



Motorcycle Consumer Protection in Indonesia: An Analysis of eSAF Frame Implementation on Honda Matic Motorcycles

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Abstract: This research examines the protection of motorcycle matic consumers in Indonesia through an analysis of the implementation of the eSAF frame on Honda automatic motorbikes. The design of this research is normative legal research. This research uses a case approach method and a statutory approach. The results of the study, first, analyze the relevance of the Consumer Protection Law to Honda matic motorcycle users in Indonesia highlighting the need for legal reform in the face of changing times. Second, according to Article 4 of the Consumer Protection Law, consumer rights involve aspects of comfort, security, and safety in using goods and/or services. In addition, consumers have the right to receive correct, clear, and honest information regarding the condition and guarantee of goods and/or services from business actors. Third, the Consumer Protection Law is present to provide protection to consumers, as well as encourage them to be more critical and courageous to demand their rights if they feel harmed by business actors.

Keywords: Protection; Consumers; Business Actors

1. Introduction

Law No. 8/1999 on Consumer Protection (from now on referred to as the 'Consumer Protection Law') was born in 1999, which aims to protect all the interests of consumers so that they are evenly distributed (Akbar Hamsah, 2019). Consumers are in a weak position if there is no balance of legal protection between business actors, consumers, and the government in healthy business activities (Muhammad Fabio Ustuchori & Liya Sukmah Muliya, 2022). In the ever-evolving automotive world, product research and development are constantly needed to adapt to market growth and improve competitiveness (Tarina et al., 2022).

One of the developments in the automotive world is that motorcycles, one of the most popular means of human transportation, have improved performance over the years (Ikhsan & Elfizon, 2020). Motorcycles have various parts that support each other and are integrated to function correctly. To attract customers to buy Honda motorcycles, the company conducts various promotional efforts, including print and electronic media advertisements, flyers, music performances, and free repair services for Honda motorcycle users (Irawan et al., 2022).

The model or design of the motorcycle has changed from the beginning of its creation until now; this revolution occurred due to innovation and technological advances, resulting in the creation of various types of motorbikes such as Sport, Standard, Naked, Cruiser, Trail, Off-Road, Scooter, and Honda Duck, it is intended that these motorbikes are designed depending on their respective functions (Moercahyono & Pasaribu, 2023).

In 2019, eSAF technology was introduced and embedded only in Honda Genio, followed by Honda Beat (2020 production), Honda Beat Street, Scoopy (2020 production), and Vario 160 (2022 production). The ISAF frame has passed the testing process from the relevant agencies and has been exported to several countries. However,

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passing the process does not guarantee that the goods are suitable and safe. In fact, in August 2023, Honda received complaints from the public about the ISAF frame that was quickly broken. Honda immediately investigated and found that the cause was frequent exposure to water (K Vinke et al., 2017). Through the water, it causes rust on the frame. Consumers complain about the problem of rust attached to the motorcycle frame, which is a silicate that coats the welding results, thus helping to prevent oxidation or rust on the frame (Bambangan, 2023).

Article 4, Letter A of the Consumer Protection Law states, "Consumer rights are the rights to comfort, security, and safety in consuming goods and services" (Bambangan, 2023). Through this article, consumers have the right to be comfortable, safe and secure when buying and using goods. However, the reality that occurs based on the case above is that consumers experience discomfort, insecurity, and unsafety in using Honda motorbikes that use eSAF frames. Then, Article 7, Letter D of the Consumer Protection Law, states, "Business actors must guarantee the quality of goods and services produced and traded based on the provisions of the applicable quality standards for goods and services" (Mewu & Mahadewi, 2023). According to this article, business actors must guarantee the product's quality before launching a product. However, according to the case above, the reality is that Honda has yet to guarantee that the product launched, the eSAF frame, is of good quality and sound (Lubis & Zahara, 2023).

Previous research on "Fulfillment of Consumer Rights by Business Actors to Obtain Rights in Purchasing Motorbikes at PT. Distributor Motor Indonesia" by Stephanie Lamentira discusses the implementation of the fulfilment of rights and obligations in purchasing motorcycle units of PT. Distributor Motor Indonesia has not been by the rights described in Article 4 of the Consumer Protection Law (Lamentira & Subekti, 2022). Consumers still do not get the right to correct, transparent and honest information about the condition and guarantee of the goods and / or services used. Namely, consumers still need help getting correct, clear information about managing vehicle documents in the form of BPKB and STNK, so PT (Putra Wathan, 2023).

