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Consumer Protection Against False Ecolabel Claims: A Legal Analysis in Indonesia

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ABSTRACT

The growing environmental awareness has encouraged the use of ecolabels as markers for environmentally friendly products. However, the phenomenon of greenwashing, where companies falsely claim environmental benefits, poses a challenge to consumer protection in Indonesia. Law No. 8 of 1999 on Consumer Protection is expected to safeguard consumers from misleading information, including false ecolabel claims. However, weak enforcement, lack of consumer awareness, and regulatory gaps have allowed greenwashing practices to persist. Consumer education and the harmonization of ecolabel standards are crucial to addressing this issue. In addition, technologies like blockchain can be utilized to enhance product supply chain transparency. More effective law enforcement and collaboration between the government, certification bodies, and the public are needed to ensure that only truly environmentally friendly products receive ecolabels. This article analyzes the regulation of consumer protection against false ecolabel claims in Indonesia and proposes solutions to strengthen this protection.

Keywords: consumer protection, ecolabel, greenwashing.

INTRODUCTION

The development of environmental awareness in the global community has driven companies and producers to pay more attention to sustainability aspects in the products they produce. One way to demonstrate this commitment is through the use of ecolabels, which indicate that a product meets environmentally friendly standards. In Indonesia, ecolabels have become a serious concern¹ as part of efforts to protect consumers from environmentally harmful products² and to enhance product competitiveness in the international market.³

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¹ Dyah Ayu Sri Wilujeng, Lego Karjoko, and Sapto Hermawan, "Penerapan Ekolabel Sesuai Implikasi Ekonomi Hijau Sebagai Upaya Perlindungan Terhadap Kelestarian Lingkungan Hidup," *Jurnal Komunikasi Hukum (JKH)* 9, no. 2 (2023): 1-9, <https://ejournal.undiksha.ac.id/index.php/jkh/article/view/65366>.

² n Purwanto, "Pengaruh Eco Label dan Green Product Terhadap Minat Beli," *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 5, no. 3 (2021): 2817-26, <https://doi.org/https://doi.org/10.31955/mea.v5i3.1442>.

³ Z Cai et al., "Eco-Label Credibility and Retailer Effects on Green Product Purchasing Intentions," *Forest Policy and Economics* 80 (2017): 200-208, <https://doi.org/https://doi.org/10.1016/j.forpol.2017.04.001>.

Ecolabels serve as important indicators for consumers when making choices. Products with ecolabels are considered more environmentally and ethically responsible, thus earning greater trust from consumers. This encourages producers to innovate and adopt more environmentally friendly production practices to meet ecolabel standards and win consumer loyalty. In this context, ecolabels play a vital role in promoting behavioral changes among both consumers and producers.

However, along with the rising popularity of ecolabels, the phenomenon of greenwashing has emerged. Greenwashing is the practice where companies intentionally make false claims about the environmental benefits of their products. Greenwashing, particularly in the context of false ecolabel claims, threatens consumers' rights to receive truthful and fair information about the products they purchase. Companies that engage in greenwashing often exploit consumers' trust in ecolabels to boost sales, even though their products do not meet the claimed environmental standards. This practice not only harms consumers but also undermines public trust in ecolabels and environmental preservation efforts in general.

In Indonesia, consumer protection law is governed by Law No. 8 of 1999 on Consumer Protection (UUPK). This law contains several provisions that can be used to protect consumers from misleading information. UUPK includes a prohibition on misleading advertisements and provides mechanisms for consumers to file complaints and seek compensation. However, in practice, the enforcement of this law concerning ecolabel claims has been suboptimal. Many companies still evade scrutiny and continue to falsely claim their products as environmentally friendly without facing significant legal consequences.

The prevalence of false ecolabels is driven by several factors. First, the lack of consumer knowledge and awareness about legitimate ecolabel standards and criteria makes them vulnerable to false claims. Many consumers lack sufficient information to distinguish between legitimate and fraudulent ecolabels. Second, weak oversight and ineffective law enforcement against companies engaging in greenwashing. The government does not yet have strong mechanisms to monitor and punish companies proven to make false claims. Third, the complexity and variability of ecolabel standards themselves.⁴ There are various types of ecolabels with different standards and criteria, which can confuse consumers and create opportunities for companies to manipulate their claims.

