

TANGGUNG JAWAB PERUSAHAAN JASA PENGIRIMAN BARANG YANG MELAKUKAN PENGIRIMAN SALAH ALAMAT KEPADA KONSUMEN

ABSTRAK

Jasa pengiriman saat ini tengah mengalami perkembangan yang signifikan. Ketersediaan jasa pengiriman menjadi sangat penting bagi masyarakat, terutama dalam mengatasi hambatan jarak antara pengirim dan penerima barang. Meskipun demikian, masih terdapat beberapa tantangan dalam proses pengiriman barang, seperti yang terjadi pada kasus yang dianalisis di mana paket yang seharusnya dikirimkan mengalami kesalahan alamat pengiriman. Penelitian ini menggunakan metode yuridis normatif dengan mengkaji data sekunder melalui pendekatan perundang-undangan dan kasus. Konsumen jasa pengiriman barang memiliki hak untuk mendapatkan perlindungan sesuai dengan perjanjian awal transaksi, yang mencakup hak dan kewajiban masing-masing pihak. Jika konsumen merasa dirugikan, mereka dapat melaporkan ke pihak berwajib atau mencari bantuan lewat Lembaga Perlindungan Konsumen Swadaya Masyarakat (LPKSM) atau Badan Penyelesaian Sengketa Konsumen (BPSK). Terkait tanggung jawab pelaku usaha, jika konsumen mengalami kerugian akibat tindakan pelaku usaha, pelaku usaha memiliki kewajiban untuk memberikan kompensasi, ganti rugi, penggantian barang, atau mengganti rugi atas kerugian yang dialami konsumen. Pentingnya memberikan ganti rugi harus memperhatikan hak-hak konsumen, karena kebanyakan klausula baku pelaku usaha yang mengatur terkait ganti rugi cenderung lebih menguntungkan pelaku usaha. Jadi diharapkan agar saat merancang klausula baku, pelaku usaha lebih memperhatikan kepentingan bersama dengan konsumen, tidak hanya fokus pada keuntungan pihak sendiri, dan berlandaskan pada peraturan perundang-undangan yang berlaku.

Kata Kunci : Perlindungan Konsumen, Tanggung Jawab Pelaku Usaha, Jasa Pengiriman Barang

RESPONSIBILITIES OF DELIVERY SERVICE COMPANIES THAT MAKE DELIVERIES TO THE WRONG ADDRESS TO CONSUMERS

ABSTRACT

Delivery services are currently experiencing significant development. The availability of delivery services is very important for society, especially in overcoming distance barriers between senders and recipients of goods. However, there are still several challenges in the process of sending goods, as occurred in the case analyzed where the package that was supposed to be sent had an incorrect delivery address. This research uses normative juridical methods by examining secondary data through statutory and case approaches. Consumers of goods delivery services have the right to obtain protection in accordance with the initial transaction agreement, which includes the rights and obligations of each party. If consumers feel they have been disadvantaged, they can report it to the authorities or seek help through the Non-Governmental Consumer Protection Agency (LPKSM) or the Consumer Dispute Resolution Agency (BPSK). Regarding the responsibilities of business actors, if consumers experience losses due to the actions of business actors, business actors have an obligation to provide compensation, compensation, replacement of goods, or compensate for losses experienced by consumers. The importance of providing compensation must pay attention to consumer rights, because most of the standard clauses of business actors that regulate compensation tend to be more profitable for business actors. So it is hoped that when designing standard clauses, business actors will pay more attention to the common interests of consumers, not only focus on their own profits, and be based on applicable laws and regulations.

Keywords : *Consumer Protection, Business Actor Responsibility, Goods Delivery Services*