Distributor Motor Indonesia has not fulfilled the right to comfort, security, and safety when consuming goods and / or services because it creates conditions for consumers who own and buy motorcycle units at PT. DMI violates the Law on Road Traffic and Forces because they own motorcycle units without a motorized vehicle number tag, contrast to the research conducted by the author. The author of this study discusses implementing the Consumer Protection Law for consumers who use the eSAF frame on Honda motorbikes. The implementation is seen through a case study that occurs and befalls consumers as users of the eSAF frame (Martinouva, 2021).

The benefit of this research from the theoretical side is to describe and inform about consumer interests that must be protected through the Consumer Protection Law. Then, the benefits of research from the practical side are that Honda and those in charge of making motorcycle frames can be more careful and thorough in issuing products. Other than that, it can be used by the public as a guideline and knowledge about the eSAF frame on Honda motorbikes. Thus, the public can be more detailed when they want to buy a Honda motorcycle.

The topic of this research is similar to previous analytical research. Still, the difference is that this research looks at Ibnu Taimiyah's perspective and Law Number 8 of 1999 concerning Consumer Protection, and this research analyzes the implementation of the eSAF framework on Honda automatic motorbikes towards the protection of Indonesian Honda automatic motorbike consumers.

Research Objectives, Based on the problem formulation above, the research objectives are as follows: (1) To know the regulation of Law Number 8 of 1999 concerning consumer protection for Honda matic motorcycle users in Indonesia. (2) To knowing consumer protection against Honda matic motorcycle users who experience damage to the ISAF frame. (3) To knowing Honda's responsibility for losses due to damage to the eSAF frame experienced by consumers.

2. Materials and Methods

This research is qualitative research using a normative legal research approach. The design of this research is normative legal research. This research uses a case approach method and a statutory approach. The research object is secondary data. The data collection technique in this research is a literature study. The primary legal materials used are Law Number 8 of 1999 concerning Consumer Protection and the Civil Code. Secondary legal materials include books, journals, and the internet. The tertiary legal material is the Big Indonesian Dictionary.

3. Results and Discussion

3.1. *Regulation of Law Number 8 Year 1999 on Consumer Protection in Protecting Honda Matic Motorcycle Users in Indonesia*

Times continue to undergo rapid transformations as time goes by, and these changes are no exception to the realm of law. The Consumer Protection Act has been in place for 24 years and is a silent witness to the times. This law, which initially embraced the noble goal of protecting consumer rights, is now facing new challenges brought about by the technological revolution and the internet (Novita & Santoso, 2021).

The changing digital landscape has significantly impacted consumer patterns, changing how people shop, interact and obtain information. The Consumer Protection Law, which has been in place since 1999, has been forced to adapt to remain relevant in the face of these new dynamics. The sustainability and success of this law in protecting consumers will largely depend on its ability to accommodate ongoing technological developments (Dwivedi et al., 2021).

Nevertheless, it cannot be denied that the Consumer Protection Law has values and principles that remain relevant in the context of modern consumers. The strengths and weaknesses of the law are part of a critical evaluation to ensure that consumer protection can still be strengthened amid changing times. Therefore, it is essential for policymakers and relevant stakeholders to proactively evaluate and, if necessary, update the law to keep it in line with the needs of today's consumers (Shidarta & Koos, 2019).

Thus, the journey of the Consumer Protection Law is more than just a record of legislative history. This law reflects the dynamics of changing times and the challenges consumers and entrepreneurs face in the digital era. Therefore, the balance between consumer protection and support for technological innovation is critical to creating a

consumer environment that is safe, fair, and in line with the demands of the times (Arifin et al., 2021).

Het Recht Hink Achter De Feiten Aan, or "The Law Limp along with the Times," details the reality that law tends to be static in the face of the changing dynamics of society. The law can create a fixed framework for a certain period, but this limitation becomes even more apparent when faced with rapid and dynamic societal developments. Drastic changes in the reality of life are often not anticipated by existing legal instruments, making the law appear outdated and ineffective in responding to these changes (Mazli, 2021).

The inability of the law to align itself with changing times results in a mismatch between existing legal norms and the actual needs and demands of society. The progressive law paradigm, as an alternative concept, emphasizes the importance of laws that can adapt to the development of society. Progressive law is considered good when it can adjust its substance to the reality of life, also known as "law for humans." Thus, the progressive approach offers a solution to overcome the misalignment between law and real life, creating a more responsive and relevant legal framework (Yang, 2021).

