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Article Title

Assessing Consumer Protection in Indonesia's Cooking Oil Market: Lessons from the Minyakita Case

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ABSTRACT

The Minyakita case in Indonesia highlights the vulnerable position of consumers vis-à-vis business actors, particularly concerning the accuracy and reliability of product labeling. This issue underscores the ongoing risks consumers face in accessing goods conforming to package labels' quality and standards. This research aims to analyze legal violations in the Minyakita case, specifically those related to misleading or non-compliant labeling practices, and to examine systemic weaknesses in the regulatory oversight of cooking oil distribution in the Indonesian market. Furthermore, this study compares Indonesia's regulatory framework with Japan's, especially regarding product labeling standards and the oversight of essential goods. The research explores loopholes and law enforcement challenges within Indonesia's existing consumer protection framework, particularly concerning using state-owned brands and distributing public goods. It also presents a comparative analysis of Japan's consumer protection regime, highlighting Japan's stronger institutional oversight, crisis response mechanisms, and market discipline. Findings indicate that although Indonesia has a comprehensive legal foundation for consumer protection, its regulatory enforcement and institutional coordination remain weak. This research concludes by offering five policy recommendations to enhance transparency, public accountability, and consumer empowerment, fostering a fairer and more resilient essential commodities distribution system.

Keywords: Consumer Issues; Consumer Protection; Minyakita.

INTRODUCTION

In a classic *laissez-faire* market system, the principle of *caveat emptor* (let the buyer beware) (Black, 1887; Buchanan, 1970; Jaffe, 2003) has traditionally been applied to protect and encourage the growth of nascent industries. This principle implies that buyers bear the risk in a transaction; they are responsible for conducting due diligence and asking necessary questions before purchasing, while sellers are not liable for defects or issues discovered post-sale (Kagan, 2025). However, such an approach presumes that consumers possess an equal bargaining position and adequate awareness and prudence (Directorate, 2024).¹ Consumers who are underinformed and vulnerable face a higher risk of suffering losses. In this context, the law protects consumers from exploitative practices by business actors in selling goods and/or services (Hamid, 2017; Barkatullah, 2019; Tobing, 2019).

Recognizing this urgency, Indonesia enacted Law Number 8 of 1999, which governs the rights and obligations of consumers and business actors, as well as prohibitions imposed upon business actors. The primary objectives of this law are to enhance the dignity and standing of consumers, improve consumer awareness, knowledge, concern, capability, and independence, and foster a responsible business culture (Nawi, 2018). Nevertheless, as the adage suggests, 'no ivory is without cracks'; consumer detriment continues due to irresponsible business practices and consumer negligence.

¹The Consumer Empowerment Index in Indonesia reflects the level of consumer awareness and assertiveness in exercising their rights. From 2021 to 2023, the scores for this index were 50.39 in 2021, 53.23 in 2022, and 57.04 in 2023.

In early 2025, discourse regarding consumer vulnerability in the domestic market resurfaced sharply, triggered by the exposure of the Minyakita case. The case revealed a discrepancy between the volume information stated on the label of the packaged cooking oil product and its actual content. Minyakita, a branded cooking oil product, was labeled as containing one liter; however, investigations found that the actual volume ranged from only 750 to 850 milliliters (BBC, 2025). Consequently, on March 9, 2025, the Directorate of Special Economic Crimes (*Dittipideksus*) of the Indonesian National Police's Criminal Investigation Agency (*Bareskrim Polri*) confiscated 10,560 liters of cooking oil during a raid on the PT Aya Rasa Nabati factory in Depok (Putra, 2025). This company was alleged to have been reducing the net content of its cooking oil packages since February 2025, with production between 400 to 800 cartons per day.

Besides PT Aya Rasa Nabati, several other entities, including CV Rabani Bersaudara (Tangerang), PT Artha Global (Depok), and the UMKM Producers Cooperative (Kudus), were also alleged to have violated Law Number 8 of 1999 (Yanuar, 2025). Strikingly, the Ministry of Trade reported on March 13, 2025, that 66 companies were involved in similar violations (Fika, 2025a). According to the Ministry, consumer losses were estimated at approximately IDR 3,140 per liter due to an average volume reduction of 20 percent from Minyakita's total monthly production of 49,209 tons (Yanuar, 2025).

The violations in the Minyakita case directly contravene the fundamental provisions in Article 8 section (1) points (a) to (c) of Law Number 8 of 1999, which explicitly prohibit business actors from producing and/or trading goods and/or services that do not meet the required standards; do not conform to the net weight, net content, or netto; and do not match the actual measure, dosage, weight, and count according to the actual dimensions. Beyond the issue of volume discrepancy, the Minyakita case was also characterized by the sale of products above the government-stipulated Maximum Retail Price (MRP), where in January 2025, the average market price reached IDR 17,389 per liter (Puspadini, 2025), exceeding the MRP of IDR 15,700 per liter (Rizky, 2025b). This situation indicates the complexity of the violations, involving both quantity and aspects of price compliance.

Ironically, Minyakita is a state-owned brand managed by the Ministry of Trade. The launch of this product, in essence, had noble objectives: to ensure the accessibility and affordability of cooking oil for the general public, particularly in eastern Indonesia, and to ensure product availability by the government-set MRP (Arfiansyah & Hardiyanto, 2022; Prayudhia, 2025). The failure to maintain the integrity of Minyakita's product and pricing, notably a government program, raises serious questions regarding the effectiveness of internal oversight and consumer protection mechanisms, even for products directly controlled by the state. Legal protection for cooking oil consumers

effectively relies not only on Law Number 8 of 1999 but is also reinforced by various other sectoral regulations governing product standards and trade governance.