⁴ N. T. K Chi, "Understanding the Effects of Eco-Label, Eco-Brand, and Social Media on Green Consumption Intention in Ecotourism Destinations," *Journal of Cleaner Production*, 2021, 321, <https://doi.org/https://doi.org/10.1016/j.jclepro.2021.128995>.

The importance of analyzing consumer protection legal regulations regarding false ecolabel claims cannot be underestimated. Effective regulations must be able to provide adequate protection for consumers from misleading claims. This includes clear regulations on ecolabel standards, strict oversight mechanisms, and severe penalties for violators. Additionally, consumer education and awareness are crucial so that they become more critical in evaluating ecolabel claims and are not easily swayed by greenwashing practices.

The inconsistency of ecolabel standards is one of the primary concerns globally. For instance, in Europe, the EU Ecolabel applies strict criteria across member countries, creating uniformity. However, in Indonesia, the standards for ecolabels vary significantly, and many local certifications do not align with international standards. This inconsistency allows companies to make dubious claims regarding the sustainability of their products. Field data from Indonesia shows that some businesses use uncertified ecolabels to deceive consumers. For example, a study of greenwashed claims on FMCG (Fast Moving Consumer Goods) in Jakarta revealed that 35% of products carried uncertified eco-logos. This demonstrates how the lack of harmonization in ecolabel standards leads to consumer confusion and the perpetuation of greenwashing practices.

Moreover, independent certification and oversight bodies play a crucial role in ensuring that every ecolabel issued truly reflects strict environmental standards. Cooperation between the government, certification bodies, and non-governmental organizations (NGOs) is essential to monitor and act against companies engaging in greenwashing. Involving the public in oversight can also be an effective solution for monitoring corporate practices on the ground.

Another challenge is the harmonization of clear and transparent ecolabel standards. The various types of ecolabels in the market sometimes have different standards and criteria.⁵ This can confuse consumers and create opportunities for companies to manipulate their claims. There is a need for harmonized ecolabel standards that are clear and transparent so that consumers can easily understand and distinguish truly environmentally friendly products from those that are not. This will also help producers to be more consistent in implementing sustainable practices.

Advancements in technology and digitalization can also be leveraged to strengthen oversight and transparency. Through blockchain technology, for instance, product supply chains can be monitored more accurately and transparently. Consumers

⁵ P Kumar et al., "Green Information Quality and Green Brand Evaluation: The Moderating Effects of Eco-Label Credibility and Consumer Knowledge," *European Journal of Marketing* 55, no. 7 (2021): 2037-2071, <https://doi.org/https://doi.org/10.1108/EJM-10-2019-0808>.

can easily verify the origin and production processes of a product via blockchain-based applications connected to ecolabel certification data. This will minimize the possibility of manipulation and false claims by companies.

Consumer education and awareness are equally important. Well-informed and educated consumers will be the best watchdogs in the market. They will be more critical in assessing the environmental claims made by companies and less likely to be swayed by misleading advertisements. Therefore, continuous public campaigns to enhance environmental literacy⁶ and understanding of ecolabels need to be promoted by the government and NGOs. This includes disseminating clear and easily understandable information about what ecolabels are, how they work, and how consumers can verify the validity of such claims.

Consumer protection from false ecolabel claims is important not only in terms of consumer rights but also for environmental sustainability. When consumers can trust ecolabel claims, they will be more encouraged to choose environmentally friendly products,⁷ which in turn will motivate producers to continue improving their sustainability practices. Thus, a healthy and fair market will be created, where truly environmentally friendly products earn their rightful place, and companies attempting to deceive consumers are marginalized.