Exploring the meaning of Het Recht Hink Achter De Feiten Aan, its most crucial essence is the need for constant renewal and adaptation in the legal apparatus. Laws that can keep up with the times ensure continued legitimacy and provide adequate protection to society in the face of unavoidable challenges and changes. Therefore, the balance between legal stability and flexibility in accommodating social dynamics becomes the main essence of maintaining the relevance and effectiveness of law in a changing era (Nuraldi et al., 2023).

Prof. Dr. Sulistyowati Irianto highlighted the striking disparity between the development of law and the rapid progress of society, especially in the context of scientific and technological findings. In her view, this disparity poses severe challenges for the legal system, especially in responding to society's evolving needs. Scientific and technological findings are catalysts for significant change. However, legal drafting and adjustment delays can have severe impacts, especially in dealing with crimes against humanity and corruption that are increasingly developing with sophisticated modes (Raodia, 2019).

Rapid technological developments pose new challenges for law enforcement. The increasingly sophisticated and complex modus operandi of crime requires an agile and adaptive legal response. The limitations of the law in responding efficiently to these dynamics can open up vast opportunities for criminals to develop and evade law enforcement. Therefore, it is recognized that there is a need to update legal regulations and policies to keep up with technological developments and ensure that the law can effectively maintain public safety and justice (Brandlay et al., 2023).

The widespread impact of the disparity between legal development and societal development expressed by Prof. Dr. Sulistyowati Irianto underscores the urgency of harmonizing law and technological advancement. Legal systems can maintain their sustainability and relevance by adopting an approach that is responsive and proactive to societal and technological developments. This means revising existing laws and creating

legal frameworks that can respond to future challenges to maintain justice and the protection of society (Fariduddin, 2023).

The analysis of the relevance of the Consumer Protection Law to Honda matic motorcycle users in Indonesia highlights the need for legal reform in the face of changing times. This statement is reinforced by the views expressed by Prof. Dr Sulistyowati Irianto regarding the disparity between legal development and the dynamics of the times. The existence of technology that continues to develop, especially in the automotive industry, is one of the main elements that trigger shifts in consumer needs. Therefore, the need for laws that can adapt to the times and consumer needs is becoming increasingly urgent (Ismantara & Prianto, 2022).

The challenges faced by the Consumer Protection Law indicate the need for a new, more comprehensive, and responsive law. Changes in motor vehicle technology, such as Honda's matic motorcycles, demand regulations that can provide optimal protection to consumers. This involves aspects of product safety and quality and consumer rights in the digital era, such as data privacy and online transaction security. Therefore, a new law must be drafted with the evolution of technology and the needs of modern consumers in mind (Widiarty & Tehupeior, 2024).

In this context, efforts to form a new law are a strategic step in maintaining justice, certainty, and legal benefits for Honda matic motorcycle users in Indonesia. This new law must include provisions that can provide legal sustainability and adequate protection in the face of social and technological changes (Parengkuan & Hasibuan, 2023). This regulatory continuity will provide a solid and adaptive legal basis and keep pace with consumer needs and technological advances so that people can feel safe and protected in facing the complexity of the challenges of an ever-evolving era (Safitra et al., 2023).

3.2 *Consumer Protection for Honda Matic Motorcycle Users who Experience Damage to the ISAF Frame*

Based on Satjipto Rahardjo's theory of legal protection, it is said that legal protection is an effort to protect a person's interests by allocating a human right of power to act in the context of his interests (Perwitasari, 2018). Prior to the existence of the Consumer Protection Law, losses suffered by consumers due to the actions of business actors in business transactions were addressed through the use of the concept of tort, as described in Article 1365 of the Civil Code, which reads, "every unlawful act that brings harm to another person, obliges the person whose fault caused it, to compensate for the loss" (Sugesti et al., 2020). When viewed theoretically, tort has four elements, namely: (1) The act is not only contrary to the law but also includes acts that violate the rights of others, contrary to the legal obligations of the perpetrator, contrary to the precautionary principle, and contrary to applicable norms or rules. (2) The act contains fault. (3) Resulting in loss. (3) There is a causal relationship between the fault and the loss (Grušić, 2021).