The phenomenon of non-compliance with packaged food product labeling standards is not a new issue in Indonesia. [Susanty \(2019\)](#) asserts that many packaged food products circulating in the Pekanbaru City market still do not meet the labeling requirements stipulated by Law Number 8 of 1999 and other applicable laws and regulations. This research identified a lack of understanding among business actors regarding labeling obligations and weaknesses in government guidance and supervision as contributing factors to the ineffective implementation of food product labeling. These findings provide context that the labeling issue is persistent and systemic.

Similarly, [Purwanta et al. \(2021\)](#) state that business actors can be held legally accountable for discrepancies between the product and its label and may be subject to sanctions if consumer detriment results. This study also compiled several case precedents in Indonesia where business actors failed to comply with labeling obligations. In this regard, cases such as the Borax meatball case (1990), the Surakarta children's food case (2007), the West Jakarta expired food case (2018), and the Yogyakarta expired libel case (2019) demonstrate that violations related to product information have repeatedly occurred in various forms.

More specifically, concerning the accuracy of net weight, [Merah and Hutabarat \(2022\)](#), in their research on legal protection for marketplace consumers, argue that business operators have an absolute responsibility to accurately state the net weight on the label. According to them, this obligation has been comprehensively regulated in various legal instruments, including Article 22 of Law Number 2 of 1981², Article 8 section (1) of Law Number 8 of 1999, Law Number 18 of 2012³, Government Regulation Number 69 of 1999, and FDA Regulation Number 31 of 2018⁴. Reference to these various legal bases affirms that normative standards regarding the accuracy of product quantity have indeed been available.

Thus, the Minyakita incident, which emerged in March 2025, revealed empirical problems in the form of blatant legal violations by several business actors. It fundamentally exposed systemic failures in market surveillance mechanisms and persistent normative weaknesses within the consumer protection legal framework in Indonesia's cooking oil sector. This case is a tangible representation of consumer helplessness in the face of irresponsible business practices. It simultaneously

²Law Number 2 of 1981, as amended by Article 47 of Government Regulation in Lieu of Law Number 2 of 2022.

³Law Number 18 of 2012, as amended several times, lastly by Article 622 section (1) point aa junto section (19) of Law Number 1 of 2023.

⁴FDA Regulation Number 31 of 2018, as amended several times, lastly by FDA Regulation Number 6 of 2024.

highlights the urgent need to critically evaluate the effectiveness of existing legal and institutional consumer protection instruments.

Based on this complex and multidimensional background, this research has several objectives. *First*, to comprehensively analyze the forms of legal violations and consumer-detrimental practices in the Minyakita case, particularly those related to consumer rights to accurate product information (such as volume conformity). *Second*, this research aims to critically identify and analyze normative weaknesses and potential systemic failures within Indonesia's legal framework and consumer protection oversight mechanisms, mainly as reflected and revealed through the Minyakita case study in the cooking oil market sector.

METHOD

This research employs a doctrinal legal research method known as normative legal research (Qamar & Rezah, 2020; Negara, 2023). Normative legal research fundamentally examines law as a set of rules or principles recognized within society, which serve as guidelines for individual conduct. This research relies entirely on library or secondary data sources (Soekanto & Mamudji, 2010; Christiani, 2016; Wibowo, 2021). This study applies a statute, comparative, and case approaches (Rizkia & Fardiansyah, 2023). Primary legal materials include statutory regulations about consumer rights, particularly Law Number 8 of 1999, along with other legislative instruments governing food labeling, food safety, and their implementing or derivative regulations. Secondary legal materials include books, reports, mass media publications, and scholarly articles. All primary and secondary legal materials collected are analyzed qualitatively using a descriptive-analytical approach (Irwansyah, 2020).

RESULTS AND DISCUSSION

A. Historical and Regulatory Context of the Minyakita Brand

Several mass media outlets reported that Minyakita is a packaged cooking oil product relaunched by the Ministry of Trade in July 2022 (Chaniago & Widyanti, 2025; Firman, 2025; Miftahudin, 2025). The product's launch was seen as a new hope in the government's efforts to ensure public access to affordable cooking oil that meets safety and quality standards (Miftahudin, 2025).

Minyakita is part of a government initiative to distribute cooking oil derived from the Domestic Market Obligation (DMO) allocation in a simple packaged format. The government set a national Maximum Retail Price (MRP) for Minyakita to stabilize cooking oil prices. This initiative was intended to transform bulk cooking oil into a product that is more easily absorbed by the market by packaging it simply and making it accessible.

The primary targets for this product included low to middle-income consumers and micro-business actors. However, in March 2023, the Minister of Trade acknowledged that Minyakita's distribution was mistargeted. The product was more commonly found in modern retail outlets and online marketplaces, leading to a significant supply decrease in traditional markets. Concurrently, this phenomenon also reflected Minyakita's popularity and the high demand for the product, which is on par with other branded cooking oils.



Figure 1. Minyakita Trademark (DGIP, 2009)

However, a more in-depth investigation into the brand's juridical status, as recorded in the Intellectual Property Database, Directorate General of Intellectual Property, Ministry of Law and Human Rights, reveals that the Minyakita trademark was officially registered under Registration Number IDM000203152 dated May 11, 2009, in the name of the Directorate General of Domestic Trade of Department of Trade (DGIP, 2009). Thus, the Minyakita brand did not emerge in 2022 but has a more extended regulatory history as a government-owned trademark.

