

ABSTRAK

Dampak meningkatnya permintaan konsumen untuk mengonsumsi daging sapi serta rendahnya pengetahuan konsumen terkait daging menjadikan celah bagi pelaku usaha untuk memalsukan daging babi yang di ubah seolah-olah menjadi daging sapi. Temuan kasus di Kota Bandung dilakukan oknum penjual daging dengan berbuat curang mengolah daging babi menjadi daging sapi dengan cara menambahkan formalin (boraks) dalam larutan air yang selanjutnya digunakan untuk merendam daging babi agar daging babi terlihat segar dan tidak pucat.

Metode penelitian yang dilakukan dalam penelitian ini adalah yuridis normative dengan menggunakan data sekunder. Spesifikasi penelitian yang digunakan deskriptis analitis dan dikaji menggunakan metode Analisa data kualitatif.

Berdasarkan hasil penelitian yang diperoleh, penyebab peredaran daging sapi palsu di Kota Bandung dipengaruhi oleh faktor pelaku usaha bertindak curang demi mendapatkan keuntungan semata serta dari faktor konsumen minimnya pengetahuan terkait kualitas daging sapi. Perlindungan hukum terhadap konsumen secara preventif adanya peraturan hukum bidang pangan, tata niaga daging, peraturan pelaku usaha serta sanksi. Upaya pencegahan pemalsuan daging sapi oleh pemerintah dilakukan melalui BPOM dan Kementerian Pertanian dengan pengoptimalan aturan terkait daging. Untuk menyelesaikan kasus tersebut dapat dilakukan melalui jalur litigasi maupun jalur non litigasi.

Kata Kunci: hukum, perlindungan, konsumen, daging palsu, sapi.

ABSTRACT

The impact of increasing consumer demand for beef consumption and low consumer knowledge regarding meat have created an opening for business actors to fake pork that is turned into beef. The findings of the case in Bandung were carried out by unscrupulous meat sellers by manipulating pork into beef by adding formaldehyde (borax) in a water solution which was then used to soak the pork so that the pork looked fresh and not pale.

The research method used in this research is normative juridical using secondary data. The research specification used was analytical descriptive and was studied using qualitative data analysis methods.

Based on the results of the research obtained, the cause of the circulation of counterfeit beef in Bandung City is influenced by factors of business actors who act fraudulently in order to gain profit alone and from the consumer's lack of knowledge regarding the quality of beef. Legal protection for consumers in a preventive way, the existence of legal regulations in the field of food, meat trade system, regulations for business actors and sanctions. Efforts to prevent counterfeiting beef by the government are carried out through BPOM and the Ministry of Agriculture by optimizing meat-related regulations. To resolve the case, it can be done through litigation or non-litigation channels.

Key words: law, protection, consumer, fake meat, cow.