This implies that, although there is no formal agreement or contract in the legal framework between entrepreneurs and consumers, the tort instrument can provide legal protection to consumers who suffer losses. After the Consumer Protection Law was

enacted, this regulation became a *lex specialist* that regulates the legal relationship between business actors and consumers in business transactions. Article 4 of the Consumer Protection Law states that consumer rights involve comfort, security, and safety in using goods and services (letter A). In addition, consumers have the right to receive correct, transparent, and honest information regarding the condition and guarantee of goods and/or services (letter c). The article also emphasizes that consumers are entitled to compensation, compensation, and/or replacement if the goods and/or services received are not by the agreement or do not meet the standards that should be (letter h) (Akbar Hamsah, 2019).

This shows that the consumer's right to security, comfort and safety is fundamental and must be fulfilled by the business. As a concrete example, imagine a consumer transporting goods such as vegetables or carrying children in front of a motorcycle. Suddenly, the motorcycle breaks down. This situation can result in material losses and threaten the security and safety of the consumers involved. In this context, the consumer's right to security and safety is jeopardized and may be violated (Bambungan, 2023).

The next consideration relates to claims made by companies or businesses, such as PT AHM, regarding the vehicle frames they produce. Suppose the company claims the vehicle frame uses lighter steel and has better durability, but the reality does not match the claim. In that case, this violates the consumer's right to obtain accurate, transparent and honest information about the condition of the goods or services to be purchased (Kartono & Kartikawangi, 2018). Therefore, Article 4 letter h of the Consumer Protection Law fulfils the consumer's right to compensation.

Thus, involving aspects of security, comfort, and safety, as well as obtaining accurate and honest information, are integral parts of consumer rights that need to be protected and respected by businesses. If these rights are violated, the Consumer Protection Law provides a legal basis for consumers to obtain compensation and protection for the losses they have suffered.

Protection for consumers using the eSaf framework also needs to be provided through Article 13, paragraph (2) of the Consumer Protection Law. However, this Article only prohibits business actors from offering, promoting, or advertising drugs, traditional medicines, food supplements, medical devices, and health services by promising to give gifts in the form of goods and/or services. There is no prohibition for business actors in terms of offering, promoting, or advertising matters related to vehicles or electronics. Therefore, the government needs to revise the Article's contents. The aim is to determine what is being researched in this research and to complete the missing matters in the Article.

3.3 *Honda's Liability for Loss Due to Damage to the eSAF Frame Experienced by Consumers*

The Consumer Protection Law not only regulates the rights of consumers but also sets out the obligations that business actors must comply with, as outlined in Article 7. According to Article 7, Letter A of the Consumer Protection Law, business actors must act in good faith in carrying out their business activities. Furthermore, in letter d, it is

stated that business actors must guarantee the quality of goods and/or services produced and/or traded by applicable quality standards (Fridayangga & Kongres, 2022).

Good faith in this context includes the honesty of business actors in carrying out their business activities. This means that business actors not only focus on profits but also pay attention to the quality of the goods and/or services sold, ensuring that the use of these goods and/or services does not harm consumers. The importance of good faith also reflects the aspect of propriety (Rafni Suryaningsih Harun, Weny A. Dunga, 2018). For example, if the motorcycle frame is considered an essential component, providing a warranty of only one year is considered inadequate.

A motorcycle frame is a component that should have a service life as long as the motorcycle's life expectancy. In line with previous experience, where motorcycle frames are rarely replaced except, in cases of accidents that cause severe damage, the warranty for motorcycle frames should not be limited to only one year but cover the entire life of the motor vehicle. However, there is an irony that while the price of Honda's matric motorcycles continues to increase, the guarantee of improved quality only sometimes follows. This creates an imbalance between high prices and inadequate quality assurance, which is an essential concern in the context of consumer rights and obligations (K Vinke et al., 2017) .

Comparisons of consumer protection abroad have become increasingly relevant with the recent development of a legal case involving a well-known food company in America. In March in Florida, a US court heard a case involving Burger King, a culinary giant. Burger King was faced with allegations that its Whopper Burger did not match the advertised size, with the size proven to be 35% larger in the advertising material than the actual size. As a result, this allegation was considered an attempt to mislead consumers (Simanjuntak, 2023).

Around the same time, Taco Bell experienced similar legal issues in the American courts in early 2023. They faced a lawsuit about selling pizzas that allegedly contained only half of the advertised contents. Not only Burger King and Taco Bell, but other giant culinary companies, such as Mc. Donald's and Wendy's are also entangled in similar lawsuits. They are being sued for displaying 15% larger sizes in advertising materials broadcast on television and online than their actual sizes (Byars, 2018).