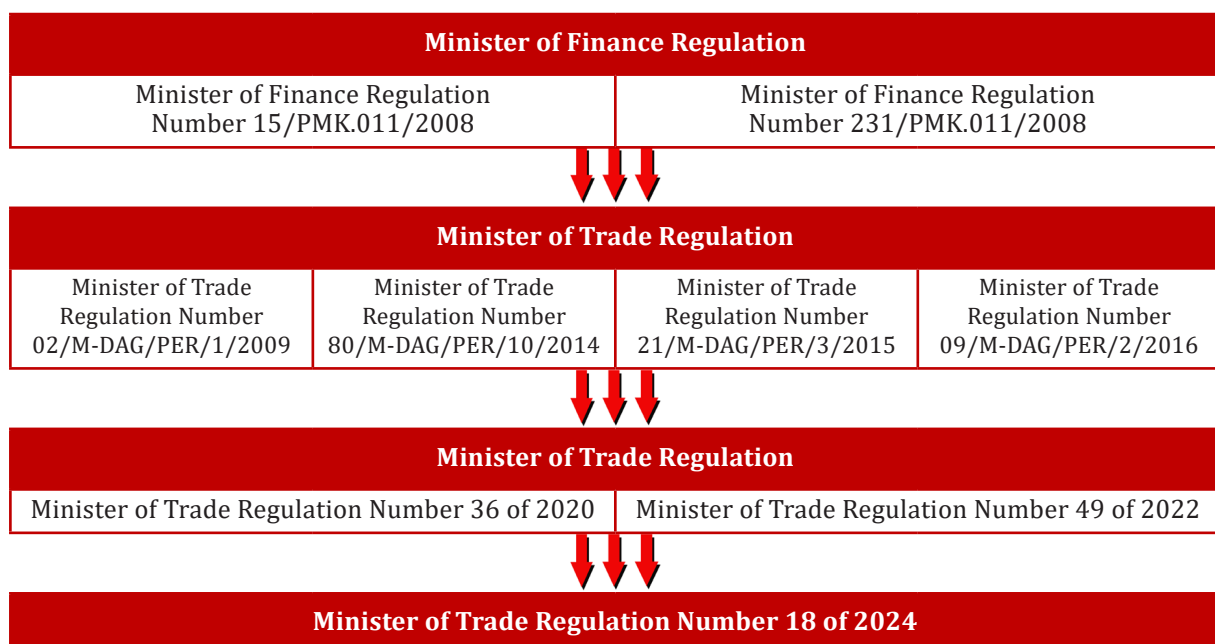


Figure 2. Legal Framework Diagram for the Minyakita Brand

The journey of Minyakita began with the Ministerial Coordination Meeting on Strategic Food Policies—namely rice, sugar, cooking oil, and corn—held on December 9, 2008, by the Coordinating Ministry for Economic Affairs.⁵ The outcome of this meeting emphasized the need for the provision of Government-borne Value Added Tax (VAT) for the domestic delivery of bulk and simple packaged palm cooking oil, along with fiscal incentives.⁶ Subsequently, the government issued Minister of Finance Regulation Number 231/PMK.011/2008, which aligned with Minister of Finance Regulation Number 15/PMK.011/2008 concerning VAT arrangements for packaged cooking oil.

According to Article 1 of Minister of Finance Regulation Number 231/PMK.011/2008, the government bears the VAT on palm cooking oil's domestic sales by taxable entrepreneurs, with a budget ceiling of IDR 800 billion. Meanwhile, Article 2 of this Regulation affirms that Minyakita is a simple packaged palm cooking oil product owned by the government—specifically the Directorate General of Domestic Trade at the Ministry of Trade. Approved producers were permitted to use the Minyakita brand, provided they were registered with the Ministry. Furthermore, producers were exempted from VAT obligations. Consequently, the Government expected that setting an MRP for this product would stabilize market prices.

The Government enacted Minister of Trade Regulation Number 02/M-DAG/PER/1/2009 to support this initiative. This regulation stipulated that Minyakita products could only be produced by registered producers who complied with Ministry of Trade standards and possessed a distribution permit (MD number) from the Indonesian Food and Drug Authority (FDA). Article 4 of this Regulation emphasized that the unauthorized use or distribution of the Minyakita brand would be subject to sanctions under applicable law. The appendix to this regulation also details the packaging design and specifications, requiring a pillow-pack format using mono-layer polyethylene plastic. However, this regulation has not yet defined labeling specifications or net weight.

In 2014, the Government introduced a stricter regime through Minister of Trade Regulation Number 80/M-DAG/PER/10/2014⁷ to ensure the quality and hygiene of packaged cooking oil products. This regulation was based on the principle that staple food consumption must meet safety, quality, and nutritional standards. Articles 2 and 3 of this Regulation mandated all parties, including producers, packers, and business actors, to use food-grade packaging with safety information labels, including net weight/content or netto. Parties violating this

⁵Considering point (a) of Regulation of Minister of Finance Number 231/PMK.011/2008.

⁶Considering point (a) and point (b) of Regulation of Minister of Finance Number 231/PMK.011/2008.

⁷Minister of Trade Regulation Number 80/M-DAG/PER/10/2014, lastly by Minister of Trade Regulation Number 09/M-DAG/PER/2/2016.

regulation were subject to administrative sanctions in the form of business license revocation or product recall from circulation. Although it did not include more severe sanctions, such as fines, this regulation was more systematic and detailed than its predecessor.

Minister of Trade Regulation Number 36 of 2020⁸ introduced new elements, including a broader definition of simple packaged palm cooking oil as palm cooking oil sold in more economical packaging. Article 6 of this Regulation obliged producers and packers to supply said product to meet the needs of the community and small and medium enterprises. Unlike previous regulations, this regulation stated that using the Minyakita brand was optional but required prior approval from the Ministry of Trade.