In a global context, Indonesia can also learn from best practices in other countries regarding ecolabel regulations and oversight. Countries like the European Union and Japan have more mature ecolabel systems that are effective in protecting consumers from false claims. Benchmarking and international collaboration can help Indonesia improve its ecolabel regulations and oversight mechanisms. Experiences from other countries show that with the right regulations and effective oversight mechanisms, greenwashing practices can be minimized, and consumer trust⁸ in ecolabels can be restored.⁹

There have been several previous studies discussing ecolabels, including research conducted by Putri Rahi Mardius dengan tema penelitian “Eco-label, environmental concern, and green purchase behavior: A perspective of Gen-Z on eco-friendly

⁶ A Panopoulos et al., “Influencing Green Purchase Intention through Eco Labels and User-Generated Content,” *Sustainability (Switzerland)* 15, no. 1 (2023), <https://doi.org/https://doi.org/10.3390/su15010764>.

⁷ Magdalena Wojnarowska, Mariusz Sołtysik, and Anna Prusak, “Impact of Eco-Labeling on the Implementation of Sustainable Production and Consumption,” *Environmental Impact Assessment Review* 86, no. October 2020 (2021), <https://doi.org/10.1016/j.eiar.2020.106505>.

⁸ K. P Reddy et al., “Consumers Perception on Green Marketing towards Eco-Friendly Fast Moving Consumer Goods,” *International Journal of Engineering Business Management* 15 (2023): 1-14, <https://doi.org/https://doi.org/10.1177/18479790231170962>.

⁹ F. L. Kurniawan, S. F. Wibowo, and I Febrilia, “Pengaruh Eco-Label Dan Green Packaging Terhadap Green Purchase Intention Dimediasi Oleh Environmental Attitude (Studi Pada Coffee Shop Di Jakarta),” *Neraca: Jurnal Ekonomi, Manajemen Dan Akuntansi* 2, no. 10 (2024): 499-508.

cement",¹⁰ Riduan Siagian et al who examined "Implementation of Eco-Label in Sustainable Business in Indonesia: Analysis of Legal Perspectives and Psychological Factors".¹¹ In addition, the article written by Suminto, titled "*The Study of Product Ecolabel Implementation in Indonesia*".¹² These three articles all discuss ecolabels, but none of them specifically address ecolabels from the perspective of consumer protection law. Therefore, this article will explore ecolabels from a consumer protection legal perspective.

However, it is important to remember that efforts to protect consumers from false ecolabel claims¹³ are part of a broader struggle for environmental sustainability. This is a shared responsibility between the government, producers, consumers, and society as a whole. With good cooperation, we can create a cleaner and healthier environment, as well as a fair and transparent market for all. The government must take proactive steps in drafting and implementing effective regulations, while consumers must continue to improve their environmental awareness and literacy. In this way, we can ensure that ecolabels are properly used to protect consumers¹⁴ and promote environmental sustainability. This article aims to analyze consumer protection legal regulations in Indonesia regarding false ecolabel claims, as well as to explore the challenges faced in the implementation of these laws.

RESEARCH METHODS

This research uses a normative juridical method, involving the analysis of applicable legislation as well as relevant legal theories.¹⁵ The study focuses on Law No. 8 of 1999 on Consumer Protection, along with other related regulations, such as Law No. 32 of 2009 on Environmental Protection and Management, and various regulations governing ecolabels. Additionally, this research also employs a literature study approach, which includes an analysis of literature, journal articles, and legal documents related to consumer protection, ecolabels, and false environmental claims. Several case

¹⁰ P. R. Mardius et al., "Eco-Label, Environmental Concern, and Green Purchase Behavior: A Perspective of Gen-Z on Eco-Friendly Cement," *Jurnal Manajemen Maranatha* 22, no. 2 (2023): 193–202, <https://doi.org/https://doi.org/10.28932/jmm.v22i2.6363>.

¹¹ Riduan Siagian, Muhammad Zilal Hamzah, and Leonard Siahaan, "Implementation of Eco-Label in Sustainable Business in Indonesia: Analysis of Legal Perspectives and Psychological Factors," *OIDA International Journal of Sustainable Development* 17, no. 9 (2024): 55–66.

¹² Suminto, "KAJIAN PENERAPAN EKOLABEL PRODUK DI INDONESIA The Study of Product Ecolabel Implementation In Indonesia," *Jurnal Standardisasi* 13, no. 3 (2011): 201 – 206.

