer Protection Law. The administrative sanctions that can be imposed according to Article 60 paragraph 1 and Article 60 paragraph 2 of the Consumer Protection Law are compensation up to a maximum of Rp. 200,000,000. Business actors are immediately deemed guilty in cases of claims for compensation because the principle of presumption of guilt is used. One basic consumer right is the right to compensation for losses suffered by consumers as a result of using consumer goods or services. The responsibility of business actors towards consumers is carried out through forms of responsibility such as contractual liability, product liability and criminal liability. The government must increase supervision of business actors in the coffee shop sector to ensure that they comply with legal provisions related to consumer service.

***Keywords : Coffee Shops in Semarang, Consumer Protection, Consumer Rights***