Subsequently, Minister of Trade Regulation Number 49 of 2022 focused on the governance of the People's Cooking Oil Program, which included bulk and packaged (Minyakita) formats ([Gareta & Yunianto, 2022](#)). This regulation tightened distribution control through the Bulk Cooking Oil Information System (SIMIRAH), a digital system to ensure transparency in production and distribution.

Most recently, Minister of Trade Regulation Number 18 of 2024 further strengthened quality and safety measures. This regulation governs the entire supply chain—from producers, packers, first- and second-level distributors to state-owned enterprises in the food sector, retailers, and consumers. Article 2 of this Regulation prioritizes the distribution of packaged cooking oil. Meanwhile, Article 6 of this Regulation emphasizes that the use of the Minyakita trademark is specifically designated as part of the People's Cooking Oil Program under the Minister's supervision. The SIMIRAH system was also reaffirmed, with enhanced supervisory mechanisms. It should be noted that regulatory oversight is now a collaborative effort between the Minister of Trade and other relevant ministries/agencies at various government levels. In this regard, Article 24 section (3) of this Regulation stipulates that the multi-institutional supervisory team may include:

- a. Coordinating Ministry for Economic Affairs;
- b. Coordinating Ministry for Maritime Affairs and Investment;
- c. Attorney General's Office;
- d. Ministry of Trade;
- e. Ministry of Industry;
- f. Ministry of Agriculture;
- g. Financial and Development Supervisory Agency;
- h. Indonesian Food and Drug Authority;

⁸Minister of Trade Regulation Number 36 of 2020, as amended by Minister of Trade Regulation Number 72 of 2021.

- i. National Food Agency;
- j. Food Task Force of the Indonesian National Police;
- k. Provincial and/or Regency/City Government Agencies; and
- l. Other relevant ministries/agencies.

The description above confirms that Minyakita is a government-owned trademark regulated under ministerial-level legal instruments. However, its status as a state-controlled brand did not prevent violations that could harm consumers.

B. Legal Violations and Consumer Detriment in the Minyakita Case

As a government-owned cooking oil brand, Minyakita has been repeatedly implicated in various legal issues. Numerous problems related to Minyakita have been identified over several periods, indicating diverse patterns of violations. Nevertheless, its competitive price indicates strong consumer demand for cooking oil.

In 2022, one of the initial issues that emerged was the sale of Minyakita on various e-commerce platforms at prices reported to be up to twice the official Maximum Retail Price (MRP) (Sandi, 2022). Media investigations at the time revealed that this practice was carried out by several traders across Indonesia offering Minyakita through popular platforms such as Shopee, Tokopedia, and Lazada (Sandi, 2022; Puspita, 2025). This practice of selling above the MRP deviated from Minyakita's governance principles, stipulating that it should reach consumers directly and through traditional markets to maintain price stability and affordability.

Entering 2023, a series of violations with different *modi operandi* began to unfold. In February 2023, the Commission for the Supervision of Business Competition (*Komisi Pengawas Persaingan Usaha/KPPU*) discovered conditional sales practices through bundling schemes conducted by Minyakita retailers (Rizky, 2023; Achmad & Djumena, 2024; Puspita, 2025). Consumers were required to purchase other products, such as margarine, wheat flour, or premium packaged cooking oil, from the same producer, distributor, or retailer to obtain Minyakita (Heriani, 2023; Nasution & Puspaningtyas, 2023). These tying practices were found by the KPPU in almost all regions and resulted in the scarcity of Minyakita in the market. Responding to these findings, the Ministry of Trade issued a Circular Letter of the Director General of Domestic Trade Number 3 of 2023, which explicitly prohibited bundling practices, limited retail purchases to a maximum of 10 kilograms per person per day, and emphasized the obligation to comply with the MRP (Sari, 2023).

Still, in February 2023, the Ministry of Trade also uncovered a case of illegal repackaging of bulk cooking oil into Minyakita-branded bottles in Central Java, where the product was then sold at prices exceeding the MRP at that time, which was IDR 14,000 per liter (Puspita, 2025). During the same period, the Gorontalo Regional Police Food Task Force (*Satgas Pangan*) exposed the alleged misuse of Minyakita by a shop owner in Tapa District, Bone Bolango Regency. This individual repackaged Minyakita into used 600 ml and 1.5-liter beverage bottles, which were then sold in traditional markets at unilaterally increased prices (Azhar & Rusiana, 2023), contributing to the rise in cooking oil prices in the region.

Towards the end of 2024, counterfeiting and illegal packaging practices resurfaced. In November 2024, in Malang, East Java, two suspects were engaged in producing, packaging, and distributing bulk cooking oil filled into unbranded and counterfeit Minyakita bottles. The counterfeit product even displayed the CV Sinar Subuh Barokah Malang logo and counterfeit certification labels from the FDA. This fraudulent operation was estimated to generate monthly profits of up to IDR 400 million, and its products were distributed to Malang Raya, Sidoarjo, and surrounding areas (Werdiono, 2024). The suspects in this case were charged under Article 62 section (1) in conjunction with Article 8 of Law Number 8 of 1999 and Article 120 in conjunction with Article 53 section (1) point (b) of Law Number 3 of 2014⁹. A month later, in December 2024, the Ministry of Trade released a more comprehensive report, stating that 66 companies had been found committing various types of violations related to Minyakita, including errors in product labeling, selling products above the MRP, and operating businesses outside the appropriate Indonesian Standard Industrial Classification (Rizky, 2025a).