¹³ Yingjie Hou et al., "Optimal Eco-Label Choice Strategy for Environmentally Responsible Corporations Considering Government Regulations," *Journal of Cleaner Production* 418 (2023), <https://doi.org/https://doi.org/10.1016/j.jclepro.2023.138013>.

¹⁴ N. K. Sharma and G. S. Kushwaha, "Eco-Labels: A Tool for Green Marketing or Just a Blind Mirror for Consumers," *Electronic Green Journal* 1, no. 42 (2019), <https://doi.org/https://doi.org/10.5070/g314233710>.

¹⁵ Soerjono Soekamto dan Sri Mamudji, *Penelitian Hukum Normatif* (Jakarta: PT. Rajagrafindo Persada, 2015).

studies on greenwashing practices in Indonesia and other countries are also used to provide an overview of this phenomenon and how the law responds to it. The data analyzed consists of primary data, such as legislation and other legal documents, and secondary data obtained from scientific literature, journal articles, and research reports related to consumer protection and ecolabels. The analysis is conducted by identifying the weaknesses and strengths of the existing regulations and exploring steps that can be taken to strengthen consumer protection from false ecolabel claims.

DISCUSSION

Legal Regulation of Consumer Protection in Indonesia Related to False Ecolabel Claims

Ecolabel is a certification or label given to products or services that meet certain environmental criteria. This label aims to provide information to consumers that the products they buy have a lower environmental impact compared to other similar products. Ecolabel generally covers aspects such as energy efficiency, emission reduction, use of recycled materials, and waste reduction.

However, although ecolabels are expected to provide accurate information¹⁶ to consumers, not all claims about the environmental advantages of these products can be trusted. Greenwashing is a phenomenon where companies make false or misleading claims about the environmental impact of their products. In the context of ecolabels, greenwashing can occur if a product is given an unauthorized environmental-friendly label or if a company makes false claims that their products have been certified as environmentally friendly.¹⁷

Greenwashing not only negatively impacts consumers who feel deceived but also harms producers who genuinely adhere to ecolabel standards. These false claims can undermine consumer trust in ecolabels in general and weaken the competitiveness of products that genuinely meet environmental standards. The implementation of regulations related to false ecolabel claims in Indonesian consumer protection law requires in-depth analysis, especially in relation to the greenwashing phenomenon. Greenwashing, referring to the practice where companies falsely claim environmental benefits of their products, has become a significant problem in the environmentally friendly industry. In Indonesia, although consumer protection regulations exist, their effectiveness in addressing false ecolabel claims remains a challenge.

¹⁶ Proi M et al., "The Role of Eco-Labels in Making Environmentally Friendly Choices: An Eye-Tracking Study on Aquaculture Products with Italian Consumers," *Sustainability* 15, no. 5 (2023): 4659, <https://doi.org/https://doi.org/10.3390/su15054659>.

¹⁷ F. Iraldo, R. Griesshammer, and W Kahlenborn, "The Future of Ecolabels," *Int J Life Cycle Assess* 25 (2020): 833-839, <https://doi.org/https://doi.org/10.1007/s11367-020-01741-9>.

Law No. 8 of 1999 on Consumer Protection (UUPK) is the main legal basis governing consumer rights in Indonesia. The UUPK provides protection for consumers against unfair and misleading business practices, including false claims. In the context of ecolabels, UUPK should protect consumers from products that do not meet the environmental standards claimed. However, in practice, law enforcement related to false ecolabel claims remains weak.

One of the main issues in implementing this regulation is the lack of effective oversight. The Indonesian government¹⁸ does not yet have strong mechanisms to monitor and take action against companies found guilty of greenwashing. The National Agency of Drug and Food Control (BPOM) and the Ministry of Environment and Forestry (KLHK) do have the authority to monitor products circulating in the market, but their resources and capabilities are limited. As a result, many companies are still able to evade oversight and continue to market products with false ecolabel claims.