Although the court rejected the consumer class action lawsuit in the Burger King case, it illustrates the high level of criticism of American consumers towards products sold by businesses. Nevertheless, through a series of lawsuits, there is an impetus for businesses to be more careful in designing and delivering promotions and selling their goods and services in the community. These lawsuits are essential in reminding and encouraging businesses to adhere to high ethical and quality standards in their consumer relationships (Hollifield & Coffey, 2023).

Being a consumer who dares to claim their rights because a business has harmed them is a challenging task. This is mainly because the losses consumers may suffer are often seemingly insignificant, and consumers are at a disadvantage when dealing with businesses. In addition, reluctance to assert rights can also arise due to financial limitations, where consumers may not be able to afford lawyer fees to deal with losses

that may be considered relatively minor, such as 100 thousand, 1 million, 20 million rupiah, or even the equivalent of the price of a motorcycle (Mankiw, 2018).

Although the loss may seem trivial at first glance if it only affects one individual, the problem can become severe when similar cases occur to tens, hundreds, thousands, or even millions of consumers. On an accumulated scale, such losses can be vast and far-reaching. Therefore, the Consumer Protection Law is here to provide protection to consumers and encourage them to be more critical and courageous in demanding their rights if they feel harmed by business actors (Mewu & Mahadewi, 2023).

The following Honda opened the voice of Responsibility Honda through AHM Marketing Director Octavianus Dwi Putro opened his voice regarding the eSaf frame complaint, saying, "There are several cases that make the esaf frame broken, if it is a factory error, the factory will automatically replace it" Furthermore, Senior Manager Corporate Communication PT Astra Honda Motor Rina Listiani said "We recommend that consumers can check at AHASS (authorized Honda motorcycle workshop), "Not only that, Rina said that they could make a free claim saying "Yes, (AHASS will make a replacement for free), by the terms of the warranty, here are the terms of the leaf motorcycle warranty claim (Bender, 2024)

There are several conditions that must be met so that the eSaf frame can be exchanged, including The frame warranty is given to motorcycles that have traveled 10,000 kilometers (km) and motorcycles have been used for 1 year. So people who have passed the warranty requirements are required to buy an Esaf frame for beat motorcycles worth Rp.1,500,000 (PT Daya Adicipta Motora is the leading dealer of Honda motorcycles in West Java). Plays a crucial role in providing solutions for consumers no longer covered under warranty. This option is expected to provide an affordable and practical alternative for eSaf motorcycle owners facing frame issues (Bender, 2024).

Providing an eSaf frame exchange that consists of several conditions above is a solution to consumer problems. Then, it becomes a form of responsibility of business actors. However, it becomes a problem again when the above requirements still need to be met. For example, the motorbike has been used for over a year and has damaged the frame. Of course, another solution is needed here so that it is not one-sided and creates appropriate justice. The compensation clause is problematic because, under Article 19 paragraph (2) of the Consumer Protection Law, it is stated that compensation from business actors to consumers can be in the form of a refund or replacement of goods and/or services of a similar or equivalent value, or health care and/or compensation. Based on this article, business actors should be obliged to repair the eSaf frame owned by consumers who experience defects. Thus, it is considered capable of maintaining justice for the losse consumers suffer (Hasbi & Sugiyono, 2023).

More than just providing individualized solutions, these measures have a broader impact by encouraging overall maintenance and repair of Honda motorcycles. By providing the option to purchase eSaf frames, PT Daya Adicipta Motora allows consumers to maintain the quality and safety of their vehicles even after the warranty period ends. This step creates a concrete solution that meets eSaf motorcycle owners' needs directly and positively boosts overall vehicle maintenance practices. Thus, with

this approach, eSaf motorcycle owners can rest assured that their vehicles are maintained in quality and safety in the long run (Maulana Putra Ahmad et al., 2023).

The importance of the Consumer Protection Law becomes apparent when businesses do not recall products that have problems or potentially violate consumer rights. In this situation, several steps can be taken to protect consumers. First, the National Consumer Protection Agency (BPKN), established by the government through the Consumer Protection Law, provides advice and recommendations to government agencies through relevant ministries to take the necessary steps to prevent more significant consumer losses. Secondly, BPKN is also expected to immediately research the problematic eSAF framework as comparative evidence that can be useful in the future. This step aligns with BPKN's duty to research goods or services that potentially endanger consumer safety (Maulidia, 2021).