The culmination of issues related to Minyakita occurred in early 2025. Beginning on March 3, 2025, a video post on the TikTok platform by user @miepejuang went viral (Puspita, 2025). The post showed evidence that Minyakita packages labeled as one liter contained only about 0.75 liters after weighing. The public uproar resulting from this finding, also fueled by the hashtag #noviralnojustice, triggered a swift response from the Minister of Trade, who conducted unannounced inspections (*sidak*), leading to the sealing of several companies, one of which was PT NNI in Tangerang, Banten. This case directly impacted consumer trust and caused losses for end consumers, prompting various stakeholders to conduct further investigations.

Shortly thereafter, on March 7, 2025, regulators visited the warehouse of PT Artha Eka Global Asia (AEGA) and found that the company was selling Minyakita in 800 ml bottle packaging, not one liter as per the standard (Rizky, 2025a).

⁹Law Number 3 of 2014, as amended by Article 44 of Government Regulation in Lieu of Law Number 2 of 2022.

Furthermore, it was revealed that PT AEGA had sold licenses for the use of the Minyakita brand to two other companies located in Rajeg and Pasar Kemis for a fee of IDR 12 million per month, where both companies also committed similar violations by producing Minyakita in 800 ml packaging. During the same period, in response to the widespread issue, the Ombudsman of the Republic of Indonesia conducted a random audit of Minyakita circulation in six provinces: Jakarta, Banten, Bengkulu, Gorontalo, South Kalimantan, and West Sumatra (Fika, 2025b). The audit results showed that out of 65 samples taken, 24 were found to have less volume than stated on the label. Five business entities were even proven to have reduced product volume by between 30 and 270 milliliters per package (Fatika, 2025). In addition to findings regarding volume discrepancies, the Ombudsman also highlighted the continued practice of selling Minyakita at prices exceeding the upper limit set by the government (Pratama, 2025).

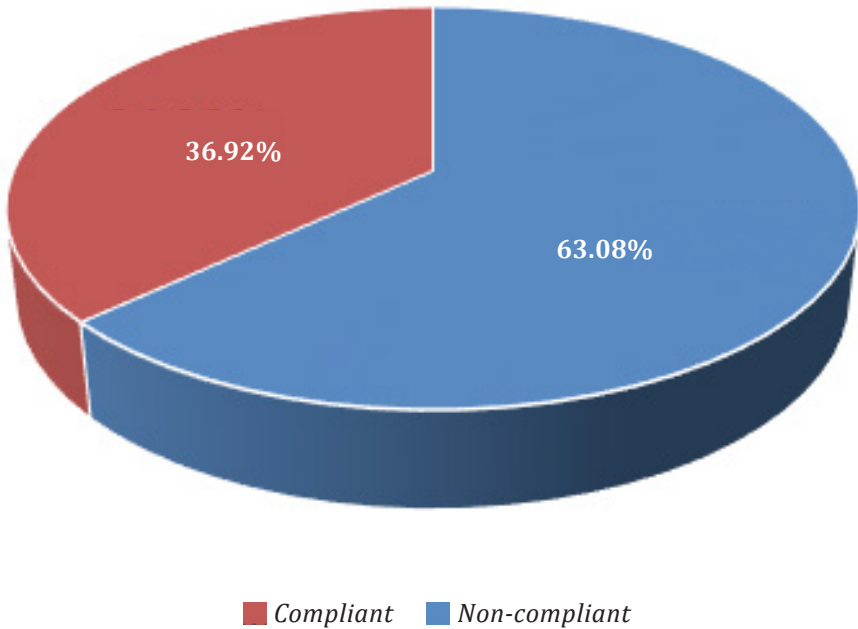


Figure 3. Diagram of the Random Audit Results by the Ombudsman of the Republic of Indonesia on Minyakita Volume (Fatika, 2025)

The various Minyakita cases described above clearly show that these incidents have the potential to significantly detriment consumers. These losses arise from regulatory weaknesses, including failures to ensure fair distribution, violations of MRP regulations, unauthorized digital sales, a lack of transparency and control in distribution channels, and infringements of consumer rights.

C. Regulatory Loopholes and Law Enforcement Challenges in Indonesia's Consumer Protection Framework

Although Indonesia possesses a legal framework meticulously designed to guarantee consumer protection, particularly concerning the conformity of

goods with the information stated on product labels, the emergent Minyakita case starkly reveals significant regulatory weaknesses. This phenomenon, especially as it involves a state-owned product, raises serious concerns about the effectiveness of law enforcement, not only for state-regulated products but also for other goods in the market. This irony underscores the urgency of conducting an in-depth evaluation of consumer protection implementation, with the Minyakita case serving as a crucial analytical starting point.

Law Number 2 of 1981 is a fundamental regulatory pillar in this context. This law aims to protect the public interest by ensuring measurement accuracy, creating legal certainty, and establishing orderliness in using units of measurement, measurement methods, and measuring instruments. Article 19 of this Law classifies various verification marks, such as official, void, guarantee, regional, and authorized officer marks as instruments of measurement legality (Megawati, 2016). Furthermore, Article 22 section (1) of this Law explicitly mandates that all pre-packaged goods circulated, sold, or exhibited must display concise, accurate, and transparent information on their packaging or label, specifically regarding:

- a. the name of the product in the package;
- b. the size, content, or net weight of the product using standard units;
- c. the quantity of goods in the package if sold by count.

Related to the issue of product volume discrepancies in the Minyakita case, Article 32 section (2) of Law Number 2 of 1981 stipulates criminal penalties of up to six months imprisonment and/or a maximum fine of IDR 500,000.00. This provision is relevant to the findings of the Sub-directorate of Industry and Trade, Directorate of Special Criminal Investigation, Metro Jaya Regional Police, in the investigation of Minyakita-related violations in Duri, Kosambi, Tangerang, involving CV Rabbani Bersaudara (Noviansah, 2025a). Moreover, Article 30 of this Law explicitly prohibits the sale or trade of goods in any form that provides a misleading representation regarding the actual volume, weight, or quantity. Concurrently, Article 31 of this Law prohibits the production, distribution, packaging, or storage for sale of pre-packaged goods whose net content deviates from the quantity stated on the label.