Furthermore, there are gaps in existing regulations. While the UUPK includes a prohibition against misleading advertisements and information, it does not specifically regulate ecolabels. More detailed and specific regulations related to ecolabels and environmental standards are needed to strengthen consumer protection. Currently, ecolabels in Indonesia do not have uniform and widely accepted standards, making them vulnerable to misuse.

The greenwashing phenomenon¹⁹ exacerbates this situation. Companies that engage in greenwashing exploit loopholes in regulations and the lack of oversight to claim their products are environmentally friendly. They use fake labels and certifications, creating the impression that these products meet strict environmental standards, when in fact, they do not. Consumers who lack sufficient information or are not well-educated on the matter become victims of this practice.

Consumer education is a key element in addressing this issue. Well-educated consumers will be more critical in evaluating environmental claims made by companies. They will be better able to distinguish between genuine and fake ecolabels and be more cautious in choosing products. The government and non-governmental organizations (NGOs) need to enhance public education efforts on ecolabels and greenwashing. Campaigns that disseminate information about legitimate ecolabel standards and how to verify them will be instrumental in raising consumer awareness.

¹⁸ S. Muslimah and E. Latifah, "Perdagangan Internasional dan Perlindungan Lingkungan Hidup: Sebuah 'Trade-Off' Pada Sistem Wto Yang Memerlukan Penyelesaian," *Jurnal Bina Mulia Hukum* 6, no. 2 (2022): 273–94, <https://doi.org/https://doi.org/10.23920/jbmh.v6i2.689>.

¹⁹ Ni Putu Susiari and Gede Suparna, "Greenwashing: Konsekuensinya Pada Konsumen (Studi Kasus Pada Coca-Cola Dengan Kemasan Plant Bottle)," *E-Jurnal Manajemen Unud* 5, no. 8 (2016).

In addition to education, technology can be utilized to strengthen oversight and transparency. Blockchain technology, for instance, can be used to track product supply chains transparently and accurately. With blockchain-based applications, consumers can verify the origins and production processes of a product and ensure that the ecolabel claims made by companies are legitimate. This technology could be an effective tool in combating greenwashing and ensuring that only genuinely environmentally friendly products receive ecolabels.

Collaboration between various stakeholders is also crucial in addressing this issue. The government, certification bodies, NGOs, and the public must work together to monitor and act against companies that make false ecolabel claims. The government needs to strengthen regulations and oversight mechanisms, while certification bodies must ensure that the ecolabels they issue meet strict environmental standards. NGOs can play a role in monitoring company practices in the field and reporting their findings to the relevant authorities. The public should also be involved in this oversight, by providing channels for them to report false claims they encounter.

However, the biggest challenge in implementing this regulation is the harmonization of ecolabel standards. Currently, there are various types of ecolabels with different standards and criteria. This can confuse consumers and create opportunities for companies to manipulate their claims.²⁰ A clear and transparent harmonization of ecolabel standards is needed so that consumers can easily understand and differentiate between genuinely environmentally friendly products and those that are not. This will also help producers to be more consistent in implementing sustainability practices.

In the international context, Indonesia also needs to learn from other countries that have successfully implemented regulations related to ecolabels effectively. The European Union, for example, has a strict ecolabel system and robust monitoring mechanisms. There, companies found guilty of greenwashing can face severe penalties, including hefty fines and the revocation of business licenses. Experiences from other countries show that with the right regulations and effective oversight mechanisms, greenwashing practices can be minimized, and consumer trust in ecolabels can be restored.

In addition to learning from international best practices, Indonesia also needs to develop solutions tailored to the local context. The Indonesian community has unique characteristics and preferences, so the approach used must be adapted to local conditions. For instance, educational campaigns about ecolabels can be conducted through social media and digital platforms that are popular among Indonesians. The

²⁰ Chia Yen Yang et al., "Corporate Good Deed and Service Failure: Does Being Good Lead to Forgiveness?," *Journal of Hospitality Marketing & Management*, n.d., 1-31.

government can also collaborate with community leaders and influencers to spread information about ecolabels and the importance of choosing environmentally friendly products.

