

ABSTRACT

One way which done by bussinesman to attract consumers' attention is to advertise their products by using the method in terms of testimony that is now known as the method of "Testimony". One of the products that are advertised by businesses through the testimony method is traditional Chinese medicine. Businessman often attempt to advertises a traditional Chinese medicine by utilizing a result of treatments of patients cured in the traditional Chinese medicine.

The problems that arise are often delivered testimony to the promise of healing only two or three times for the treatment of chronic diseases. It is considered contrary to Article 7.b Law No. 8 of 1999 on consumer protection obligations related businessman to provide true, clear, and honest about the conditions and warranties of goods and or services as well as provide an explanation of use, repairs, and maintenance. And also Article 8 Paragraph (3) of Law No. 8 of 1999 on consumer protection related trade ban pharmaceutical preparations and food are damaged, defective or used and polluted, with or without gives information is complete and correct.

The purpose of this study to determine whether the testimony can be categorized as an advertisement or not, and who is accountable in the event of loss of customers due to the use of traditional medicine. The method used is normative. The approach used is to approach legislation (statute approach). The results of this study are part of a testimonial advertising and traditionalChinese medicine clinic as business actors accountable for the losses suffered by consumers. So that consumers can sue for damages to traditional Chinese medicine clinic.

Keywords: Consumer Protection, Consumer, Testimony, Advertising, Traditional Chinese Medicine