

ABSTRACT

This study aimed to determine the effectiveness of the consumer protection rules, and analyze the effectiveness of consumer protection rules in PT Indosat, Tbk. This study involved only independent variable alone. The independent variable used in this research was the theory of the effectiveness of the rules of Soerjono Soekanto (2008: 8) where to find effective or not a rule or law can be known through five (5) factors that influence it, namely: (1) Factors own law, which in in this study will be limited as the legislation and internal regulations such as rules of directors, the director's decision and ISO; (2) Factors law enforcement, namely the parties to form and apply the law; (3) Factor means or facilities to support the rule of law; (4) community factors, namely the environment in which the law is applicable or applied; and (5) the cultural factor, ie as a result of work, creativity and taste that are based on human initiative in social life. The method used in this research was descriptive analysis. Descriptive analysis showed that consumer protection regulations in PT. Indosat, Tbk has reached effectiveness because it has an average of 86.23% and are included in the category of "Very Good" in the continuum line.

Keywords: Effectiveness of regulations Soerjono Soekanto