

ABSTRAK

Makanan merupakan kebutuhan pokok manusia, dan keamanan pangan adalah hak konsumen yang dilindungi undang-undang. Peredaran makanan kadaluwarsa, termasuk di pasar modern Medan, menjadi perhatian serius karena dampaknya terhadap kesehatan. Penelitian ini memakai pendekatan Kualitatif deskriptif-kontekstual dan menyoroti tiga hal penting.

Penelitian ini bertujuan untuk mengkaji langkah-langkah hukum yang diambil oleh Badan Pengawas Obat dan Makanan (BPOM) dalam menghadapi kasus peredaran sembako kadaluwarsa di pasar modern Kota Medan. BPOM memiliki otoritas dalam menetapkan regulasi, melakukan pengawasan, serta menindak pelanggaran yang berkaitan dengan keamanan pangan. Landasan hukum yang digunakan mencakup Undang-Undang tentang Perlindungan Konsumen dan Undang-Undang Pangan. Pelaku usaha yang terbukti menjual produk makanan yang telah melewati masa kadaluwarsa dapat dikenai sanksi, baik secara administratif maupun pidana. BPOM menjalankan tindakan preventif melalui kegiatan edukatif dan pengawasan berkala, serta tindakan represif seperti penyitaan barang, pemberian sanksi administratif, dan pelaporan kepada pihak kepolisian untuk menindaklanjuti lebih lanjut.

Penelitian ini menyimpulkan bahwa Badan Pengawas Obat dan Makanan (BPOM) memiliki peran krusial untuk melindungi konsumen akan risiko makanan kadaluwarsa. Namun demikian, efektivitas perlindungan konsumen akan lebih optimal apabila didukung oleh kolaborasi antara penegakan hukum yang tegas, pembinaan yang berkelanjutan terhadap pelaku usaha, serta peningkatan kesadaran masyarakat sebagai konsumen.

Kata kunci: Badan Pengawas Obat dan Makanan, Makanan kadaluwarsa, Pasar Modern, Perlindungan Konsumen.

ABSTRACT

Food is a basic human need, and food safety is a consumer right protected by law. The circulation of expired food, including in modern markets in Medan, is a serious concern because of its impact on health. This study uses a descriptive-contextual qualitative approach and highlights three important things.

This study aims to examine the legal steps taken by the Food and Drug Supervisory Agency (BPOM) in dealing with cases of the circulation of expired basic necessities in modern markets in Medan City. BPOM has the authority to set regulations, carry out supervision, and take action against violations related to food safety. The legal basis used includes the Law on Consumer Protection and the Food Law. Business actors who are proven to sell food products that have passed their expiration date can be subject to sanctions, both administratively and criminally. BPOM carries out preventive measures through educational activities and periodic supervision, as well as repressive measures such as confiscation of goods, imposition of administrative sanctions, and reporting to the police for further follow-up.

This study concludes that the Food and Drug Supervisory Agency (BPOM) has a crucial role in protecting consumers from the risk of expired food. However, the effectiveness of consumer protection will be more optimal if supported by collaboration between strict law enforcement, ongoing guidance for business actors, and increasing public awareness as consumers.

Keywords: *Food and Drug Supervisory Agency, Expired food, Modern Market, Consumer Protection.*