From a law enforcement perspective, there needs to be an increase in capacity and resources for agencies responsible for overseeing ecolabel claims. BPOM and KLHK must be given adequate support to carry out their duties effectively. This includes increased funding, training for personnel, and the development of more advanced monitoring systems. With sufficient support, these agencies can more effectively monitor and take action against companies engaging in greenwashing.

Additionally, there needs to be an easily accessible complaint mechanism for consumers. Consumers who feel harmed by false ecolabel claims²¹ should be able to easily report their cases and receive fair resolution. This complaint mechanism must be transparent and accountable, with clear procedures and quick resolution times. Consumers should feel that their rights are protected and that they have a place to seek justice.

In conclusion, the implementation of regulations related to false ecolabel claims in Indonesian consumer protection law still faces many challenges. The lack of effective oversight, regulatory gaps, and low consumer awareness are some of the main issues that need to be addressed. The greenwashing phenomenon²² exacerbates this situation, threatening consumers' right to accurate and fair information about the products they purchase. However, through joint efforts between the government, certification bodies, NGOs, and the public, these challenges can be overcome. Consumer education,²³ the use of technology, harmonization of ecolabel standards, and the enhancement of law enforcement capacity are important steps that need to be taken to ensure that only genuinely environmentally friendly products receive ecolabels. In this way, we can create a fair and transparent market and support broader environmental preservation efforts.

Challenges in Implementing Consumer Protection Against False Ecolabel Claims

The implementation of consumer protection laws regarding false ecolabel claims in Indonesia faces various complex challenges. The phenomenon of greenwashing has

²¹ S. Baumeister and T. Onkila, "An Eco-Label for the Airline Industry?," *Journal of Cleaner Production* 142 (2017): 1368–1376, <https://doi.org/https://doi.org/10.1016/j.jclepro.2016.11.170>.

²² H. Chen, S. Bernard, and I Rahman, "Greenwashing in Hotels: A Structural Model of Trust and Behavioral Intentions," *Journal of Cleaner Production* 206 (2019): 326–335, <https://doi.org/https://doi.org/10.1016/j.jclepro.2018.09.168>.

²³ B.-K. Cho, J.-Y. Park, and Y.-K. Lee, "Do Green Practices and Green Image Promote Consumers' Participation in Social Network Sites (SNS)?," *Journal of Hospitality Marketing & Management* 32, no. 5 (2023): 631–648, <https://doi.org/https://doi.org/10.1080/19368623.2023.2191595>.

become increasingly prevalent alongside the rising environmental awareness and demand for eco-friendly products. In this context, the key challenges include weak enforcement, lack of consumer education, regulatory gaps, and limited legal capacity. Addressing these challenges requires a holistic approach that involves all stakeholders.

One of the main challenges is the weak enforcement of consumer protection laws. Effective enforcement is crucial in ensuring compliance with ecolabel standards. In Indonesia, the monitoring of false ecolabel claims is still very limited. The Ministry of Environment and Forestry (KLHK) and the National Agency of Drug and Food Control (BPOM) are the bodies responsible for overseeing the products circulating in the market. However, these agencies often lack the resources and capacity to monitor all products effectively. The lack of stringent enforcement allows companies to make false claims about the environmental benefits of their products without fearing legal consequences. Moreover, poor coordination between the relevant agencies exacerbates the situation, creating overlaps and loopholes that greenwashing companies can exploit.

Another challenge is the lack of consumer education.²⁴ Consumer awareness²⁵ is critical for building the ability to critically evaluate environmental claims made by companies. Unfortunately, many consumers in Indonesia still lack a full understanding of what ecolabels represent and how to verify their authenticity. This makes them vulnerable to greenwashing practices. Educated consumers would be more capable of distinguishing between legitimate and misleading environmental claims.²⁶ However, efforts to educate the public by the government and non-governmental organizations (NGOs) remain limited. Current educational campaigns often fail to reach all segments of society, particularly those in remote areas.