In addition to efforts taken by government agencies, the Consumer Protection Law provides two alternative solutions for consumers who have suffered losses. The first option is a non-litigation settlement through the Consumer Dispute Resolution Body (BPSK), while the second option is through litigation. However, to determine the most effective way, large-scale settlement of consumer losses can be implemented through class action lawsuits or consumer class actions by the provisions stipulated in Article 46 of the Consumer Protection Law (Kurniawan et al., 2019).

The effectiveness of this approach is apparent because, compared to individual lawsuits, class actions have a more significant impact and can increase the bargaining power of consumers against businesses. Analogous to a tri-fish uniting against a whale, they can show greater size and gain serious attention from the public and government by uniting consumers in a class action (Kurniawan et al., 2019). Furthermore, this approach allows only a few appointed consumer representatives to represent the entire group without requiring the presence of each consumer in court.

One concrete example of the effectiveness of class action lawsuits is illustrated in the case of Facebook's misuse of personal data. The world's largest social media company was required to pay damages of USD 725 million or around IDR 11.2 trillion due to giving third parties, including Cambridge Analytica, access to Facebook users' personal information. This case is a valuable lesson: when consumers unite, their power becomes more excellent in the face of corporate giants, reflecting the severe impact of class action lawsuits (OECD, 2019)

4. Conclusions

The Consumer Protection Act, now 24 years old, bears witness to the evolution of the changing times. While initially aimed at protecting consumer rights, the law faces new challenges from the technology and internet revolution. Changing consumer patterns due to the digital shift requires adaptation of the law to keep it relevant, yet its values and principles remain valuable in the modern consumer context. A critical evaluation of these laws is essential to ensure adequate consumer protection. The concept of progressive law highlights the need to adapt law to social dynamics. In contrast, the importance of constant updating and adaptation in the face of technological developments is recognized. Regulatory continuity responsive to social and

technological changes is critical to maintaining fairness, certainty and consumer protection in a changing era. Therefore, establishing a new comprehensive and adaptive law, as proposed by Prof. Dr Sulistyowati Irianto, is a strategic step in facing the challenges of the times and providing a solid legal basis, including for Honda matic motorcycle users in Indonesia.

Before the Consumer Protection Law, losses suffered by consumers were addressed through the concept of tort described in Article 1365 of the Civil Code. Although no formal agreement exists, a tort can legally protect consumers who suffer losses. However, after the enactment of the Consumer Protection Law, this regulation became the *lex specialist* governing the legal relationship between businesses and consumers. This law establishes consumers' fundamental rights, including aspects of comfort, security, and safety in using goods and services. Article 4 of the Consumer Protection Law explains consumer rights related to correct, transparent, and honest information and the right to compensation if the goods or services do not conform to the agreement. The consumer's right to security and safety is jeopardized when the company's claims do not match reality, so the consumer's right to compensation by the law is fulfilled. Thus, the Consumer Protection Law provides a solid legal basis for consumers to obtain compensation and protection if their rights are violated.

The Consumer Protection Law regulates consumer rights and stipulates obligations for business actors. Article 7 emphasizes the excellent faith of business actors, including quality assurance of goods/services according to standards. Good faith includes honesty, attention to product quality, and consumer safety. The relevance of good faith can be seen in the case of nonconforming claims, such as in the Honda motorcycle. Consumer protection is increasingly important, especially with comparative case law overseas, showing consumer criticism of claims and product quality. Although consumers face financial challenges, the Consumer Protection Law provides a legal basis through government agencies such as BPKN and dispute resolution options through BPSK or litigation. The class action approach, such as the Facebook data misuse case, demonstrates its effectiveness in improving the position of consumers and significantly impacting businesses.

The implications and contribution of this research are analyzing the functioning of the government's role in realizing consumer protection by increasing standardization, empowering consumers, monitoring goods and/or services in circulation, orderly measuring and controlling the quality of goods and/or services for the protection of existing Honda automatic motorbike consumers. in Indonesia.

5. Author Contributions

“Conceptualization, Yustisio Mahendra, and Winserly Tan; methodology, Yustisio Mahendra; software, Rufinus H. Hutauruk; validation, Yustisio Mahendra, Winserly Tan, and Rufinus H. Hutauruk; formal analysis, Winserly Tan; investigation, Rufinus H. Hutauruk; resource, Yustisio Mahendra; data curation, Winserly Tan; writing—preparation of the original draft, Yustisio Mahendra; writing—reviewing and editing, Rufinus H. Hutauruk; visualization, Yustisio Mahendra; super supervision, Winserly Tan; project administration, Rufinus H. Hutauruk; obtaining funding, Yustisio

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