Another central legal instrument is Law Number 8 of 1999. In the context of the Minyakita case, violations of this law were confirmed by the Director General of Consumer Protection and Trade Compliance of the Ministry of Trade during a press conference on March 11, 2025, stating that PT Arya Rasa Nabati had violated provisions within this law (Revanda, 2025). Various provisions in this law are highly relevant to the practices that occurred, as summarized in Figure 4.

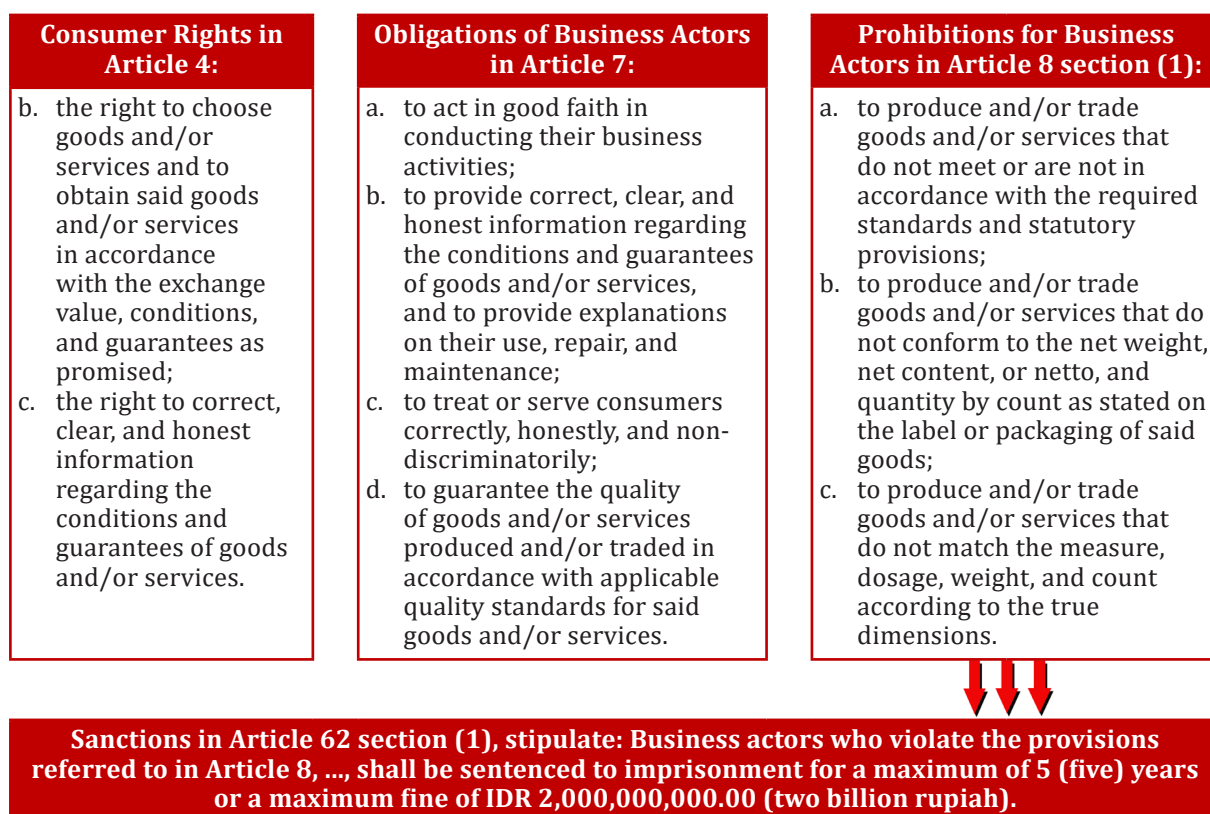


Figure 4. Diagram of Potential Violations of Law Number 8 of 1999 in the Minyakita Case

Consumer protection in the food sector is also reinforced by Law Number 18 of 2012. Article 89 of this Law explicitly prohibits the sale of food products that do not comply with the safety and quality standards on their packaging. Violations of this provision can incur various administrative sanctions, ranging from fines, temporary suspension of operations, mandatory producer recalls, and indemnity obligations to business license revocation. Furthermore, several other sectoral laws also regulate aspects related to fair standards and trade practices. In this instance, such actions violate Law Number 3 of 2014, Law Number 7 of 2014¹⁰, and Law Number 20 of 2014, which carry their respective sanctions, as summarized in Table 1.

Table 1. Violations of Law Number 3 of 2014, Law Number 7 of 2014, and Law Number 20 of 2014

Regulation	Sanctions
Article 60 section (1) of Law Number 3 of 2014: Administrative sanctions for the misuse of the Indonesian National Standard (SNI) mark on goods/services that do not meet the standard.	Written warning; administrative fine; temporary closure; suspension or revocation of license.

¹⁰Law Number 7 of 2014, as amended by Article 46 of Government Regulation in Lieu of Law Number 2 of 2022.

Regulation	Sanctions
Article 114 of Law Number 7 of 2014: Criminal sanctions for providers who trade services that do not meet mandatory Indonesian National Standard (SNI) or technical standards.	Imprisonment for up to 5 years and/or a fine of up to IDR 5 billion.
Article 22 section (1) and section (2) of Law Number 20 of 2014: Obligations and prohibitions related to the affixing of the Indonesian National Standard (SNI) mark.	Sanctions are regulated in Government Regulation Number 34 of 2018, including written warnings and enforcement of correct labeling.