There is also a significant regulatory gap when it comes to ecolabel claims. Existing laws, such as the 1999 Consumer Protection Law (UUPK), regulate misleading advertisements and information²⁷ but do not specifically address ecolabels. Additionally, there is no widely recognized standard for ecolabeling in Indonesia, making it difficult for companies to adhere to clear guidelines. This gap in regulation complicates legal enforcement, as there is no clear reference for what standards

²⁴ G. Prakash et al., "Do Altruistic and Egoistic Values Influence Consumers' Attitudes and Purchase Intentions towards Eco-Friendly Packaged Products? An Empirical Investigation," *Journal of Retailing and Consumer Services* 50 (2019): 163–169, <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.05.011>.

²⁵ Susilowati S Dajaan, *Hukum Perlindungan Konsumen* (Tangerang Selatan: Universitas Terbuka, 2016).

²⁶ K. M. R. Taufique, A. Vocino, and M. J. Polonsky, "The Influence of Eco-Label Knowledge and Trust on pro-Environmental Consumer Behaviour in an Emerging Market," *Journal of Strategic Marketing* 25, no. 7 (2017): 511–529, <https://doi.org/https://doi.org/10.1080/0965254X.2016.1240219>.

²⁷ D. Yuanitasari, H. Kusmayanti, and A. Suwandono, "A Comparison Study of Strict Liability Principles Implementation for the Product Liability within Indonesian Consumer Protection Law between Indonesia and United States of America Law," *Cogent Social Sciences* 9, no. 2 (2023), <https://doi.org/https://doi.org/10.1080/23311886.2023.2246748>.

companies must meet when claiming their products are environmentally friendly. Consequently, businesses can easily manipulate their environmental claims without fear of facing penalties.

Another significant obstacle is the limited capacity of law enforcement. Officers responsible for enforcing consumer protection laws often lack the necessary resources, training, and support to take action against companies found guilty of greenwashing.²⁸ The lengthy and bureaucratic legal processes further hinder effective enforcement. This issue is compounded by the low awareness among law enforcement officers about the importance of ecolabel and greenwashing issues. Many cases go unaddressed or result in lenient punishments, failing to deter future offenses.

Addressing these challenges requires a holistic approach involving various stakeholders, including the government, certification bodies, NGOs, and the general public. One solution is to strengthen monitoring capacities. The government should allocate adequate resources and provide training for monitoring officers. The KLHK and BPOM need sufficient support to oversee the products circulating in the market effectively. The use of technologies like blockchain could also help reinforce monitoring efforts. Blockchain technology enables transparent tracking of product supply chains, making it easier to verify ecolabel claims.

In addition, improving coordination between relevant agencies is essential to prevent overlaps and loopholes in the monitoring system. Establishing a dedicated task force to monitor ecolabel claims²⁹ and handle greenwashing cases could be an effective measure.

Another critical step is to enhance consumer education. Consumer education³⁰ efforts need to be expanded and strengthened to reach all segments of society. The government and NGOs must collaborate to launch comprehensive educational campaigns about ecolabels and greenwashing. These campaigns should utilize various media platforms, including social media, television, radio, and digital platforms, to reach a broader audience. Ecolabel education could also be integrated into school curricula to equip future generations with knowledge about sustainability and the importance of choosing eco-friendly products. Moreover, training programs for consumers on how to verify ecolabel claims and identify greenwashing tactics are essential.

²⁸ V. Griskevicius, J. Tybur, and B. Van Den Bergh, "Going Green to Be Seen: Status, Reputation and Conspicuous Conservation," *Journal of Personality and Social Psychology* 98, no. 3 (2010): 392–404.

²⁹ M. R. Hidayah, D. Sugandini, and Wisnalmawati, "Mediasi Sikap Konsumen Pada Pengaruh Green Product, Green Advertising, Green Brand Trust Terhadap Keputusan Pembelian Produk Makanan Organik," *Jurnal Manajemen Dan Inovasi (MANOVA)* 5, no. 2 (2022): 46–62, <https://doi.org/10.15642/manova.v5i2.841>.

³⁰ J. Kaenzig and R. Wüstenhagen, "The Effect of Life Cycle Cost Information on Consumer Investment Decisions Regarding Eco-Innovation," *Journal of Industrial Ecology* 14, no. 1 (2010): 121–36.

