

ABSTRAK

Pemasaran produk kue tradisional di Pasar Desa Blimbing dominan menggunakan sistem titip jual (*konsinyasi*) antara produsen industri rumah tangga dan pedagang pasar. Namun, mekanisme ini kerap mengesampingkan pemenuhan standar keamanan pangan dan hak-hak dasar konsumen, seperti beredarnya kue tanpa label kedaluwarsa, tidak mencantumkan identitas produsen, serta risiko kontaminasi akibat pengemasan yang kurang memadai. Kondisi asimetri informasi ini menimbulkan potensi kerugian materiil maupun kesehatan bagi konsumen. Berdasarkan permasalahan tersebut, penelitian ini bertujuan untuk mengkaji status produk kue kemasan dalam pengecualian standar keamanan pangan serta bentuk perlindungan hukum bagi konsumen yang dirugikan. Penelitian ini menggunakan jenis penelitian hukum empiris dengan pendekatan faktual (*fact approach*). Pengumpulan data dilakukan melalui observasi lapangan di Pasar Desa Blimbing, wawancara langsung dengan pelaku usaha, pedagang, konsumen, pengelola pasar, serta dinas terkait, yang kemudian ditunjang oleh studi kepustakaan terhadap bahan hukum primer dan sekunder. Analisis data diolah secara deskriptif kualitatif untuk menggambarkan fakta sosiologis dan yuridis terkait penerapan standar keamanan pangan. Hasil penelitian menunjukkan bahwa tidak semua produk kue kemasan dikecualikan dari izin edar; pengecualian hanya berlaku bagi kue basah dengan masa simpan kurang dari tujuh hari. Sementara kue kering dan semi-basah yang dipasarkan melalui sistem konsinyasi tetap wajib memiliki Sertifikat Produksi Pangan Industri Rumah Tangga (SPP-IRT) serta mencantumkan label pangan lengkap. Perlindungan konsumen belum berjalan optimal akibat lemahnya pengawasan dan rendahnya kesadaran hukum. Berdasarkan asas pertanggungjawaban hukum, baik produsen utama maupun pedagang penerima titipan wajib bertanggung jawab memberikan ganti rugi atas produk rusak yang merugikan konsumen.

Kata Kunci: Perlindungan Konsumen, Keamanan Pangan, Titip Jual (Konsinyasi), Pasar Desa.

ABSTRACT

Marketing of traditional cake products in the Blimbing Village Market is predominantly carried out through a consignment system between home industry producers and market traders. However, this mechanism frequently disregards compliance with food safety standards and consumers' basic rights, such as the distribution of cakes without expiration labels, missing producer identities, and the risk of contamination due to inadequate packaging. This condition of information asymmetry creates potential material and health losses for consumers. Based on these issues, this study aims to examine the status of packaged cake products within exemptions from food safety standards, as well as the forms of legal protection for harmed consumers. This study employs empirical legal research utilizing a factual approach. Data collection was conducted through field observations at the Blimbing Village Market, direct interviews with business actors, traders, consumers, market management, and relevant government agencies, supplemented by a literature study of primary and secondary legal materials. Data analysis was processed qualitatively and descriptively to illustrate the sociological and legal facts regarding the implementation of food safety standards. The results show that not all packaged cake products are exempt from distribution permits; exemptions apply only to moist cakes (wet cake) with a shelf life of less than seven days. Meanwhile, dry and semi-moist cakes marketed through the consignment system are still required to hold a Home Industry Food Production Certificate (SPP-IRT) and display complete food labeling. Consumer protection has not yet functioned optimally due to weak oversight and low legal awareness. Based on the principle of legal liability, both the primary producers and consignee traders are obligated to be responsible for providing compensation for defective products that harm consumers.

Keywords: *Consumer Protection, Food Safety, Consignment, Village Market.*