Source: Primary Legal Materials (2025)

At the technical regulation level, Minister of Trade Regulation Number 18 of 2024 also plays a crucial role in governing Minyakita, including the imposition of administrative sanctions related to distribution obligations, reporting through the SIMIRAH system, compliance with retail prices, and brand use licensing. Details regarding potential violations and types of sanctions under this ministerial regulation are presented in Table 2.

Table 2. Violations of Minister of Trade Regulation Number 18 of 2024

Article Provisions	Sanctions Article	Types of Sanctions
Article 8 (1) Cooking oil producers are obliged to distribute People's Cooking Oil to First Distributors and/or State-Owned Enterprises in the Food Sector and are obliged to report shipments through the SIMIRAH system; and/or (2) First Distributors, State-Owned Enterprises in the Food Sector, and/or Second Distributors are obliged to distribute the received People's Cooking Oil down to the retailer level.	Article 25	Administrative sanctions in the form of written warnings up to 2 times within a period of 7 working days. If the warnings are not complied with, subsequent administrative sanctions may be imposed: a) Temporary cessation of People's Cooking Oil sales activities; b) Closure of People's Cooking Oil storage warehouses; c) Recall of People's Cooking Oil from circulation; and/or d) Recommendation for revocation of business license.
Article 10 section (1) and Article 18 section (1) and section (2), concerning the obligation to comply with the MRP and fulfillment of the DMO.	Article 26	
Article 19 section (1), concerning the obligation to obtain approval for the use of the Minyakita brand.	Article 27	

Source: Primary Legal Materials (2025 (2025)

Furthermore, compliance with labeling requirements, including quantity accuracy, also falls within the FDA's domain of authority. According to Article 71 of FDA Regulation Number 31 of 2018, administrative sanctions are stipulated for violations of labeling provisions, including the obligation for clear indication of net weight or net content. Consequently, a significant weakness identified in Minister of Trade Regulation Number 18 of 2024 and FDA Regulation Number 31 of 2018 is the absence of specific and explicit sanctions for discrepancies between the volume stated on the label and the actual net content of the product. These two regulations' primary focus is more on distribution governance aspects.

The fact that the Minyakita case involved business actors counterfeiting Indonesian National Standard (SNI) or FDA labels, as revealed in the case of PT NNI, which also operated without SIMIRAH registration, lacked a packaging permit, falsified distribution permit recommendations, and used non-DMO oil, further underscores the complexity of the problem (Noviansah, 2025b). The Minyakita case demonstrates that despite a relatively comprehensive legal framework and a state-owned product brand, business actors continue to exploit loopholes in the law enforcement system. It reflects a lack of effective product surveillance and weak regulatory supervision, highlighting the urgent need to strengthen comprehensive market surveillance mechanisms.

In seeking improvement models, a comparative perspective with practices in other countries can offer valuable lessons. For instance, through its Consumer Affairs Agency, which functions as a centralized authority, Japan effectively enforces the Act against Unjustifiable Premiums and Misleading Representations, with a strong focus on the accuracy of product labeling and the application of impactful sanctions. Japan's more centralized institutional structure has proven capable of facilitating quicker responses and fostering a higher level of compliance from business actors compared to Indonesia's system, which tends to be fragmented (Shimizu, 2003).

Furthermore, Japan also enforces several key consumer protection laws: the Food Labeling Act, Consumer Safety Act, Food Safety Basic Act, Consumer Contract Act, and the Product Liability Act. As a pioneer in functional foods since the 1980s, Japan established the Foods for Specified Health Uses (FOSHU) system in 1991. This system mandates that health claims undergo scientific evaluation conducted by the Pharmaceutical and Food Sanitation Council under the Ministry of Health, Labour, and Welfare (Lan & Sook, 1994; Shimizu, 2003).

Conversely, an analysis of the Minyakita case in Indonesia reveals various structural weaknesses that urgently require serious attention, as summarized in Figure 5. Some of these include dispersed and poorly coordinated law enforcement responsibilities among various institutions such as the Ministry of Trade, the National Consumer Protection Agency (BPKN), regional agencies, and other law enforcement apparatuses, often resulting in delays and inconsistencies in case handling. Additionally, weak digital market regulation leaves many loopholes for price gouging practices and the circulation of counterfeit products. The ineffective enforcement of MRP allows for widespread overpricing practices with minimal legal consequences for violators.

