

Sponsorship Disclosure menurut Hukum Perlindungan Konsumen di Indonesia, Inggris, dan Amerika Serikat = Sponsorship Disclosure in Consumer Protection Law of Indonesia, United Kingdom, and United States of America

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Abstrak

Skripsi ini membahas tentang perbandingan pengaturan terhadap iklan testimoni yang semakin marak ditemukan di masyarakat. Iklan testimoni adalah salah satu perkembangan konsep sponsorship yang seharusnya disertakan dengan sponsorship disclosure oleh pelaku usaha dan pihak yang mengiklankan produk dan/atau jasa tersebut. Hal ini telah lama menjadi perhatian di Inggris, dan barubaru ini digaungkan di Amerika Serikat, namun belum banyak diperbincangkan di Indonesia. Skripsi ini membahas mengenai perbandingan penegakan kewajiban sponsorship disclosure di ketiga negara tersebut.

.....This thesis compares the different laws regarding testimonial advertising which occurs increasingly in society. Testimonial advertising is one of the developed concepts of sponsorship – which should have sponsorship disclosure attached to it by the Business and/or the endorser. This issue has long been a concern in the United Kingdom, and is recently talked about in the United States of America, but is still a foreign concept in Indonesia. This thesis investigates the comparison of enforcement of sponsorship disclosure in the three countries.