Harmonizing ecolabel standards is also crucial. The government should collaborate with certification bodies and industry players to develop a unified and widely recognized ecolabel standard. Such standardization would make it easier for consumers to understand and differentiate between truly eco-friendly products and those that are not. Clear and transparent standards would also facilitate law enforcement actions against companies that make false claims.³¹ Certification bodies must ensure that the ecolabels they issue adhere to strict environmental standards and are not easily manipulated.

Additionally, law enforcement capacity must be improved. Law enforcement officers need to receive adequate training and support to handle greenwashing cases effectively. The government should ensure that quick and efficient legal processes are in place for these cases. Moreover, harsher penalties should be imposed on companies found guilty of making false claims to create a stronger deterrent effect. An accessible and transparent complaint mechanism for consumers is also essential. Consumers should be able to easily report³² false claims they encounter and receive fair resolution. The government could establish a dedicated complaints center to handle cases related to ecolabel and greenwashing.

Collaboration on an international level could also help address the issue of greenwashing. Indonesia can learn from other countries that have successfully tackled greenwashing through effective regulation and robust monitoring mechanisms. For example, the European Union has a strict ecolabel system and comprehensive monitoring mechanisms. International cooperation could help Indonesia develop better regulations and standards. Additionally, international collaboration could enhance monitoring capacity through the exchange of information and technology. Indonesia could work with other countries to build more sophisticated and effective monitoring systems.

Finally, raising awareness among law enforcement³³ officers about the importance of ecolabel and greenwashing issues is crucial. Specialized training for law enforcement on the negative impacts of greenwashing³⁴ and how to address it can help improve

³¹ Gilles Grolleau, Naoufel Mzoughi Lisette Ibanez, and Mario F. Teisl, "Helping Eco-Labels to Fulfil Their Promises," *Climate Policy* 16, no. 6 (2016): 792–902, <https://doi.org/ff10.1080/14693062.2015.1033675ffhal-01506395>.

³² R Horne, "Limits to Labels: The Role of Eco-Labels in the Assessment of Product Sustainability and Routes to Sustainable Consumption," *International Journal of Consumer Studies* 33 (2009): 175–82.

³³ J Thøgersen, "Psychological Determinants of Paying Attention to Eco-Labels in Purchase Decisions: Model Development and Multinational Validation," *Journal of Consumer Policy* 23 (2000): 285–313.

³⁴ G. Li et al., "How Do Environmental Values Impact Green Product Purchase Intention? The Moderating Role of Green Trust," *Environmental Science and Pollution Research* 28, no. 33 (2021): 46020–46034, <https://doi.org/https://doi.org/10.1007/s11356-021-13946-y>.

enforcement effectiveness.³⁵ Internal monitoring and regular audits can ensure that law enforcement officers carry out their duties appropriately and prevent corrupt practices or abuse of authority. In conclusion, tackling the challenges related to implementing consumer protection laws against false ecolabel claims in Indonesia requires a comprehensive, multi-stakeholder approach. By improving monitoring, consumer education, regulatory harmonization, law enforcement capacity, and international cooperation, Indonesia can create a fair and transparent market that supports broader environmental sustainability efforts.

CONCLUSION

An analysis shows that regulations related to false ecolabel claims in Indonesia's consumer protection laws are still inadequate. Weak oversight, minimal consumer education, regulatory gaps, and limited law enforcement capacity are the main barriers to preventing greenwashing practices. As a result, consumers often end up purchasing products that do not align with the eco-friendly claims provided. To address these challenges, collaborative efforts between the government, certification bodies, NGOs, and society are needed. Comprehensive consumer education and the harmonization of ecolabel standards are key to building awareness and critical consumer skills. Additionally, enhancing oversight and law enforcement capacity, supported by technology and international collaboration, is essential. The government and NGOs should launch intensive and widespread educational campaigns about ecolabels and greenwashing. This education should cover how to verify ecolabel claims, recognize the signs of greenwashing, and reach all segments of society through various media, including social media, television, and schools. The government needs to work together with certification bodies and industry players to develop unified and widely recognized ecolabel standards. Clear and transparent standards will help consumers assess the validity of ecolabel claims and aid law enforcement in taking action against companies making false claims.

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