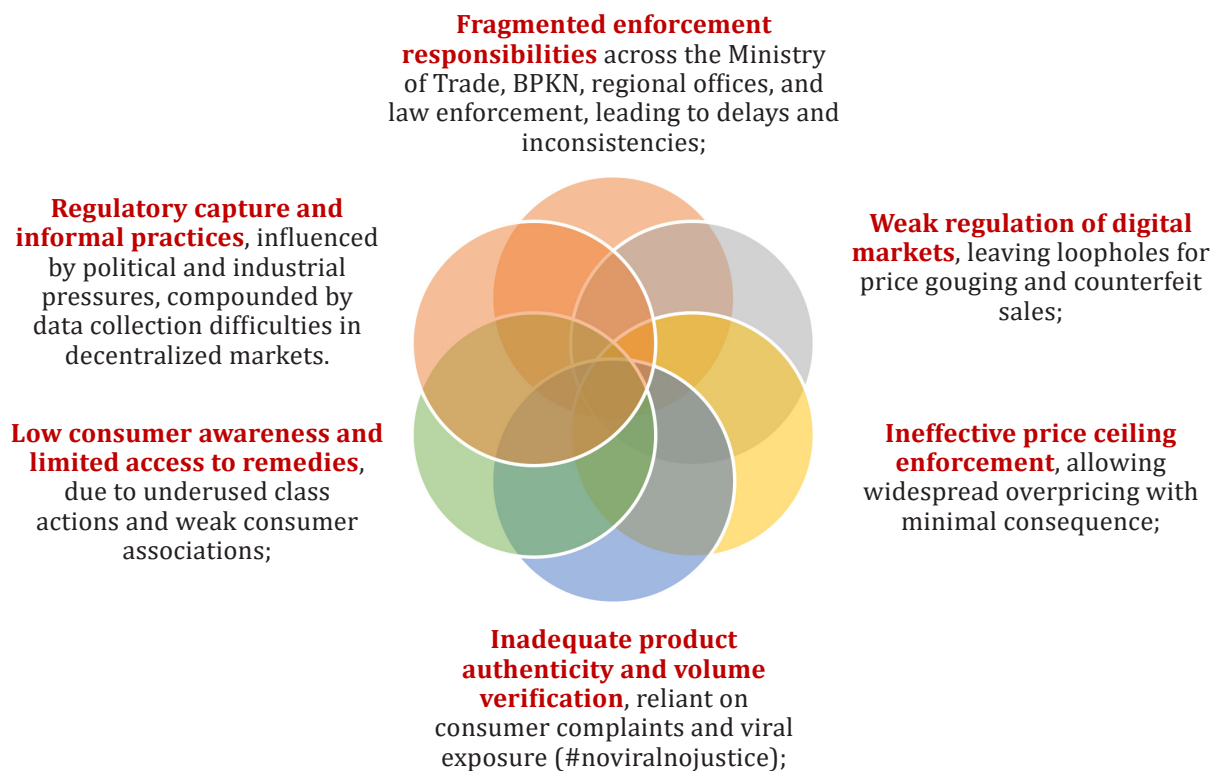


Figure 5. Diagram of Lessons from the Minyakita Case

Moreover, inadequate product authenticity and content volume verification systems, which rely heavily on consumer complaints or viral exposure on social media as reflected in the #noviralnojustice hashtag phenomenon, indicate system reactivity. A low level of consumer awareness of their rights and limited access to dispute resolution mechanisms or legal remedies, caused by the minimal use of class action lawsuit mechanisms and the weak role of consumer associations, further weakens consumers' bargaining position. The potential for regulatory capture and informal market practices, influenced by political pressure and industry interests and exacerbated by difficulties in data collection due to a decentralized market, further complicates practical law enforcement efforts.

In summary, it can be said that Indonesia's consumer protection framework, although normatively appearing quite comprehensive, remains more reactive than preventive at a practical level. The Minyakita case serves as an obvious illustration that the mere existence of legal norms is insufficient without the support of strong institutions, well-coordinated and unfragmented regulatory authorities, and effective law enforcement mechanisms with adequate deterrent effects. Therefore, strengthening institutional mandates, improving the quality and reach of digital surveillance, enhancing consumer access to justice, and undertaking institutional and digital regulatory reforms are urgent agendas for building a robust consumer protection regime capable of effectively addressing contemporary market challenges and dynamics.

CONCLUSIONS AND SUGGESTIONS

Based on the results and discussion, it can be concluded that the Minyakita case exemplifies a systemic failure in consumer protection despite the product being part of a state-sponsored program governed by strict regulations and state-owned trademark rights. This case revealed various legal violations, including unfair business practices such as bundling, infringements of consumer rights to accurate product information (e.g., discrepancies between actual volume and the amount stated on the label), and the misuse of production and distribution licenses. Although these issues are addressed in several legal instruments—namely Law Number 8 of 1999, Law Number 2 of 1981, Law Number 3 of 2014, Law Number 7 of 2014, Law Number 20 of 2014, as well as sectoral regulations issued by the Ministry of Trade and the FDA—weak law enforcement and inadequate inter-agency coordination, have allowed these violations to persist without early detection or effective sanctions. Furthermore, although Minyakita is a state-owned brand intended to serve public welfare objectives, its distribution and monitoring mechanisms lack transparency, thus leaving room for abuse and malpractice. It indicates a critical gap between the normative objectives of consumer protection, the effectiveness of the existing legal framework, and actual on-the-ground implementation—ultimately resulting in tangible losses for consumers.

Based on these conclusions, several suggestions are proposed to strengthen consumer protection. *First*, Reforming the Governance of State-Subsidized Products. The government must redesign the Minyakita governance model by ensuring transparency throughout the supply chain—from producer registration and distribution channels to final retail points. The SIMIRAH system must be expanded in scope to include real-time tracking and technology-based audit mechanisms. *Second*, Strengthening Oversight and Law Enforcement Functions. Inter-agency collaboration—particularly between the Ministry of Trade, the Indonesian National Police, the Food Task Force, the FDA, and the Ombudsman—must be optimized to shift from reactive oversight to proactive and systemic oversight. Additionally, administrative and criminal sanctions must be strictly enforced and publicly announced to deter future violations.

Third, Regulatory Harmonization and Technical Revisions. Sectoral regulations concerning packaging, labeling, and distribution standards must be revised to accommodate enforceable minimum consumer protection standards. Provisions regarding the indication of net volume must strictly adhere to the principles of legal metrology and be subject to periodic verification. *Fourth*, Public Education and Consumer Engagement. Consumers must be empowered through education regarding their rights and available channels for reporting violations. Community-based digital reporting mechanisms can serve as practical tools to bridge current gaps in regulatory oversight. *Fifth*, Periodic Evaluation of the Minyakita Program and Licensing Schemes. The government must conduct periodic performance-based evaluations of all business

entities licensed to produce or distribute Minyakita. These evaluations should be based on transparent criteria, and licenses should be revoked for non-compliance.

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